



DietWise
SYSTEMIC CHANGES | EMPOWERED CITIZENS

Deliverable D4.3

Capacity building curriculum

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<https://www.dietwise.eu>



Funded by
the European Union

This project is funded by the European Union's *Horizon 2020 program* under grant agreement No. 101181692

This work is dedicated to the memory of Justina Baršytė, author of the DietWise project idea, whose vision and commitment were invaluable to this project.

Project information

Program:	Horizon Europe
Topic:	HORIZON-CL6-2024-FARM2FORK-01-5
Type of action:	HORIZON-RIA HORIZON Research and Innovation Actions
Grant Agreement #:	101181692
Project title:	Systemic Solutions to Enhance Healthy and Sustainable Food Provision and Cooking at Home
Project Name:	DietWise
Project Start Date:	2024-11-01
Project End Date:	2027-10-31

Document information

Document name:	D4.3 – Capacity building curriculum
Related Work Package:	WP 4
Related Task:	Task 4.3 Capacity building curriculum
Related Deliverables:	D4.1
Author(s):	Antonio De Carluccio, Cecilia D’Acunto (SAFE)
Reviewer(s):	Siegfried Dewitte (KUL), Matina Kouvari (PROL)
Submission date:	2026-02-23
Dissemination level:	Public

Document history

Version	Date	Changes	Responsible partner
v0.1	2026-02-09	First version	SAFE
v0.2	2026-02-16	First version reviewed	KUL, PROL
V1.0	2026-02-23	Final version	SAFE

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Abbreviations

Abbreviation	Full Form
KUL	Katholieke Universiteit Leuven
PROL	Astiki Mi Kerdoskopiki Etaireia Proliptikis Perivallontikis Kai Ergasiakis Iatrikis
REA	European Research Executive Agency
RCA	Responsible Cooking Alliance
SAFE	Safe Food Advocacy Europe

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1. Executive summary

This deliverable presents the DietWise Capacity building curriculum developed for food influencers in Belgium, Greece and Lithuania. The curriculum addresses a persistent challenge in the online food environment: large volumes of nutrition content are shared without consistent reference to official guidance, and are frequently shaped by trends, commercial incentives and simplified or misleading claims. DietWise responds by strengthening influencers' ability to produce engaging food content that is aligned with national dietary guidance, supports healthy and sustainable eating, and protects vulnerable audiences. A core design principle is that the training does not position influencers as nutrition professionals. Instead, it builds practical competence in translating reliable guidance into recipes, captions and everyday food practices, while reinforcing clear boundaries around medical claims and personalised advice.

The curriculum is organised into seven modules delivered through a self-paced, platform-neutral format that partners can adapt to their own learning environments. Modules combine short learning inputs with interactive elements such as polls, quizzes, reflection prompts, and applied recipe tasks. The training begins with foundational definitions of healthy and sustainable diets, explicitly including affordability, accessibility, safety, equity and cultural acceptability alongside environmental considerations. It then provides concise, comparable summaries of national dietary guidance in Belgium, Greece and Lithuania and demonstrates how influencers can turn these principles into audience-friendly content themes and recurring formats, without relying on calorie counting or restrictive messaging.

A dedicated module explores how food choices connect to sustainability across environmental, economic and social dimensions, with additional attention to animal welfare. Practical exercises encourage influencers to reflect on their own food footprint using recognised tools and to integrate low-waste and plant forward practices into everyday content. The curriculum then moves into applied creation modules focused on converting guidance into recipes, including a “visual meal plate” activity and a structured “swap challenge” that teaches how to improve popular or viral recipes with limited, high-impact changes.

Integrity principles are embedded across the programme and consolidated in a dedicated module addressing cultural relevance, food safety, food waste, and adaptation of advice to different socio-economic contexts, with a particular focus on vulnerable groups. This module also includes a clear do's-and-don'ts checklist covering common risks in influencer ecosystems, including misinformation, misleading science, unsubstantiated food trends and brand health-washing. The curriculum concludes by introducing the Responsible Cooking Alliance (RCA) as a voluntary community and self evaluation pathway to support continuous improvement, transparency and peer learning. The training's final assignment requires participants to develop an “RCA ready” recipe and responsible caption, receive structured feedback, and complete certification that is explicitly framed as a recognition of the training rather than a professional qualification.

Overall, the curriculum provides a coherent, scalable approach to improving the quality and trustworthiness of food influencer content in the three pilot countries. By combining evidence-informed guidance, practical creation tools and safeguards against misinformation, the training aims to reduce nutritional confusion online, support healthier and more sustainable dietary norms, and encourage responsible communication that remains inclusive of audiences with fewer resources or higher exposure to misinformation.

2. Introduction

2.1 Project background

DietWise advances the state-of-the-art by proposing systemic changes, a focus on inclusion, and open social innovations with the aim of developing solutions that streamline existing tools and applications to foster healthy and sustainable food provision and to make cooking, eating, and treating of food at home the most attractive choice for all stakeholders. Using disruptive new approaches and voluntary market self-regulation, our activities will help to dampen nutritional noise gradually and organically merge cultural and commercial practices with a healthier and sustainable food consumption pattern.

The project also aims at empowering citizens with novel, citizen science-based solutions that shift the role citizens play away from passive actors influenced by the food environment to citizens as active participants influencing their decisions and helping to create better digital food environments.

As a result, our methodological and empirical advancements will provide a deeper understanding of how various external system-level environmental factors shape attitudes and beliefs towards healthy and sustainable food provision and cooking, how to motivate consumers to follow nutrition guidelines, how to include the ones who are in greatest need, and how to help citizens shape digital food environments.

In today's complex digital environment, consumers are constantly exposed to a vast array of food-related information, which is often mediated by online influencers. Food influencers have significant power to shape dietary choices and food-related attitudes, particularly among younger audiences active on social media as well as older audiences consulting recipes online. Understanding and leveraging this influence in a responsible, evidence-based manner is critical to the success of nutrition communication strategies.

Within this context, the project acknowledges that influencers shape food choices through independently produced content and that alignment with national dietary advice is voluntary. This report therefore outlines the foundations of a training programme designed to support interested influencers to apply national dietary guidance responsibly and efficiently within their own content style and audience expectations.

2.2 Purpose of the report

This report summarises the development process of the Capacity building curriculum, which provides the core materials and content for the training programme that will be implemented by field partners under T8.3 'Capacity building training on the integrity principles of cooking advice provision'. The curriculum is tailored to influencers, to ensure that their capabilities are built and they have the possibility to know how to responsibly and efficiently apply national dietary advice to create recipes and recommendations for eating, treating, and cooking healthy and sustainable food at home. Such knowledge and understanding of why it is important and beneficial for them will work as a motivator to join the voluntary initiative RCA, as well as serve as a roadmap for their content and rankings. Moreover, participating in the training will allow influencers to gain points for the RCA.

Based on the insights from WP2 and WP3, as well as from the related tasks T4.1-4.2, SAFE developed this dedicated training programme to enhance responsible influencing related to healthy and sustainable diets. The field partners VU, VIGL, FOOD, IHU, PROL and PHB provided direct advice and feedback on how to match the training programme with national nutrition guidelines.

This training programme was developed as a foundational basis for further (national) adaptation and improvement, potentially adaptable and tailored to each pilot country. The curriculum may remain subject to subsequent adaptations and improvements upon delivery of the training as part of T8.3.

The training content is (i) **tailored** to the beneficiaries' national context, including dietary guidelines, (ii) highly **interactive**, and (iii) includes **peer learning** or use cases with **hands-on** training approaches and experience to ensure a holistic upskilling experience and that beneficiaries apply their learned skills in action.

By the end of the training, participants will have a clear understanding of national dietary guidelines and core sustainability principles, and will be able to translate them into practical, culturally relevant food content. They will be equipped to produce trustworthy, responsible, and engaging communications that align with health and sustainability goals, while applying integrity standards and voluntary reporting principles throughout the content-creation process. Finally, the training aims to encourage participants to join and actively contribute to the RCA initiative.

Upon the delivery of the capacity-building training on integrity principles and voluntary reporting principles under T8.3, the curriculum will be made publicly available online. Intermediate-level stakeholders involved in the voluntary RCA initiative will already have access to these materials, further incentivising participation in the initiative.

3. Methodology

The capacity building curriculum is designed to strengthen the ability of RCA participants and engaged influencers to communicate and act on healthy and sustainable food consumption in an evidence-based, practical, and locally relevant way. The curriculum is structured to move beyond awareness raising and instead support confident application in day to day professional and content creation contexts.

The curriculum follows a set of consistent pedagogical principles, applied across all topics and delivery formats.

Learning is structured around active, interactive learning and participation rather than passive reception. Each module includes opportunities for:

- Peer learning through guided discussion prompts and structured reflection activities.
- Simulations of mirror realistic decisions and dilemmas faced in food communication and community settings.
- Gamified quizzes to reinforce core concepts, improve recall, and maintain engagement across short sessions.

Content is **localised and contextual**, adapted to national realities to ensure credibility and usability. Localisation is guided by the country teams, with support and review coordinated across the field partners VU, VIGL, FOOD, IHU, PROL, and PHB. Localisation is operationalised through:

- Country specific examples, scenarios.
- Adaptation of references, food practices, and constraints to match local conditions.
- Review of language and tone to avoid unintended stigma, cultural assumptions, or oversimplification.

Each topic and section are action-oriented, tied to concrete outputs that participants can use immediately. Modules therefore include practical tools and templates, such as checklists, decision guides, content planning prompts, and structured reflection tasks. Completion of the training programme under T8.3 will be defined not only by viewing content but by producing or adapting an output for real world use.

All curriculum content will be made **openly accessible and available online**, ensuring equal access regardless of geography or organisational capacity.

The training materials, which have been drafted as PowerPoint slides for each section, are designed to be usable on common devices and under varying connectivity conditions, with a preference for lightweight formats and clear navigation. Field partners may integrate these materials easily into their own platforms they currently use or transpose them into different ones, if they see fit. Similarly, the included content for interactive quizzes, exercises, and games can be easily transposed to commonly used online platforms, such as Kahoot and Mentimeter, at the full discretion of the training organisers.

Additionally, the curriculum is designed to be adaptable for different starting points, making it **inclusive** across cultural, language, and digital skill levels. This includes:

- Clear, plain language with limited reliance on specialist terminology, to catch and maintain influencers' attention.
- Step by step instructions for digital activities where needed.
- Inclusive scenarios that reflect diverse household situations, budgets, and lived experiences.

Curriculum structure and flow

The curriculum is delivered as a set of **microlearning sections, or modules**, each designed to take around 15 to 30 minutes, depending on the moderator's choice and adaptation. This structure supports sustained participation, reduces disengagement, and allows learners to return to specific topics when needed. Each section follows a consistent flow:

1. Learning objectives stated in practical terms
2. Short core content segment focused on a small number of key messages
3. Interactive element, such as a simulation, peer prompt, or applied mini task
4. Knowledge check quiz to consolidate understanding
5. Practical output, such as a tool completed, a draft message refined, or a scenario response documented.

This standardisation is important for quality assurance, particularly when content is localised, and it ensures learners can quickly orient themselves across modules.

Delivery approach

The envisioned delivery approach is that of a blended, hybrid model, combining online modules with in-person workshops, or live training session(s), subject to confirmation and feasibility that will be assessed under Task 8.3 in collaboration with field partners. The online modules provide consistent baseline content and flexibility, while the in-person component, where implemented, will be used to deepen skills through facilitated practice, feedback, and peer exchange.

Therefore, the current version of the Capacity building curriculum, consisting of 7 online modules, may already be considered as a standalone self-paced modular course, subject to local adaptation and refinement by field partners. The field partners may choose to adapt and host this self-paced modular version on their own platforms or websites.

Additionally, the modules reflect a peer-based community forum approach, providing a space and opportunity for shared problem solving, exchange of locally relevant ideas and examples, and valuable feedback cycles. These elements will be especially useful during the local adaptation of the Capacity building curriculum, or during any relevant live training session.

Evaluation, certification, and completion criteria

Each module ends with a short quiz. This helps participants confirm they have understood the key points, and it helps the project team see whether the content is clear and useful. The questions focus on realistic choices and common situations, not only on remembering facts.

A participant is considered to have completed the curriculum when they have finished the required modules and completed the quizzes that go with them. These expectations are stated clearly from the start so that participants know exactly what is required.

Participants who meet the completion requirements will receive a “Dietwise digital badge” and a completion certificate. These are intended to recognise active participation and a shared minimum level of understanding. Where relevant, the certificate can indicate whether someone completed the full curriculum or only a defined set of modules, so the recognition remains fair and meaningful.

Crucially, the curriculum clarifies in section 7 that this certification is a recognition of responsible practice, not a professional qualification. It is explicitly stated that the certificate confirms participants have completed the training and can create guideline-aligned, safe, inclusive recipe content, and apply RCA integrity principles, while it does not certify them as nutritionists or dietitians, or allow them to give medical advice. The curriculum includes instructions to allow them to reference the training responsibly. This important clarification was explicitly included to avoid any risk of misunderstanding and potential misinformation, preventing any participant from claiming they are now food experts based on the Dietwise training.

4. The Capacity building curriculum

The capacity-building curriculum is structured as a **self-paced online training programme** for food influencers, organised into **seven sequential sections/modules** that move from core concepts and definitions (e.g., healthy and sustainable diets) to practical content creation and community engagement through the RCA. Each section comprises approximately **15–30 minutes** of PowerPoint-based content that combines concise, evidence-informed learning inputs with applied activities (polls/quizzes, recipe development, practical exercises) to support translation of dietary guidance into engaging, responsible influencer content. The seven sections are structured as follows:

1. Introduction to healthy and sustainable diets
2. Understanding national dietary guidelines (Belgium, Greece, Lithuania)
3. Sustainability in food choices
4. Creating healthy and sustainable recipes
5. Integrity principles of cooking advice provision
6. Understanding the RCA initiative and voluntary reporting principles
7. From learning to action: creating RCA-ready recipes and community participation

The slides include implementation notes aimed at aiding potential speakers and moderators in keeping the participants engaged. The following sections of this report address each of these seven modules, providing a concise summary of the content and key insights. The full curriculum content can be consulted in **Annex I**.

4.1 Introduction to healthy and sustainable diets

This opening module builds a shared baseline for what “healthy and sustainable diets” mean and why the concept is directly relevant to food influencers. Thus, the expected learning outcome is that they will be able to define the concept and benefits of sustainable and healthy diets. At the beginning of the section, it is explicitly stated “what’s in it” for the influencers: after this session, they will be able to create food content that performs well with platform algorithms while staying aligned with official nutrition guidance.

The module starts with a short diagnostic poll that prompts participants to reflect on what they currently emphasise when they post about “healthy food” (e.g., weight loss, aesthetics, wellbeing, performance, sustainability), and whether they already use the term “sustainable” in their content. This is followed by an evidence-informed definition that deliberately goes beyond the common “health + environment” framing. Participants are introduced to the **FAO/WHO framing of sustainable healthy diets** as dietary patterns that promote health and wellbeing while having low environmental pressure and being accessible, affordable, safe, equitable and culturally acceptable - a dimension that is often missing from social media discourse but crucial for DietWise’s inclusive approach. Alongside this international framing, the module briefly situates the concept in national contexts by referencing the guiding models used in the three pilot countries (e.g., the Mediterranean diet in Greece, Belgium’s Food Triangle approach, and Lithuania’s healthy/sustainable nutrition recommendations), highlighting that, while formats and language differ, the underlying patterns largely converge. This informative content is balanced, including key points and messages on the slides without resulting in overly technical definitions and dense content that might reduce influencers’ engagement.

The “why healthy and sustainable diets matter” segment uses an interactive poll to connect diets to both public health and sustainability, while also making participants reflect on their own reach and responsibility as communicators. Key messages emphasise that unhealthy dietary patterns are linked to major non-communicable diseases and that food systems have substantial environmental impacts, setting up the rationale for influencers to contribute to healthier and more sustainable norms. Specifically, each insight is also framed in terms of what that

means for their posts, content, and partnerships, to ensure continuous engagement with the content through reflective prompts and real-life scenarios already tailored to their interests and needs.

The module then explores benefits in two parts: first, the health benefits of guideline-aligned eating (including long-term disease risk reduction, weight management and everyday wellbeing), and second, the environmental benefits of more plant-rich patterns and reduced food waste. Practical examples of both benefits are embedded to keep the content grounded (e.g., choosing water over sugary drinks, increasing legumes, and planning leftovers). The module ends with a short quiz that mixes basic nutrition literacy (e.g., fruit/vegetable portions, salt and sugars and sugar types awareness) with influencer-specific application questions (e.g., selecting responsible captions, identifying misleading claims, and handling brand collaboration offers). Importantly, the quiz is framed as skill-building rather than “testing expertise,” reinforcing that the course supports responsible communication rather than focusing on qualifications.

4.2 Understanding national dietary guidelines (Belgium, Greece, Lithuania)

The second module provides a practical bridge between general principles and the **concrete dietary guidance** that influencers can safely reference when addressing local audiences. Participants will learn the key national nutrition advice and how to translate it into content that resonates with their audience. It begins by explaining what dietary guidelines are and how they translate nutrition science into simple, population-level food advice. The module clarifies that national guidelines are not personalised clinical prescriptions, but they provide a reliable baseline for everyday messaging, which is particularly valuable in an online environment where contradictory claims are common. Participants are also introduced to why national nutrition advice matters specifically for influencers: it increases credibility, improves consistency, helps avoid accidental misinformation, and offers an evidence-informed “reality check” for partnerships or product promotion.

The central part of the module presents the key recommendation messages of Belgium, Greece and Lithuania in a concise and comparable way. Instead of listing every technical recommendation, the training highlights the most actionable anchors that can be translated into **content themes**: frequent vegetables and fruit consumption, preference for whole grains, regular inclusion of legumes, appropriate fish consumption on a weekly basis, limiting red meat and avoiding processed meat, reducing salt and added sugars, and prioritising water as the main drink of choice. Each country’s guidance is summarised in a way that respects local framing (e.g., Belgium’s Food Triangle model, Greece’s Mediterranean emphasis including extra virgin olive oil and legumes, and Lithuania’s focus on plant-forward variety and its “Keyhole” label as a practical shopping cue). These summaries are accompanied by examples of how influencers can use them as recurring content “hooks,” such as weekly guideline-aligned meal plans, grocery basket reels, or “plate visuals” that help followers understand balance without calorie counting.

