



COMMISSION FOR
ENVIRONMENTAL
COOPERATION

COMISIÓN PARA
LA COOPERACIÓN
AMBIENTAL

COMMISSION
DE COOPÉRATION
ENVIRONNEMENTALE

ENGAGEMENT REPORT

From Waste to Wellness:
Leveraging Nutrition and Cooking
for a Healthier Future

11 April 2025
2:00 PM – 2:50 PM ET

Logos at the bottom of the poster include:
- Commission for Environmental Cooperation
- Comer en familia by RED BAMX (BANCOS DE ALIMENTOS DE MÉXICO)
- UTHealth Houston School of Public Health Center for Health Equity
- Proud to be a Good Waste Prevention Week Partner

By
*Communications, Outreach
and Engagement Unit*



INTRODUCTION



This online titled ***From Waste to Wellness: Leveraging Nutrition and Cooking for a Healthier Future***, was held on 11 April 2025, via Zoom.

During this webinar, participants learnt practical strategies for optimizing food use, improving nutrition at home and understanding the impact that our food choices have on sustainability. Additionally, experts in food security reflected on the importance of food as a key factor in disease prevention and in building healthy habits for families.

FORMAT: Virtual

Agenda

- Introduction and Moderation. Antonia M. Andúgar Miñarro, CEC Project Lead
- Food is Medicine: Prescribing Nutrition for Better Health. Lorena Macías Navarro, Teaching Kitchen Collaborative Fellow and a Third-Year Doctoral Student at the UTHealth Houston School of Public Health (United States)
- Eating as a Family: Nutrition, Food Use and Fight Against Food Waste. Ana Leyva Ramos, Social Investment Manager at Red BAMX (Mexico)

This report offers information on public engagement related to the implemented outreach and communication strategies.

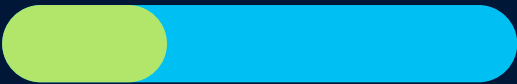
Public participation and engagement outcomes were gathered and analyzed for the activities that took place before, during and after the event

ATTENDANCE



This section contains the general data of the event's audience, categorized by country, sector and personal categorization.

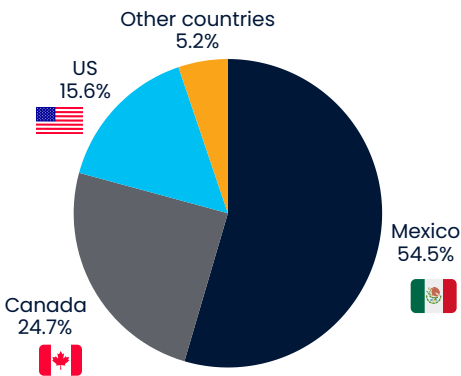
Attendance Rate 32%



From the 243 who registered to participate in the event, 77 attended.

By Country

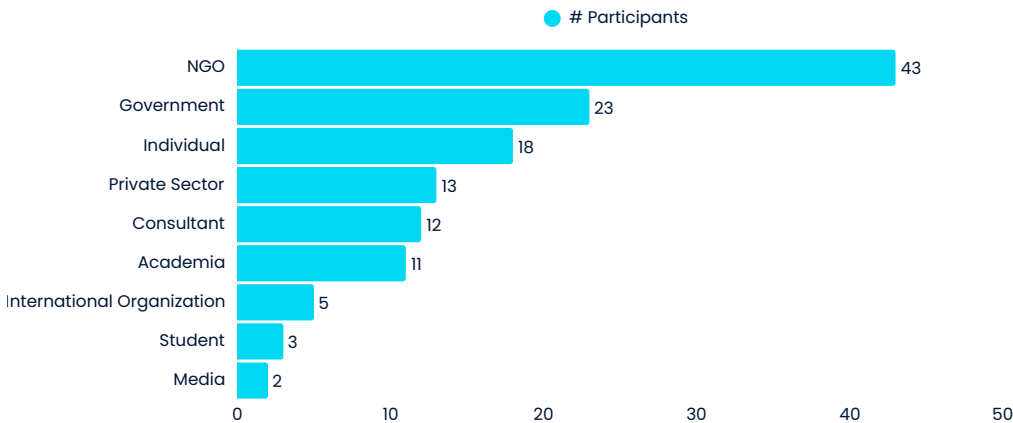
Mexico accounted for the majority of attendees (42), followed by Canada, (19) the US (12) and 4 from other countries.



