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# ESTABLISHING SUSTAINABLE CONSUMPTION & PRODUCTION PATTERNS IN CAMBODIA'S AGRI-FOOD SYSTEMS

## BACKGROUND & CHALLENGES

Cambodia has undergone a significant transformation and is one of the fastest growing economies on the globe. The agri-food sector's expansion diversified away from the traditional dominance of rice, and shifted to more profitable crops. However, the sector's growth was accompanied by environmental challenges, such as high deforestation rates, negative impacts on natural habitats and biodiversity, and increased GHG emissions.

## PROJECT LANDSCAPE



**Mondul Kiri Province** belongs to the eastern plains landscape. It is the largest province in Cambodia with rich natural resources and the largest remaining forest cover in the country.

## GOAL

Our goal is for all stakeholders involved in Cambodia's food systems—consumers, producers, and other actors along the value chain – to implement sustainable consumption and production (SCP), including agroecological and regenerative approaches, so that people can live in harmony with nature.



Scan the QR code for more information



The project (2022-2026) contributes to WWF's **Future Food Together** initiative, which is part of the International Climate Initiative (IKI) supported by Germany's Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV).

# HOW WE TAKE ACTION

## Multi-Stakeholder Approach

The project supports climate mitigation and adaptation strategies through a focus on connecting sustainable production to consumption, and the establishment of multi-stakeholder collaboration mechanisms in transforming the agri-food sector.

### With businesses

Share knowledge and support with integrating SCP principles into their strategies and operations.

### With governments

Contribute to the adoption of holistic government policies at all levels.

### With consumers

Develop and promote actions that drive consumer education and behavior change.

Communication, education, outreach, international political work

### Sustainable Production

Increase knowledge on a range of sustainable practices to substitute harmful production practices in government policy-making and planning processes and support value chain actors and relevant food system stakeholders to take those up.

### Market Transformation

Develop models, strategies, innovations and collaborative approaches to integrate measures for SCP with key business actors.

### Sustainable Consumption

Increase urban consumers' knowledge and awareness of the linkage between consumption choices and environmental impacts and provide opportunities that overcome obstacles of behaviour change.

