



# DietWise

SYSTEMIC CHANGES | EMPOWERED CITIZENS

## Deliverable D 9.4. **Networking Plan 2 (updated)**

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<https://www.dietwise.eu>



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*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.*

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## Abbreviations

Abbreviation	Full Form
AI	Artificial Intelligence
D&C	Dissemination and Communication
EU	European Union
ICT	Information and Communication Technology
IHU	International Hellenic University
NoI	Network of Interest
KUL	KU Leuven
RAC	Responsible Cooking Alliance
SRIA	Strategic Research and Innovation Agenda
WP	Work Programme
WP#	WP followed by a single digit number refers to a specific Work Package

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## Executive Summary

The present document constitutes the updated version of the Networking Plan of the DietWise project (original version D1.3), funded by the European Union's Horizon Europe Research and Innovation programme. It is designed to ensure a systematic, efficient and well-organised set of networking activities generated during the project duration. It describes the aim of the Networking Plan and presents an overview of planned activities, and activities engaged in, and defines a concrete cross-project clustering strategy, and indicates a strategy for building the Network of Interest (NoI). The Networking Plan also provides templates for establishing cross-project synergies and for joining the Network of Interest.

# 1. About DietWise

## 1.1. Project abstract

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. Next, we will empower citizens with novel, citizen science-based solutions that will 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. The project will generate multiple novel insights to empower citizens to make healthy and sustainable choices and original empirical evidence through 'big data' analysis, large-scale surveys, qualitative research, and behavioral online and field experiments. From a methodological point of view, we will harness novel state of the art methods, such as using artificial intelligence (AI) algorithms with deep learning techniques to analyze big online data. Finally, we will integrate scientific and empirical findings into social innovations powered by AI and develop user-oriented tools to support citizens. 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.

## 1.2. Consortium

DietWise is implemented by a well-balanced consortium comprised of high-level researchers in marketing, consumer behaviour, psychology, nutrition, and information sciences, as well as industry experts. Our 10 partners represent three different countries (Belgium, Greece, and Lithuania). The consortium is a high-quality partnership based on diversified expertise, knowledge, and networks substantially covering all skills, resources, and access to stakeholders required for successful implementation.

**Table 1. DietWise Consortium**

No	Legal name	Short name	Country
1	KATHOLIEKE UNIVERSITEIT LEUVEN	KUL	BE
2	SAFE FOOD ADVOCACY EUROPE	SAFE	BE
3	FLEMISH INSTITUTE FOR HEALTHY LIVING (VLAAMS INSTITUUT GEZOND LEVEN VZW)	VIGL	BE
4	FOODBAG (SMARTMAT NV)	FOOD	BE
5	ADCOGITO, INSTITUTE FOR ADVANCED BEHAVIORAL RESEARCH	AdC	LT
6	VILNIUS UNIVERSITY FACULTY OF MEDICINE PUBLIC HEALTH DEPARTMENT	VU	LT
7	VILNIUS CITY MUNICIPAL PUBLIC HEALTH BUREAU	PHB	LT
8	INSTITUTE OF COMMUNICATION AND COMPUTER SYSTEMS	ICCS	GR
9	INTERNATIONAL HELLENIC UNIVERSITY	IHU	GR
10	PROLEPSIS	PROL	GR

## 2. Introduction

The aims of the Networking Plan (V2) are to (1) update the effective strategy and action plan delineating clustering, synergy, and communication actions for collaboration with EU projects within similar domains that we sketched in D1.3, and (2) define stakeholder involvement strategies using a Network of Interest (NoI).

A continuous communication pathway and discussions will be established with projects under the topic HORIZON-CL6-2021-FARM2FORK-01-15 and other relevant EU initiatives. We will aim at exploiting possible synergies, such as exchanging methodologies and relevant information, collaborating on joint dissemination & communication (D&C) activities, organising joint events or coordinating the delivery of policy recommendations.

To guarantee the exchange of best practices, knowledge and related expertise, we will build a Network of Interest (NoI). The NoI will engage relevant stakeholders, provide them with ample opportunities to interact, distribute projects news, and share knowledge. The project coordinator (KUL) and task leaders will present project updates for the NoI members in dedicated online meetings. Where possible, we will coordinate research meetings/events, organise cluster activities, invite stakeholders and researchers as guest speakers to facilitate knowledge exchange and ensure the development of actionable project results.