Participants from other countries joined the webinar via Zoom: Democratic Republic of the Congo, Germany, Guatemala and Kenya.

By Sector

The most represented sector among attendees was the NGO sector (56%), followed by Government (30%), Individuals (23%), Academia (14%), International Organizations (6%) and Consultants (27%), while the least represented sectors were Media (4%) and Students (3%).

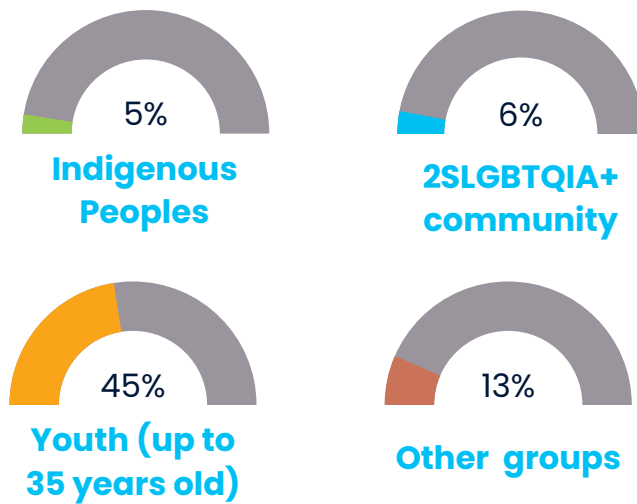


Note: Each participant was able to select up to two sectors upon registration

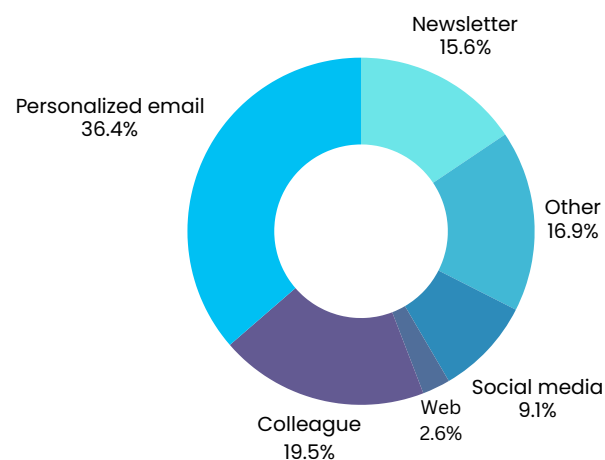
Attendance

By Personal Categorization

Among the people who attended the event, 4 self-identified as Indigenous Peoples, 35 as youth, 5 as part of the 2SLGBTQIA+ community and 10 as part of other underrepresented or underrecognized groups, including Migrant women, Families in poverty and Latino, among others.



How people heard about the event



PUBLIC ENGAGEMENT

This section compiles data related to public engagement using platforms such as Slido and Zoom, which were utilized to gather questions and comments from the public and engage them through live polls. It includes qualitative and quantitative outcomes.

Q&A → 3 received

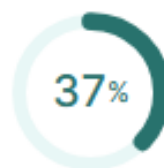
1. What is the ""best before"" date labelling situation in Mexico? In Canada (& likely USA) this causes problems with many foods being safe/edible after the printed date, but thrown out out of caution. "Best before" does not always mean ""dangerous after". *Elizabeth Robson Gordon*
2. ¿Cuál es la importancia de las líneas base en el impacto de los programas presentados? *Dr. Eyolquy Ríos López.*
3. ¡Hola Ana, muchas felicidades! Un programa maravilloso. ¿Cuáles son los retos más importantes que han enfrentado durante el desarrollo del programa comer en familia? *Daniela Alcántara*

Live polls → 4 were launched.

