ABOUT TEALHELIX

TealHelix is a Horizon Europe-funded project focused on creating **novel approaches to food sustainability labelling** and helping consumers make better food choices. Using **consumer behaviour research and life cycle, social-economic analysis**, we are developing the **Sustainable Food Compass**, a psychometric tool that aligns consumers' preferred sustainability dimensions with planetary needs. Focusing on personalisation and **motivational matching**, we'll design new behavioural interventions, tailoring messages to individual motivational characteristics and to the needs of people in vulnerable situations.

Using innovative **AI-based tools** like the HowiBuy app, we focus on **promoting sustainable habits** and **empowering consumers making informed choices**. Through Go Green Hubs and pilot testing, we involve citizens in co-creation and validate labelling approaches.

Our work builds **trust, capabilities, and standards** for sustainable food labelling, delivering **practical tools and guidelines** for industry leaders, policymakers, and authorities across the EU.

OUR TEAM

KU LEUVEN · safe (Safe Food Advocacy Europe) · WHITE · Vilnius University · AdCogito Institute for Advanced Behavioral Research · VMVT State Food and Veterinary Service · Rimi · Zenith The ROI agency · SAR · Hellenic Republic University of Macedonia · ΕΠΙΣΕΥ ICCS · university of groningen · VU Vrije Universiteit Amsterdam · GS1 Germany · BOKU University · CBS Copenhagen Business School Handelshøjskolen · University of St.Gallen

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PROJECT ID

Project name: TealHelix - Building Resilience Through Inclusive and Personalized Food Labeling

Grant Agreement: 101136955

Type of action: HORIZON-RIA

Start date: 1 September 2024

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Coordinator: KU LEUVEN

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Swiss Confederation
Federal Department of Economic Affairs, Education and Research EAER
State Secretariat for Education, Research and Innovation SERI

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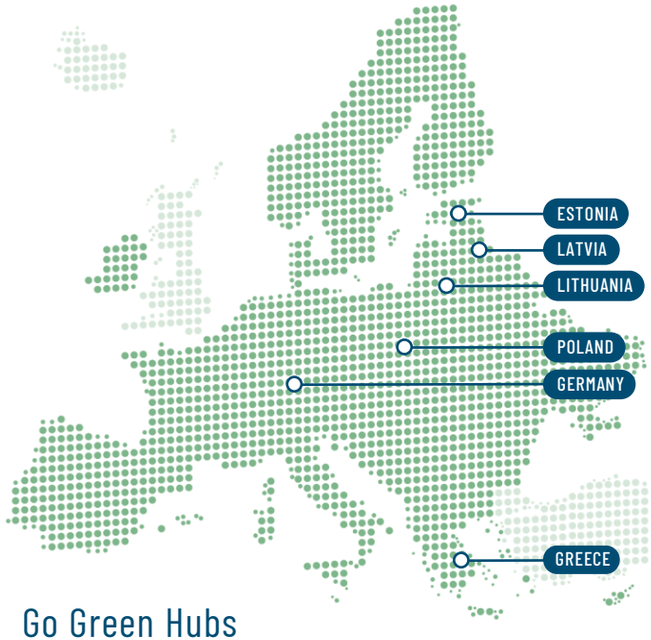
OUR APPROACH

Understanding the current state

We begin by mapping the impact of **external environments**, **consumer needs**, **and current labelling approaches** to inform our interventions. This includes **analysing the influence of media, marketing, and sociocultural factors** on consumer understanding of sustainability, and identifying **information expectations** across environmental, social, and economic dimensions.

To achieve this, we develop **effective measures** to match preferred sustainability dimensions, create **innovative behavioural interventions** to motivate the use of sustainability information, and engage citizens through **co-creation** and **citizen science**. Using methods such as desk research, expert interviews, data scraping, and large-scale surveys, we also explore **AI-based apps**, **pilot test labelling approaches**, and validate findings through experimental testing.



Go Green Hubs

Go-Green Hubs are collaborative spaces where citizens, stakeholders and experts collaborate to test and refine sustainable solutions in real-world settings. These hubs will drive transparency, combat green-washing, and use inclusive strategies to engage all consumer types, from supportive to vulnerable. Join us in co-creating a more sustainable food labelling system!

Pilot testing

Testing and validating behavioural interventions and most efficient labelling approaches in real-life settings across Germany, Lithuania, Latvia, Poland, Estonia, and Greece.

PHASE 1

Development and Pre-market testing

We will refine labeling approaches through expert collaboration, research, and controlled testing using experimental design methods like randomised control trials and boundary condition measurements. Go Green Hubs will be established to engage communities in co-creating labelling solutions and providing feedback.

PHASE 2

Testing in real-life settings

Interventions will be tested in real retail environments. Effectiveness will be evaluated using control vs. experimental group comparisons and experience sampling.

WHAT WE OFFER

LabelGuide app

Scan and verify sustainability claims on food products in real-time. Challenge your knowledge with games, earn badges, and make informed choices with confidence.

HowiBuy app

Uses gamification to help users adopt sustainable food habits with personalised recommendations.

Sustainable Food Compass

A psychometric tool to assess consumers' food sustainability preferences, integrated into BetterMe.