



DietWise

SYSTEMIC CHANGES | EMPOWERED CITIZENS

Deliverable D 9.5

Practice Abstract 1

Author: Marius Naruševičius (AdC)

<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:	Practice Abstract 1
Related Work Package:	WP 9
Related Task:	Task 9.3 "Innovation management and exploitation planning"
Related Deliverables:	D 9.5
Author(s):	Marius Naruševičius (AdC)
Reviewer(s):	Siegfried Dewitte (KUL), Cecilia D'Acunto (SAFE)
Submission date:	2026-02-11
Dissemination level:	Public

Document history

Version	Date	Changes	Responsible partner
v0.1	2026-02-11	1st draft uploaded for internal review process	AdCogito
V0.2	2026-02-26	2nd draft with comments by Reviewers	KU Leuven
V0.3	2026-02-26	Final version	AdCogito

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.

Supporting vulnerable citizens in healthy & sustainable eating

The DietWise project has completed a large survey on eating habits among vulnerable citizens, including adolescents, elderly people, and people with a migration background. The survey took place in Belgium, Greece, and Lithuania. In total, 482 people responded to the survey. The questions were asked in their native languages.

The survey suggested that vulnerable people are motivated to change their behaviors towards healthier and sustainable eating. The same survey showed that some of the respondents lack the knowledge and the know-how and are concerned about possible financial loss.

Practical recommendations

Our survey suggests that the actions listed below may help change the behavior of vulnerable people when choosing food, cooking, shopping and their attitude towards sustainable eating.

- Use simple words and visuals. Avoid jargon.
- Add features that explain how to read food information.
- Provide budget-friendly recipes and tips for cooking.
- Offer meal plans, shopping lists, budgeting tools.
- Focus on easy and affordable cooking, not only on sustainability.
- Avoid guilt. Use positive messages and "small wins".
- Show that less food waste = saving money.
- Use behavior design: reminders, habit tracking, progress.

These practical recommendations can be used by NGOs and community organizations, social workers and health promoters, municipalities and public health services, policymakers, schools, youth workers, elderly care services, app and tool developers working on food and nutrition and anyone aiming to increase food literacy among vulnerable citizens.