The poll engagement score shows the percentage of Slido participants that voted in polls. See Annex 1. for the participants' answers.

Poll engagement

28 out of 76 Slido participants voted in a poll.



FEEDBACK SURVEY

The feedback survey received a 11.6% response rate considering a total of 9 responses out of 77 participants. See Annex 2. Survey Results to see the complete answers.



Usefulness of content

71%

The content shared was rated as 'Useful' by 3 respondents, 'Somewhat useful' by 2 respondents and 'Very useful' by 2 respondents, indicating a generally positive reception.

Expectations

86%

Most respondents (6 out of 7) indicated that the event met their expectations, while 1 respondent felt it neither met nor did not meet their expectations. Not feedback from that participant was provided.

Likelihood to recommend

100%

Respondents are most likely to recommend the event, with 4 indicating 'Likely' and 3 indicating 'Very likely' as their likelihood to recommend.

Usefulness of topics

The most useful themes identified by respondents were 'Food Waste Prevention', 'Nutrition Efficiency', 'Environmental Sustainability', 'Food Waste Impact', 'Social Responsibility', and 'Nutrition Practices', each mentioned by one respondent.

What people would have liked to learn

Respondents expressed interest in learning about 'Waste Processing and Recycling', 'Community-Led Projects' and 'African Regional Development', each mentioned by one respondent.

Other comments



- “Waste recycling, collaborative experiences”.
- “Sigan preparando seminarios, con la misma calidad y seriedad de investigación como hasta la fecha”.
- “I had a general knowledge of the subject, I enjoyed the presentation although I don't feel I gain significantly more knowledge/insight. The Spanish-English interpretation was less than ideal (which, I know, was difficult with fast talking. I've done volunteer interpretation and it's hard.) which made it hard to gain full understanding of the presentations”.
- “Cambio climático”.
- “Felicidades”.

COMMUNICATION

This section compiles data related to the external communication. It includes data related to the performance of digital and traditional channels.



Newsletters opened

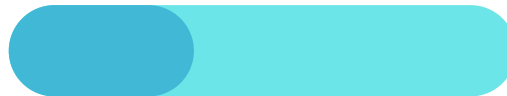
Sent

5748
English

3952
Spanish

435
French

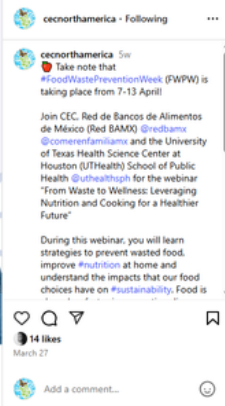
Open rate



36.5%



Social Media



2 Designed post 10 Platforms 24 Publications

Impressions

4465

The number of times the posts appeared on someone's screen

Engagement

162

Times that users engaged with the posts.



Web visits

GALLERY

COMMISSION FOR ENVIRONMENTAL COOPERATION | COMISIÓN PARA LA COOPERACIÓN AMBIENTAL | COMMISSION DE COOPÉRATION ENVIRONNEMENTALE

From Waste to Wellness:
Leveraging Nutrition and Cooking for a Healthier Future
11 April 2025
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Del desperdicio al bienestar:
cómo aprovechar la nutrición y la cocina para lograr un futuro más saludable
11 de abril de 2025
14:00–14:50 horas (tiempo del este)

Du gaspillage au bien-être :
bien s'alimenter et cuisiner pour un avenir plus sain
11 avril 2025
14 h à 14 h 50 (HE)

CEC CCA CCE | UTHealth Houston School of Public Health | Center for Health Equity

Antonia Andúgar - CEC
Ana Leyva - Red BAMX (Mexico)
Lorena Macías - UTHealth Houston School of Public Health (US)

"Food matters"
"Los alimentos importan"
"Anti-gaspillage alimentaire"

30 años ALIMENTANDO A MÉXICO

Ana Leyva
RED BAMX

That food is dangerous. How does it work in Mexico?
How does it work in the United States?

