

→ **Theory of Change**
Short version
Famfantastic Foundation



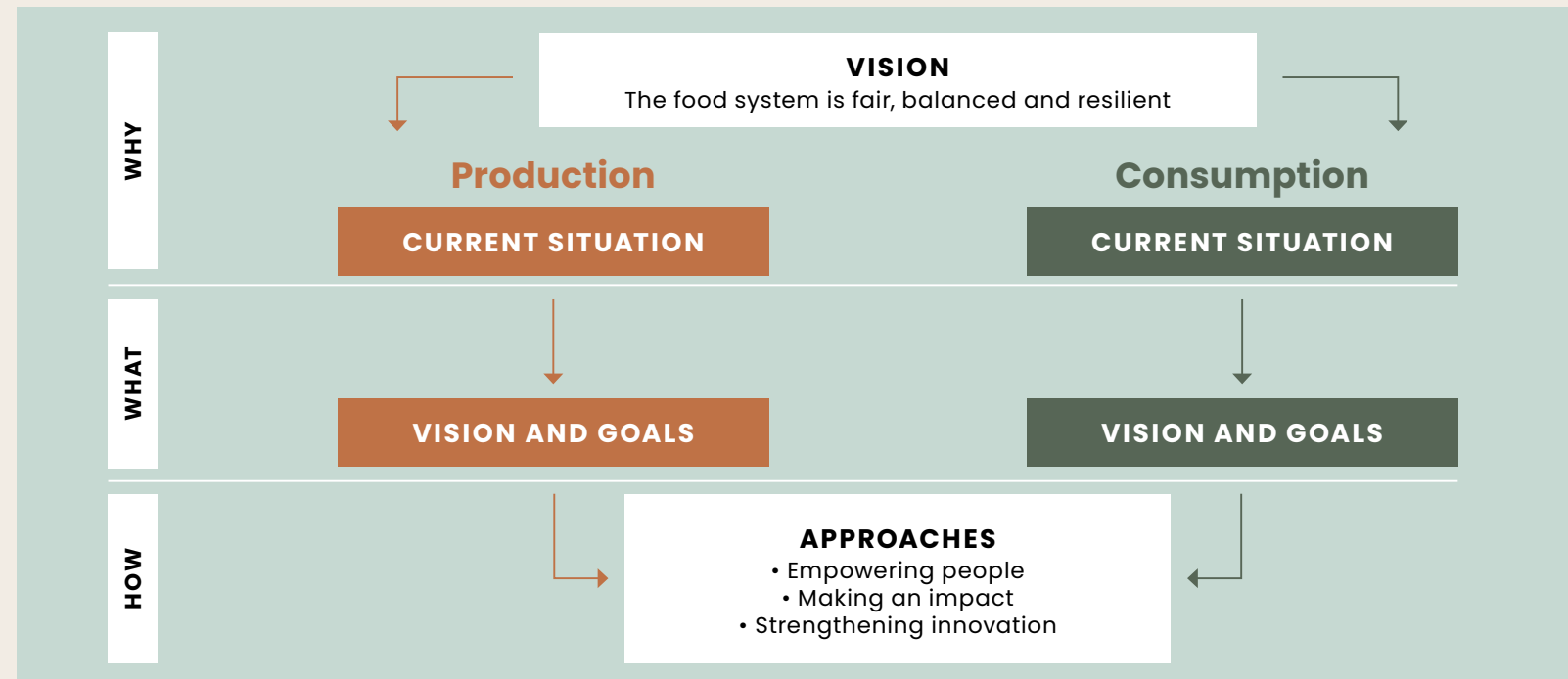
The Famtastic Foundation's Theory of Change Overview



An overview:

Our Theory of Change is derived from our foundation's vision statement. In order to come closer to achieving our vision, two pillars are essential: food production and consumption. As part of our Theory of Change, we have determined the challenges relating to these two pillars and created a unique vision for each. From there, we have developed the goals that we are pursuing or want to support through our work as a foundation.

