



PLANET ON THE MENU

EXPLORING THE FUTURE OF SUSTAINABLE EATING

INSIGHTS FROM 6 EU-
FUNDED PROJECTS

THE INTRO

Planet on the Menu includes insights from six **Horizon Europe** projects exploring various angles of Europe's transition towards more sustainable food systems. From consumer behaviour and food information to regional innovation, policy, digital communication and healthy diets, the presented findings showcase the interconnected challenges shaping how we produce, choose and consume food.

This **booklet** offers a concise overview of their key research and behavioral findings, showing how evidence, collaboration and people-centred approaches can help turn research into practical pathways for healthier, more sustainable and inclusive food systems across Europe

Table of Contents

- **TEALHELIX PROJECT** 6
- **VISION4FOOD PROJECT** 8
- **CUES PROJECT** 10
- **INFOODMATION PROJECT** 12
- **FEAST PROJECT** 14
- **ROSETTA PROJECT** 16
- **MAIN FINDINGS** 18
- **POLICY** 20
- **NEXT STEPS** 21

Participating projects



Duration: 1 July 2022 - 30 June 2027

Project coordinator: Universitätsklinikum Heidelberg

Project partners: Comunidade Intermunicipal Do Alto Minho, National Center For Scientific Research "Demokritos", EuroHealthNet ASBL, Roskilde Universitet, EAT Foundation, Sciensano, Arete Association For Sustainable Prosperity, University College Cork – National University Of Ireland, Cork, Okosoziales Forum Österreich & Europa, ICLEI European Secretariat GmbH, Institut National De Recherche Pour L'Agriculture, L'Alimentation Et L'Environnement, Institut De Recherche Pour Le Developpement, Stichting Louis Bolk Instituut, MyLabel SAS, Open Science For Open Societies – OS4OS Gemeinnützige UG (Haftungsbeschränkt), Scuola Superiore Di Studi Universitari E Di Perfezionamento Sant'Anna, SusMetro EU BV, Università Degli Studi Di Scienze Gastronomiche, Commune D'Avignon, Universitaet Graz, Instituto Politecnico De Viana Do Castelo, OpenDot Foundation ETS, Opstina Prilep, Uniwersytet Lodzki, Dimos Sitias, Leader Region Weinviertel-Donauraum, Katholieke Universiteit Leuven, Leuven Klimaatneutraal 2030, Stad Gent, Azienda USL Toscana Nord Ovest, Gemeente Rotterdam, Guldborgsund Kommune, Cork City Council, Forschungsinstitut Fur Biologischen Landbau (FiBL), Good Food Oxfordshire Ltd

Website: <https://feast2030.eu/>

CORDIS: <https://cordis.europa.eu/project/id/101060536>



Duration: 1 September 2024 - 31 August 2028

Project coordinator: Katholieke Universiteit Leuven

Project partners: Safe Food Advocacy Europe, White Research SRL, Vilniaus Universitetas, AdCogito Elgsenos Tyrimu Institutas, Valstybine Maisto Ir Veterinarijos Tarnyba, Rimi Baltic, Rimi Eesti Food AS, Zenith Poland Sp Zoo, Stowarzyszenie Komunikacji Marketingowej Sar, University Of Macedonia, ICCS – Erevnitiko Panepistimiako Institouto Systimaton Epikoinonion Kai Ypologiston, Rijksuniversiteit Groningen, Stichting VU, GSI Germany GmbH, Universitaet Fuer Bodenkultur Wien, Copenhagen Business School, Universitaet St. Gallen

Website: <https://tealhelix.eu/>

CORDIS: <https://cordis.europa.eu/project/id/101136955>



Duration: 1 January 2024 - 31 December 2026

Project coordinator: Q-PLAN International

Project partners: Teagasc - Agriculture and Food Development Authority, Copenhagen Business School, Geoponiko Panepistimion Athinon, White Research SRL, Pedal Consulting SRO, Polytechnio Kriti, Universitat Wien, Draxis Environmental SA, Fruitvegetables Europe, FBCD AS, Fundacja Unimos, Chalkiadakis Anonymi Etaireia Touristikon Xenodocheiakon Emporikon Kai Biotechnikon Epicheiriseon, Freshis Agritech SL, Safe Food Advocacy Europe, Naturmaelk AMBA.

