

Zoom Webinar Event

World Environment Day: Analysing the Carbon and Water Footprint of Commercial Milk Formula with the new Green Feeding Tool

SOCIAL MEDIA TOOLKIT

Overview

The food industry plays a significant role in greenhouse gas emissions, and the production of commercial milk formula (CMF) is a notable contributor. In 2018 alone, over 2 million tons of CMF for infants and young children were sold worldwide, resulting in staggering greenhouse gas emissions of 14-28 million tons and water usage of at least 10 million cubic meters.

On this World Environment Day, June 5, FHI Solutions Innovation Incubator, Alive & Thrive, the Australian National University, together with our partners from ANU Gender Institute, IBFAN Geneva Infant Feeding Association, Indonesian Breastfeeding Mothers Association, and Breastfeeding Promotion Network of India are thrilled to introduce the Green Feeding Tool, an initiative that focuses on the environmental impact of CMF. By calculating the carbon footprints and water footprints of CMF for infants aged 0-6 months, this tool brings to light the environmental consequences of expanding formula markets instead of promoting breastfeeding.

Exclusive breastfeeding for the first six months is recommended by health authorities, but also contributes to reducing CMF sales, and so mitigates climate change. Additionally, populations with high breastfeeding rates among infants and young children are more adaptive to key climate change risks to food security and health, and more resilient in emergencies and disasters.

The Green Feeding Tool provides important insights into the environmental impacts of CMF, enabling policymakers, advocates, researchers, and individual mother-baby dyads or their breastfeeding supporters to make better informed decisions. By raising awareness about the carbon and water footprints associated with CMF, we can work

towards reducing environmental harm caused by the ongoing displacement of breastfeeding around the world. This tool not only complements existing advocacy efforts on the health, social, and economic benefits of breastfeeding but also aligns with global targets for reducing emissions and mitigating climate change risks.

The global theme for this year's #WorldEnvironmentDay is #BeatPlasticPollution. Breastfeeding helps there too! Less plastic for baby bottles and teats, and in packaging and waste. Breastfeeding babies also delivers the best food packaging solution for the planet.

Join us in celebrating World Environment Day by spreading the word about the launch of the Green Feeding Tool. The Social Media Toolkit accompanying this launch provides suggested posts, hashtags, handles, and shareable resources for you to acknowledge the significant contributions of mothers and their role in protecting the environment.

Hashtags

Primary	Secondary
#GreenFeedingTool #WorldEnvironmentDay #CarbonOffset	#Breastfeeding #Breastmilk #MothersMilk #CarbonFootprint #WaterFootprint #BreastfeedingForThePlanet #ClimateChange #ClimateAction #GreenhouseGasEmissions #Planet #BeatPlasticPollution #CarbonCredit #CarbonMarket #ESG

Promotional Posts

Targeting policymakers and advocates

Introduction about the tool

Did you know: The production of commercial milk formula resulted in 14-28 million tons of #GreenhouseGasEmissions in 2018 alone? Exclusive breastfeeding for the first six months also contributes to mitigating #ClimateChange. Discover the **#GreenFeedingTool**: <https://tinyurl.com/GreenFeedingTool>

Commercial milk formula production and consumption increase #GreenhouseGasEmissions and #WaterFootprint. Discover the new **#GreenFeedingTool** to measure how the commercial milk formula industry is increasing the pressure on our #planet: <https://tinyurl.com/GreenFeedingTool>

On #WorldEnvironmentDay, let's prioritize breastfeeding for a greener future. Governments can invest too! Explore the **#GreenFeedingTool**, analyzing the environmental cost of commercial milk formula production and advocate for sustainable feeding practices: <https://tinyurl.com/GreenFeedingTool>

The new **#GreenFeedingTool** can now provide metrics to combat climate change. Discover how #breastfeeding reduces #GreenhouseGasEmissions and join the movement to reduce reliance on commercial milk formula! #ClimateAction <https://tinyurl.com/GreenFeedingTool>

#Breastfeeding is the most environmentally friendly #FirstFood system. Discover the **#GreenFeedingTool**, calculating the environmental impact of commercial milk formula production, and join the movement for global breastfeeding rates. #BreastfeedingMatters. <https://tinyurl.com/GreenFeedingTool>

Key findings from the tool

Carbon and water footprints associated with consumption of commercial milk formula among infants aged under 6 months				
Age in months	Lost Milk (million liters)	Carbon footprint (CO ₂ eq., million kg)		Water footprint (million liters)
		Lower estimation	Upper estimation	
0 – 1.9	451.2	1,301.4	1,656.3	562,884.7
2 – 3.9	674.4	1,941.8	2,471.4	839,875.4
4 – 5.9	1,333.9	2,681.5	3,412.8	1,159,776.1
Overall	2,459.5	5,924.7	7,540.5	2,562,536.2

Consumption of commercial milk formula in infants under six months in low- and middle-income countries is associated with #CarbonFootprint of 7.5 billion kg CO₂ eq or a car driving 30 billion km, almost 200 times the distance to the sun from earth.

<https://tinyurl.com/GreenFeedingTool>

Consumption of commercial milk formula in infants under six months in low- and middle-income countries is associated with #CarbonFootprint of 7.5 billion kg CO₂ eq or a passenger car driving 30 billion km, 78,000 times the distance to the moon from earth. <https://tinyurl.com/GreenFeedingTool>

Consumption of commercial milk formula in infants under six months in low- and middle-income countries is associated with #WaterFootprint of 2.6 billion cubic meters, which fill more than one million Olympic swimming pools.