Lastly, the Theory of Change includes our approach, which is divided into three main areas of focus. We believe that implementing our strategies will allow us to make the greatest possible impact.



When selecting partner organisations as well as in our day-to-day activities, we are guided by these pillars and our approach.

The Famtastic Foundation

Background



OUR NAME

Family + fantastic = Famtastic!

What does “family” represent? Famtastic was established by the Viegner family. And we want this familial atmosphere to translate to our partners as well. The word “fantastic” refers to the fantastic organisations that we partner with.

THE INTEREST OF THE FAMILY BEHIND THE FOUNDATION—

In our founders’ family, healthy nutrition is an important issue: Sitting together around the table, spending time with one another and eating healthy food. Food and happiness are the building blocks for a healthy life. But what does “healthy” even mean, really? When we talk about health, we are referring not only to people, but also to our planet.

THE BASIS

Of the nine defined planetary boundaries, six have already been exceeded: climate change, loss of biosphere integrity, land use, biogeochemical flows of nitrogen and phosphorous, freshwater use and novel entities in the environment. Nutrition is a tool that we can use to counteract the transgression of all six of these boundaries.

What drives us

Our vision



What drives us

Our vision

OUR VISION

The food system is fair, balanced and resilient.
It supports the health of all people and the environment.

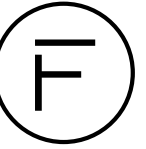
OUR MISSION

We are driving the transformation to a fair, balanced and resilient food system by helping promising solutions grow. So that current and future generations can enjoy a fair future.



Food production

Our vision



**Healthy foods are grown in a healthy environment
using sustainable farming practices.**



Food production

Some of our goals

Greenhouse gas emissions

Farmers have sustainable, resilient farms that promote a healthy natural environment and allow them to react to a changing climate.

True costs

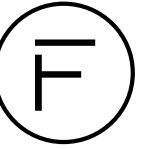
The advantages of sustainable agricultural practices for farmers have been officially proven. As a result, farmers and agricultural stakeholders (insurance companies, banks, consultants, etc.) are becoming more willing to reconsider switching or financing the switch to sustainable farming.

Alternative educational formats

There are new, future-oriented forms of education and educational networks with lots of practical experience and peer learning among producers and food processors. These formats take into account the new climate realities, recognise and share knowledge from the Global South, strengthen the role of women, etc.

Food consumption

Our vision



Everyone eats in a way that is healthy and environmentally friendly.

Consumers appreciate and respect the value of food.

Food consumption Goals

Nutritional expertise and appreciation for food

- > Food is shown more respect and appreciation in private households and on farms.
- > Consumers are able to make conscious purchasing decisions when it comes to food shopping.
- > Consumers are empowered by the knowledge of how to eat in a healthy, environmentally friendly way and how to maintain a food culture.

Nutrition education for children

Schools and daycares teach children healthier, more sustainable eating habits and offer healthy, sustainable choices in school cafeterias.

Food environment

The structural framework for a healthy, environmentally friendly food environment is created. The food environment is comprised of various factors, from a tax framework to infrastructure all the way down to how healthy products are presented in school cafeterias.

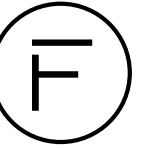
Value chains

The production and processing of food is transparent from farm to table.