Website: <https://rosetta-project.eu/>

CORDIS: <https://cordis.europa.eu/project/id/101136427>



Duration: 1 January 2025 - 31 December 2027

Project coordinator: European Food Information Council

Project partners: Aarhus Universitet, Katholieke Universiteit Leuven, Zentrum für Soziale Innovation GmbH, Globaz SA, Institut za nutricionistiko Ljubljana, Fundación Maldita.es Contra la Desinformación: Periodismo, Educación, Investigación y Datos en Nuevos Formatos, Wageningen University, ICLEI European Secretariat GmbH, BeInfluence

Website: <https://infoodmation.eu/>

CORDIS:

<https://cordis.europa.eu/project/id/101182813>



Duration: 1 January 2025 - 31 December 2027

Project coordinator: White Research SRL

Project partners: Fundación CARTIF, Q-Plan International Advisors PC, Stichting VU, Copenhagen Business School, Aristotelio Panepistimio Thessalonikis, European Rural Development Network, Agricultural Applications IKE, Consejería De Agricultura, Ganadería Y Desarrollo Rural De Castilla Y León, Perifereia Thessalias, Confederazione Generale Dell'Agricoltura Italiana, Maa- Ja Kotitalousnaisten Keskus Ry, Stichting EFFoST

Website:

<https://vision4foodproject.eu/>

CORDIS:

<https://cordis.europa.eu/project/id/101183145>



Duration: 1 March 2024 - 29 February 2028

Project coordinator: Erasmus Universiteit Rotterdam

Project partners: Universitätsklinikum Heidelberg, Katholieke Universiteit Leuven, Wageningen University, Stichting Fair Trade Advocacy Office, Universitat De Valencia, Kislepteku Termekeleloallitok Es Szolgáltatok Országos Erdekkepviseletének Egyesülete, TecnoAlimenti SCPA, Sveuciliste U Zagrebu Ekonomski Fakultet, OpenDot Foundation ETS, Federacao Portuguesa Dos Bancos Alimentares Contra A Fome, Future Intelligence Erevna Tilepikoinoniakon Ke Pliroforiakon Systimaton EPE, Tudatos Vasarlok Kozhasznu Egyesulete, Q-Plan International Advisors PC, Kentro Prostias Katanaloton KEPKA, ICLEI European Secretariat GmbH, Asociacion De Usuarios Financieros – ASUFIN, Technische Universiteit Eindhoven, European Food Information Council

Website: <https://cuesproject.eu/>

CORDIS:

<https://cordis.europa.eu/project/id/101136507>

TEALHELIX Project

OVERVIEW

As part of **Work Package 2**, led by **White Research**, **TealHelix** conducted a large-scale survey involving **2,767** consumers across **11 EU countries** to explore how external factors influence the understanding and use of sustainability information on food labels. The findings show that engagement with sustainability labels is shaped by a combination of personal values, culture, education, affordability, and trust. These insights support the development of more personalised, inclusive, and meaningful sustainability labelling that empowers consumers to make informed and sustainable food choices, while recognising the diverse needs, preferences, and decision-making contexts of consumers across Europe.

CHALLENGE

Sustainability information is increasingly visible on food products, yet information alone does not guarantee action. Consumers differ in what they value, understand, trust and can afford. The challenge is to move beyond one-size-fits-all communication and understand the different pathways that lead people to engage with sustainability information.

OUR APPROACH

TEALHELIX surveyed consumers across 11 EU countries, examining sustainability values, personality, cultural orientation, demographics and regional conditions. Regression analysis identified the strongest individual drivers of behaviour, while fuzzy-set Qualitative Comparative Analysis explored different combinations, or “recipes”, of factors that can lead consumers to consider food labels or pay more for sustainable food.