Food Is Medicine

Food Is Medicine (FIM) is the provision of healthy food to prevent, manage, or treat specific health conditions in a way that is integrated with a doctor's clinic and hospital system.

- Medically Tailored Meals
- Produce Prescription Programs
- Medically Tailored Groceries

UTHealth Houston School of Public Health
Center for Health Equity

"Food matters"
"Los alimentos importan"
"Anti-gaspillage alimentaire"

30 años ALIMENTANDO A MÉXICO

Ana Leyva
RED BAMX

ANNEX 1. LIVE POOL RESULTS

QUESTION 1



Join at
slido.com
#Food

Live quiz 23 / 36

Estimated amount of FLW at consumer stage in NA | Cantidad estimada de pérdida y desperdicio de alimentos en la etapa de consumo en América del Norte | Quantité estimée de perte et de gaspillage alimentaire en termes de consommation en Amérique du Nord

20 million tonnes | 20 millones de toneladas | 20 millions de tonnes
65%

67 million tonnes | 67 millones de toneladas | 67 millions de tonnes
35%

15 million tonnes | 15 millones de toneladas | 15 millions de tonnes
0%

QUESTION 2



Join at
slido.com
#Food

Live quiz 27 / 38

What else do we generate when we waste food in a whole year? | ¿Qué más generamos al desperdiciar comida durante un año? | Quoi d'autre engendrons-nous lorsque nous gaspillons de la nourriture pendant une année?

Estimated water footprint equivalent to filling 7 million Olympic-sized swimming pools | Huella hídrica estimada equivalente a llenar 7 millones de albercas olímpicas | Empreinte hydrique estimée équivalente à remplir 7 millions de piscines olympiques
33%

Estimated energy use equivalent to powering 200 million homes | Uso de energía estimado equivalente a abastecer de electricidad a 200 millones de hogares | Utilisation d'énergie estimée équivalente à alimenter 200 millions de foyers
22%

Estimated GHG emissions equivalent to 4 million cars driven | Emisiones de GEI estimadas equivalentes a 4 millones de autos en circulación | Émissions de GES estimées équivalentes à 4 millions de voitures en circulation

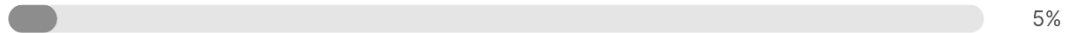
QUESTION 3.



What does 'Food is Medicine' mean? Which statement captures its essence? | ¿Qué significa "La comida es medicina"? ¿Qué frase captura su esencia? | Que signifie « La nourriture est un médicament » ? Quelle déclaration en capture l'essence?

Quiz question 19 answers 19 participants

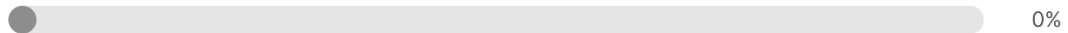
It's a trendy phrase for any healthy eating plan | Es una frase de moda para cualquier plan de alimentación saludable | C'est une phrase tendance pour tout plan alimentaire sain - 1 answer



Targeted, evidence-based nutrition approach to prevent or manage health conditions | Enfoque de nutrición basada en evidencia para prevenir o gestionar condiciones de salud | Une approche de nutrition ciblée pour prévenir ou gérer les problèmes de santé - 18 answers



A strict organic-only diet recommended to all patients | Una dieta estricta exclusivamente orgánica recomendada para todo/a paciente | Un régime strictement biologique recommandé à tous les patients - 0 answers



Encouraging patients to eliminate all processed foods immediately | Animar a las/los pacientes a eliminar todos los alimentos procesados de inmediato | Encourager les patient.es à éliminer immédiatement tous les aliments transformés - 0 answers



QUESTION 4.