A dedicated slide (see figure 1 below) focuses specifically on **tailoring influencer content to guidelines**, showing how to adapt messaging depending on the creator’s main audience (Belgium, Greece, Lithuania, or mixed/international). This includes concrete suggestions such as creating country-specific content series, using short caption templates (“Inspired by [country] dietary guidance...”), and transforming numeric recommendations into simple, repeatable cues (e.g., “veg-forward plates,” “legumes several times per week,” “water first,” “whole grains most often”). The module closes with an interactive quiz to reinforce country distinctions (e.g., identifying which model belongs to which country, selecting the most guideline-aligned caption, or choosing a better default fat source). The overall tone remains practical and confidence-building, while discouraging over-interpretation or expert-like statements.

How to tailor influencer content to guidelines

Depending on the national guidelines for your audience:

- Turn numbers into repeatable content anchors (use in captions & visuals)
 - BE: “300 g veg + 250 g fruit daily” / “legumes several times/week”
 - LT: “5x/day veg/fruit/berries (500 g)” / “fish 2–3x/week”
 - EL: “olive oil + legumes + fish often; red meat limited”
- Choose formats that make guidelines easy to copy
 - “1-week content series”: 3 plant-forward mains + 2 legume meals + 1 fish meal
 - “Grocery basket” reel: whole grains, legumes, seasonal veg, nuts, water-first drinks
 - “Portion visual” post: show what 250 g fruit / 300 g veg can look like (BE)



Figure 1: Tailoring influencer content to national guidelines

4.3 Sustainability in food choices

The third module expands influencers’ **understanding of sustainability**, moving beyond the sole focus on carbon footprint, aiming to teach them to link food choices to sustainability. It opens with a concise definition slide that frames sustainability in food through three interconnected dimensions, i.e., environmental, social and economic, while adding animal welfare as a closely related ethical consideration. Participants are reminded that sustainable healthy diets, as framed in international guidance, combine health and environmental considerations with issues of equity, affordability, safety and cultural acceptability. This sets the stage for a more nuanced understanding of sustainability and way to communicate it or reflect it in influencer content.

The environmental segment explains that different food choices carry different environmental pressures (e.g., greenhouse gas emissions, land and water use) and that food waste multiplies these pressures by wasting resources used to produce, transport and prepare food. The module highlights that household food waste is a significant contributor, meaning influencer audiences can make meaningful changes through everyday habits. Thus, the responsibility of influencers as communicators and meaningful actors is explicitly highlighted.

In this regard, the segment explicitly highlights **win–wins between health and sustainability**, showing that plant-rich patterns (vegetables, fruit, legumes, whole grains, nuts and seeds) often support both health and lower environmental impact. Inspiration is taken from the Planetary Health Diet¹ concept as a flexible reference point, while emphasising that it is not a strict prescription and should be adapted to culture and national guidance.

The economic and social segment positions sustainability as fairness and feasibility: whether dietary messages work across different budgets, reflect cultural traditions, and support livelihoods within the food system. The module also addresses the risks of framing sustainability as “lifestyle branding,” where content can drift toward expensive “superfoods” or unrealistic standards. Animal welfare is then introduced through accessible definitions

¹ EAT Lancet (2025). ‘The EAT-Lancet Commission on healthy, sustainable, and just food systems’. Available at: [Link](#)

and widely understood principles (e.g., ensuring animals’ welfare needs are met), presented in a way that supports informed, non-judgemental communication. Practical examples to help participants integrate these aspects in their content are provided throughout, such as “plants as the main event” recipe series suggestions, “leftover remix” content, or “meat as a side” plate ideas, emphasising changes that are both feasible and engaging.

Importantly, to move effectively from conceptual messages to personal, practical understanding, the module integrates a **self-paced tool-based activity** using a recognised **footprint calculator** developed by the European Commission (introduced as a learning tool rather than a definitive personal score). The slides provide simple, clear instructions to engage with the tool and calculate their own “food footprint”, helping them visualise their waste. Participants also complete a simple “waste audit” mini-task, tracking what they throw away over the next week and categorising it (i.e., unopened/unused items, leftovers, spoiled produce, other), and are encouraged to reflect on one realistic improvement they can make. To ensure effective and improved understanding of reducing individual food footprints in addition to the self-paced calculator tool, one slide provides a practical guide in six clear steps, without any extreme action, referencing a relevant FAO/WHO joint consultation that delves into the key guiding principles of sustainable healthy diets. The image below from the curriculum showcases these steps:



A practical guide to reduce your footprint

6 practical ways to reduce your food footprint (no extremes):

1. **Make plants the default:** more vegetables, legumes, whole grains, nuts; moderate animal foods (FAO/WHO joint consultation)
2. **Reduce high-impact meats** (especially ruminants); try “meat-light” patterns and smaller portions.
3. **Cut food waste first:** plan meals, store correctly, “cook once eat twice.”
4. **Choose seasonal/local where it makes sense** and avoid unnecessary packaging when feasible (FAO/WHO joint consultation)
5. **Be mindful with fish/seafood:** follow national guidance and avoid encouraging overconsumption.
6. **Communicate responsibly:** avoid “greenwashing” terms unless you can explain what makes it sustainable.

The slide features a vertical sidebar on the right with six icons: a plant, a fork, a fork with a leaf, a circular arrow, a heart, and three upward-pointing chevrons. Logos for DietWise and the European Union are at the bottom.

Figure 2: A practical guide to reduce food footprint

The module concludes with an interactive quiz that combines factual questions (e.g., food waste and sustainability basics) with influencer scenarios (e.g., how to handle vague “eco-friendly” brand claims, or which content concept best supports waste reduction). This helps participants practise decision-making in a safe learning environment.

Additionally, this module includes an **optional add-on**: a dedicated and tailored **Influencer Sustainability Checklist**. When implementing the training, field partners may decide to include this exercise or not, depending on time constraints and other feasibility concerns. Alternatively, the checklist can be downloaded separately from the curriculum and distributed to participants and other influencers for their own reference and use. This checklist was designed as a practical tool for influencers to plan food content that supports sustainability without misleading their audience. There are eight straightforward steps so that influencers can check their own content:

1. An **initial pre-post check** before they publish, asking whether the post is accurate, aligned with official dietary guidance, specific, realistic, and safe.
2. A list of **high-risk claims to avoid**, with common phrases that trigger misinformation, backlash, or greenwashing concerns (e.g., “fat burning”, “planet friendly”, “detox”).
3. Simple **evidence checks for sustainability statements**, with instructions to define and verify their claims.
4. An **animal welfare content check**, if their content includes meat, dairy, eggs, or fish.
5. Suggestions for **safer wording they can reuse**, such as “A balanced meal with vegetables, fibre, and protein that supports everyday wellbeing” instead of “detox recipe”.
6. Simple **visual and format checks**, such as whether their plate shows a balanced pattern or portions are realistic for everyday eating.
7. A **short filter for brand collaborations**, checking whether the products fits a balanced diet without exaggerations and sustainability claims without evidence.
8. A **quick check on tone**, emphasising that sustainability messaging fails when it becomes moralising. Thus, an emphasis on progress while avoiding food shaming and acknowledging constraints.

4.4 Creating healthy and sustainable recipes

The fourth module is designed as a practical “creator lab” that turns guidelines into **concrete, audience-ready recipe content**. By the end of this module, participants will be able to convert dietary advice into recipes. It begins with activity instructions that introduce a simple recipe framework aligned with the programme’s earlier principles: a balanced plate structure (vegetable-forward, whole grain or starchy base, appropriate protein choice), use of healthier fats, reducing salt/sugar-heavy sauces, and including at least one sustainability feature such as low-waste planning or seasonal ingredients. The module is structured to work both in facilitated settings and in self-paced delivery: in a live workshop, participants can work in groups; online, they can complete the task individually and share outputs in a forum or shared board.

The core activity is the “visual meal plate” exercise, where participants physically or digitally assemble a balanced meal that fits the national dietary framing relevant to their intended audience (Belgium, Greece or Lithuania). Instead of relying on calorie counts, participants use simple proportions and ingredient categories. They then draft a short recipe concept (name, ingredients, method, plating) and write a clear explanation of why it aligns with guidelines (e.g., more vegetables, legumes as protein, whole grains, limited processed meat, water-first beverages). The following slide focuses on presentation skills: participants learn to pitch their recipe in a way that is influencer-friendly (short, clear, benefit-led) while avoiding medical claims or rigid “good vs bad” framing.

To aid best practice, the module includes a trainer-led sample recipe walkthrough. The example recipe demonstrates how one base concept can be adapted across countries using familiar ingredients and culinary cues (e.g., olive oil and herbs for Greek-oriented audiences; plant-forward, minimally processed emphasis for Belgium; and wholegrain staples and vegetable variety for Lithuania).

A dedicated “**swap challenge**” sequence is added to strengthen real-world relevance: participants take an existing popular or viral recipe and improve it using a small number of targeted swaps (e.g., increasing vegetables, reducing processed meat, replacing part of animal protein with legumes, choosing whole-grain versions, and adjusting sauces to reduce salt/sugar). This activity is intentionally designed to avoid perfectionism: only a few changes are made, and maintaining taste and appeal is part of the goal. To maximise uptake and impact, swap demonstrations and templates are included, and the module offers a quick “Swap Toolkit” that can also be downloaded, used, and distributed separately, emphasising the five easiest high-impact upgrades to a recipe (see figure 2 below):

The Swap Toolkit

The 5 easiest high-impact upgrades:

1. Veg boost (½ plate rule)

- Add 2–3 vegetables (frozen counts)
- Make veg the base: roast, sauté, shred into sauces

2. Protein swap (plant-first)

- Replace part or all of meat with lentils, beans, chickpeas
- Or reduce meat portion and add legumes (“half-half”)

3. Whole-grain swap

- Wholegrain pasta / brown rice / bulgur / oats / buckwheat
- Or mix: half white + half wholegrain for transition

4. Flavour without excess salt/sugar

- Use herbs, spices, garlic, lemon, vinegar, yoghurt-based sauces
- Reduce salty processed ingredients (bacon, processed meats, salty sauces)

5. Low-waste swap

- Choose ingredients that can be used again (batch cook)
- Use leftovers intentionally (e.g., roasted veg becomes next-day wrap)



Figure 3: The Swap Toolkit

It is important to underline that integrating the swap challenge into this module is **strongly encouraged**, as it helps participants apply the guidance to what they actually do in practice. Most creators work from existing recipes, recurring formats, or trending dishes. Starting from a familiar “baseline” and improving it through a small number of targeted swaps makes the learning more immediately relevant, more realistic, and easier to replicate. It also demonstrates that healthier and more sustainable choices can be achieved without sacrificing taste or appeal, which is central to maintaining audience engagement. At the same time, the activity remains optional at field partners’ discretion, recognising that delivery time and session formats may vary across countries.

The module ends with a short quiz that tests applied understanding (e.g., which upgrades best reflect guidelines, which captions are responsible, and how to keep recipes inclusive).

4.5 Integrity principles of cooking advice provision

This fifth module addresses the **ethical and practical responsibilities** of food influencers, with a particular focus on vulnerable audiences and the risk of misinformation. Upon completion, participants will be able to apply integrity principles to food content creation to engage vulnerable groups. The module begins by defining “integrity” in food content as the combination of accuracy, transparency, safety and inclusivity. The module makes explicit that integrity is not only about avoiding blatant falsehoods; it is also about resisting subtle forms of misleading communication, such as over-claiming from weak evidence, presenting trends as fact, or allowing brand messaging to “healthwash” products. The module links this back to the programme’s central definition of sustainable healthy diets, which includes affordability, equity and cultural acceptability, which become critical considerations when content reaches people with fewer resources and knowledge. Importantly, integrity is highlighted as crucial in protecting influencers from backlash, misinformation and loss of trust from their followers, positioning it as a beneficial and essential component.

A dedicated slide (see figure 4 below) addresses the **culinary culture dimension**, encouraging participants to respect traditional cuisines and avoid framing cultural foods as inherently unhealthy. Instead, influencers are

guided to promote small upgrades that maintain cultural identity (e.g., increasing vegetables, adjusting portions, using less salt, or adding legumes) while keeping the tone non-judgemental. An optional micro-activity is suggested, asking participants to list three “comfort foods” from their culture and brainstorm one dietary guideline-aligned upgrade for each. The Swap Toolkit can be used as a methodology for this activity. Food safety is then treated as a core integrity component, acknowledging that followers may replicate what they see. Simple, widely recognised safety principles are presented along with common social-media risk moments (e.g., unsafe defrosting, cross-contamination, leaving leftovers out too long), and guidance is provided on when to add clear safety notes, especially when content may be followed by higher-risk groups.

The culinary culture dimension

Respect culture: make guidelines feel familiar, not restrictive

- **Food is identity:** sustainable healthy diets should be **culturally acceptable** and practical
- Integrity in cultural content:
 - **Don’t demonise** traditional foods or cuisines
 - Show **small upgrades** to familiar dishes (portion, veg boost, whole grains, lower salt/sugar)
 - Acknowledge **celebration foods** vs everyday foods (both can exist)
 - Use inclusive language: “**often/less often**” vs “good/bad”

Influencer-friendly approach: “Traditional dish, modern plate” series: keep the cultural dish, **adjust the balance** (veg + whole grain + protein)

Optional micro-activity:

- Ask learners to list 3 “comfort foods” from their culture and brainstorm 1 dietary guideline-aligned upgrade for each



Figure 4: The culinary culture dimension

Food waste is presented as an environmental, economic and a social issue, with practical emphasis on household-level solutions and on avoiding waste created by misunderstanding date labels. The module explains the difference between “use by” (safety-related) and “best before” (quality-related) and provides practical examples of how influencers can communicate this clearly to reduce unnecessary food disposal. This segment includes a pragmatic “portion calculation” tool to avoid food waste. It entails a guideline-based visualisation that does not rely on calories, macros, or “diet” language, which is generally perceived negatively by influencers and citizens alike, as the project team learned from the co-creation workshops held under task 4.1 and reported in Deliverable 4.1. The tool provides a simple trick that emphasises portions, plate proportions, and a simple multiplier that helps cook and plan well for multiple people. Figure 5 below showcases the three key steps:

Portion calculation to avoid food waste

A guideline-based visualisation that does not rely on calories, macros, or “diet” language.

A simple trick: portions + plate proportions + simple multiplier

1) Start with the plate (pattern > perfection)

- ½ plate veg (and/or fruit on the side)
- ¼ plate whole grains / starchy foods (prefer whole grains)
- ¼ plate protein foods (often beans/lentils; also fish/eggs/poultry)
- Water first; flavour with herbs/lemon/garlic (not salt-heavy sauces)

2) Use simple “portion units” (no weighing needed)

- Veg/fruit: 1 portion = 1 fist of chopped/cooked veg or 1 medium fruit
- Whole grains/starches (cooked): 1 portion = 1 cupped hand
- Protein: 1 portion = 1 palm (or 1 ladle for beans/lentils)
- Healthy fats: 1 portion = 1 thumb (olive oil/nut butter)

3) Batch-cook calculator (works for any family size)

- Plates to cook = people × meals (e.g., dinner + lunch tomorrow = 2 meals)
- Per plate (easy default):
 - Veg: 2 fists
 - Grains: 1 cupped hand
 - Protein: 1 palm / 1 ladle
- Total to cook = plates × per-plate portions



Figure 5: Portion calculation suggestion to avoid food waste

The training then addresses different **socio-economic contexts**, offering tools to adapt content to different contexts, budgets, and levels of access. A “three-tier advice” structure (easy / next / if you can) to use in their post captions helps influencers provide guidance without inadvertently excluding low-income audiences or implying that sustainability requires expensive products. A slide on engaging vulnerable populations reinforces the need for plain language, visual aids, realistic steps, and avoidance of shame or fear-based messaging, linking back to WHO definitions of the previous modules.

The module culminates in a practical **“do’s-and-don’ts” checklist** tailored to influencers, explicitly targeting misinformation, misleading science, unsubstantiated trends, and brand health-washing. First, responsible influencing is emphasised as crucial because it protects their audience and their credibility. Suggestions for “do’s” include anchoring their content to official guidance as showcased previously, being specific with their terms, using careful language, disclosing ads clearly and upfront, checking and validating trend claims and correcting mistakes publicly when needed. Common “don’ts” include avoiding detox and cure claims, resisting viral “challenge” content that promotes restriction or fear, being cautious with vague sustainability labels (“eco-friendly”), and ensuring that nutrition and health claims are clear, accurate, and evidence-based instead of promoting “health-washed” products.

The concluding interactive quiz is scenario-based and focuses on judgement calls influencers face in real life, such as how to respond to a brand asking for unsupported health claims, how to correct misinformation respectfully, how to adapt posts for low-income followers, and how to manage food safety messaging. The overall outcome is to strengthen influencers’ ability to create content that is trustworthy, inclusive, and aligned with public health principles, without encouraging them to act as experts.

4.6 Understanding the RCA initiative and voluntary reporting principles

This sixth module introduces the **Responsible Cooking Alliance (RCA)** as the programme’s community and improvement mechanism. The expected learning outcome is that participants will understand what the RCA is and how voluntary reporting works in practice. The module explains the RCA as a DietWise initiative that supports

influencers in promoting healthy and sustainable diets through a voluntary framework. The module outlines the value proposition for influencers: improved credibility, access to learning resources and networks, and practical feedback mechanisms that help them improve recipes and communication over time. Specifically, the tool is presented as being able to flag risky claims (e.g., “burns fat”), suggest healthy ingredient boosts (e.g., “add more vegetables”), and provide low-waste tips such as cooking in the same session for dinner and lunch the day after. Rather than positioning RCA as a compliance tool, the training presents it as an opt-in support system that rewards continuous improvement and transparent practice.

A central concept in this module is voluntary reporting. Participants learn that the RCA is designed to encourage self-evaluation and reflection on how well content aligns with guidelines and sustainability practices. The training emphasises that participation is voluntary and improvement-oriented, and that any display of ratings, badges or similar signals is optional, thereby reducing pressure and avoiding performative score chasing. Rather, the RCA is positioned as being able to improve their credibility by supporting healthy and sustainable habits in their posts and content. The module includes a brief walkthrough on how to sign up and what onboarding may involve. Because partners and influencers use different platforms, the training provides adaptable examples of how RCA participation could appear in content: a short “RCA-checked” note on a recipe card, a “before/after” reel showing one improvement made after feedback, or a weekly prompt series that encourages planning meals and reducing waste.