KEY FIGURES

The numbers on our plate

11 countries and 3,005 survey participants

Lithuania, Latvia, Estonia, Germany, Poland, Greece, Belgium, Sweden, the Netherlands, Italy, France, Spain, and Portugal

16.6% average willingness to pay more for sustainable food

KEY RESULTS

Key results

- Values lead the way. Personal connection to sustainability was the strongest predictor of both label consideration and willingness to pay more.
- Ethics matter. Concern for animal welfare consistently increased engagement with sustainability labels and willingness to pay a premium.
- Affordability shapes action. Income influenced willingness to pay more, but did not determine whether consumers considered sustainability labels.
- There is no single sustainable consumer. Different combinations of personality, culture and demographics can lead to similar sustainability behaviours.
- Context changes the recipe. Cultural individualism predicted label use, while long-term orientation was linked to higher willingness to pay.

IMPACT

Why it matters

From more information to better information

- The findings show why sustainable food communication needs both broad and tailored strategies. Understanding different consumer pathways can help design labels and campaigns that better reflect motivations, cultural contexts and barriers, while keeping affordability, inclusivity and trust central to sustainable food choices.

BEHAVIOURS

Two behaviours, two different decisions

Do I consider the label?

Does sustainability information become part of my food choice? Label consideration reflects attention, values and motivation. Sustainability and animal welfare concerns strongly influence whether consumers engage with food labels.

Would I pay more?

Choosing a sustainable product at a higher price introduces a financial trade-off. Income becomes more important when consumers move from considering sustainability information to expressing willingness to pay a premium.

Check our replication
package here



Vision4Food Project

OVERVIEW

VISION4FOOD is a Horizon Europe project supporting the transformation of regional food systems. Across five EU regions in **Finland, Spain, Italy, Greece, and Poland**, it explores what enables or hinders food innovation and develops **Food Innovation Platforms** to connect local actors. By combining evidence, stakeholder knowledge and regional collaboration, VISION4FOOD aims to shape acceleration agendas and innovative governance models for more climate-resilient, circular and inclusive food systems.

CHALLENGE

Europe's regional food systems face climate pressures, food waste and greenhouse gas emissions, while innovation is slowed by fragmented governance, complex regulation, financing barriers, skills gaps and uneven technology uptake. These challenges particularly affect SMEs, small-scale producers and rural actors seeking to adopt sustainable and digital solutions.

OUR APPROACH

Copenhagen Business School (CBS), a VISION4FOOD partner, analysed regional innovation ecosystems through extensive literature and policy reviews and 31 qualitative stakeholder interviews. Insights from civil society, industry, academia and public authorities were translated into practical regional recommendations, providing an evidence base for Food Innovation Platforms and locally grounded food system transformation..

KEY FIGURES

The numbers on our plate

5 EU ecosystems

existing regional ecosystems taking a food systems approach.

500+ people will be empowered across regional food innovation ecosystem

21+ local missions developed to accelerate food system transformation

KEY RESULTS

Key results

- **Collaboration enables innovation:** Multi-actor networks, living labs and research–industry partnerships strengthen knowledge exchange and experimentation.
- **Complexity slows action:** Bureaucracy, fragmented governance and regulatory misalignment repeatedly constrain SMEs and smaller food system actors.
- **Costs shape adoption:** High transition costs and limited finance hinder sustainable, digital and circular innovation.
- **Skills influence uptake:** Digital, technical and agricultural skills gaps limit the adoption and scaling of emerging technologies.
- **Local ecosystems matter:** Regional networks, intermediaries and place-based approaches help connect policy, research, business and communities.

IMPACT

Why it matters

Food system transformation cannot rely on technology alone. VISION4FOOD shows that governance, finance, skills and collaboration shape whether innovation is adopted and scaled. Understanding these regional conditions can help design support mechanisms that respond to the realities of local food system actors.

BEHAVIOURS

Key takeaways

A cross-regional evidence base

419 literature and policy documents mapped the political, economic, social and technological factors shaping food innovation across five European regions.

Local perspectives brought into focus

31 interviews with civil society, industry, academia and public authorities revealed practical barriers and enablers experienced by regional food system actors.