What is the amount of food wasted in Mexico? | ¿Cuál es la cantidad de alimento que se desperdicia en México? | Quelle est la quantité de nourriture gaspillée au Mexique?

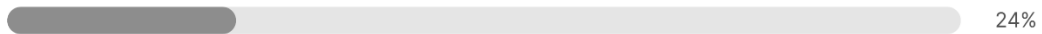
Quiz question 21 answers 21 participants

5 million tons | 5 millones de toneladas | 5 millions de tonnes - 0 answers



0%

10 million tons | 10 millones de toneladas | 10 millions de tonnes - 5 answers



24%

30 million tons | 30 millones de toneladas | 30 millions de tonnes - 16 answers



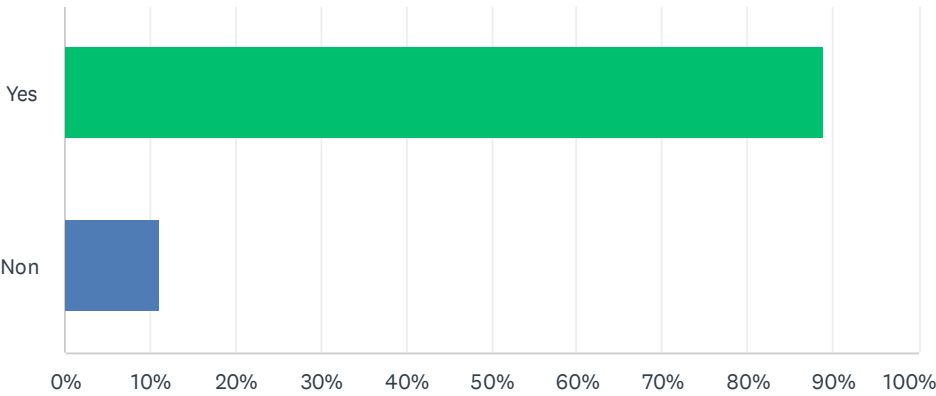
76%

slido

ANNEX 2. SURVEY RESULTS

P1 Did you attend the webinar?

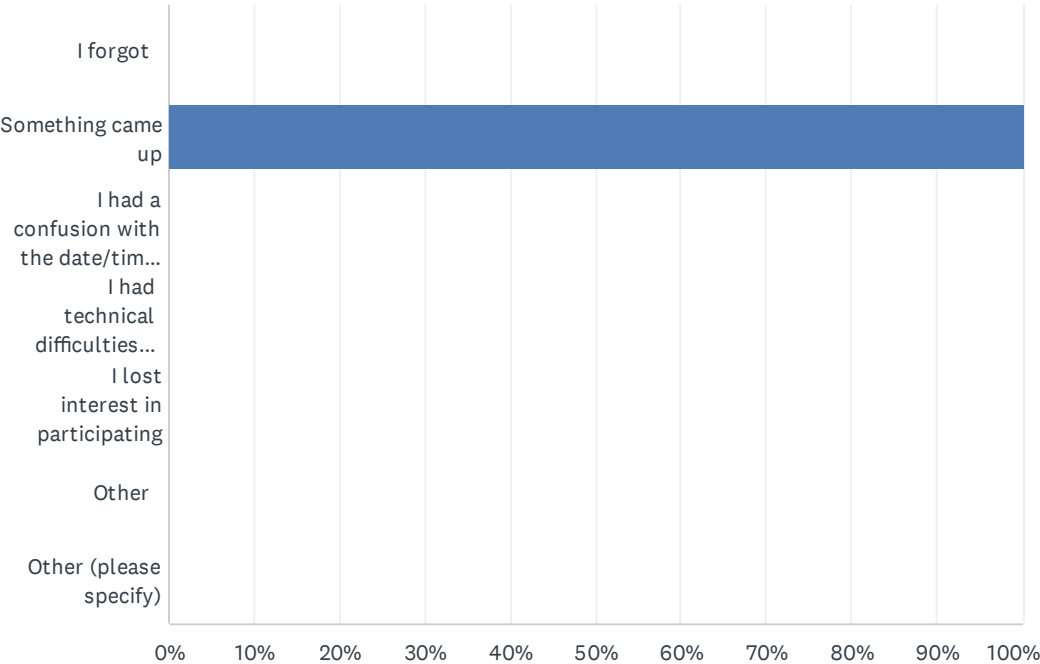
Respondidas: 9 Omitidas: 0



OPCIONES DE RESPUESTA		RESPUESTAS	
Yes		88.89%	8
Non		11.11%	1
TOTAL			9

P2 Why didn't you participate in the webinar?