The module closes with a feedback activity designed to gather participant insights on how to improve the RCA, using a simple “two stars and a wish” structure. This not only supports iterative development of the RCA approach but also reinforces the programme’s broader message: integrity is an ongoing practice supported by community learning, not a one-time achievement. Finally, to maximise engagement beyond the training, this module provides an optional RCA “starter commitment”, whereby participants can choose to commit to one of the following:

- “I will RCA-check 1 recipe/week and apply one improvement.”
- “I will add one low-waste tip to every recipe post.”
- “I will publish one ‘myth vs fact’ correction per month using official guidance.”

4.7 From learning to action: creating RCA-ready recipes and community participation

The final module consolidates learning through a final assignment of **creating a recipe that is guideline-aligned, safe, inclusive and RCA-ready**, and that reinforces the appropriate role boundaries for influencers. It opens with a clear statement that completion of the training does not confer professional nutrition status and should not be used to justify expert-like claims. Instead, the module positions influencers as responsible communicators whose content aligns with the latest evidence-informed and policy-supported guidance on healthy and environmentally sustainable eating. A suggested disclaimer line is provided to model responsible influencing and positioning in captions and to reduce the risk of audiences interpreting content as medical advice.

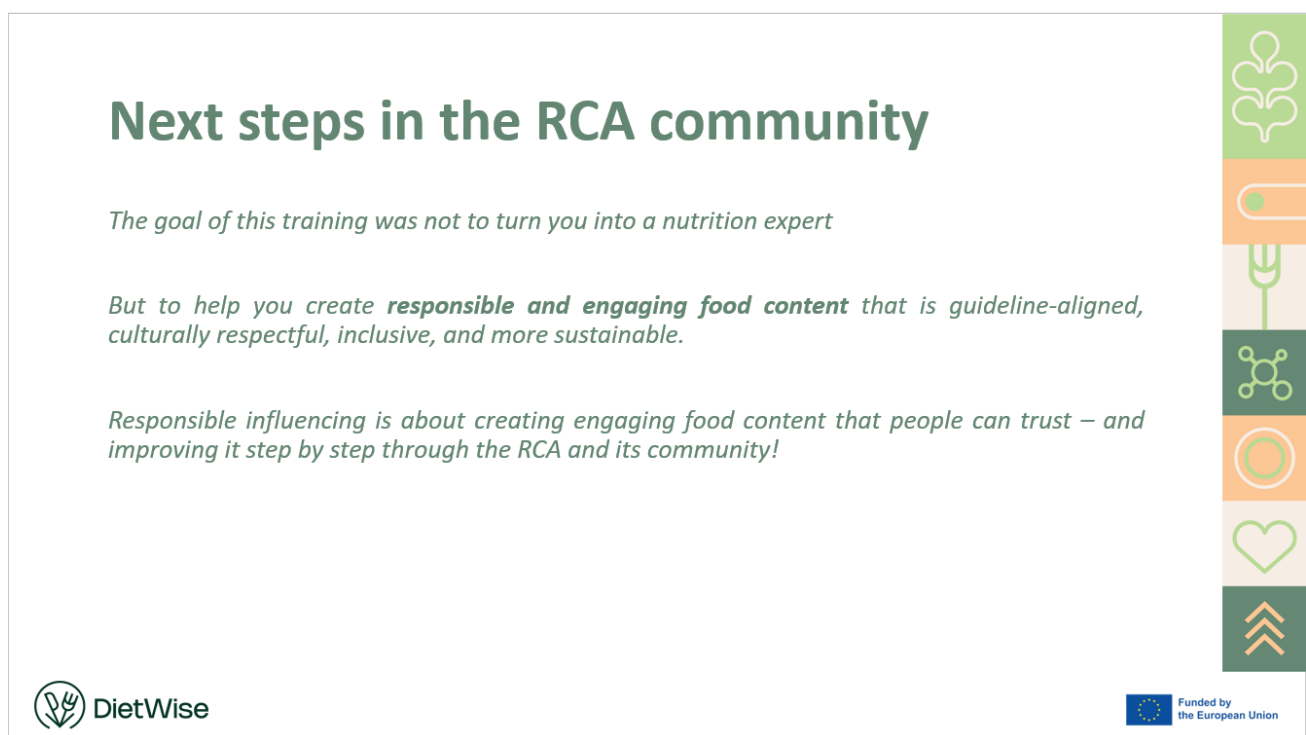
Participants then complete the main task: creating an “RCA-ready” recipe (or short advice post) that includes a balanced structure, alignment with national guideline principles, one sustainability feature (such as a low-waste tip or plant-forward choice), and a brief inclusivity element (e.g., a budget-friendly swap or time-saving adaptation). Participants also draft a content output format (reel script, carousel outline, or recipe card), ensuring the final product is directly usable on social media. The module includes a structured presentation template to help participants communicate their recipe clearly and responsibly, with emphasis on audience-friendly benefits rather than health guarantees.

Peer showcase and feedback are integral to the module. A simple feedback rubric encourages constructive critique across key dimensions: accuracy and guideline alignment, food safety, inclusivity, clarity and tone. A red-flag checklist is included to prompt revision when posts include exaggerated promises, fear-based messaging, detox narratives, unsubstantiated health claims, or vague sustainability labels.

Certification is then presented carefully as recognition of training completion and responsible practice, explicitly re-emphasising that it does not equal a professional qualification. Suggestions are included to allow participants to reference the completed training responsibly, for instance “Completed a dedicated training programme on responsible food content” or “I follow national dietary guidance principles in my recipes”.

The module concludes with next steps for engagement in the RCA community, encouraging small, repeatable actions such as periodic recipe self-checks, low-waste prompts, and peer learning exchanges that help influencers sustain integrity over time while continuing to create engaging content.

Figure 6 below showcases the final slide of the Capacity building curriculum, linking back to the main purpose and outcome of the training aligned with the DietWise mission:





Next steps in the RCA community

The goal of this training was not to turn you into a nutrition expert

*But to help you create **responsible and engaging food content** that is guideline-aligned, culturally respectful, inclusive, and more sustainable.*

Responsible influencing is about creating engaging food content that people can trust – and improving it step by step through the RCA and its community!

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The slide features a vertical sidebar on the right with six icons: a green plant, an orange hand holding a green leaf, a green fork, a green network of nodes, an orange target, and a green heart above three orange upward-pointing chevrons.

Figure 6: Final slide of the Capacity building curriculum

5. Conclusions

This deliverable sets out a structured capacity building curriculum designed to strengthen the quality, responsibility and public value of food influencer content in pilot countries, namely Belgium, Greece and Lithuania. The curriculum responds to a clear challenge in today's digital food environment: audiences are exposed to a high volume of nutrition claims and food trends that are often oversimplified, commercially driven or misleading. Rather than attempting to turn creators into official nutritional experts, the programme positions influencers as **responsible communicators** who can translate official guidance into practical, environmentally friendly, culturally relevant recipes and everyday food choices.

Across seven modules, the training moves from shared foundations to applied practice. Participants develop a clear understanding of healthy and sustainable diets, including the critical but frequently overlooked elements of affordability, accessibility, safety, equity and cultural acceptability. National dietary guidance is presented as a **credibility anchor** that supports localisation across the three pilot countries while avoiding one-size-fits-all messaging. Sustainability is addressed through a balanced lens that includes environmental impacts, food waste, social and economic considerations and animal welfare, with a particular emphasis on practical actions that audiences can adopt without undue cost or complexity.

The curriculum is deliberately **practice-oriented**. Recipe development modules focus on turning guidance into appealing content formats, including “visual plate” exercises and structured recipe upgrades through targeted swaps. Integrity principles are embedded throughout, with explicit attention to safeguarding vulnerable groups. This includes practical methods for adapting advice to different socio-economic contexts, avoiding moralising or fear-based narratives, reinforcing basic food safety, and reducing avoidable food waste through clearer communication. A dedicated set of do's and don'ts addresses common integrity risks in influencer ecosystems, including misinformation, misleading science, unsubstantiated trends and brand health-washing.

Finally, the RCA is introduced as a voluntary community and **improvement pathway** that supports ongoing practice. It is framed as a self-evaluation and learning mechanism rather than a compliance tool, enabling creators to strengthen credibility over time while retaining autonomy over how they communicate. The final module reinforces role boundaries and provides a structured approach to showcasing recipes and receiving feedback, with certification presented strictly as recognition of completion and responsible practice, not as a professional qualification.

Overall, the curriculum provides a coherent and scalable approach to improving nutrition and sustainability communication online. It is designed to be platform neutral and adaptable by field partners, while maintaining consistent standards across countries. By combining evidence-informed guidance, applied tools and clear integrity safeguards, the curriculum aims to reduce nutritional confusion online, support healthier and more sustainable dietary norms, and strengthen trust between creators and their audiences, particularly among groups most at risk of exclusion or misinformation.

6. Annex I

The full capacity-building curriculum is provided in Annex I below.



DietWise

SYSTEMIC CHANGES | EMPOWERED CITIZENS

Capacity Building Curriculum

Section 1 – Introduction to healthy and sustainable diets

Antonio De Carluccio & Cecilia D'Acunto, SAFE

PARTNERS:



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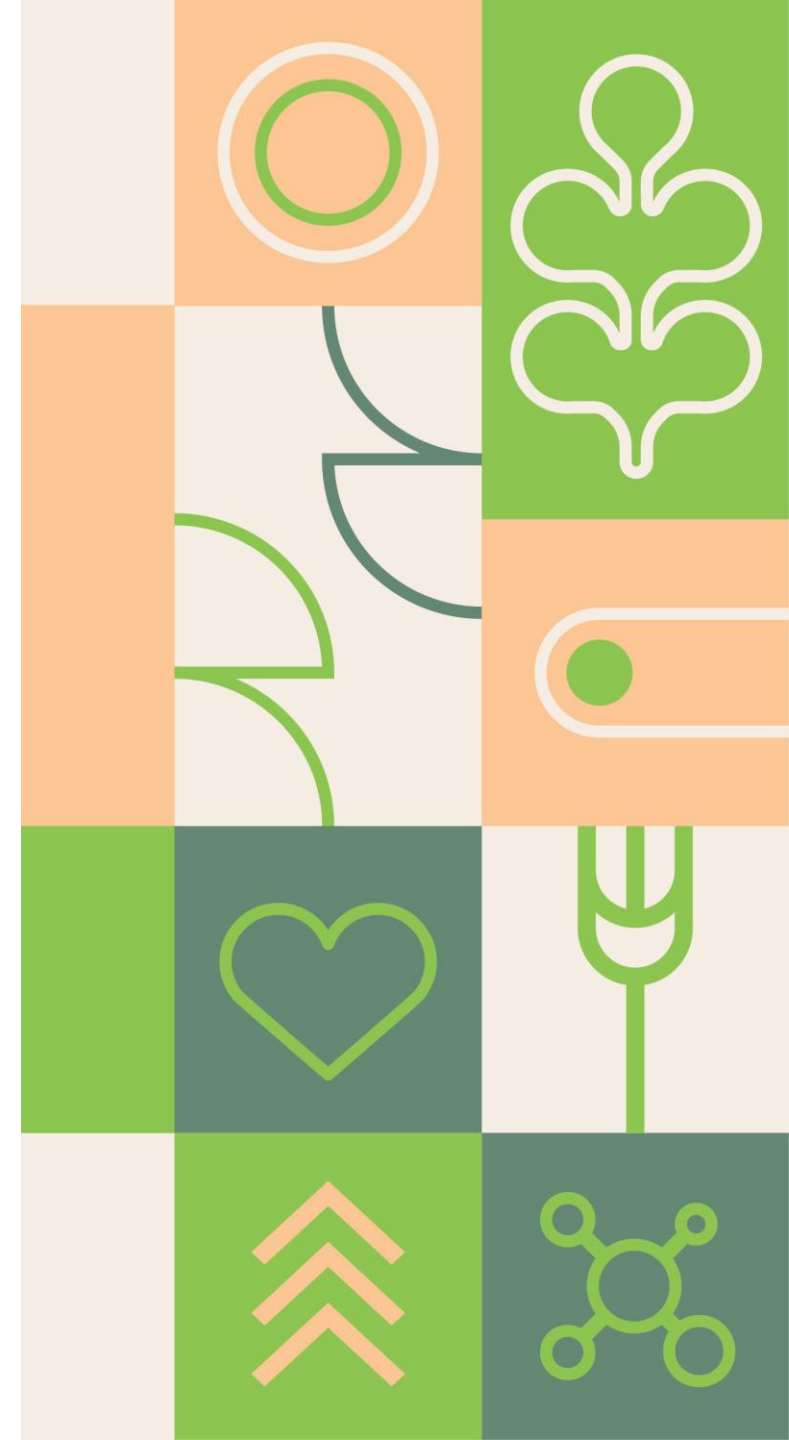


Table of content

Learning outcomes: Define the concept and benefits of sustainable and healthy diets.

What's in it for you: After this session, you'll be able to create food content that performs well with platform algorithms while staying aligned with official nutrition guidance.

Key activities: Informative slides, interactive quizzes

1. What is a healthy and sustainable diet? Interactive poll
2. What is a healthy and sustainable diet? Informative content
3. Why does a healthy and sustainable diet matter? Interactive poll
4. The benefits of a healthy diet for our health
5. The benefits of a sustainable diet for our planet
6. Interactive Kahoot/mentimeter quizzes on situations that you encounter daily



Take a guess before we dive in



Q1. Which option is closest to your idea of a healthy and sustainable diet?

- A. A diet that is low in calories and helps you lose weight
- B. A diet that includes all food groups in equal amounts
- C. A diet that helps you maintain good energy, mood, long-term health and has a low impact on the environment
- D. A diet that promotes health and well-being, has low environmental impact, and is affordable, safe, equitable, and culturally acceptable (FAO/WHO joint consultation)**
- E. A vegetarian or vegan diet only



Why does a healthy and sustainable diet matter? (Interactive poll)

Before we look at the science, let's look at your own content 🙋

Q1. When you post about your perception of healthy food, what do you mostly focus on?

- A. Weight loss / low calories
- B. Aesthetics (fit body, glow-up)
- C. Overall wellbeing (energy, mood, long-term health)
- D. Athletic performance
- E. Sustainability / impact on the planet

Q2. Why does it matter for me, as a food influencer, to create content about sustainable diets?

(You can choose all the answers that resonate with you)

- A. It helps protect the planet and natural resources
- B. It supports people's long-term health and wellbeing
- C. It's about fairness for farmers, workers, and communities
- D. It reduces food waste and respects what we consume
- E. It's a way to create a better future for the next generations



What is a healthy and sustainable diet?

Healthy diet (WHO definition)

- Plenty of **vegetables, fruits, legumes, nuts and whole grains** (e.g., loaded veggie pasta bowl)
- **Limited salt** (≈ 5 g/day), **free sugars** (<10% of energy, ideally <5%), and **saturated and trans fats**
- Sufficient but not excessive **energy (calories)**



What can this look like in your content?

What I eat in a day: WHO-friendly

- **Breakfast:** whole grains + fruit + unsalted nuts/seeds (optional plain yoghurt)
- **Snack:** fruit + water/unsweetened tea (no sugary drinks)
- **Lunch:** veg-heavy plate + legumes (beans/lentils/chickpeas) + whole grains; flavour with herbs/lemon/olive oil instead of salty sauces
- **Snack:** veg + hummus or plain yoghurt + fruit or nuts
- **Dinner:** plant-forward meal (veg + whole grains + legumes) or fish meal (weekly) + lots of veg; plan leftovers to reduce waste



What is a healthy and sustainable diet?

Sustainable diet (FAO guidelines)

- Promotes **health and wellbeing for all**
- Has **low environmental pressure** (GHG emissions, land and water use, biodiversity loss)
- Is **accessible, affordable, safe and culturally acceptable**



What is a healthy and sustainable diet?

In practice, here's a 'content checklist' you can use for your content, for example your "What I Eat in a Day" videos, weekly meal planning, etc:

- More **plant-based foods** (veggies, fruits, whole grains, pulses, nuts, seeds)
- Moderate amounts of **animal-based foods**, with less red and processed meat
- **Water** as the main drink
- Minimal **ultra-processed foods** and **sugary drinks**
- Minimal **food waste**
- **Seasonal and local** choices when possible



What is a healthy and sustainable diet?

Country spotlight (national guidelines)

- Greece: Guidelines based on the Mediterranean diet – daily whole grains, vegetables, fruits and olive oil; frequent legumes and fish; red meat monthly, limited processed meat.
- Belgium: The Food Triangle encourages mainly plant-based, minimally processed foods and drinking mostly water, with highly processed, sugary and fatty foods “as little as possible.”
- Lithuania: 2025 Healthy and sustainable nutrition recommendations promote variety and encourage choosing plant-based food more often, whole grains and 500g of vegetables and fruits daily, limiting red meat and avoiding processed meat products, fish 2–3 times/week.



What this means for you as food influencer

- Avoid equating “healthy” with **skinny / low-calorie / extreme diets**
- Focus on **balanced, plant-rich meals** that people can actually eat every day
- Be careful with **absolute claims** (“never eat X again”, “this is the *only* healthy way”, 'this is *good*, that is *bad*')

When you talk about “sustainable”:

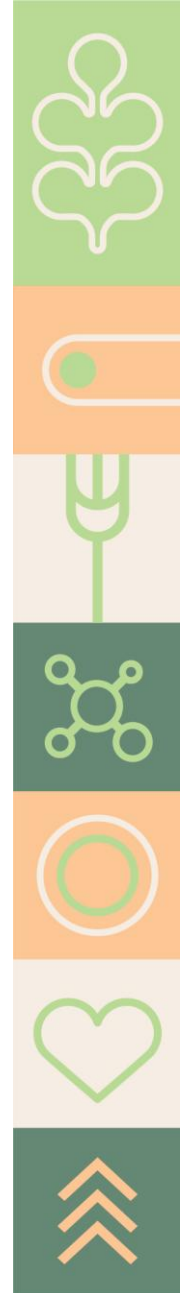
- Show **more plant-based** dishes
- Mention **seasonality, local foods** where relevant
- Normalise **reasonable portions** and **low food waste**



Why does it matter what you post?

