



Responsible Cooking Alliance (RCA)

- AI-based tool
- Designed to assist food influencers
- Indicates digital content alignment with official health and sustainability principles

Recipe Watch APP

- Digital assistant for your everyday cooking
- Tips for preparing healthier and more sustainable dishes
- Simple solutions for healthy meals at home

Our Research Approach



Understanding current state

Analysis of existing nutrition guidelines promotion systems

Large surveys to obtain a deeper understanding of citizens' needs, barriers, and drivers for uptaking beneficial tools

Analysis of how to motivate food environment actors



Actions

Co-creation with citizens and relevant stakeholders to develop new approaches to innovation

Testing behavioral interventions to boost the motivation for adopting the beneficial tools and applications

Validating apps, tools and interventions in real life settings



DietWise

SYSTEMIC CHANGES | EMPOWERED CITIZENS

**Revolutionizing
Healthy Eating:**
DietWise Transforms
Everyday Food Choices
with Smart Solutions!



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the European Union

Understanding Food Environments and Citizen Needs



Boosting Motivation to Use Nutrition Guidelines



Digital Social Innovations and AI-Based Apps



Our consortium unites organizations from **Belgium, Greece, and Lithuania**, spanning academia, research and consumer advocacy organizations as well as business and public health policy implementers.



KU Leuven (BE)



Safe Food Advocacy Europe (BE)



Vlaams Instituut Gezond Leven (BE)



Foodbag.be (BE)



AdCogito, Institute for Advanced Behavioral Research (LT)



Vilnius University Faculty of Medicine (LT)



Vilnius City Public Health Bureau (LT)



International Hellenic University (GR)



Institute of Communication & Computer Systems (GR)



The Proleptis Institute (GR)

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DietWise Project

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