Respondidas: 1 Omitidas: 8

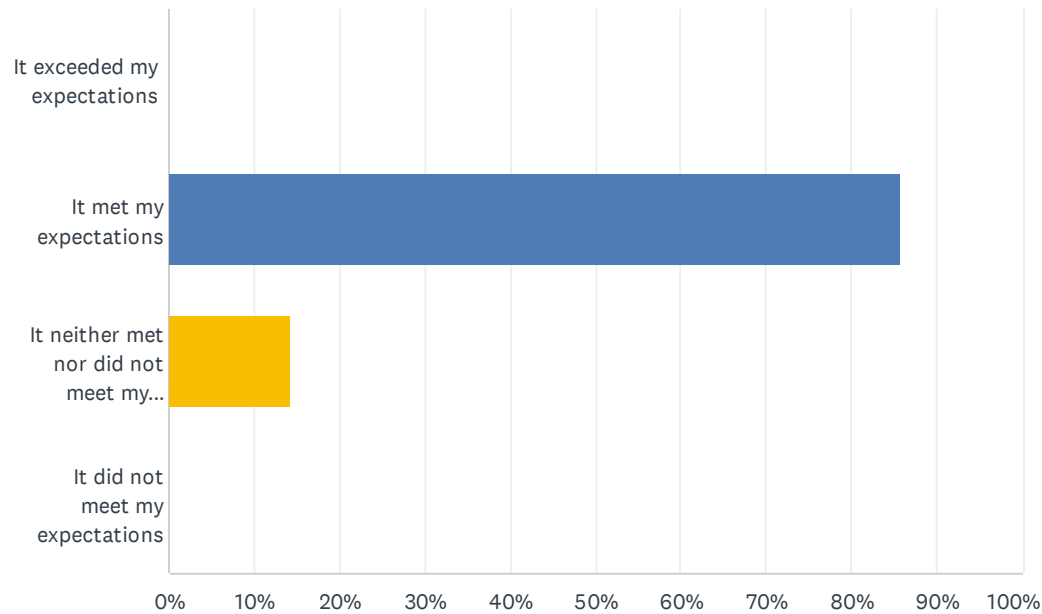


OPCIONES DE RESPUESTA		RESPUESTAS	
I forgot		0.00%	0
Something came up		100.00%	1
I had a confusion with the date/time of the event		0.00%	0
I had technical difficulties and was not able to join		0.00%	0
I lost interest in participating		0.00%	0
Other		0.00%	0
Other (please specify)		0.00%	0
TOTAL			1

#	OTHER (PLEASE SPECIFY) OTRO (FAVOR DE ESPECIFICAR) AUTRE (VEUILLEZ PRÉCISER)	DATE
	There are no responses.	

P3 How well did the event meet your expectations?

