



# Leveraging data and AI to empower citizens to make healthier and more sustainable food choices







## WiseFood

## About WiseFood

WiseFood is a three-year Horizon Europe project, running from January 2025 to December 2027, that aims to develop innovative digital applications to help citizens make healthier and more sustainable food choices. WiseFood enhances the food ecosystem by promoting healthier eating habits, reducing the environmental impact of food consumption, and cultivating a culture of informed and eco-conscious citizens.

### WiseFood Project Factsheet

 **Funding Program:** Horizon Europe  
 **Call:** HORIZON-CL6-2024-FARM2FORK-01-5  
 **Grant Agreement (GA) No.:** 101181895  
 **Type of Action:** HORIZON Innovation Actions (IA)

 **Duration:** 1 January 2025 - 31 December 2027  
 **EC Funding:** € 2.85 million  
 **Consortium:** 9 partners from 7 countries  
 **Coordinator:** Athena Research and Innovation Centre (ARC)

## WiseFood Digital Applications



### FoodScholar

Providing users with clear, trustworthy answers about the nutritional content and environmental impact of the foods they consume.



### RecipeWrangler

Offering detailed recipes and healthier, more eco-friendly alternatives to promote sustainable food choices.



### FoodChat

Ensuring personalised meal plans and recipe suggestions while reducing food waste and ensuring nutritious, balanced meals.

## What Wise Technologies will Drive It?

### Knowledge Graphs:

Organizing reliable food data for easy navigation

### Large Language Models (LLMs):

Enabling advanced personalization and seamless user interaction

## Real-World Living Labs

The WiseFood solutions will be co-created and tested by nutritionists, policymakers, food producers, and citizens in real-world settings. These Living Labs will take place in Ireland, Hungary, and Slovenia.

Through workshops, forums, and iterative testing, this approach will ensure that WiseFood solutions are relevant, adaptable, and widely applicable across diverse contexts.



HOUSEHOLDS



DIETITIANS



POLICYMAKERS



RESEARCHERS



FOOD SUPPLIERS AND PRODUCERS



IRELAND



HUNGARY




SLOVENIA

## In Numbers

 **≥ 10,000**  
indexed documents

 **≥ 100**  
manually curated recipe profiles per LL

 **1**  
Mirroring Guideline Document

 **3 LL in 3**  
different countries

## Why WiseFood Matters

Citizens are often overwhelmed by misinformation and data overload when it comes to making healthy food choices. WiseFood aims to tackle this challenge by combining advanced technology, expert knowledge, and practical usability. Through a holistic approach, it:

- Raises awareness of how individual food choices impact their health and the environment
- Provides actionable recommendations that inspire meaningful behaviour change.



Funded by the European Union

[wisefood-project.eu](https://wisefood-project.eu)