- Unhealthy diets are a **major risk factor** for heart disease, stroke, type 2 diabetes, obesity and some cancers, especially with diets high in ultra-processed foods, salt, sugar and saturated fats.
- **Negative impacts on mental health** and brain functions – these same diets are linked with a higher risk of depression, anxiety and poorer concentration and mood.
- Food systems (from farm to fork) are responsible for around **one-third of global greenhouse gas emissions**.
- Your impact can be **concrete**: if you reach 50.000 people with one post, and 1% of them tries your recipe, then you already positively influence 500 meals.

You don't decide what people eat – **but your content helps shape what they see, crave and normalise.**



Interactive poll (e.g., Mentimeter)

Roughly **how many people do you reach** per month with your food content (all platforms)?

- A. < 1,000
- B. 1,000–10,000
- C. 10,000–100,000
- D. 100,000 or more



Interactive poll (e.g., Mentimeter)

How **responsible** do you feel for the impact of what you promote on followers' health and on the planet?

- A. Very responsible
- B. Somewhat responsible
- C. Not really
- D. I've never thought about it



How healthy diets protect your followers' health

- **Lower risk of Non-Communicable Diseases (NCDs)**
 - Diets rich in wholegrains, vegetables, fruits, legumes, nuts, and low in salt, sugar and unhealthy fats reduce risk of heart disease, stroke, type 2 diabetes and some cancers (WHO).
- **Better weight and metabolic health**
 - Balanced energy and high-fibre foods help manage body weight, blood pressure, blood lipids and blood sugar (ibid.).
- **Day-to-day wellbeing**
 - More stable energy, fewer sugar crashes, better concentration.
- **Improved mental health**
 - Reduced risk of depression and anxiety, improved brain function, better mood regulation.



What this means for your posts

- **Show balanced plates**, not just low-cal snacks or “what I eat in a day” with 800 kcal.
 - E.g., Fill half the plate with veggies
 - ¼ with starches
 - ¼ with a protein source
- **Promote patterns** (e.g., Mediterranean-style, Food Triangle, Lithuanian guidance), not miracle foods or single supplements (FAO).
- Highlight that dietary habits should be complemented by regular **physical activity and an overall healthy lifestyle**, without the need for extreme restrictions.
- **Avoid:**
 - Quick-fix detoxes
 - “No carb ever again” kind of messaging
 - Before/after images that fuel shame rather than health
 - Sponsoring the consumption of ultra-processed foods (UPFs)



It is crucial to convey **explicitly** that dietary habits should **be combined with physical activity and an overall healthy lifestyle, with no need for severe limitations.**



Reflective prompt

Take your phone and scroll through your last 5 posts about food:

- count: how many focus on 'body/aesthetics'?
- how many focus on 'energy/health'?

Do they promote variety and balance, or mostly restriction and aesthetics?



How sustainable diets help the planet – and your credibility

- **Lower emissions:**

- Moving towards more plant-based foods and less red/processed meat can significantly cut food-related greenhouse gas emissions (FAO).

- **Protecting land, water, biodiversity:**

- Less pressure on land and freshwater; lower deforestation and habitat loss (ibid).

- **National examples of sustainability in guidelines:**

- Belgium: choose seasonal fruit & veg, replace meat with legumes at least once a week, eat fish but in moderate amounts for environmental reasons.
- Greece & Lithuania: focus on plant-rich patterns (Mediterranean-style, veg/fruit daily, fish in moderation).

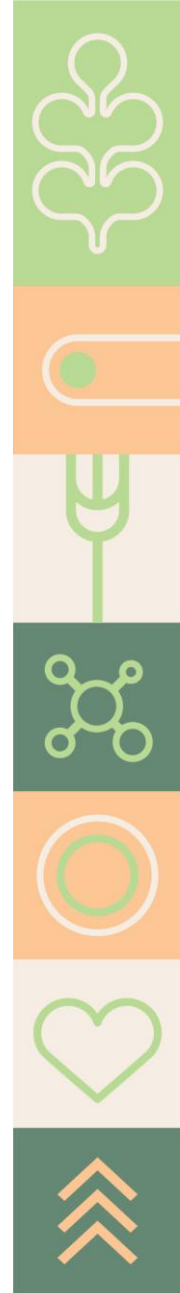
- **Concrete content ideas:**

- Low-waste leftover reels
- “1 week without red meat”



What this means for your posts and partnerships

- Feature **more recipes and ideas where plants are the hero** (veggies, fruits, pulses, nuts, wholegrains).
- Talk about:
 - Using **leftovers**, “cook once, eat twice”
 - **Seasonal** and **local** ingredients
 - **Reasonable meat portions** and “**meat-light**” meals (especially relevant in Greece, Belgium, Lithuania).
- When you use terms like “eco”, “green”, “planet-friendly”:
 - Check whether the product/recipe **really aligns with these principles**.
 - Avoid **greenwashing** or **vague sustainability claims**.



What this means for your posts and partnerships

Partnership-checklist:

- does this product fit within the national guidelines?
- is the packaging/claim(s) in line with sustainability?
- would I use it myself?



Interactive quiz (e.g. Kahoot, Mentimeter...)

Q1. At least how many grams (or “portions”) of fruit and vegetables per day does the WHO recommend for adults? (WHO)

- A. 160 g (2 portions)
- B. 240 g (3 portions)
- C. **400 g (about 5 portions)**
- D. 640 g (8 portions)

Feedback: WHO recommends ≥ 400 g/day, roughly 5 portions of 80 g, to reduce NCD risk and improve health. Most European guidelines (including Greece, Belgium, Lithuania) are consistent with this.



Interactive quiz (e.g. Kahoot, Mentimeter...)

Q2. What is the maximum recommended daily salt intake for a healthy adult (all foods combined)? WHO

- A. 2 g (½ teaspoon)
- B. 5 g (≈ 1 teaspoon)
- C. 10 g (2 teaspoons)
- D. 15 g (3 teaspoons)

Feedback: WHO recommends <5 g of salt/day for adults. National guidelines in Greece, Belgium and Lithuania all encourage cutting down on salt.



Interactive quiz (e.g. Kahoot, Mentimeter...)

Q3. Roughly how many calories are in a typical 500 ml bottle of regular sugary soft drink?

- A. ~50 kcal
- B. ~100 kcal
- C. **~200 kcal**
- D. ~400 kcal

Feedback: A 500 ml sugary drink often contains around 50 g sugar, \approx 200 kcal. That's close to the 50 g/day free-sugar limit for an adult on a 2000 kcal diet (WHO).



Interactive quiz (e.g. Kahoot, Mentimeter...)

Q4. You post a lentil–vegetable pasta dish with olive oil. Which caption best matches healthy & sustainable diet principles?

- A. “ZERO CARBS for a flat belly – eat this and drop 3 kg this month!”
- B. **“Balanced, plant-rich dinner: wholegrain pasta, lentils and lots of veg – good for you and the planet 🌍”**
- C. “Guilt-free! Only 300 kcal, so you can ‘earn’ dessert later.”
- D. “Forget all other diets – this is the only healthy way to eat.”

Feedback: Option B focuses on balance, plant-rich foods and both health and sustainability, without extreme promises or shame language. This is closer to WHO/EU and national patterns (Mediterranean, Food Triangle, Lithuanian guidance).



Interactive quiz (e.g. Kahoot, Mentimeter...)

Q5. A brand offers to pay you to promote a “protein bar” as a healthy, sustainable everyday snack. It’s ultra-processed, high in sugar and wrapped in multiple single-use plastics. What is the most responsible choice?

- A. Accept and post – if it’s paid, it’s fine
- B. Accept but don’t disclose it’s an ad
- C. **Check it against guidelines; if it doesn’t fit, decline or avoid health/sustainability claims and be very transparent**
- D. Refuse all brand collaborations always

Feedback: Responsible influencing means checking products against health and sustainability principles and avoiding misleading claims. Transparency (ad disclosure) is essential for trust; long-term credibility matters more than one campaign.



Interactive quiz (e.g. Kahoot, Mentimeter...)

Q6. True or False:

“Shifting towards more plant-based foods and less red and processed meat is good for the planet, but there is no clear health benefit.”

Correct answer: False

Feedback: Plant-rich diets with less red and processed meat are linked to lower risk of NCDs and generally lower environmental impact. This is reflected in WHO guidance, EU Farm to Fork ambitions, and many national guidelines (including Belgium’s advice to replace meat with legumes weekly).





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Capacity Building Curriculum

Section 2 – Understanding national dietary guidelines

Antonio De Carluccio & Cecilia D'Acunto, SAFE

PARTNERS:



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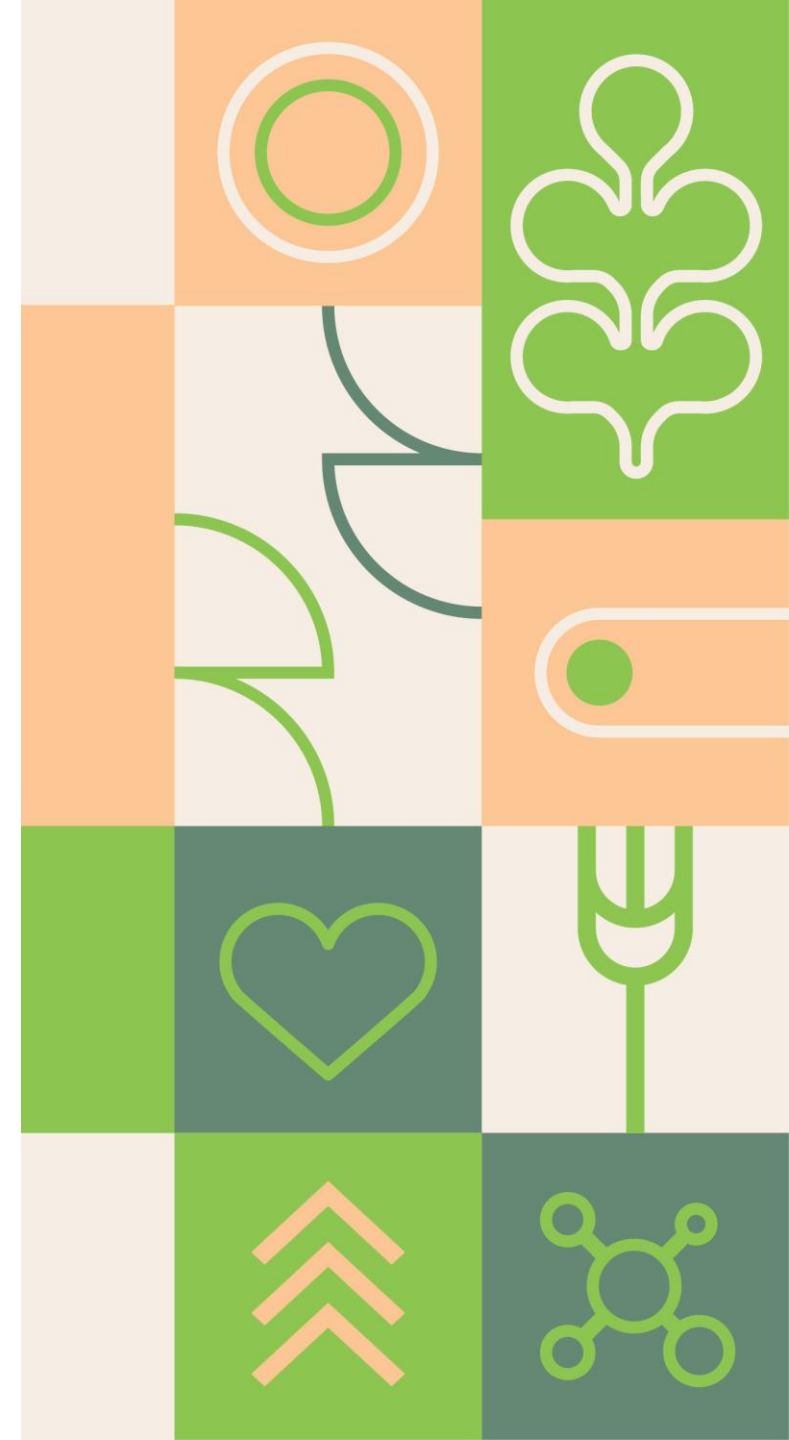


Table of content

Learning outcomes: Learn the key national nutrition advice and how to translate it into content that resonates with your audience.

Key activities: Concise presentation of nutrition guidelines tailored for each country (BE, EL, LT)

1. What are dietary guidelines?
2. Why follow national nutrition advice?
3. Belgium/Greece/Lithuania's nutrition guidelines – Key messages
4. How to tailor content to guidelines
5. Interactive quiz



What are dietary guidelines?

- **Dietary (food-based) guidelines** are official recommendations that translate nutrition science into practical everyday food choices for the general population.
- They are created by **national/public health authorities** and reflect:
 - local food culture and availability
 - public health priorities
 - evidence on diet-related disease prevention

They are **population-level** guidance (not personalised medical advice).



For medical conditions, followers should seek personalised advice from a qualified doctor or dietician.



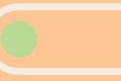
Why follow national nutrition advice?

- **Cultural fit:** Built for the foods people actually buy and eat in that country.
- **Clarity:** Gives simple anchors (e.g., daily fruit/veg targets, weekly fish guidance).
- **Trust:** Referencing national guidance increases your credibility and helps avoid misinformation.
- **Partnership safety:** Helps you sense-check brand/product claims (“Does this fit everyday healthy eating?”).



Belgium nutrition guidelines: key messages

- Belgium (BE) — **key messages** (Hoge Gezondheidsraad, 2025)
 - Daily: **≥ 300 g vegetables; 250 g fruit**
 - **Whole grains:** > 125 g/day
 - **Legumes:** several times/week
 - **Nuts:** 20–30 g/day (unsalted)
 - **Fish/seafood:** ≥ 200 g/week (incl. oily fish at least once)
 - **Limit: red meat** ≤300 g/week; **processed meat** as little as possible and <30 g/week
 - **Limit: salt** ≤5 g/day; **sugary drinks** “as little as possible”
 - Default drink: **water**; 1–2 L/day fluids
- **Practical application:**
 - **Every day:** plenty of vegetables and fruit; whole grains; legumes; a handful of unsalted nuts
 - **Regularly (weekly):** fish (including oily fish); modest portions of meat (prefer poultry over red meat)
 - **Limit:** processed meat, sugary drinks, and highly processed snacks



Greece nutrition guidelines: key messages

- Greece (EL)— key messages ([FAO, 2025](#))
 - **Daily variety:** fruit & vegetables every day; cereals daily (prefer whole grains)
 - **Olive oil** as the main added fat
 - **Legumes frequently**
 - **Fish & seafood frequently** (prefer small fatty fish)
 - **Limit red meat; avoid processed meat**
 - Prefer **low-fat dairy**
 - **Limit salt and added sugar; drink plenty of water**
 - Be physically active; maintain a healthy body weight



Greece nutrition guidelines: key messages

- **Practical application:**

- **Every day:** vegetables and fruit; cereals/starches at most meals (prefer whole grains); water as the main drink
- **Main fat:** use olive oil as the default added fat (for cooking, salads, and flavour)
- **Often (several times/week):** legume-based meals (lentils, chickpeas, beans)
- **Regularly (weekly):** fish/seafood, prioritising small fatty fish (e.g., sardines, anchovies) when available
- **In moderation:** low-fat dairy (e.g., yoghurt, milk, cheese in sensible portions)
- **Limit:** red meat (keep it occasional) and avoid processed meat as much as possible
- **Reduce:** salt and added sugar (flavour with herbs, lemon, garlic; choose unsweetened drinks)
- **Lifestyle:** pair food with regular physical activity and routines that support a healthy body weight



Lithuania nutrition guidelines: key messages

- Lithuania (LT)— **key messages** (Ministry of Health of the Republic of Lithuania, 2025)
 - Choose **varied foods; more plant-based choices**
 - **Whole grains daily**
 - **Eat vegetables, fruits, berries with every meal:** 500 g/5 portions per day (~ 350 g veg + 150–250 g fruit/berries)
 - **Consume legumes at least several times a week; nuts and seeds (20-30g)**
 - **Eat at least 300-450 g of fish per week.** Of these, at least 200 g should be fatty sea fish, such as salmon, trout, mackerel or herring, which contain more omega-3 fatty acids
 - **Limit red meat intake to 350g per week.** Avoid consuming processed (smoked, salted, dried, canned) meat products
 - **Salt \leq 5 g/day** (use iodised salt); limit sugary foods/drinks
 - **Drink enough fluids**
 - Choose foods with the Keyhole (“Rakto skylutė”) label



Lithuania nutrition guidelines: key messages

- **Practical application:**

- **Every day:** build meals around vegetables, fruits and berries, aiming to include them at each meal
- **Daily base:** choose whole grains most often (e.g., rye bread, oats, buckwheat)
- **Several times per week:** make legumes (beans, lentils, peas, chickpeas) a main protein
- **Most days:** add a small handful of nuts and seeds (unsalted)
- **Regularly (weekly):** include fish, prioritising fatty fish when possible
- **Limit:** red meat and avoid processed meats as much as possible
- **Reduce:** salt and sugary foods/drinks; flavour with herbs, garlic, lemon rather than salt-heavy sauces
- **Hydration:** water as the main drink
- **Smart choice shortcut:** when buying packaged foods, look for the Keyhole (“Rakto skylutė”) label to choose healthier options



How to tailor influencer content to guidelines

Depending on the national guidelines for your audience:

- Turn numbers into repeatable content anchors (use in captions & visuals)
 - BE: “300 g veg + 250 g fruit daily” / “legumes several times/week”
 - LT: “5x/day veg/fruit/berries (500 g)” / “fish 2–3x/week”
 - EL: “olive oil + legumes + fish often; red meat limited”
- Choose formats that make guidelines easy to copy
 - “1-week content series”: 3 plant-forward mains + 2 legume meals + 1 fish meal
 - “Grocery basket” reel: whole grains, legumes, seasonal veg, nuts, water-first drinks
 - “Portion visual” post: show what 250 g fruit / 300 g veg can look like (BE)



Interactive quiz (e.g., Kahoot)

Q1 (match): Which country uses the Food Triangle model?

A) Greece B) Belgium C) Lithuania

Feedback: Belgium's Food Triangle promotes proportionally more plant-based foods and "as little as possible" empty-calorie foods.