Respondidas: 7 Omitidas: 2

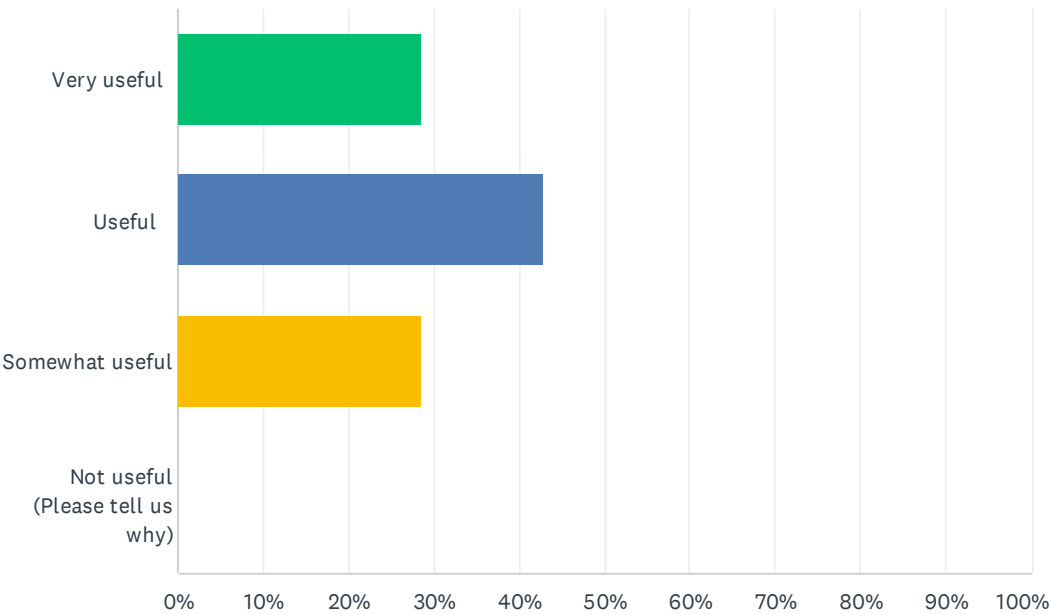


OPCIONES DE RESPUESTA		RESPUESTAS	
It exceeded my expectations		0.00%	0
It met my expectations		85.71%	6
It neither met nor did not meet my expectations		14.29%	1
It did not meet my expectations		0.00%	0
TOTAL			7

#	EN: IT DID NOT MEET MY EXPECTATIONS (PLEASE TELL US WHY, WE REALLY APPRECIATE YOUR FEEDBACK)ES: NO CUMPLIÓ CON MIS EXPECTATIVAS (¿POR QUÉ? AGRADECEREMOS ENORMEMENTE SI NOS COMPARTE LAS RAZONES DE SU RESPUESTA)FR: IL N'A PAS RÉPONDU À MES ATTENTES (N'HÉSITEZ PAS À JUSTIFIER VOS RÉPONSES, NOUS VOUS SOMMES TRÈS RECONNAISSANTS QUE VOUS NOUS PARTAGIEZ VOS COMMENTAIRES)	DATE
There are no responses.		

P4 How useful was the content that was shared?

Respondidas: 7 Omitidas: 2



OPCIONES DE RESPUESTA		RESPUESTAS	
Very useful		28.57%	2
Useful		42.86%	3
Somewhat useful		28.57%	2
Not useful (Please tell us why)		0.00%	0
TOTAL			7

#	NOT USEFUL (PLEASE TELL US WHY) NADA ÚTIL (POR FAVOR INDIQUE POR QUÉ) PAS UTILE (S'IL VOUS PLAÎT, INDIQUEZ-NOUS POURQUOI)	DATE
	There are no responses.	

