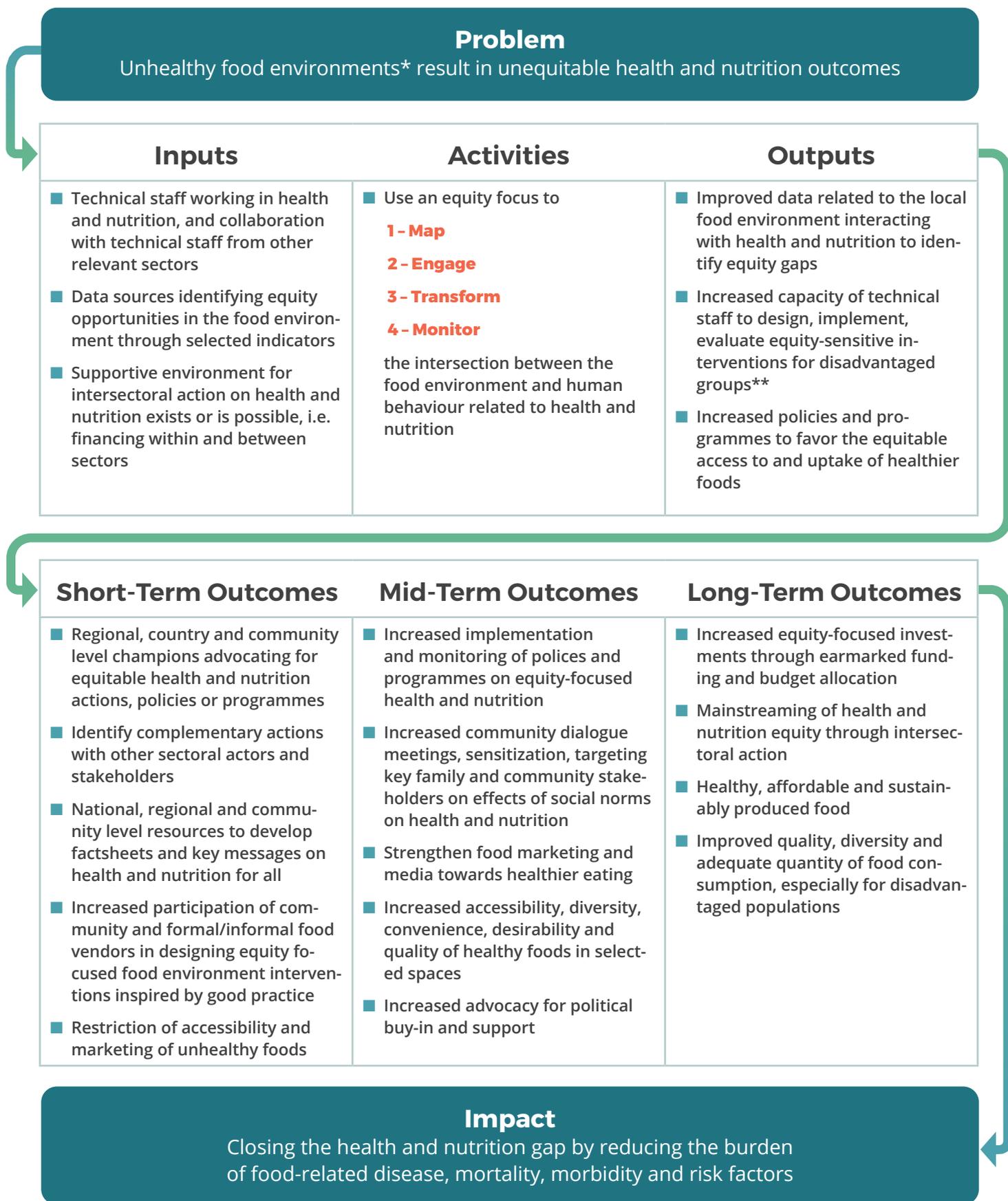


**FIGURE 2. SHIFT Framework – Theory of Change (ToC)**



\* Food environment: physical, economic, political and socio-cultural context in which consumers engage with the food system to make their decisions about acquiring, preparing and consuming food;

\*\* Disadvantaged groups: populations at higher risk for unhealthy diets and poor health due to unfavorable social, political and environmental conditions (for example women, children, indigenous populations, disadvantaged migrants)