Evidence translated into action

Six tailored recommendations for each region identify practical priorities, from simplifying bureaucracy and improving finance to strengthening collaboration, skills and digital innovation.

[Read more here](#)



CUES Project

OVERVIEW

As part of the **CUES** project, the **Fair Trade Advocacy Office** and **Heidelberg University** mapped a decade of EU policy on sustainable food consumption. The research examined how EU policies support sustainable choices, particularly through communication with consumers, and where important gaps remain. By comparing EU-level policy with national and regional good practices, the study identifies opportunities to move beyond information-based approaches and create food environments that make sustainable choices more available, affordable and accessible.

CHALLENGE

EU policies set ambitious goals for sustainable food consumption, but implementation still relies heavily on consumer information and voluntary action. Binding measures that shape food environments, affordability and consumption remain limited, while uneven national and regional action risks fragmented progress across Europe.

OUR APPROACH

CUES screened more than **1,500 EU documents** from **2015 to 2025** and analysed 78 published policies and 23 unpublished initiatives across three Commission mandates. The study combined inductive coding and keyword analysis with a review of EU policy frameworks and national and regional good practices to identify strengths, gaps and solutions.

KEY FIGURES

The numbers on our plate

More than 1,500 EU documents screened

101 relevant policies and initiatives analysed

78 published policies and 23 unpublished initiatives

10 years of EU policy across 3 Commission mandates

KEY RESULTS

Key results

- A gap persists between strategic ambition and legislative delivery: Governance relies heavily on information-based and coordination instruments rather than binding consumption-shaping measures.
- Consumers are mainly addressed as recipients of information rather than actors embedded in food environments.
- Sub-national authorities use structural food environment interventions (e.g. procurement and school schemes), while health and sustainability are more frequently integrated at local and national levels.
- Progress is uneven, creating risks of fragmentation across the EU.

IMPACT

Why it matters

From informed choice to supportive food environments

The findings show why sustainable consumption cannot rely on information alone. Structural measures can influence availability, affordability and default choices, while stronger EU-level coordination is needed to prevent progress depending on uneven national and regional initiatives.

BEHAVIOURS

Key takeaways

From ambition to implementation

- It is crucial to align strategic commitments with enforceable measures, closing the implementation gap. This includes translating strategies into binding, enforceable measures rather than voluntary or fragmented initiatives.
- Build on national and regional approaches such as public procurement, school meals, dietary guidance and fiscal incentives to shape availability, affordability and default choices.
- Integrate social sustainability, health and fairness alongside environmental goals, and strengthen EU coordination so effective approaches are applied more consistently.

| Infodmation Project

How does Infodmation examine food communication on social media?

Infodmation examined food communication on social media, and its implications for the promotion of healthy and sustainable dietary patterns. We found that, although there is much content promoting healthy and sustainable eating, there is more content promoting unhealthy food consumption, which can increase its intake, and create anxiety about food and body image, which can encourage disordered eating. Proposals are provided to regulate unhealthy food content and misinformation, to educate consumers about these issues, and to promote healthy eating and accurate food information on social media.

CHALLENGE

Social media platforms have greater speed and reach of dissemination and public engagement compared to other communication channels. However, anyone can act as a expert without professional credentials, and this can be used to promote unhealthy food, and/or to turn people away from healthy food. Thus we examined the scope and implications of food content on social media.

OUR APPROACH

Our analysis comprised of: a) a collection of food communication examples in 10 languages across 16 EU countries, including those on social media, b) a social media scraping task covering the same number of countries and languages, c) a literature review and desk research, d) stakeholder consultations, and e) an analysis of EU law related to food information with national and regional examples.