Q2: In Belgium's 2025 advice, the daily targets are:

A) 100 g veg + 100 g fruit

B) 300 g veg + 250 g fruit

C) 500 g fruit only

Feedback: Belgium specifies ≥ 300 g vegetables/day and 250 g fruit/day.

Q3: Lithuania recommends vegetables/fruit/berries...

A) 2 times/day

B) With every meal (500 g/day)

C) only on weekdays

Feedback: LT guidance recommends 500 g/day (about 5 portions > ~ 350 g veg + 150–250 g fruit/berries)



Interactive quiz (e.g., Kahoot)

Q4: Lithuania's fish recommendation is:

- A) once a month
- B) At least 300-450 g of fish per week (200g should be fatty sea fish)
- C) daily

Q5 (scenario): Your audience is Belgian. Which caption best aligns?

- A) "Detox week: no carbs, no fruit."
- B) "Everyday basics: 300 g veg + 250 g fruit, whole grains, and legumes a few times/week."
- C) "Protein only—vegetables don't matter as much."

Q6 (scenario): Your audience is Greek. Which fat choice best matches national guidance?

- A) Butter as default
- B) Coconut oil as default
- C) Olive oil as main added fat





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Capacity Building Curriculum

Section 3 – Sustainability in food choices

Antonio De Carluccio & Cecilia D'Acunto, SAFE

PARTNERS:



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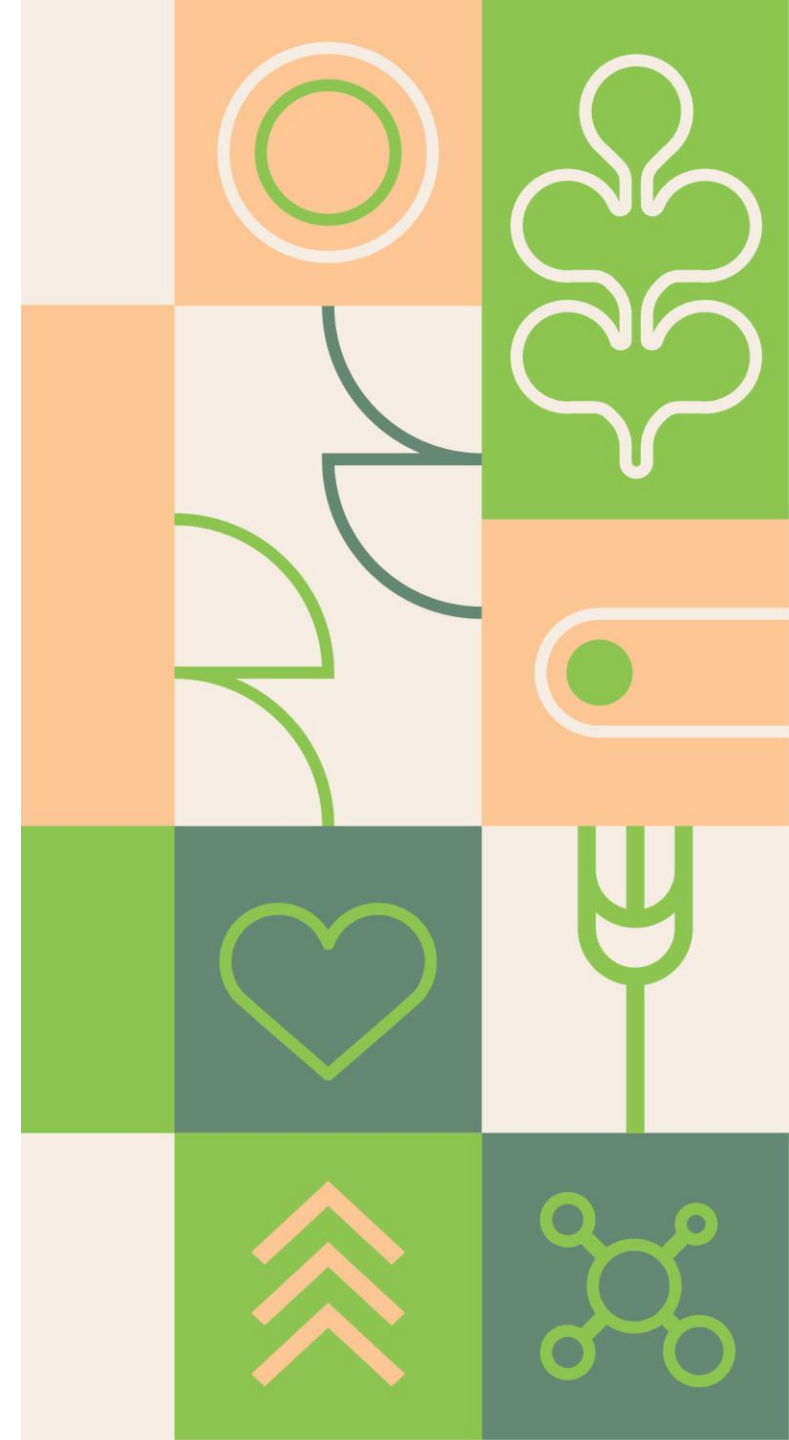


Table of content

Learning outcomes: Link food choices to sustainability (environmental, economic, social, animal welfare)

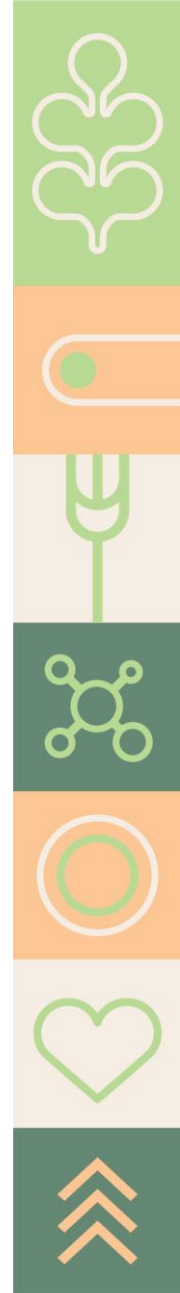
Key activities: Learn about the connection between food and sustainability, explore your impact through the EC footprint calculator tool

1. What is sustainability? (environmental, economic, social, animal welfare)
2. The environmental impact of food choices and food waste
3. Economic and social dimensions of sustainability
4. Animal welfare
5. Explore your impact using a foodprint calculator tool + visualisation of food waste
6. A practical guide to reduce your footprint
7. Interactive quiz
8. Optional “Influencer Sustainability Checklist”



What is sustainability?

- **Environmental sustainability (Planet):** emissions, land & water use, biodiversity, pollution.
- **Social sustainability (People):** health, equity, culture, access/affordability, working conditions.
- **Economic sustainability (Prosperity):** fair livelihoods for farmers/workers, resilient local economies, long-term viability.
- **Animal welfare:** how animals are treated and whether they can live in good welfare conditions.
- Sustainable healthy diets must **combine** health + environment + social/cultural + economic dimensions to avoid unintended consequences (FAO/WHO joint consultation).



Environmental impact of food choices and food waste

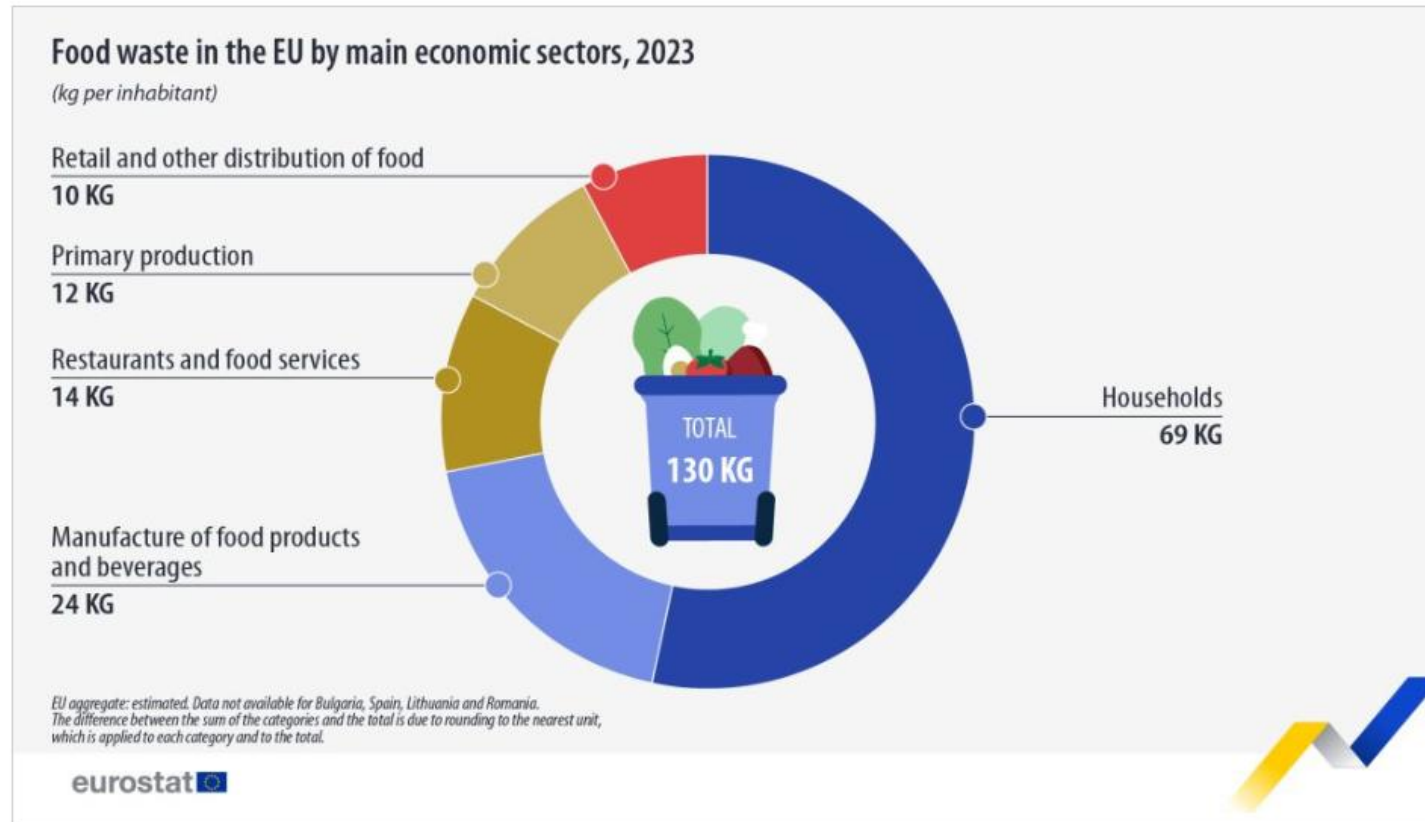
Your plate has a footprint - **and waste multiplies it.**

- Food systems are a **major climate driver**: about one-third of global human-caused greenhouse gas emissions come from food systems (FAO).
- Different foods have **very different impacts**: ruminant meat (beef/lamb) is typically among the highest-impact foods, while many plant foods are lower (Our World in Data).
- Food loss and waste = wasted land, water, energy and money, and it generates ~ 8–10% of the global greenhouse gas emissions (UN Environment Programme).



Environmental impact of food choices and food waste

Food waste 2023 estimate in the EU (European Commission; [EUROSTAT](#))



The win-win: plant rich eating supports health and lowers environmental impact

There is a strong overlap between what is good for human health and what is lighter on the planet. One of the clearest shared patterns is a **plant-rich diet**. ([EAT Planetary Health Diet](#))

What to eat more often (the win-win foods)

- Vegetables and fruits
- Pulses and beans (lentils, chickpeas, peas)
- Whole grains
- Nuts and seeds
- Unsaturated plant oils (e.g., olive, sunflower, canola oil)

What to eat less often

- Red and processed meat
- Added sugars and sugary drinks
- Highly processed snacks and meals
- Other foods high in saturated fats (e.g., fried foods, pastries)



The win-win: plant rich eating supports health and lowers environmental impact

Planetary Health Diet inspiration (EAT Lancet)

- A simple visual idea: half the plate is fruits, vegetables and nuts
- The other half is mostly whole grains and plant proteins, with modest amounts of meat and dairy and some added sugars or starchy vegetables
- It is a flexible reference diet, designed to be adapted to culture, preferences and national guidelines.

Practical, non-preachy content ideas:

- “Plants as the main event” recipe series emphasising 1 shopping list for 3 dinners
- “Beans twice this week” challenge with simple, budget-friendly meals
- “Meat as a side” plating ideas that still feel satisfying
- “Snack upgrade” swaps using fruit, yoghurt, nuts, seeds and whole grains



Economic and social dimensions of sustainability

Sustainability is also about people and fairness

- **Social & cultural:** Food is identity and culture; sustainable diets should be culturally acceptable and work in real life (FAO/WHO joint consultation).
- **Equity & access:** Sustainable healthy diets should be accessible, affordable, safe and equitable (ibid.).
- **Economic fairness:** Food systems can concentrate power; sustainability includes fairer outcomes so farmers/workers aren't left behind (ibid.).
- **EU context:** The Farm to Fork Strategy explicitly aims for food systems that are fair, healthy and environmentally-friendly (European Commission).



Integrating these aspects in your content:

- Show budget-friendly sustainable swaps (e.g., beans/lentils as main protein)
- Avoid implying sustainability = expensive “superfoods”
- When promoting brands/products, ask:
 - Is this honestly **affordable/usable** for my audience?
 - Does the brand make **verifiable** claims (not vague green claims)?
 - Does it support **fair practices** (where evidence exists)?



Animal welfare: an ethical and sustainability dimension

- **What is animal welfare? (EU Law)**

- It's how an animal copes with the conditions in which it lives (health, comfort, ability to express normal behaviour, freedom from suffering).
- A common framework: **the Five Freedoms** (e.g., freedom from hunger/thirst, pain/disease, fear/distress, discomfort, and freedom to express normal behaviour).

- **Why it matters in food content:**

- Ethics: animals are sentient beings (EU principle).
- Trust: audiences increasingly expect transparency about sourcing and animal treatment.
- “Less but better” is a **practical pathway**: fewer animal products overall, and higher-welfare choices when consuming them (FAO/WHO joint consultation).



Explore your impact: EC footprint calculator + food-waste visualisation

Try it: calculate your ‘food footprint’ + visualise your waste

Part A — EC/JRC tool (self-paced activity)

Tool: Consumer Footprint Calculator ([European Commission / Joint Research Centre](#))

1. Open the Consumer Footprint Calculator
2. Go to the Food area (one of the main consumption areas)
3. Answer questions about your eating habits
4. Review results (you can compare with an “average EU citizen” and explore changes)
5. Take a screenshot of one insight you’d share with your audience (optional)



Explore your impact: EC footprint calculator + food-waste visualisation

Part B — Food-waste visualisation (quick “audit”)

A mini-task for you:

- For the next 7 days, track anything you throw away as:
Unopened/unused, 2) Leftovers, 3) Spoiled produce, 4) Other
- At the end, make a simple bar chart (even hand-drawn) and pick one fix for next week.



A practical guide to reduce your footprint

6 practical ways to reduce your food footprint (no extremes):

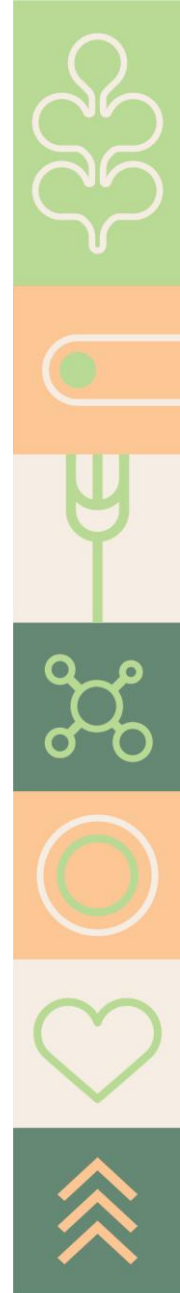
1. **Make plants the default:** more vegetables, legumes, whole grains, nuts; moderate animal foods (FAO/WHO joint consultation).
2. **Reduce high-impact meats** (especially ruminants); try “meat-light” patterns and smaller portions.
3. **Cut food waste first:** plan meals, store correctly, “cook once eat twice.”
4. **Choose seasonal/local where it makes sense** and avoid unnecessary packaging when feasible (FAO/WHO joint consultation).
5. **Be mindful with fish/seafood:** follow national guidance and avoid encouraging overconsumption.
6. **Communicate responsibly:** avoid “greenwashing” terms unless you can explain what makes it sustainable.



More practical ideas for your content:

Challenges and content formats that could fit your audiences:

- “Leftover Remix” series (3 recipes, one base ingredient)
- “Legume Week” challenge (3 meals + 1 snack)
- “Portion & storage hacks” reels (reduce waste + save money)



Interactive quiz (e.g., Kahoot, Mentimeter)

Q1. Which set best represents sustainability dimensions in food?

- A) Calories, protein, aesthetics
- B) Environmental + economic + social (and often animal welfare)
- C) Local food only
- D) Vegan only

Q2. True/False: “Food systems are responsible for roughly one-third of global greenhouse gas emissions.”

True



Interactive quiz (e.g., Kahoot, Mentimeter)

Q3. Food loss and waste contributes roughly to...

- A) 1–2% of global emissions
- B) 4–5%
- C) 8–10%

Q4. In global estimates, which sector generates the biggest share of food waste?

- A) Farms
- B) Retail
- C) Restaurants
- D) Households



Interactive quiz (e.g., Kahoot, Mentimeter)

Q5. Which is closest to the FAO/WHO “sustainable healthy diets” definition?

- A) Healthy + low environmental impact only
- B) Healthy + low environmental impact + affordable/accessible/safe/equitable + culturally acceptable

Q6 (scenario). A brand wants you to call their snack “eco-friendly” with no evidence beyond “natural ingredients.” Best response?

- A) Say yes, the algorithm boosts visibility for eco claims
- B) Ask for evidence/certification; if unclear, don’t make sustainability claims

Q7 (scenario). Which post idea is most likely to reduce environmental impact while staying practical for most audiences?

- A. “A seven day imported superfoods challenge to reset your body and save the planet.”
- B. “A daily high protein meal plan built around large portions of red meat because it is more filling.”
- C. “A leftovers and storage series: plan two meals, cook once, remix leftovers safely, and show how to use food before it spoils.”
- D. “A zero-waste kitchen makeover that requires buying new containers, gadgets, and specialty products.”