### 3. Overview of activities (planned and executed)

Our cross-project networking activities will focus on several levels. First, we will explore scientific cross-project collaborations that ensure an effective exchange of information, knowledge, and methodologies. Second, we will focus on identifying non-scientific cross-project collaborations targeted at exploiting synergies in communication and dissemination activities like joint events, coordinated delivery of policy recommendations, synergies in social media campaigns and newsletters, website integration. Finally, we will seek to participate in pan-European project collaboration networks to share best practices and knowledge.

First, we establish synergies with our sister project WiseFood. The EU-funded WiseFood project is using advanced AI to empower citizens to make healthier and eco-friendly food decisions. Specifically, this project develops digital applications to provide precise and tailored food recommendations. These tools will integrate seamlessly into daily life, requiring no technical expertise, and will be developed through a human-in-the-loop approach, involving nutritionists to align with national guidelines. Living Labs in Ireland, Hungary, and Slovenia will co-create and refine these solutions. By bridging knowledge and action, WiseFood aims to inspire well-informed, sustainable dietary habits across Europe. So far, WiseFood has joined our general assembly online in Vilnius in June 2025. Dietwise coordinator has joined the WiseFood consortium meeting in Brussels in October 2025. Dietwise IT partners will join a webinar organized by WiseFood in June 2027.

Subsequently, we develop a continuous communication pathway and discussions with projects that directly address the transition to healthy and sustainable diets under the topic HORIZON-CL6-2021-FARM2FORK-01-15: PLAN'EAT (101061023), SWITCH (101060483), FEAST (101060536). PLAN'EAT will bridge the gap between scientific knowledge and behavioural and policy changes by fostering collaboration between science, policymakers, food system actors, and consumers through stakeholder analysis and engagement across Europe. SWITCH explores, in different EU regions, innovative strategies and technologies to facilitate the transition towards healthy and sustainable diets among EU citizens. FEAST aims to support a fair EU transition to healthier diets from sustainable food systems. It will work with food stakeholders, including vulnerable groups, to co-design solutions that empower everyone to adopt and benefit from sustainable dietary choices. PROTEIN (817732) has concluded and developed an AI-based recipe recommendation tool that has several similarities to the envisaged Dietwise solutions. The coordinators of PROTEIN have been invited to join the external expert advisory board and have accepted. They have joined the Dietwise General Assembly organized in Athens, March 2026 and provided useful insights. They will continue to provide useful feedback based on their lessons learnt from PROTEIN.

Furthermore, we seek to establish cross-project collaborations that thematically address the transition to healthy and sustainable diets using methodologies interlinked with DietWise (e.g., developing apps or behavioural interventions for consumers to choose healthier and sustainable food). One option for cross-project collaboration can be projects funded by HORIZON-CL6-2023-COMMUNITIES-01-6 - Inclusive and smart ways to communicate the sustainability of food, such as [TealHelix](#) and [CUES](#). TealHelix will develop a number of new labelling approaches and digital social innovations, behavioural interventions and AI tools to guide and improve consumer decision-making. The project will provide a deeper understanding of how various external environments shape attitudes and beliefs towards food sustainability labelling, and how to motivate consumers to follow sustainable labelling guidelines. CUES (Consumers' Understanding of Eating Sustainably) is co-designing scientific methods and approaches to transmit and present sustainability-related information to guide consumer knowledge and behaviour, and to determine the most effective persuasive cues to promote sustainable consumer behaviour. CUES will develop nine interventions, and a series of policy dialogues. The learning community, communication, and behaviour change toolkits developed by CUES aim to remove the bottlenecks in current practice with respect to informing, motivating and engaging consumers, and to reach at least three million consumers, increasing their consumption of sustainable food.

Together with thematically relevant projects, we will lead collaborative efforts, facilitate knowledge exchange, and coordinate joint dissemination efforts.

Finally, we seek to participate in pan-European project collaboration networks aimed at sharing best practices and knowledge. For example, [CLEVERFOOD](#) supports projects, partnerships, and networks through Policy Labs, Living Labs, Pan-European Multi-Actor and Public Engagement. The [FOOD2030](#) Project Collaboration Network unites European, national and regional projects, partnerships, and networks to drive meaningful change in our food systems. This Network fosters synergies, and shares knowledge and best practices. DietWise will seek to become a member of the FOOD2030 Network to strengthen project connections, enhance knowledge exchange and visibility of the project, and efficiently inform policy. The DietWise coordinator joined the online Thematic Workshop on Urban Food systems organized by the EU in March 2026, which facilitated contacts with running and completed projects related to the food production and consumption domain.