KEY FIGURES

| The numbers on our plate

We mapped >2,000 food communication examples from 16 countries and > 23,000 food-related social media posts from top influencers

Over twice as many unhealthy than healthy foods featured on social media

67% of products with health claims did not provide nutritional information

KEY RESULTS

Key results

- Social media promotes unhealthy eating and food misinformation (mainly from industry sources). This occurs because:
 - algorithms favor emotional content - unhealthy food is appealing and misinformation is often sensational
 - there is a lack of gatekeepers and regulation, some stricter measures are being taken at a national level, but this is fragmented
- Dominant narratives were **“natural = better”**, **“superfoods”** and **“local/traditional = better”**

IMPACT

Why it matters

It's too easy to mislead the public into harming their health

The fast and wide-reaching promotion of unhealthy eating and food misinformation harms public health. Vulnerable groups such as children, young people, and those of low socioeconomic status are particularly vulnerable to social media and unhealthy eating. Responsibility between influencers, brands and social media platforms remains unclear.

RECOMMENDATIONS

Regulation and countermovements are needed

Good regulatory practices should be expanded EU wide

- Portugal restricts digital ads for unhealthy foods targeting < 16 year olds.
- Norway bans ads for unhealthy foods aimed at < 18 year olds.
- UK prohibits paid-for online advertising of unhealthy foods.
- French law requires sponsored posts to be clearly labelled as such and that promotional campaigns >€1,000 have legal contracts.

Healthy eating, literacy and accuracy need to be promoted

- Need to teach consumers how to identify potential misinformation and to verify claims.
- Experts should translate scientific consensus into viral content.
- Algorithms should stop prioritising sensational claims and promote healthy eating content and those from sources with verified credentials.
- Platforms should attach fact-check labels or links to evidence-based health websites directly onto posts with false health claims.

FEAST Project

OVERVIEW

FEAST explores how people in Europe buy, prepare and consume food, and what helps or prevents them from eating healthier and more sustainably. Within **Work Package 2, Sant'Anna School of Advanced Studies** conducted a large online **survey across 27 European countries** to assess: adherence to the EAT-Lancet planetary health diet; everyday food-choice drivers and barriers; information sources used by individuals; and views on different food system policies. Among other key insights, the findings show a clear gap between people's positive self-perception of their diets and measured dietary patterns – this offers evidence for more targeted food-system interventions at local, national and EU-levels.

CHALLENGE

People in Europe often want to eat more healthily and sustainably, but food choices are shaped by price, availability, taste, routines, family habits, time and cooking confidence. The challenge is to move beyond awareness-raising and make healthier & more sustainable diets affordable, physically accessible in food environments, practical and normal in everyday life.

OUR APPROACH

FEAST surveyed adults (age 18-90) across 27 European countries using a streamlined food-frequency questionnaire and the EAT-Lancet Consumption Frequency Index. The survey mapped Planetary Health diet adherence, purchasing and consumption habits, facilitators, barriers, information sources used, and views on different food system policies.

KEY FIGURES

The numbers on our plate

27 European countries and 27,417 survey responses collected

Austria, Belgium, Bulgaria, Croatia, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, the Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland and the United Kingdom.

45.3% report unaffordability as a major barrier

Unaffordability is the strongest reported obstacle to healthy and sustainable eating.

KEY RESULTS

Key results

- **Europeans are far from full adherence to the planetary health diet**, despite positive self-assessments.
- **Vegetables, fruits, legumes, whole grains and nuts remain under-consumed** across many countries.
- **Value for money, familiarity, availability, taste and ease of preparation** guide everyday food choices.
- **Unaffordability is the strongest barrier**, followed by busy lifestyles, preferring foods individuals are familiar with/prefer and irregular work.
- **Policy support is highest for removing VAT on fruit and vegetables** and protecting young people from energy drinks.

IMPACT

Why it matters

Healthy and sustainable diets cannot rely only on consumer behaviour and information alone.

Healthier and more sustainable diets cannot rely only on consumer behaviour and information given to consumers. FEAST shows that food-system change must address affordability, availability, convenience, taste, social support and food literacy, so healthier and more sustainable choices become easy and realistic options for people with different routines, incomes and cultural contexts.

BEHAVIOURS

Key takeaway

The diet perception gap

61.2% believe they eat a healthy and sustainable diet most of the time, **yet measured adherence averages 24.1/42**. The gap shows that good intentions and self-perception do not automatically match daily food patterns.