Optional add-on: Influencer Sustainability Checklist

A practical tool for planning food content that supports sustainability without misleading your audience.

1. Quick pre-post check - Before you publish, ask yourself these five questions.

Is it **accurate**? Could a reasonable person misread this as a health or sustainability guarantee?

Is it **aligned with official dietary guidance**? Does it broadly fit the national guidelines relevant to your audience?

Is it **specific**? Have you explained what you mean by “sustainable” rather than using it as a vague label?

Is it **realistic**? Does this advice work for normal budgets, time constraints and cultural preferences?

Is it **safe**? Does it avoid shame, restriction, fear or moral judgement about food?

If you cannot tick all five, revise the post.

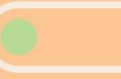


Optional add-on: Influencer Sustainability Checklist

2. High risk claims to avoid

These phrases commonly trigger misinformation, backlash, or greenwashing concerns.

- “Eco friendly” or “planet friendly” with no clear basis
- “Zero footprint” or “carbon neutral” (unless you can evidence the specific claim)
- “Clean”, “guilt free”, “detox”, “fat burning”, “anti inflammatory” as blanket promises
- “This is the only healthy way to eat” or “never eat X again”
- “Sustainable means expensive” or “sustainable means vegan only”
- “Local is always better” (sometimes true, often more complex)



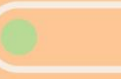
Optional add-on: Influencer Sustainability Checklist

3. Evidence checks for sustainability statements

Use this when you want to call a product, ingredient, or recipe “more sustainable”.

- Define your claim in plain language:** lower waste, more plant-based, seasonal choice, reduced packaging, higher welfare, fair trade, etc.
- Name the basis:** what exactly makes it more sustainable in this context?
- Use verifiable signals where possible:** credible certification, published sourcing information, or a clear explanation of practice.
- Avoid overstating:** if evidence is partial, use cautious wording (see Section 5).
- Do not imply a health benefit** unless you can ground it in recognised guidance.

If you cannot explain the claim in one sentence without marketing language, do not use it.



Optional add-on: Influencer Sustainability Checklist

4. Animal welfare content check

If your content includes meat, dairy, eggs, or fish.

- Have you avoided presenting animal welfare as a simple label?
- If you recommend “higher welfare”, can you explain what that means practically (housing, space, enrichment, handling, transport)?
- Have you avoided shaming followers who cannot afford higher welfare options?
- Have you offered realistic alternatives (smaller portions, less frequent consumption, plant rich meals)?



Optional add-on: Influencer Sustainability Checklist

5. Safer wording you can reuse

These phrases protect credibility and reduce the risk of misleading claims.

Instead of: “This is sustainable.”

Use: “This is a lower waste option because it uses leftovers and reduces spoilage.”

Instead of: “Eco-friendly snack.”

Use: “If you want a simpler everyday option, here is a minimally processed snack idea with less packaging.”

Instead of: “Healthy and sustainable for everyone.”

Use: “This fits a plant-rich pattern recommended in many national guidelines. Adapt portions to your needs.”

Instead of: “Detox recipe.”

Use: “A balanced meal with vegetables, fibre and protein that supports everyday wellbeing.”

Instead of: “Local is always best.”

Use: “Seasonal choices can be a good starting point. What is best depends on how food is produced and transported.”

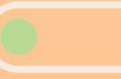


Optional add-on: Influencer Sustainability Checklist

6. Visual and format checks

Your visuals often communicate more than your caption.

- Does the plate show a balanced pattern (vegetables, fibre-rich foods, adequate protein)?
- Are portions realistic for everyday eating, not extreme restriction or oversized challenge eating?
- Are you avoiding before and after body comparisons that imply guaranteed outcomes?
- Are you presenting ultra-processed products as daily essentials without context?



Optional add-on: Influencer Sustainability Checklist

7. Partnerships and paid posts

A short filter for brand collaborations.

- Can I explain why this product fits a balanced diet without exaggeration?
- Does the brand provide evidence for sustainability claims, not slogans?
- Am I avoiding medical or therapeutic claims?
- Have I clearly disclosed the partnership in line with platform rules and local regulations?
- Would I recommend this if I were not being paid?

If the answer to the last question is “no”, consider declining.



Optional add-on: Influencer Sustainability Checklist

8. Inclusive, respectful sustainability

Sustainability messaging fails when it becomes moralising.

- No food shaming, no “good vs bad people” framing
- Acknowledge constraints: cost, time, access, culture, family needs
- Offer tiers: “easiest step”, “next step”, “if you can” option
- Emphasise progress, not purity





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Capacity Building Curriculum

Section 4 – Creating healthy and sustainable recipes

Antonio De Carluccio & Cecilia D'Acunto, SAFE

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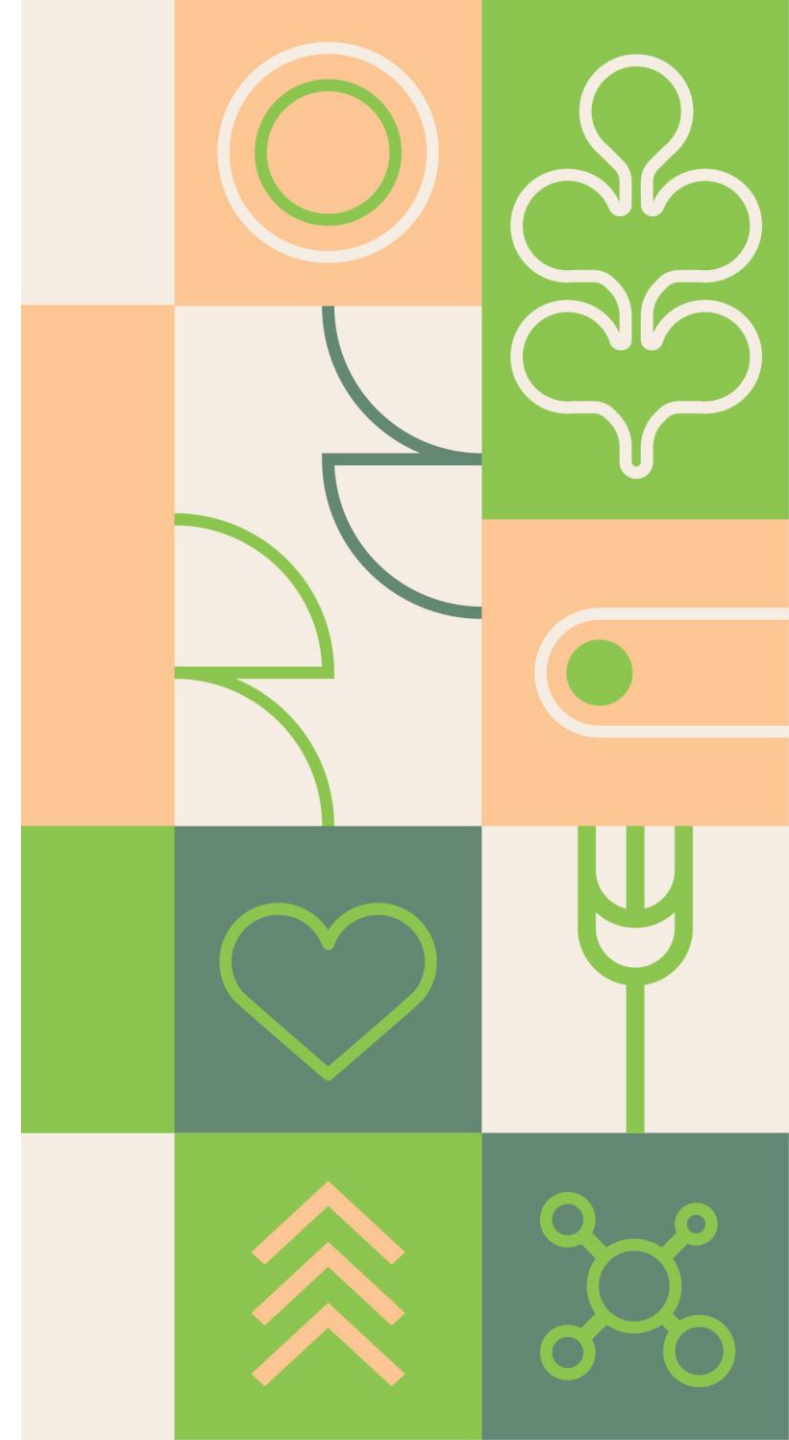


Table of content

- **Learning outcomes:** Convert dietary advice into recipes
- **Key activities:**
 - “Visual meal plate” recipe build
 - Participant recipe pitch
 - Trainer sample recipe
 - Interactive quiz



Activity instructions

Your goal: create **one recipe idea** (that your audience will actually cook) that is:

- aligned with national dietary guidelines (BE / EL / LT)
- plant-forward, balanced, affordable and easy to make
- easy to translate into short-form content (reel/TikTok/short)



Activity instructions

Activity rules (a simple process to combine all previous dietary guidelines)

1. Build a balanced plate

- **½ plate** vegetables (and/or fruit on the side)
- **¼ plate** whole grains or starchy veg (prefer whole grains)
- **¼ plate** protein (legumes/beans, fish, eggs, poultry; limit red/processed meat)

2. Use unsaturated oils (olive oil in Greek pattern; plant oils generally)

3. Keep it low in salt and avoid sugar-heavy sauces/drinks

4. Add one sustainability move (e.g., leftover reuse, seasonal veg, low-waste cooking)



Group activity: create a recipe aligned with national guidelines (Visual Meal Plate)

1. Depending on target audience: Belgium / Greece / Lithuania
2. Assemble your plate (physical props or digital icons):
 - Veg base (at least 2 colours)
 - Whole grain base
 - Protein choice (prioritise legumes/beans; fish/eggs/poultry also ok)
 - Healthy fat + flavour (herbs/spices, lemon, garlic)
 - Optional: dairy (e.g., yoghurt) depending on your recipe style
3. Write a one-paragraph recipe concept:
 - Dish name + 5–8 ingredients
 - 3-step method
 - 1 serving suggestion (how to plate it)
4. Explain briefly how this matches the national guidelines



Group activity: create a recipe aligned with national guidelines (Visual Meal Plate)

Keeping in mind the “country anchors” of the national guidelines:

- **Belgium:** fruit 250 g/day + veg 300 g/day; whole grains ≥ 125 g/day; legumes at least twice a week; limit red/processed meat.
- **Greece:** 3 portions of fruits daily; 4 portions of vegetables daily; prefer whole grains; legumes frequently; fish/seafood frequently; olive oil as main added fat; limit salt and added sugar.
- **Lithuania:** at least 5 portions of veg/fruit/berries daily; legumes several times a week; fish 300–450 g/week; choose more plant-based foods.

A useful “engagement twist” for influencers: *“Make a viral dish healthier and more sustainable without making it boring.”*



Group activity: present the recipe

Show your audience (and yourself) why it fits the guidelines:

A potential template:

- Dish name + 1-line hook (why someone should care)
- Ingredients (5–8)
- Method (3 steps)
- Plate check (show visually):
 - Veg ✓
 - Whole grain ✓
 - Protein ✓ (legumes/fish/eggs/poultry)
 - Healthy fat ✓
 - Low salt/sugar ✓
- Guideline alignment (choose 2–3 points):
 - e.g., “Legume-based protein” / “Whole grains” / “More veg” / “Limit red meat”
- Sustainability add-on: leftover use / seasonal veg / low-waste tip



Sample recipe walkthrough (example)

Trainer example: One recipe, three country-friendly versions

Base recipe concept “Lentil & Veg Bowl”:

- Veg: roasted seasonal vegetables + leafy greens
- Whole grain: wholegrain pasta / bulgur / barley / buckwheat
- Protein: lentils (or chickpeas/beans)
- Healthy fat: olive oil or other plant oil + lemon
- Flavour: garlic, herbs, spices
- Optional: yoghurt sauce (plain, unsweetened)

3-step method:

- Roast chopped vegetables with oil + spices (use what’s seasonal)
- Cook whole grain base + lentils (canned = fast)
- Combine, add lemon/herbs; top with seeds/nuts (unsalted)

Why it aligns with dietary guidelines (keep as 3 bullets)

- Plant-forward pattern: vegetables + legumes + whole grains
- Low-waste: designed to use leftovers across 2 meals
- Easy to keep low in salt and added sugar (flavour from herbs/spices/lemon)



Sample recipe walkthrough (example)

Possible country adaptation:

- Belgium version: emphasise “veg-forward + whole grains”; add unsalted nuts/seeds; keep red/processed meat out (or optional small topping).
- Greece version: olive oil + lemon + oregano; add olives/capers; optional fish on the side another day (not required in this bowl).
- Lithuania version: use wholegrain/rye bread; add cabbage/beetroot; highlight “veg/fruit/berries across the day” and legumes several times a week.

Influencer recommendation: **“1 shopping list, 2 meals, 30 minutes”** + “Save this for your weekday rotation.”



Recipe Swaps (optional)

The Swap Challenge: upgrading a recipe (i.e., making it healthier and more sustainable) without ruining it.

Goal: take a popular or personal favourite recipe and make it:

- More guideline-aligned (BE / EL / LT)
- Lower footprint (more plant-rich + less waste)
- Still tasty, affordable, and realistic

Rules:

- Keep the same “core identity” (e.g., pasta stays pasta)
- Make 3 swaps max (simplicity wins)
- Keep it shareable: suitable for a 60-second reel / short

Prompt (choose one):

- Upgrade a viral recipe you’ve posted before
- Upgrade a typical comfort meal from your country
- Upgrade a “meat-heavy” dish into a “plant-forward” version



The Swap Toolkit

The 5 easiest high-impact upgrades:

1. Veg boost (½ plate rule)

- Add 2–3 vegetables (frozen counts)
- Make veg the base: roast, sauté, shred into sauces

2. Protein swap (plant-first)

- Replace part or all of meat with lentils, beans, chickpeas
- Or reduce meat portion and add legumes (“half-half”)

3. Whole-grain swap

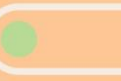
- Wholegrain pasta / brown rice / bulgur / oats / buckwheat
- Or mix: half white + half wholegrain for transition

4. Flavour without excess salt/sugar

- Use herbs, spices, garlic, lemon, vinegar, yoghurt-based sauces
- Reduce salty processed ingredients (bacon, processed meats, salty sauces)

5. Low-waste swap

- Choose ingredients that can be used again (batch cook)
- Use leftovers intentionally (e.g., roasted veg becomes next-day wrap)



Group/individual task: apply the swaps

Task: rewrite the recipe using 3 swaps

1. Pick your “before” recipe (name + 1 sentence: what it is)
2. Choose **3 swaps** from the toolkit
3. Write your “after” recipe summary:
 - Ingredients list (only the changed parts)
 - 3-step method
 - A “plate check” line (veg + whole grain + protein + healthy fat)
 - One sustainability line (waste, seasonality, portioning)



Template for the task

- Before: (recipe name + what makes it tasty)
- Swap 1 (veg boost): ...
- Swap 2 (protein/whole grain): ...
- Swap 3 (waste/salt/sugar): ...
- After (new caption): 1–2 lines for a post
- Why it aligns with nutritional guidelines: mention 2 guideline points

Optional scoring (gamified)

- 1 point, each for: veg boost, plant protein, whole grain, low-waste, low salt/sugar
- Bonus: “still under 30 minutes” / “budget-friendly”



Example swap (demonstration)

Example: **upgrading a creamy pasta (without losing comfort)**

Before (typical viral version)

- White pasta + processed meat + heavy cream + little veg

3 swaps

- Veg boost: add mushrooms + spinach + grated zucchini into sauce
- Protein swap: replace half the meat with lentils (or chickpeas)
- Sauce swap: use a lighter base (yoghurt + lemon + garlic OR blended veg sauce) and reduce salt

After: “Creamy Veg & Lentil Pasta”

- Wholegrain pasta (or half/half)
- Veg-forward sauce + legumes for protein
- Optional: small amount of cheese as flavour, not the base

Why it aligns (say 2–3 points)

- More vegetables + more fibre
- More plant protein and less processed meat
- More in line with national guidelines and lower footprint patterns

Influencer hook: “Comfort pasta, upgraded: more veggies, more fibre, still creamy.”



Interactive quiz (e.g., Kahoot)

Q1. Which plate is most guideline-aligned for everyday eating?

- A) About half vegetables, plus a starchy side, and a protein portion (meat or dairy), with sauce
- B) Half vegetables, some whole grains, protein mainly from legumes/fish/eggs/poultry
- C) “Zero-carb” meals only
- D) A “high-protein plate”: mostly lean meat/fish, some vegetables, and minimal grains/starches

Q2. Belgium anchor check: Which daily fruit/veg targets appear in Belgium’s FBDG summary?

- A) At least 200 g vegetables + 200 g fruit per day
- B) ≥ 300 g veg + 250 g fruit
- C) At least 400 g fruit and vegetables combined per day
- D) Two portions of vegetables and two portions of fruit per day

Q3. Greece anchor check: Which added fat is explicitly promoted in the Greek guidance?

- A) Canola oil as the main added fat
- B) Sunflower oil as the main added fat
- C) Olive oil as main added fat
- D) A mix of vegetable oils, rotating depending on the dish



Interactive quiz (e.g., Kahoot)

Q4. Lithuania anchor check: What's the daily veg/fruit/berries guidance shown in EU knowledge sources for Lithuania?

- A) 1 portion/day
- B) At least 400–500 g (about 5 portions)

Q5 (scenario). A viral “creamy pasta” relies on processed meat + heavy cream + little veg. Best upgrade?

- A) Swap processed meat for lean chicken, keep the cream, and add a small side salad
- B) Add more vegetables, swap the processed meat for beans/lentils, use a lighter sauce (yoghurt/veg-based) and choose wholegrain pasta
- C) Keep the processed meat, but switch to gluten-free pasta and add parmesan for flavour
- D) Reduce the portion size and add a “detox” juice on the side to balance it out

Q6 (scenario). Which caption is most responsible?

- A) “This meal prevents disease occurrence.”
- B) “Eat this and lose 5kg fast.”
- C) “A balanced, plant-forward bowl you can adapt to your taste and budget.”