<https://tinyurl.com/GreenFeedingTool>

The use of the tool and recommendations

Breastfeeding is the #FirstFood system. The **#GreenFeedingTool** empowers policymakers to evaluate environmental gains from policy scenarios that enable women and infants to exclusively breastfeed for the first six months. Check out the tool: <https://tinyurl.com/GreenFeedingTool>

The **#GreenFeedingTool** calculates the #GreenhouseGasEmissions and water usage associated with the production and consumption of commercial milk formula. Policymakers, environmentalists and #ClimateChange scientists can use the tool to evaluate the positive impact of #breastfeeding: <https://tinyurl.com/GreenFeedingTool>

Counting the environmental cost of NOT #breastfeeding is critical to every country's future sustainability. #BeatPlasticPollution too. Now the **#GreenFeedingTool** makes the value of #breastfeeding more visible. Find out more at: <https://tinyurl.com/GreenFeedingTool>

Targeting Mothers and Families

#Breastfeeding not only provides your baby with the best nutrition but also protects the environment, mom! Check out the new **#GreenFeedingTool** to see the environmental value of your breastmilk: <https://tinyurl.com/GreenFeedingTool>

Nurture your baby with #breastfeeding and nurture the planet too. Breastfeeding reduces food waste, saves precious #water and avoids extra #GreenhouseGasEmissions. Learn more by using the **#GreenFeedingTool** <https://tinyurl.com/GreenFeedingTool>

The importance of breastfeeding goes beyond nutrition. Discover the incredible power of breastmilk and join the sustainable nurturing journey with the new **#GreenFeedingTool**: <https://tinyurl.com/GreenFeedingTool>

Did you know that #breastfeeding has a powerful impact on the #environment? By choosing breastfeeding, you contribute to reducing #GreenhouseGasEmissions from the commercial milk formula industry. Check out the data with the new **#GreenFeedingTool**: <https://tinyurl.com/GreenFeedingTool>

By protecting & supporting #breastfeeding, we reduce the #CarbonFootprint of formula production. Let's nourish our little ones while safeguarding the planet. Discover the new **#GreenFeedingTool**. <https://tinyurl.com/GreenFeedingTool>

Mothers, you hold the power to shape a brighter future for your child and the #planet! Discover the user-friendly **#GreenFeedingTool**, helping countries calculate the impact on the #environment by enabling #breastfeeding:
<https://tinyurl.com/GreenFeedingTool>

Handles

TWITTER		FACEBOOK
@aliveandthrive	Health experts:	@TheAustralianNationalUniversity
@fhisolutions	@OECD_Stat	@fhi360.aliveandthrive
@ANUPopHealth	@WABAsecretariat	@AIMIPusatFanpage
@GenderANU	@babyfoodaction	
@ANU_ICEDS	@DeakinIPAN	
@aimi_asia		
@fhi360		
@JuliePSmith1		
@MathisenRoger		

Shareable Assets

Event promotional slides

ZOOM WEBINAR

**World Environment Day:
Analysing the Carbon and Water Footprint
of Commercial Milk Formula with
the new Green Feeding Tool**

Monday 5 June, 6.00pm – 8.00pm (UTC+10)

Scan to register:

Julie Smith
Honorary Associate Professor,
Australian National University,
Australia

Roger Mathisen
Regional Director,
Alive & Thrive (A&T) East Asia Pacific,
Viet Nam

Andini Pramono
Research Officer, College of Health &
Medicine, Australian National University,
Australia

Colin Butler
Honorary Professor,
National Center for Epidemiology
and Population Health, Australia

Photo messages

Breastfeeding is an example of how valuable unpaid care work is overlooked in economic policies. In the same way, the benefits of breastfeeding for the environment go unnoticed but are huge.

Manufacture of commercial milk formula adds significantly to greenhouse gas emissions and environmental impacts. Better enabling women to breastfeed their infants and young children will help mitigate climate change.

User testimonials

WHAT OUR USERS SAY ABOUT US

DAME MARILYN WARING
Author of *Planning for Nothing*

"It is 2020, nearly 50 years after women's unpaid production of milk for their babies in the home and countries' environmental and economic policies have failed to recognize the value of this work. The Green Feeding Tool is a valuable resource for understanding the environmental impact of commercial milk formula and for understanding the value of breastfeeding."

WHAT OUR USERS SAY ABOUT US

BRITTA BOUTRY-STADLERHANN & ALISON LINNEGAR
International Baby Food Action Network - Research and Policy, Australian National University

"The Green Feeding Tool is a valuable resource for understanding the environmental impact of commercial milk formula and for understanding the value of breastfeeding. It is a great tool for policy and practice."

WHAT OUR USERS SAY ABOUT US

DR IRENA ZAKARIA-GROKOVIC
Quebec National Breastfeeding Consortium, Canadian Association of Breastfeeding Consultants

"We have been using the Green Feeding Tool for a long time and it is a great tool for policy and practice. It is a great tool for understanding the environmental impact of commercial milk formula and for understanding the value of breastfeeding."

WHAT OUR USERS SAY ABOUT US

CAROL BARTLE
Independent Consultant and Policy Analyst, Australia (New Zealand)

"The Green Feeding Tool is a valuable resource for understanding the environmental impact of commercial milk formula and for understanding the value of breastfeeding. It is a great tool for policy and practice."

WHAT OUR USERS SAY ABOUT US

DR SANNE SIGH
Cebuville

"The Green Feeding Tool is a valuable resource for understanding the environmental impact of commercial milk formula and for understanding the value of breastfeeding. It is a great tool for policy and practice."