Check the European dietary behaviour survey results dashboard

Food environments matter

Price, availability, taste, routines and ease of preparation shape everyday choices. Effective action must make healthier and more sustainable foods affordable, familiar, attractive and convenient where people shop, cook, eat and share meals.

<https://feast2030.eu/eu-dietary-behaviour-survey>

[Visit the FEAST Zenodo community](#)



ROSETTA Project

OVERVIEW

ROSETTA is a Horizon Europe project investigating how marketing standards contribute to food waste and how alternative market access can unlock value from suboptimal foods. Through five pilots across Europe, the project tests solutions covering fruit and vegetables, cereals, dairy and meat. Combining research and stakeholder co-creation, ROSETTA develops practical solutions, replication guidance, digital tools and policy recommendations to help businesses, policymakers and food-system actors prevent waste and build more sustainable food value chains.

CHALLENGE

Marketing standards can contribute to food waste, yet evidence on how much waste they generate, why it occurs and how best to prevent it remains limited. This makes it harder to redesign standards, valorise suboptimal foods and reduce waste effectively across the food value chain.

OUR APPROACH

ROSETTA combines transdisciplinary research, multi-actor collaboration and real-world pilots to estimate food waste linked to marketing standards, co-develop and validate alternative market solutions for suboptimal foods, and assess economic, social and environmental trade-offs. The results will inform replication guidelines and policy recommendations.

KEY FIGURES

The numbers on our plate

5 pilots across 5 EU countries

Greece, Spain, Poland, Denmark and Ireland

4 key food commodity groups

Fruit & vegetables, cereals, dairy and meat

3.500 survey participants

targeted through a large-scale survey across at least 10 EU countries

KEY RESULTS

Key results

- Tested solutions demonstrate practical pathways for preventing food waste while creating value from suboptimal foods.
- The 220+ member Community of Practice strengthens long-term collaboration between businesses, researchers, policymakers and civil society.
- Evidence supports businesses and policymakers in reconsidering marketing standards that can unnecessarily exclude safe, edible food.
- Replication guidance helps successful approaches move beyond individual pilots into other regions and food value chains.
- Policy recommendations provide evidence to strengthen marketing standards and food-waste prevention frameworks.

IMPACT

Why it matters

ROSETTA turns evidence into practical action while building a lasting community around food-waste prevention. By connecting 250+ stakeholders, testing solutions and providing practical tools and recommendations, it supports wider uptake of approaches that improve market access for suboptimal foods and contribute to more sustainable European food systems.

BEHAVIOURS

Key takeaways

Say it right, show it clearly

Communication works when it is noticed at the point of decision. Concrete messaging sold about 40% more units than abstract messaging in Spain. Informing consumers on "upcycled" ingredient before tasting raised purchase intent by 21% for bread, in Ireland.

No single lever does it alone

Pilots worked best when levers were combined: in Greece, messaging, pricing and donation rescued 1.5 tonnes of fruit and vegetables; in Denmark shelf-life coordination cut yoghurt overproduction by 85% and yogurt biowaste by 94%.

Quality first, then the story

Suboptimal and upcycled foods sell when quality comes first. In Poland, all 350 loaves made with upcycled fibre flour sold on launch day, rated 6.6 out of 7 by shoppers.

Today's Menu: Key Research Findings

Building Food Innovation Ecosystems

VISION4FOOD

VISION4FOOD investigates how Food Innovation Platforms (FIPs) can accelerate food system transformation by bringing together researchers, policymakers, businesses, farmers and citizens. The project demonstrates that innovation is strengthened through collaborative governance, knowledge exchange and co-creation, providing practical models for implementing sustainable food system solutions.

Research contribution: Evidence on how collaborative governance structures can accelerate innovation and strengthen food system resilience.

Connecting Health and Sustainability

FEAST

FEAST examines how dietary transitions can support both human health and environmental sustainability. By investigating the factors that influence food choices across different populations and contexts, the project generates evidence to support policies and interventions that promote healthier, more sustainable diets.