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Capacity Building Curriculum

Section 5 – Integrity principles of cooking advice provision

Antonio De Carluccio & Cecilia D'Acunto, SAFE

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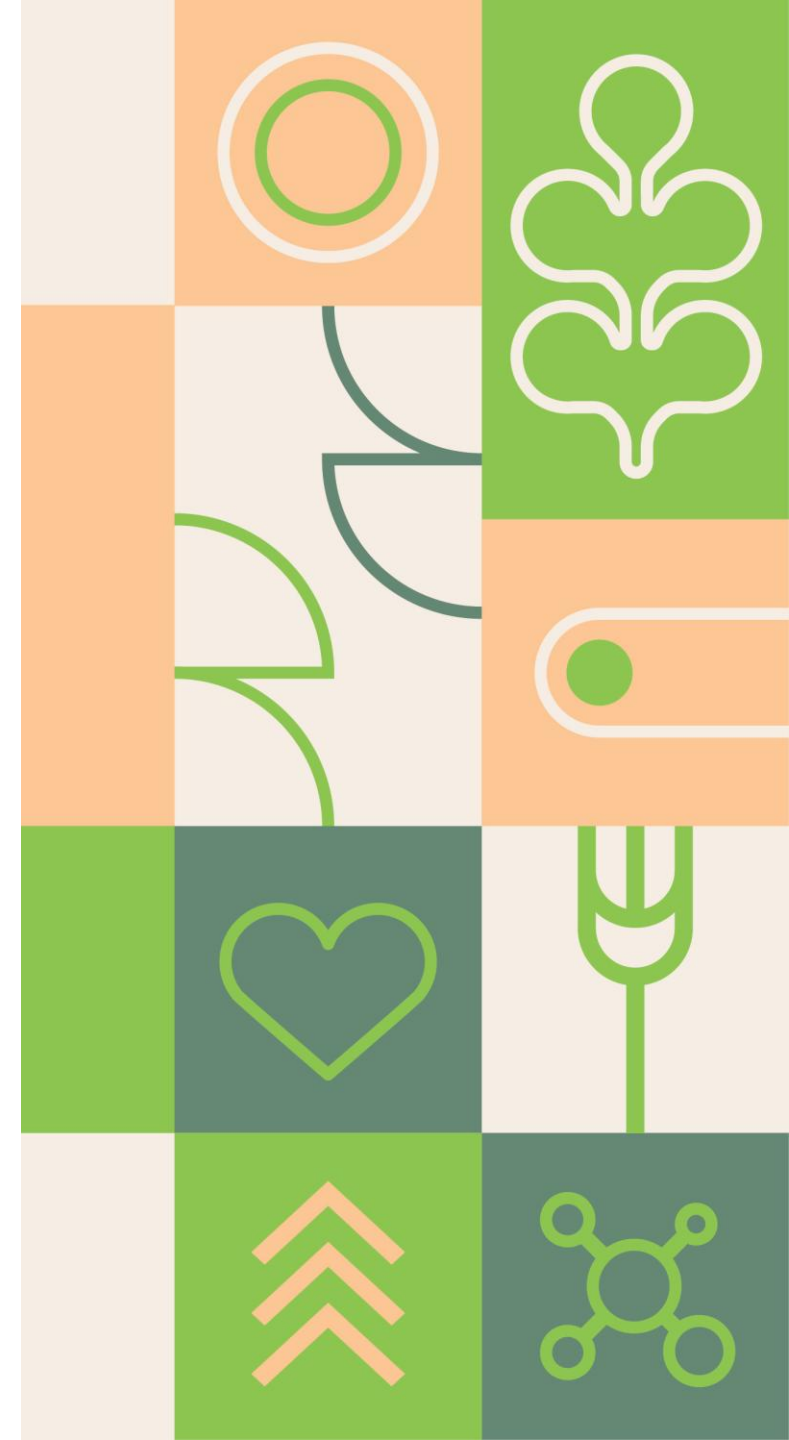


Table of content

- **Learning outcomes:** Apply integrity principles to food content creation to engage vulnerable groups (culture, food safety, food waste, socio-economic tailoring; focus on vulnerable citizens)
- **Key activities:**
 - Integrity principles: informative slides
 - Do's/Don'ts checklist
 - Interactive quiz



What is “integrity” in food content?

Integrity = trustworthy, safe, and fair food content

Integrity in food influencing means your content is:

- Accurate (aligned with evidence and national dietary guidance)
- Transparent (clear about ads/partnerships, no hidden commercial intent)
- Responsible (doesn't trigger harm, fear, shame, or unsafe behaviours)
- Inclusive (works across budgets, culture, skills, and access)

Why it matters:

- Nutrition misinformation spreads easily and can lead to confusion, risk-taking and mistrust (“infodemic” effect).
- Integrity is also about sustainable healthy diets: healthy + low environmental impact + affordable, safe, equitable, and culturally acceptable.
- Integrity protects you from backlash, misinformation and loss of trust.

Optional 1-minute reflection: *“Where do I feel most at risk: (1) claims I make, (2) partnerships, (3) trends, (4) food safety, (5) accessibility?”*



The culinary culture dimension

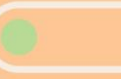
Respect culture: make guidelines feel familiar, not restrictive

- **Food is identity:** sustainable healthy diets should be **culturally acceptable** and practical
- Integrity in cultural content:
 - **Don't demonise** traditional foods or cuisines
 - Show **small upgrades** to familiar dishes (portion, veg boost, whole grains, lower salt/sugar)
 - Acknowledge **celebration foods** vs everyday foods (both can exist)
 - Use inclusive language: **"often/less often"** vs "good/bad"

Influencer-friendly approach: "Traditional dish, modern plate" series: keep the cultural dish, **adjust the balance** (veg + whole grain + protein)

Optional **micro-activity:**

- Ask learners to list 3 "comfort foods" from their culture and brainstorm 1 dietary guideline-aligned upgrade for each



Ensuring food safety

Food safety and integrity are closely linked: your followers may copy you exactly

WHO Five Keys to Safer Food:

- Keep clean
- Separate raw and cooked
- Cook thoroughly
- Keep food at safe temperatures
- Use safe water and raw materials

Practical safety anchors (EFSA):

- Don't leave cooked food out of the fridge for >2 hours
- Keep fridge below 5°C; keep hot food above 60°C if serving immediately
- Defrost in the fridge (safest)

“Avoid showing” safety red flags:

- Undercooked poultry/eggs, unsafe raw seafood handling, risky “counter defrosting,” unsafe home canning
- Extra caution messaging when content could be copied by pregnant people, older adults, immunocompromised (use a short disclaimer)



Minimising food waste

Waste less = spend less + lower environmental footprint

- Globally in 2022 ([UNEP](#)): ~1.05 billion tonnes of food waste; 60% from households (**your audience can act!**).
- Integrity angle: “Sustainable” content should include portioning, storage, leftovers—not just trendy ingredients.
- The **date-label issue**:
 - Confusion between “use by” (safety) and “best before” (quality) drives avoidable waste, as people often treat “best before” like “use by”, throwing away food that’s still edible.
- **Quick influencer-content ideas**:
 - “Cook once, eat twice”
 - “Leftover remix” recipes
 - Storage tips + “use-up” ingredient lists



Date labels

“Use by” vs “Best before” — what’s the difference?

“Use by” = food safety (do not eat after this date).

- This label is used for **highly perishable foods**. After the *use by* date, the food may be unsafe even if it looks/smells fine.
- **Examples (typically “use by”)**: fresh meat/minced meat, fresh fish, ready-to-eat salads, chilled ready meals, some dairy.

“Best before” = food quality (often still safe after, if stored correctly).

- After the *best before* date, food may lose taste, texture or freshness, but is usually still safe if packaging is intact and it’s been stored properly.
- **Examples (typically “best before”)**: pasta, rice, tinned foods, cereals, biscuits, frozen foods.

Common practical examples:

Chicken with “use by: 3 Feb” → safe up to that date if stored correctly; don’t eat it on 4 Feb even if it “seems fine.”

Pasta with “best before: 3 Feb” → on 10 Feb it’s often still fine; it might just be slightly less “perfect” in texture/flavour.

Yoghurt with “best before” → may still be OK shortly after if stored correctly and unopened; check for signs of spoilage (off smell, mould, bulging lid).

Ready-to-eat bagged salad with “use by” → treat as safety-critical; don’t push it past the date



Portion calculation to avoid food waste

A guideline-based visualisation that does not rely on calories, macros, or “diet” language.

A simple trick: portions + plate proportions + simple multiplier

1) Start with the plate (pattern > perfection)

- ½ plate veg (and/or fruit on the side)
- ¼ plate whole grains / starchy foods (prefer whole grains)
- ¼ plate protein foods (often beans/lentils; also fish/eggs/poultry)
- Water first; flavour with herbs/lemon/garlic (not salt-heavy sauces)

2) Use simple “portion units” (no weighing needed)

- Veg/fruit: 1 portion = 1 fist of chopped/cooked veg or 1 medium fruit
- Whole grains/starches (cooked): 1 portion = 1 cupped hand
- Protein: 1 portion = 1 palm (or 1 ladle for beans/lentils)
- Healthy fats: 1 portion = 1 thumb (olive oil/nut butter)

3) Batch-cook calculator (works for any family size)

- Plates to cook = people × meals (e.g., dinner + lunch tomorrow = 2 meals)
- Per plate (easy default):
 - Veg: 2 fists
 - Grains: 1 cupped hand
 - Protein: 1 palm / 1 ladle
- Total to cook = plates × per-plate portions



Portion calculation to avoid food waste

Example:

Family of 4, cooking for 2 meals (8 plates total)

- Veg: $8 \times 2 = 16$ fists (\approx 2 big trays / a large pot of veg)
 - Grains: $8 \times 1 = 8$ cupped hands cooked (one pot)
 - Protein: $8 \times 1 = 8$ ladles/palms (one pot of lentils/beans or other protein)
- ➔ “Cook once, eat twice”: assemble plates differently across the two meals.



Adapting advice to different socio-economic contexts

Integrity means your advice works for different budgets, time and access

- Sustainable healthy diets should be **affordable and accessible** (not a luxury lifestyle).
- Common constraints to design for:
 - Low budget, limited kitchen equipment, little time, limited access to fresh foods, low cooking confidence
- “3-tier” way to give advice (use this in your captions):
 1. **Easy** (lowest effort/cost): frozen veg, canned beans, oats, seasonal produce
 2. **Next**: add whole grains, batch cook, reduce sugary drinks
 3. **If you can**: higher-welfare options, specialty items, more fresh variety
- Avoid “poverty-blind” content:
 - **Don’t assume** everyone can buy expensive products, shop daily, or cook from scratch every day



Engaging vulnerable populations

How to engage vulnerable populations without harm?

- **Vulnerability** can relate to: low income, low health literacy, food insecurity, migration/language barriers, disability, older age, pregnancy, chronic illness, or high exposure to misleading marketing.
- Integrity communication principles:
 - Use **plain language** + visuals (plates, portions, simple steps)
 - Offer **small, realistic actions** (one change this week)
 - **Avoid shame/fear framing** (“toxins”, “clean vs dirty”, “guilt”)
 - Be careful with body/weight messaging - **focus on energy, strength, wellbeing**
 - Encourage support-seeking when relevant (e.g., “If you have a medical condition, ask a qualified professional”)

Why this matters: misinformation overload can drive confusion and risky behaviours, especially in communities experiencing inequities (WHO).

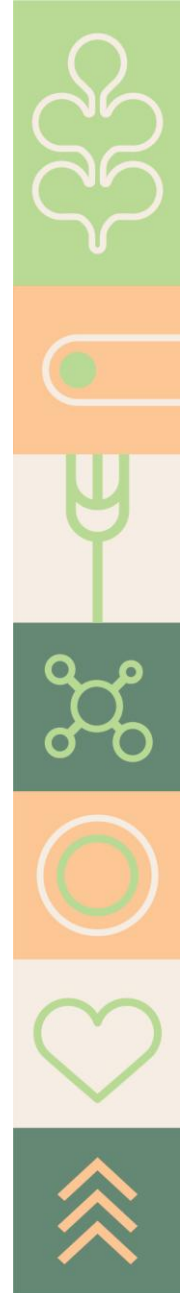


Do's for responsible influencing

Responsible influencing = protecting your audience, protecting your credibility!

DO (Building trust):

- Anchor to **official guidance** (national dietary guidelines; WHO food safety)
- **Be specific:** explain what you mean by “healthy” or “sustainable”
- **Use careful language:**
 - “May support...” / “Associated with...” / “Fits national guidance...” (avoid guarantees)
- **Disclose ads clearly** and upfront; treat commercial content transparently (Influencer Legal Hub)
- **Pressure-test trends** before sharing:
 - What’s the source? Is it credible? Is it safe if copied daily?
- **Correct mistakes** publicly when needed (pin comment/update caption)



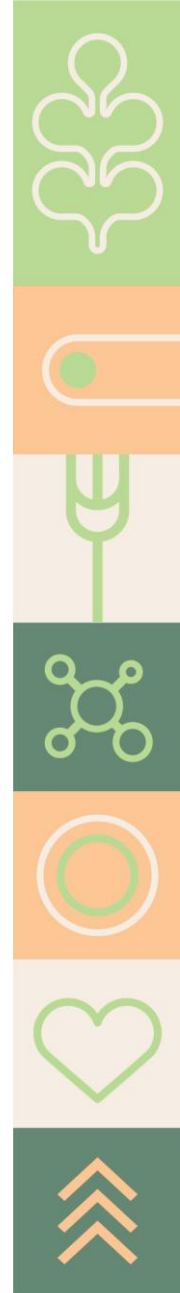
Don'ts for responsible influencing

DON'T (common integrity failures):

- Don't present **single studies**, anecdotes, or “expert-sounding” clips as proof
- Don't make **disease claims** or imply cures (“reverses diabetes”, “detoxes your liver”)
- Don't amplify **unsubstantiated trends** (extreme restriction, fear-based ingredient demonisation)
- Don't promote “**healthwashed**” products:
 - “Natural”, “clean”, “immune-boosting”, “fat-burning” with no authorised basis
- Don't use **vague sustainability labels** (“eco-friendly”) without explaining what's behind them

Health-washing reality-check:

- In the EU, nutrition/health claims must be **clear, accurate and evidence-based**, and misleading claims are prohibited



Interactive quiz (e.g., Kahoot)

Q1. Which caption has the best integrity?

- A) “This bowl detoxes your body.”
- B) “This is guaranteed to prevent disease.”
- C) “Inspired by national dietary guidelines: a balanced, plant-forward meal you can adapt to your budget and taste.”

Q2. A brand asks you to claim their drink “boosts immunity” and “burns fat.” Best action?

- A) Post it – everyone usually uses these phrases
- B) Hide it in Stories only
- C) Ask for authorised evidence-based wording; if not available, refuse or remove the claims

Q3. Food safety: leftovers were on the counter for 6 hours. What do you advise?

- A) Reheat and eat
- B) Smell test only
- C) Don’t serve; food shouldn’t sit out >2 hours

Q4. Date labels: which statement is correct?

- A) “Best before” is a strict safety deadline
- B) “Use by” relates to safety; “best before” relates to quality



Interactive quiz (e.g., Kahoot)

Q5. Which post best supports low-income followers?

- A) “Here are 12 must-have superfoods to upgrade your health fast”
- B) “A week of healthy meals - just order these ingredients online and you’re all set.”
- C) “3 budget meals using frozen vegetables, canned beans, oats, and seasonal fruit”
- D) “Healthy eating is simple: buy fresh organic produce and cook everything from scratch.”

Q6. Ad disclosure: which is correct?

- A) Disclose only if asked
- B) Disclose at the end of the caption
- C) Disclose clearly and upfront when content is sponsored

Q7. Trend check: “Seed oil detox challenge” is trending. Integrity-first approach?

- A. “A fridge reset video: throw out anything past its best-before date and restock with fresh ingredients.”
- B. “A meal-prep series: cook 5 different meals on Sunday with lots of fresh ingredients.”
- C. “A ‘use-up’ weekly plan: one shopping list, 3 dinners + 2 lunches, leftover remix ideas, and simple storage tips so food doesn’t spoil.”
- D. “A zero-waste kitchen makeover: buy new containers, labels and gadgets to organise everything.”





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Capacity Building Curriculum

Section 6 – The Responsible Cooking Alliance (RCA) initiative

Antonio De Carluccio & Cecilia D'Acunto, SAFE

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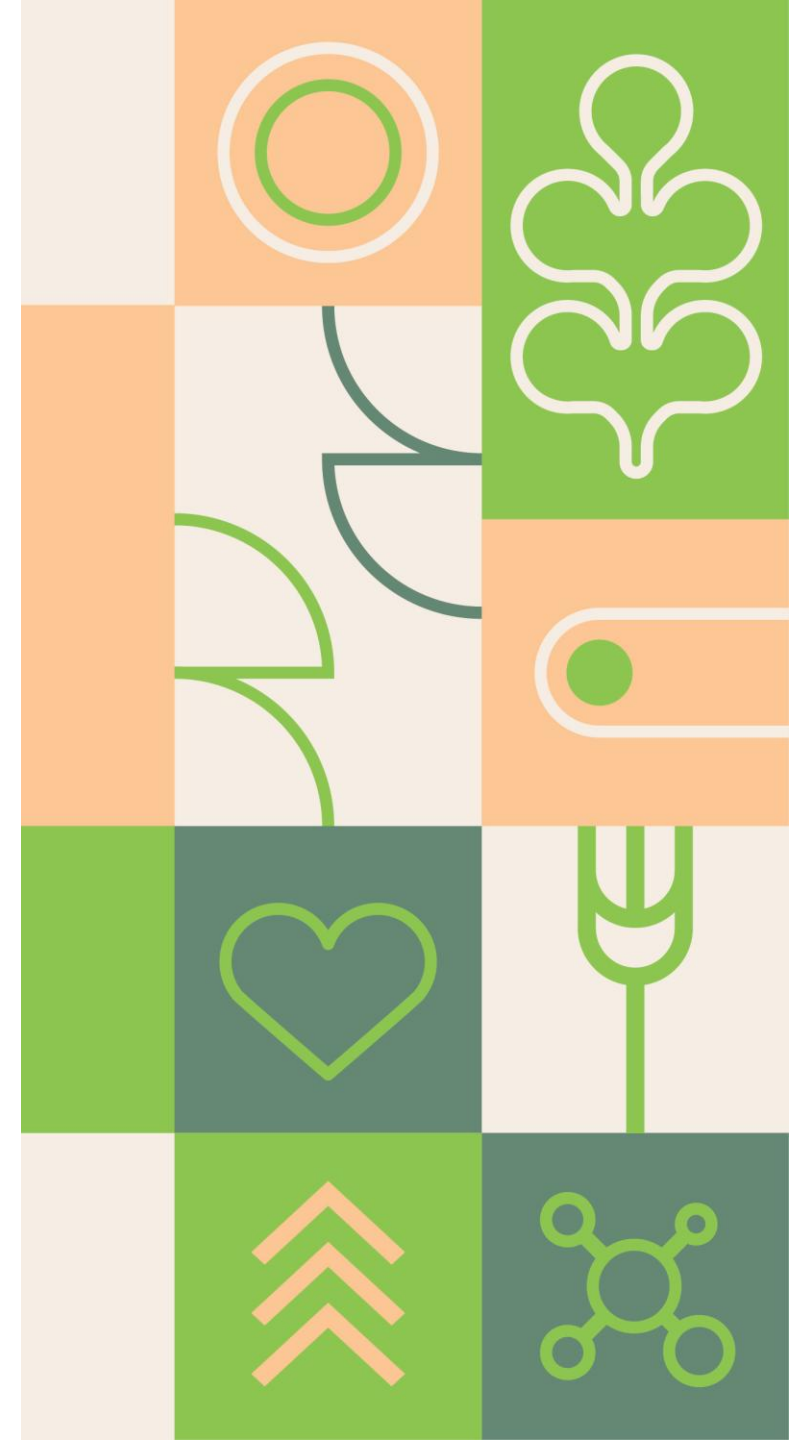


Table of content

- **Learning outcomes:** Understand what the Responsible Cooking Alliance (RCA) is and how voluntary reporting works in practice
- **Key activities:**
 - Short presentation
 - “How to join” walkthrough
 - Feedback exercise

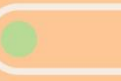


What is the RCA?