Another relevant pan-European project collaboration network is [FutureFoodS](#). The FutureFoodS partnership seeks to collectively achieve healthy, safe, environmentally friendly, socially secure, fair, and economically viable food systems for Europe. FutureFoodS brings together 86 partners from 29 countries, including national and regional authorities, funding agencies, universities, research institutes, foundations, and competitiveness clusters. Among other activities, FutureFoodS helps to build capacities by engaging in knowledge sharing, contributing to the Strategic Research and Innovation Agenda (SRIA), and participating in activities that expand and strengthen the FutureFoodS community.

## 4. Cross-project clustering strategy

We will start our cross-project collaboration clustering activities by identifying relevant projects with complementary results. To achieve this, we will leverage the current network of DietWise partners that are involved in multiple EU-funded projects to identify relevant projects. Our partners are aware of some other complementary projects within our ecosystem that are working on tools for effective behavioural interventions. For instance, KUL, AdC, VU, ICCS and SAFE are involved in the TealHelix project, which is developing tools to guide and improve consumer sustainable and healthy food related choices. KUL is also involved in the CUES project, which presents sustainability-related information to guide consumer knowledge and behaviour and determines the persuasive cues to promote sustainable consumer behaviour. The DietWise partner IHU is a partner in the Protein project, which has developed tools to provide personalised nutritional support for citizens.

We will also use the [CORDIS](#) platform to search for projects that have been funded under similar topics or address similar challenges.

We will seek to identify a pool of 10-15 projects to explore potential synergies. Drawing from this pool, we will map relevant projects to define overlaps, identify research complementarities, and identify points for synergies and potential for joint activities. The mapping procedure will seek to screen the best-fitting projects and arrive at a final project group cluster composed of 4-6 different projects. Having a limited number of projects in the cluster aims to establish a relevant and targeted cluster that is of manageable size, ensuring efficient coordination (as advised by Horizon Results Booster).

Once the core projects are identified, we will start establishing the official synergies with relevant projects (see Annex A). We will actively reach out to target projects and will set up joint meetings where all the projects can present their concepts, expected results, planned dissemination and exploitation activities.

During these meetings, we will identify points for synergies and discuss the complementarity of results. We will aim to exploit possible synergies, such as exchanging methodologies and relevant information, conducting joint D&C activities, organising joint events, or coordinating the delivery of policy recommendations. To structure the gathering of relevant information, after the meetings, we will send out the forms to indicate relevant methodologies, technologies, data, dissemination, or other activities per project. We will cluster this information around potential collaboration activities. In the following cluster meetings, we will discuss possible channels/forms for dissemination (e.g., joint webinars, conferences, exhibitions, etc.) and agree on a concrete Joint Dissemination Plan.

The Joint Dissemination Plan will include:

- A timeline in table format indicating dissemination activities, target date, and activity owner.
- Foresee cross-referencing activities like cross-posting across social media channels and websites, sharing updates, event invitations, press releases, newsletters and other communications, and listing events for joint participation.
- Explore possibilities for co-organising an event.
- Indicate other activities for collaboration.
- Guidelines for joint D&C activities, and quantitative requirements.

We will create a cluster fact sheet outlining the objectives and results of the projects.

To manage the cluster, we will set up recurring meetings, follow up on the implementation of the activities and establish metrics to track performance (e.g., online visits, events attendees number, etc.) and establish a joint document to report activities.



Table 2 provides an initial overview of relevant European projects, networks, and initiatives. If additional relevant initiatives emerge, this list may be further updated in Networking Plan 2 (M18) and Networking Plan 3 (M36).