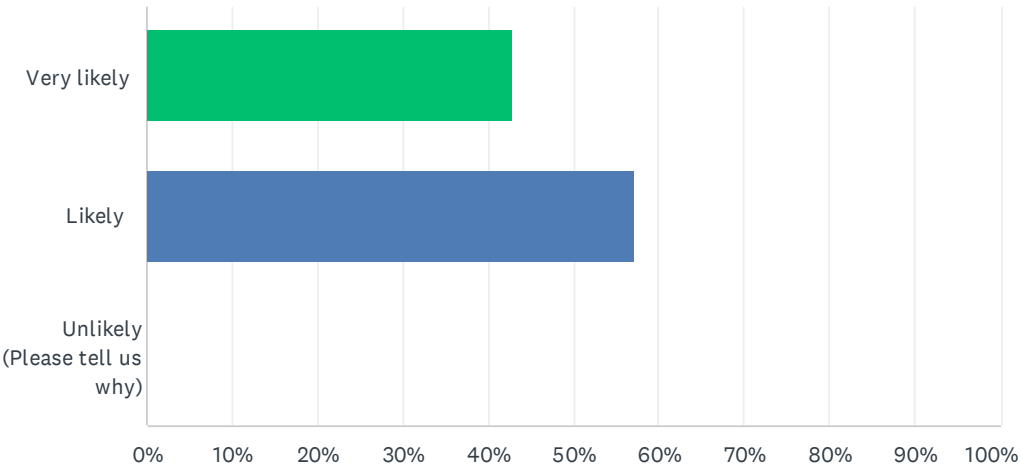
P5 EN: What information did you find the most useful from what was shared during the session? ES: De la información que fue compartida durante la sesión, ¿qué le resultó más útil? FR : Qu'avez-vous trouvé de plus utile dans les informations partagées au cours du webinaire ?

Respondidas: 6 Omitidas: 3

#	RESPUESTAS	DATE
1	TODO	5/24/2025 8:28 PM
2	Prácticas de nutrición en diferentes partes	5/23/2025 8:26 PM
3	In fact many things	5/23/2025 4:43 PM
4	Conocer la importancia del desperdicio de alimentos en el mundo y qué podemos hacer para disminuir tal impacto en el medio ambiente y en la sociedad.	5/23/2025 4:41 PM
5	Propuesta de mayor eficiencia en nutrición y as	4/11/2025 2:56 PM
6	food waste prevention focus	4/11/2025 2:55 PM

P6 How likely are you to recommend

Respondidas: 7 Omitidas: 2



OPCIONES DE RESPUESTA		RESPUESTAS	
Very likely		42.86%	3
Likely		57.14%	4
Unlikely (Please tell us why)		0.00%	0
TOTAL			7

#	UNLIKELY (PLEASE TELL US WHY) NADA PROBABLE (POR FAVOR INDIQUE POR QUÉ) PEU PROBABLE (S'IL VOUS PLAÎT, INDIQUEZ-NOUS POURQUOI)	DATE
	There are no responses.	

P7 EN: What other aspects would you have liked to learn about during the webinar?ES: ¿Acerca de qué otros aspectos le hubiera gustado escuchar durante este seminario web?FR : Quels sont les autres aspects que vous auriez souhaité voir abordés lors de ce webinaire ?

Respondidas: 5 Omitidas: 4

#	RESPUESTAS	DATE
1	NA	5/23/2025 8:26 PM
2	More African experiences	5/23/2025 4:43 PM
3	Considero que se atendieron los aspectos más relevantes relacionados al tema.	5/23/2025 4:41 PM
4	I would've like to hear more examples/case studies of on-the-ground grassroots initiatives	4/11/2025 3:01 PM
5	Tratamiento de residuos organicos	4/11/2025 2:56 PM

P8 EN: Please share any additional comments, thoughts, suggestions of topics for future webinars. ES: Por favor comparta sus comentarios, ideas o sugerencias de temas para futuros seminarios web. FR : S'il vous plait, partagez-nous vos commentaires, idées, suggestions de thèmes pour de futurs webinaires.

Respondidas: 5 Omitidas: 4

#	RESPUESTAS	DATE
1	Felicidades	5/23/2025 8:26 PM
2	collaborative experiences Waste recycling,	5/23/2025 4:43 PM
3	Sigan preparando seminarios, con la misma calidad y seriedad de investigación como hasta la fecha.	5/23/2025 4:41 PM
4	I had a general knowledge of the subject, I enjoyed the presentation although I don't feel I gain significantly more knowledge/insight. The Spanish-English interpretation was less than ideal (which, I know, was difficult with fast talking. I've done volunteer interpretation and it's hard.) which made it hard to gain full understanding of the presentations	4/11/2025 3:01 PM
5	Cambio climático	4/11/2025 2:56 PM