



TEALHELIX

SMART LABELS
INCLUSIVE SOLUTIONS

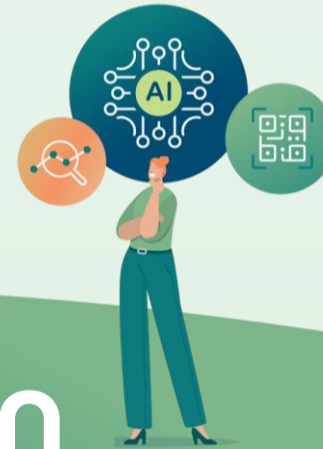
ABOUT TEALHELIX

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.



- 11 COUNTRIES
- 6 PILOTS
- 4 YEARS



WHAT WE DO



Empower

Informed Food Choices

Providing consumers with personalised tools and clear information to make sustainable and confident food decisions.



Support

Vulnerable Consumers

Empowering those in challenging situations with personalised tools and tailored interventions for informed food choices.



Promote

Sustainable Food Habits

Enabling consumers with personalised, motivation-aligned recommendations using insights from AI-driven tools.



Build

Standards and Trust

Establishing clear standards and delivering tools to strengthen trust in sustainable food labelling across the EU.

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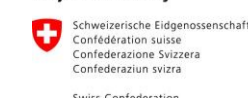
TealHelix Project

OUR TEAM



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