



# DietWise

SYSTEMIC CHANGES | EMPOWERED CITIZENS

## Deliverable D 11.1

### External Ethical Advisor

Author: Siegfried Dewitte (KULeuven)

<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

## 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:	Name
Related Work Package:	WP 11
Related Task:	Task 11.1 "OEI requirement n°1"
Related Deliverables:	D 11.1
Author(s):	Siegfried Dewitte (KULeuven)
Reviewer(s):	NA
Submission date:	2025-02-27
Dissemination level:	Private

## Document history

Version	Date	Changes	Responsible partner
v0.1	2024-12-27		KULeuven
V0.2	2025-02-27	Different candidate	KULeuven

*Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.*

## Abbreviations

Abbreviation	Full Form
AI	Artificial Intelligence
APC	Author Processing Charges
CA	Coordination Action / Consortium Agreement
CF	Co-Funded Partnership
CfP	Call for Proposal
D&C	Dissemination and Communication
DECP	Dissemination, Exploitation and Communication Plan
DoA	Description of Action
EC	European Commission
EU	European Union
F2F	Face-to-Face
GDPR	General Data Protection Regulation
HEU	Horizon Europe
HQ	Headquarter
IO	International Organization
JRC	Joint Research Centre
KM	Knowledge Management
KPIs	Key Performance Indicators
LFI	Lead Financial Institution
MEPs	Members of the European Parliament
M&E	Monitoring & Evaluation
NGO's	Non-Governmental Organizations
RCA	Responsible Cooking Alliance
SMA's	Social Media Accounts
WP	Work Programme
WP#	WP followed by a single digit number refers to a specific Work Package

We propose prof. Dr. [Maggie Geuens](#) from University of Ghent (Be) as an external ethical advisor for DIETWISE. Prof. Geuens is a full professor marketing in the faculty of Economics and Business, at University of Ghent (Be).

A meeting with prof. Geuens (25/02/25) has confirmed that she, as a senior researcher, has ample experience with ethical advise in the context of marketing research, behavioral research, and advertising, and more specifically with issues related to vulnerable populations and consumer protection, which includes data protection and the use of A.I.

We have discussed the frequency of consultation and the nature of the advise we seek, in the context of the regular ethical advise researchers have to gain from their own institutional. We will consolidate the collaboration agreement when her candidacy has been approved.