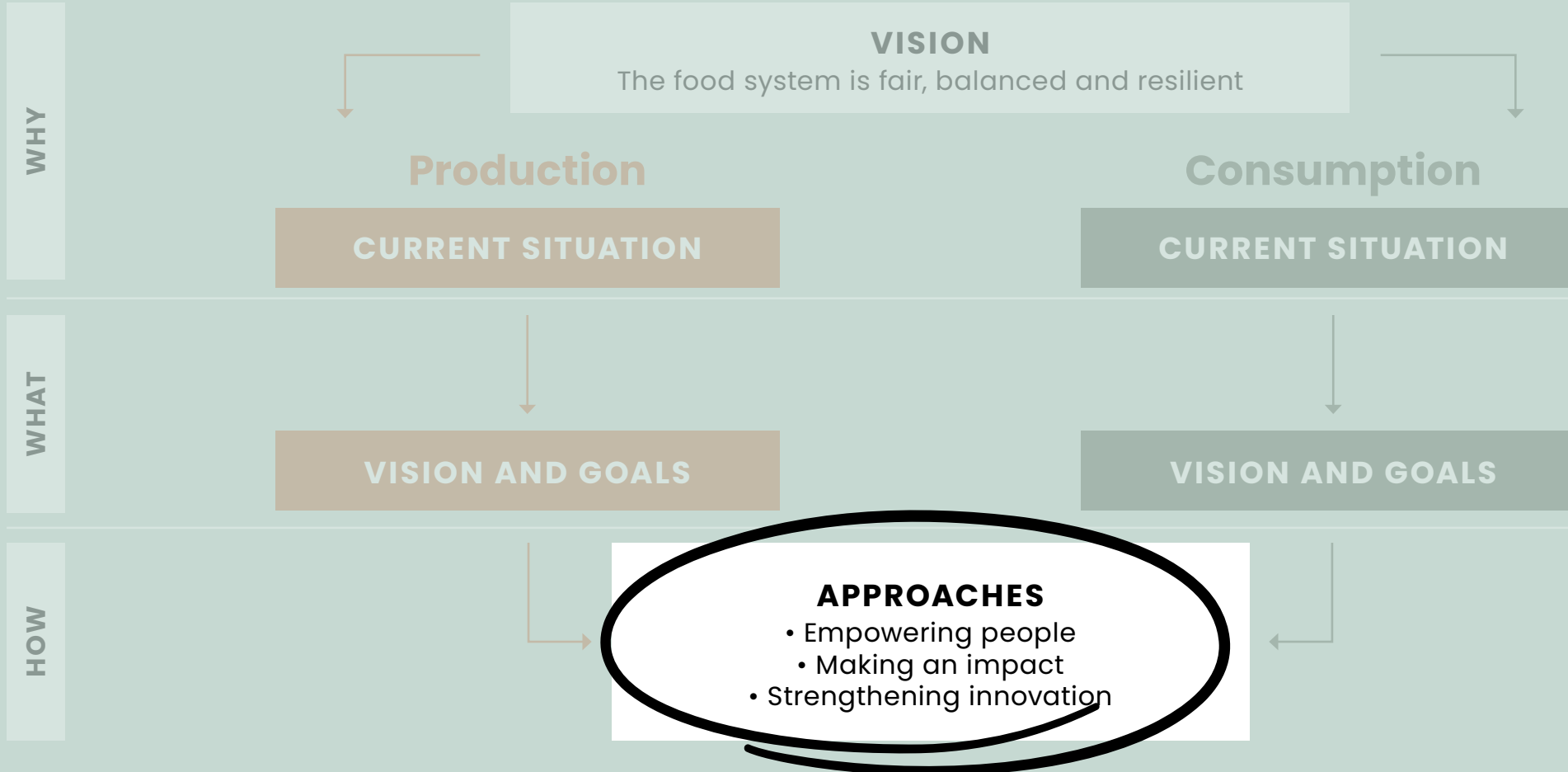
Consumers have a concept of how food is produced and have the opportunity to come into contact with farmers.



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Our approach



Our approach



Our Theory of Change doesn't just define the topics and goals that we want to address. We also want to specify how we want to achieve these goals.

In combination with the pillars of food production and consumption mentioned above, we select our partner organisation based on the following approach:

*Our approach is based on the methodology of Active Philanthropy. Source: Spotlight on Climate Funding Strategies, Active Philanthropy, and the Project Together website

OUR APPROACH

A

Empowering people e.g. capacity building and empowerment, strengthening networks

B

Making an impact, e.g. bringing social interests into politics, collective action

C

Innovation stärken, z.B. Förderung praxisnaher Forschung und Lehre

Questions?

www.famtastisch.org
info@famtastisch.org