Research contribution: Evidence for designing food environments that enable healthier and more sustainable dietary patterns.

Understanding Consumer Responses to Sustainability Information

TEALHELIX

Using survey data from 2,767 consumers across 11 European countries, TEALHELIX investigates how psychological, cultural, socioeconomic and regional factors influence consumer engagement with sustainability information. The findings demonstrate that there is no single consumer profile and no single pathway leading to sustainable food choices, highlighting the importance of personalised and inclusive sustainability communication.

Research contribution: Evidence supporting personalised sustainability labelling and consumer-centred communication strategies.

Today's Menu: Key Research Findings

Improving Food Information and Reducing Food Waste

INFOODMATION

Infoodmation investigates how governments, the private sector, and civil society communicate about food across traditional media, social media, and marketing, and how these practices influence consumer choices and dietary patterns.

Research contribution: Evidence-based recommendations for effective food communication to promote healthier and more sustainable diets.

ROSETTA

ROSETTA investigates how collaborative solutions can prevent food waste and improve market access for suboptimal foods. By testing communication, pricing, donation and supply-chain strategies across five pilots in five European countries, the project generates evidence on effective interventions and supports their wider adoption through stakeholder collaboration and policy recommendations.

Research contribution: Evidence on food-waste prevention, consumer behaviour and market access for suboptimal foods to support more sustainable food systems.

Supporting Long-Term Behaviour Change

CUES

CUES aims to support a more sustainable food system by driving change across culture, food value chains and policy. It maps barriers to sustainable consumption and co-designs targeted interventions with consumers, food-chain actors and policymakers to foster lasting behavioural and systemic change.

Research contribution: Behavioural evidence for designing interventions that encourage lasting changes in food-related practices.

On the Menu for Europe: Research-Based Policy Directions

Europe's transition towards sustainable food systems requires integrated policies that combine scientific evidence with collaborative governance and citizen-centred approaches.

Design food policies as integrated systems

Health, sustainability, affordability and food security should be addressed together rather than through isolated policy measures. Policies that recognise the interconnected nature of food systems are more likely to deliver lasting impact.

Strengthen collaboration across the food system

Research consistently highlights the importance of collaboration between policymakers, researchers, industry, farmers, civil society and citizens. Participatory governance can accelerate innovation and improve the implementation of sustainable food system solutions.

Put people at the centre of food policies

Consumers are not a homogeneous group. Food information, sustainability communication and policy interventions should reflect differences in values, cultural contexts, socioeconomic circumstances and consumer needs.

Create food environments that enable sustainable choices

Information alone is insufficient. Sustainable food choices become more achievable when healthy and sustainable options are accessible, affordable and supported by enabling food environments.

Support evidence-informed policymaking

Behavioural research, consumer insights and participatory approaches should be systematically integrated into policy development to ensure that interventions are effective, inclusive and responsive to societal needs.

The Next Course: Priorities for Research and Innovation

Together, these projects contribute to a growing evidence base for Europe's food system transition. Future research and innovation should continue to build on these findings while addressing emerging challenges.

Strengthen interdisciplinary research

Future research should continue integrating behavioural science, nutrition, governance, environmental sustainability and digital innovation to better understand the complexity of food systems.

Scale successful innovations

Collaborative governance models, participatory approaches and evidence-based interventions should be adapted and evaluated across different European regions and food system contexts.