**Table 2. An indicative list of relevant European initiatives**

Project	Short description	Countries
WiseFood	The EU-funded WiseFood project is using advanced AI to empower citizens to make healthier, eco-friendly food decisions. Specifically, this project develops digital applications to provide precise, tailored food recommendations. These tools will integrate seamlessly into daily life, requiring no technical expertise, and will be shaped through a human-in-the-loop approach, involving nutritionists to align with national guidelines. Living Labs in Ireland, Hungary and Slovenia will co-create and refine these solutions. By bridging knowledge and action, WiseFood aims to inspire well-informed, sustainable dietary habits across Europe.	Greece, Belgium, Ireland, Hungary, Slovenia, Serbia, the Netherlands.
PLAN'EAT	PLAN'EAT will bridge the gap between scientific knowledge and behavioural and policy changes by fostering collaboration between science, policymakers, food system actors, and consumers through stakeholder analysis and engagement across Europe.	Germany, Ireland, France, Sweden, Poland, Hungary, Spain, Italy, Greece.
FEAST	FEAST aims to support a fair EU transition to healthier diets from sustainable food systems. It will work with food stakeholders, including vulnerable groups, to co-design solutions that empower everyone to adopt and benefit from sustainable dietary choices.	Portugal, Greece, Belgium, Denmark, Norway, North Macedonia, Ireland, Austria, France, Netherlands, Italy, Poland.
SWITCH	The EU SWITCH project explores, in different EU regions, innovative strategies and technologies to facilitate the transition towards healthy and sustainable diets among EU citizens	Sweden, Germany, France, Spain, Italy.
Infoodmation	The Infoodmation project will study how different messages shape consumers' food choices and dietary habits, and the way they interact with tools and channels. It will analyse communication approaches across the private sector, governments and civil society, with a focus on vulnerable groups.	Belgium, Denmark, the Netherlands, Austria, Germany, Slovenia, Spain, Portugal.
TEALHELIX	TealHelix is an EU-funded project which aims to empower consumers through personalised and inclusive approaches to food sustainability	Belgium, Greece, Denmark, Germany, Sweden, Netherlands, Austria, Poland, Lithuania.
CUES	CUES aims to make sustainable food choices more appealing by driving changes in culture, the food value chain, and policy. It will design tools and information to guide consumer behaviour towards sustainability.	Netherlands, Germany, Belgium, Spain, Hungary, Italy, Croatia, Iceland, Portugal, Greece.
PROTEIN	The EU-funded PROTEIN project aimed at developing a system to introduce a healthy, pleasurable and sustainable diet via a daily programme tailored to a person's needs, preferences, and physical and physiological characteristics. The project ended in 2022.	Germany, Serbia, Greece, Italy, Luxembourg, Belgium, the Netherlands, Portugal, Ireland, United Kingdom.

<p>ZERO HIDDEN HUNGER EU</p>	<p>Zero Hidden Hunger EU is a Horizon Europe-funded research project aiming to provide estimates of the prevalence of micronutrient deficiencies and their associated health costs, focused on high-risk population subgroups. The aim is to provide the best possible evidence to develop context-specific, tailored food focused solutions to ensure adequate supply of vitamins and minerals from diets from sustainable sources.</p>	<p>Ireland, Netherlands, Denmark, Greece, Finland, Germany, Spain, Serbia, UK, Switzerland.</p>
<p>FoodCLIC</p>	<p>FoodCLIC brings together actors from politics, science and civil society to support the development of integrated urban food policies - i.e. policies that facilitate the accessibility and availability of healthy and sustainably produced food for all people and in particular for vulnerable communities.</p>	<p>Hungary, Romania, Germany, Italy, Spain, Netherlands, Portugal, Denmark.</p>
<p>CLEVERFOOD</p>	<p>CLEVERFOOD supports projects, partnerships, and networks through Policy Labs, Living Labs, Pan-European Multi-Actor and Public Engagement. The FOOD2030 Project Collaboration Network – unites European, national and regional projects, partnerships and networks to drive meaningful change in our food systems. This Network fosters synergies, shares knowledge and best practices.</p>	<p>Denmark, Poland, Hungary, Italy, Greece, Spain, Portugal, Belgium, the Netherlands.</p>
<p>FutureFoodS</p>	<p>FutureFoodS brings together 86 partners from 29 countries, including national and regional authorities, funding agencies, universities, research institutes, foundations, and competitiveness clusters. Among other activities, FutureFoodS helps to build capacities by engaging in knowledge sharing, contributing to the Strategic Research and Innovation Agenda (SRIA), and participating in activities that expand and strengthen the FutureFoodS community.</p>	<p>Finland, Sweden, Norway, Estonia, Lithuania, Poland, Denmark, Germany, Belgium, the Netherlands, Ireland, Austria, France, Slovakia, Romania, Bulgaria, North Macedonia, Turkey, Greece, Serbia, Croatia, Hungary, Slovenia, Italy, Switzerland, Spain, Portugal, Georgia, Iceland.</p>

## 5. Strategy for building the Network of Interest

To guarantee exchange of best practices, knowledge and related expertise, and to maximize the impact of the project, we will set up and maintain a Network of Interest (NoI). The NoI will engage a wider set of relevant stakeholders, provide them with ample opportunities to interact, distribute projects news, and share knowledge.