Responsible Cooking Alliance (RCA) – a voluntary self-regulation initiative that helps food influencers evaluate how well their advice aligns with national dietary guidelines.

- **Flags risky claims (e.g., “burns fat”)**
- **Suggests healthy ingredients boosts**
- **Provides low-waste tips**

The core idea of the RCA is to reduce nutritional confusion online by promoting healthy and sustainable recipes in line with national dietary guidelines.



Responsible Cooking Alliance (RCA)

RCA Features



Weekly Meal Planning

Each week, we promote healthier and more sustainable choices to meet national dietary advice. Try and share your feedback with the community!



AI-Powered Tools

Utilize our AI-powered RCA add-on tool to automatically assess your website or app content. The tool provides recommendations to enhance the nutritional quality and sustainability of your recipes.



Tailored

We will create AI-powered software to enhance existing websites and mobile apps, allowing customization. This software will integrate seamlessly with influencers' and retailers' ICT systems, supporting various languages, platforms, and content management systems.

Responsible Cooking Alliance (RCA)

How does it work?

- **Check your content** against national dietary guidelines.
- **Promote sustainability** through meal planning, healthy and eco-friendly choices, and reducing food waste.
- **Improve your credibility** by supporting healthy and sustainable habits in your posts.



More specifically:

- It helps you understand how well your **content aligns with national dietary guidelines** and encourages sustainability practices (e.g., meal planning, eco-friendly choices, reducing food waste).
- RCA includes a **self-evaluation approach**: the more willing you are to self-evaluate your recipes, the more you can use the approved Dietwise label.
- Tooling direction: an RCA **add-on / browser plugin** that can assess recipe content and provide improvement tips (and optional rankings).



Why join the RCA? Key benefits

1

Stand out as a trusted creator



2

Create content that lasts beyond trends



3

Get creator-ready insights and content prompts



4

Protect your reputation and partnerships



5

Collaborate with other creators and experts



6

Be first in your market with responsible food content



7

Get featured and take part in EU-backed activities



8

Improve your craft and grow professionally



Why join the RCA? Key benefits

This is what's in it for you, aligning with your interests:

- **Boost credibility + public image** (show you care about evidence and responsibility)
- Access **exclusive research insights** and learn what works with audiences
- **Grow your network** and discover collaboration opportunities (incl. EU-project ecosystem)
- Get **practical feedback** on recipes via AI-powered tooling (improve nutrition + sustainability without killing taste)
- If you wish, use the RCA as a **trust signal for followers** (especially when they're overwhelmed by conflicting nutrition claims)

By being part of the RCA, your content can be *viral and verified!*



Voluntary reporting principles explained

Voluntary reporting = opt-in transparency + continuous improvement

- **Voluntary:** you choose to join and participate.
- **Self-evaluation:** you can take part in an evaluation process to see how closely content aligns with official nutrition guidance.
- **Improvement-oriented:** the tool provides recommendations to enhance the nutritional quality and sustainability of recipes.
- **Choice to disclose:** recipe rankings/scores can be optional to display - you decide what you show publicly.
- **Community learning:** RCA also includes weekly prompts (e.g., meal planning) and encourages members to share feedback.



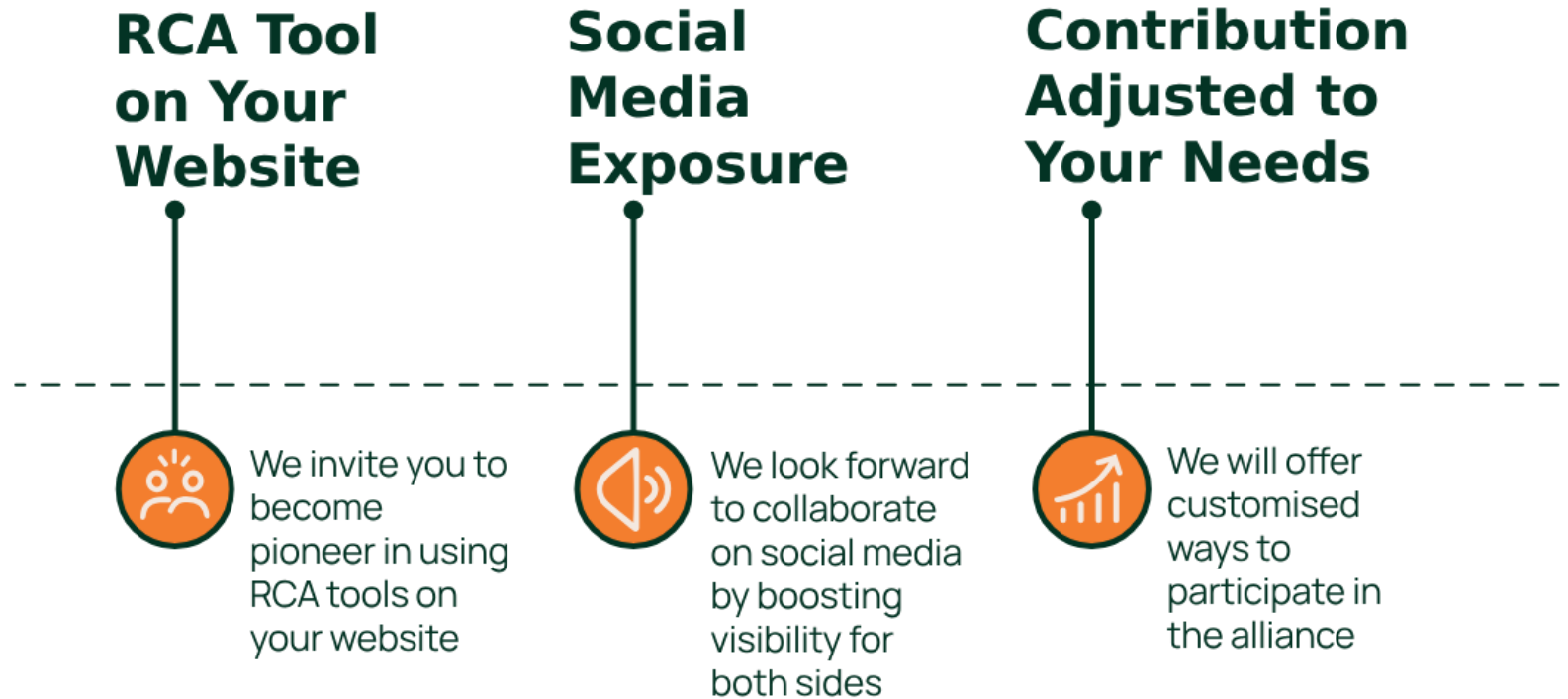
How the RCA looks in practice:

Simple 3-step loop:

1. **Check** a recipe/content draft (self-evaluation / tool feedback)
2. **Improve** (small, realistic edits)
3. **Share** (optionally: “RCA-checked” note, learnings, or a progress post)



Your contribution



How to join?

To join the initiative, just email us at info@dietwise.eu

Visit us at www.dietwise.eu for more information about the DietWise project and the Responsible Cooking Alliance (RCA).



Feedback exercise: how to improve the RCA

Help shape the RCA: what would make it more useful for creators?

Share 2 Stars + 1 Wish:

- 🌟 Star 1: What's already valuable?
- 🌟 Star 2: What would make you use it weekly?
- 🌱 Wish: One improvement that would increase trust/clarity/usability

Prompt ideas (tick-boxes)

- Make guidance clearer for my country (BE / EL / LT)
- Improve the explanation behind scores/recommendations (so it feels transparent)
- Better support for different formats (reels, captions, blog recipes, livestream cooking)
- Add budget/time modes (quick meals, low-cost swaps)
- Make it easier to create disclaimers + evidence-based wording for posts

Output (self-paced option)

- Learners submit feedback via a short form or discussion board post:
 - "My use case + the biggest barrier + one feature request."



Optional: Your RCA “starter commitment”

Choose one:

- “I will RCA-check 1 recipe/week and apply one improvement.”
- “I will add one low-waste tip to every recipe post.”
- “I will publish one ‘myth vs fact’ correction per month using official guidance.”





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Capacity Building Curriculum

Section 7 – From learning to action

Antonio De Carluccio & Cecilia D'Acunto, SAFE

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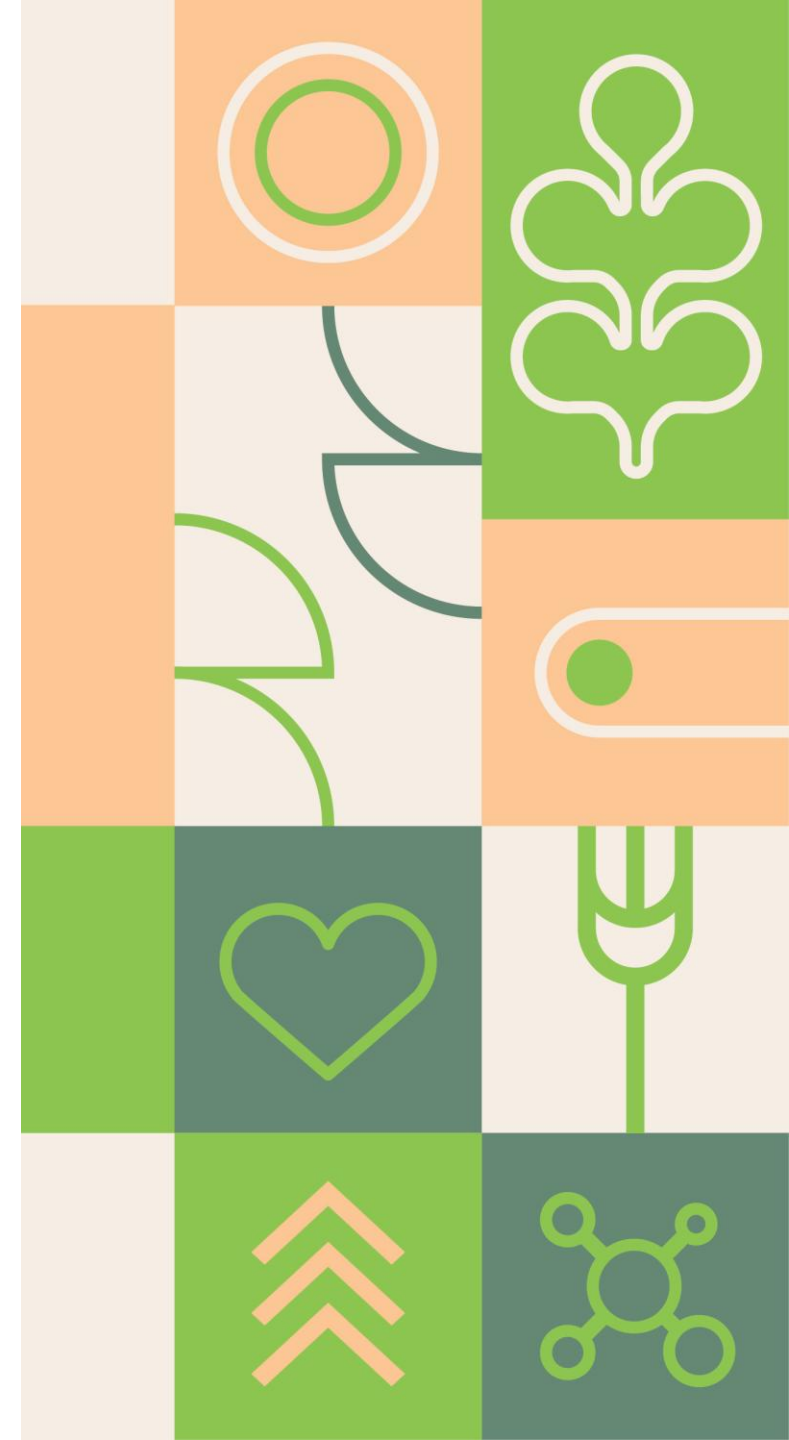


Table of content

- **Learning outcomes:** Create recipes (and accompanying advice) that are guideline-aligned, safe, inclusive, and RCA-ready
- **Key activities:**
 - Project submission
 - Feedback, peer showcase, certification

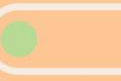


Your role as a responsible food influencer

As an influencer, you are a trusted communicator:

- **Disclaimer:** This training does not make you a dietitian/nutritionist or a medical expert.
- **Your value and contribution lie in:**
 - translating official dietary guidance into practical, appealing recipes
 - modelling safe, inclusive cooking habits (food safety + waste reduction)
 - being transparent about what you know and what you don't
- We recommend the use of similar disclaimer lines for your captions, where relevant:

"I am a food creator, not a healthcare professional. This recipe is inspired by national dietary guidelines; for personalised advice, please consult a qualified professional."



Activity: Create your RCA-ready recipe

1. Pick your audience country: Belgium / Greece / Lithuania / mixed
2. Create one recipe (or one short advice post) that meets the RCA-ready checklist:
 - **Balanced plate:** veg + whole grain/starchy base + protein + healthy fat
 - **Guideline alignment:** reference 2–3 national guideline principles (not medical claims)
 - **Sustainability move:** low-waste tip / seasonal swap / plant-forward choice
 - **Food safety:** include one safety-relevant step if applicable (storage, cooking, leftovers)
 - **Inclusivity:** add a budget-friendly or time-saving option
3. Choose one content output:
 - a 45–60 sec reel script OR
 - a carousel outline OR
 - a blog-style recipe card
4. What to submit:
 - Recipe title + ingredients + 3-step method
 - Caption text (with your disclaimer line)
 - “Why it aligns” (2–3 bullets)
 - Optional: photo/plate visual



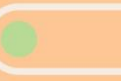
Activity: Present your recipe or advice

Peer showcase + feedback: make it clear, responsible, and audience-friendly

- **Hook:** *Why this matters to your audience (taste, time, budget, comfort)*
- **Recipe in 3 steps** *(simple, repeatable)*
- **Guideline anchor:** *“This fits guidance because...” (2 points max)*
- **Sustainability add-on:** *one low-waste / plant-forward element*
- **Safety note:** *one sentence, if relevant*
- **Inclusive option:** *cheaper swap / quicker method*

Visual requirements:

- *Show the plate and ingredients*
- *Optional: Store leftovers effectively*



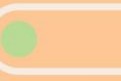
Activity: Present your recipe or advice

Feedback framework (peer + trainer)

- ✓ Accuracy & alignment (no medical claims; references guidance correctly)
- ✓ Safety (no risky handling; clear leftovers/storage if relevant)
- ✓ Inclusivity (budget/time/equipment alternatives)
- ✓ Tone (no shame, no fear, no “purity” language)
- ✓ Clarity (easy to cook; easy to copy)

Red-flag checklist (if you answer “YES”, revise by reframing the claim)

- Am I implying I’m an expert or giving personalised health advice?
- Am I using one study/anecdote to make a big health claim?
- Am I promising specific outcomes (weight loss, detox, disease prevention)?
- Am I promoting a product with “healthy/sustainable” buzzwords but no clear basis?
- Could someone copy this and get sick (food safety risk)?
- Does this advice exclude people with limited budget/time/access?



Your training certification: well done!

This certification you are about to receive is a **recognition** of responsible practice – **NOT** a professional qualification.

- This certificate confirms you completed the training and can:
 - create **guideline-aligned, safe, inclusive recipe content**
 - apply **RCA integrity principles** (transparency, evidence-aware messaging)
- It **does not** certify you as a nutritionist/dietitian or allow you to give medical advice.
- How to reference it **responsibly**:
 - “Completed a dedicated training programme on responsible food content”
 - “I follow national dietary guidance principles in my recipes”
- What **not to claim**:
 - “I am now a certified nutrition expert after completing the training”
 - “Qualified to treat conditions through diet”



Next steps in the RCA community

Stay with our community and keep improving!

➤ Our RCA community habits build trust (and reach!)

Our concrete suggestions for you:

- **1 recipe/month RCA-ready challenge:** balanced, plant-forward, low-waste, culturally relevant
- **Peer exchange:** share one post and get feedback using the checklist (alignment, safety, inclusivity)
- **Myth-busting responsibly:**
 - Don't diagnose followers; do cite official guidance and keep it practical
- **Optional voluntary reporting:**
 - self-check a recipe, apply one improvement, share learnings (score display remains optional)
- **Collaboration opportunities:**
 - co-create country-specific recipe series (BE/EL/LT) using national guideline anchors



Next steps in the RCA community

*The goal of this training was not to turn you into a nutrition expert, but to help you create **responsible and engaging food content** that is guideline-aligned, culturally respectful, inclusive, and more sustainable.*

*Responsible influencing is about creating **engaging food content that people can trust** – and improving it step by step through the RCA and its community!*





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