Data-driven solutions for food and nutrition respectful of citizen data sovereignty

The consortium of **FOODITY** (FOod and nutritiOn Data-driven innovation respectful of citizen's Data SovereIgnTY) is pleased to announce the official launch of this ambitious 36-month project funded by the European Commission as part of the Horizon Europe research and innovation programme.

The main goal of FOODITY is to create a European ecosystem of digital solutions that contributes to a more sustainable and healthy food and nutrition system — respecting citizens' rights to personal data sovereignty.

FOODITY will run a **2M€ pilot development programme for creating 12 data-driven solutions** to demonstrate the potential of data-driven innovation in food and nutrition while guaranteeing the user's full control and ownership over their personal data.

These innovations will provide novel solutions to existing research and technical challenges to achieve the four Food 2030[1] (the EU's research and innovation policy to build better food systems by 2030) key priorities: (1) Nutrition for sustainable and healthy diets, (2) Food systems supporting a healthy planet, (3) Circularity and resource efficiency, and (4) Innovation and empowering communities.

Participants in the pilot development programme will be selected through **two open calls** to be **launched in July and October 2023**, respectively. Eligible beneficiaries will be research and technology organisations (RTOs) and universities, small and medium-sized enterprises (SMEs), social innovation actors and training organisations.

The programme will provide its beneficiaries with a set of value-added services: from one-to-one mentoring to training on technical, business, and legal matters, as well as technical and financial support (up to 187.500€ per beneficiary) for developing their pilots.

FOODITY has the ingredients to make a significant difference in how citizens use and control their personal data, leading to better and more sustainable decisions. We are confident that our pilot programme and funded solutions will show how increased control over personal data can lead to better personal nutrition choices and also contribute with knowledge to ensure more sustainable food systems.

Samuel Almeida, FOODITY's Project Coordinator.

How to make food systems more sustainable and healthy?

Food systems account for a third of global greenhouse gas emissions[2], obesity is the second leading cause of premature death in Europe after smoking, and 1 in 7 premature deaths (14%) could be prevented if people were at a healthy weight rather than overweight or obese[3].

With the right technology — facilitating access to the necessary information — citizens around the world can drive change in the overall environmental impact of food systems and the quality

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[1] Food 2030: Research and innovation policy to make our food systems ready for the future, European Commission.
[2] "Food systems account for more than one third of global greenhouse gas emissions", FAO.
[3] "Obesity 'now a leading cause of death; especially in men", Northern Ireland Civil Service WELL program.

of diets that system actors (producers, retailers, distributors) offer to consumers. How? By demanding better, healthier, and more environmentally responsible food choices.

Moreover, the data that technology can provide may benefit not only individuals but the entire food system value chain, making it better for people and the planet.

Ultimately, a better understanding of consumer choices allows for improving food systems by, for example, reducing food waste and optimising distribution and retail channels. This will help to reduce emissions while ensuring healthy choices for consumers.

Data rights in digital food and nutrition solutions

Most popular tools and platforms (e.g. wearable devices and software applications) are closed and limit citizens' rights to personal data sovereignty and transferability. This limits the possibility of using it for the common good, even if users consent to share their anonymised personal data.

It is time for Europe to ensure a healthy ecosystem of digital solutions for food and nutrition that respect citizens' right to personal data sovereignty — and demonstrate the potential of data-driven innovations in this area, engaging citizens in their development.

During the next 3 years (January 2023 - December 2025), the **FOODITY** consortium, comprised of 7 partners, will join forces to make this a reality.

F6S Network (Ireland), AUSTRALO (Estonia), JIBE Company (The Netherland, Romenia and Bulgaria), Sploro (Spain), Centre for Research & Technology Hellas (Greece), SOFTEAM (France), Centre for Social Innovation (Austria).

Learn more about FOODITY and contact us!

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