Improve sustainability communication

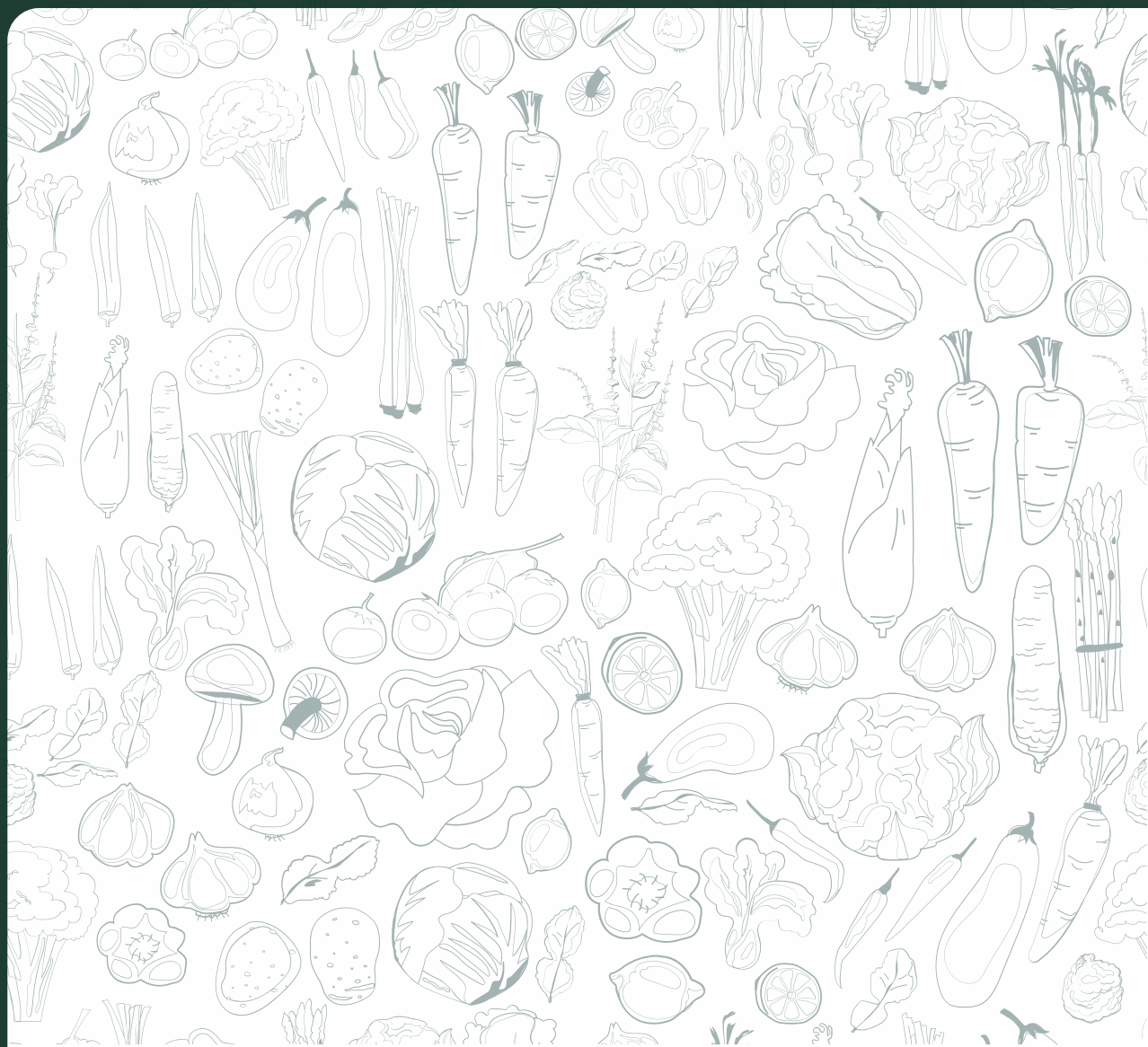
Further research should explore how personalised communication, trusted information and digital technologies can better support informed consumer decisions.

Translate research into impact

Greater emphasis should be placed on strengthening the science-policy interface, ensuring that research findings are translated into practical solutions that support evidence-based policymaking and measurable societal impact.

Looking ahead

Together, these Horizon Europe projects demonstrate that sustainable food systems cannot be achieved through isolated innovations. Future progress will depend on continued collaboration, interdisciplinary research and the effective translation of scientific evidence into policy and practice.



TEALHELIX



VISION
4FOOD

FEAST

INfood
MATION



CUES

ROSETTA



Funded by
the European Union



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Education,
Research and Innovation SERI
This work has received funding from the
Swiss State Secretariat for Education,
Research and Innovation (SERI)

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. Neither the European Union nor the granting authority can be held responsible for them