THE NIBS FRAMEWORK

Food culture levers to accelerate food systems transformation.



LEVERS

NARRATIVES Shaping Narratives

Crafting compelling stories around food

EXAMPLES of activities that could influence culture

- Broadcast strorytelling
- Engaging creatives (authors, musicians, screenwriters) via workshops, conferences, guilds
- Prizes/Awards

IDENTITY
Addressing Social identity

Addressing how food connects to our social selves

- New symbols and metaphors
- Pledges/petitions
- Activating networks

BELIEFS Changing Beliefs

Changing perceptions and mindsets about food

- News/Journalism
- Media engagements
- Documentaries
- School curriculum
- Myth/taboo- busting via trainings

SYSTEMS Strengthening Culinary systems

Reshaping culinary practices and food environments

- Consumption vocabulary
- Eating rituals
- Co-developing guidelines
- Supporting food technology
- Fusion cuisine
- Flavour principles

INSTITUTIONS influence culture

ENTERTAINMENT / FAMILY LIFE / EDUCATION / RELIGION / SPORTS / FASHION / MATERIAL GOODS

Institutions are important because they help situate us in the world. They shape our expectations about how to act and notions of right and wrong. These expectations and moral understandings operate through both formal and informal rules (customs, norms, mores). Institutions offer a conduit to influence how society thinks, feels, and values food.