We will start building the NoI by identifying relevant stakeholders using partners' networks. We will create an initial stakeholder Contact List by reaching out to DietWise partners and asking them to provide 5-10 contacts of relevant stakeholders from their network. We will also promote the NoI on DietWise dissemination channels (e.g., website, social media). On the DietWise website, we will set up a standardised Expression of Interest form, where stakeholders can register and become NoI members (see Annex B). We will seek that our NoI members represent diverse expertise areas connected to DietWise activities, including researchers, influencers, nutritionists, public health experts, cooking experts, retailers, businesses, policymakers, citizens, etc. When one of these groups appears underrepresented, we will do extra targeted efforts to motivate these profiles to join.

Once the NoI is established, we will centre its activities around distribution of projects news, inviting stakeholders to take part in project events, and sharing knowledge.

KUL and task leaders will present project updates for NoI members in biannual online meetings.

Where possible, we will coordinate research meetings/events, cluster activities, and invite stakeholders and researchers as guest speakers to facilitate exchange of knowledge and ensure the development of actionable project results.

## ANNEX A. Template for establishing cross-project synergies

We believe that clustering activities between EU-funded projects and collaborating on communicating and disseminating can help generate greater impact and visibility. For this reason, we would like to invite you to explore potential synergies with DietWise. We seek to identify EU-funded projects that operate in similar areas to DietWise. Therefore, we kindly ask you to fill in the form below to help us identify mutually beneficial synergies.

Your project title

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Project funding source

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Website

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Contact Person

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Does your project address one of the following?

- Changing consumer behaviour by transitioning to healthier and more sustainable diets
- Developing novel behavioural interventions for consumers
- Developing novel apps and tools to change cooking-related behaviours
- Operationalising healthy and sustainable nutrition concepts
- Addressing healthier and more sustainable dietary choices of vulnerable citizens

Indicate your preferences on potential collaboration areas:

- Exchange on methodology and/or relevant information
- Joint communication /dissemination activities
- Joint events/ workshops
- Coordinated delivery of policy recommendations
- Other (indicate....)

Indicate initial suggestions on how clustering activities can help generate greater impact and/or visibility for our projects results

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Visit us at [www.dietwise.eu](http://www.dietwise.eu) for more information about the DietWise project.

## ANNEX B. Template for joining the Network of Interest

### About DietWise

DietWise is an EU-funded project that is developing solutions to make cooking, eating, and treating of food at home the most attractive choice. Using new approaches and voluntary market self-regulation, our activities will help to gradually dampen nutritional noise and organically merge cultural and commercial practices with a healthier and more sustainable food consumption pattern.

- We will empower citizens with the novel AI-powered app RecipeWatch, designed to correct existing recipes and make healthy and sustainable cooking choices.
- We will create the Responsible Cooking Alliance (RCA) – a voluntary self-regulation initiative that helps food influencers evaluate how well their cooking advice aligns with national dietary guidelines.
- We will develop a number of novel scientific findings based 'big data' analysis, large-scale surveys, qualitative research, and experiments.
- We will expand knowledge of how various external factors shape attitudes and beliefs towards healthy and sustainable food provision and cooking, how to motivate consumers to follow nutrition guidelines and how to actively shape digital food environments.
- We will extend transdisciplinary scientific and practice knowledge at the interface of marketing, psychology, nutrition and computer science, as well as public health, policy and business.

### Join our Network of Interest!

Are you interested in how to help citizens make better choices when it comes to healthy and sustainable cooking? Do you want to be on top on the recent findings in marketing, psychology, nutrition and computer science in the thematic area of healthy and sustainable diets? Join our Network of Interest.

Why joining the NoI? Members of the NoI will benefit from:

- Gaining direct access to the insights and results of DietWise.
- Being invited to attend online and live events of DietWise.
- Obtaining knowledge about how people make choices when it comes to healthy and sustainable cooking.
- Meeting your peers, experts, researchers and extending your network.
- Gaining and sharing insights from successful practices across Europe.
- Being informed by recent policy updates and developments in Europe.

### How to join?

Complete the expression of interest form online.

Name

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Email

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Interested in:

- Behavioural tool for making better choices when it comes to healthy and sustainable cooking
- ICT solutions to guide dietary choices
- National healthy and sustainable nutrition guidelines
- Contributing to research findings by becoming a respondent in surveys
- Qualitative insights about healthy and sustainable cooking
- Finding out how to correct recipes to make them healthier and more sustainable
- How to maintain healthy and sustainable cooking if you are in a vulnerable situation
- Other (indicate.....)

Once you complete the expression of interest form online, you will receive your NOI membership confirmation letter from DietWise.

If you have any questions, contact the project Dissemination manager Marius Naruševičius [marius@adcogito.lt](mailto:marius@adcogito.lt)

Visit us at [www.dietwise.eu](http://www.dietwise.eu) for more information about the DietWise project.