



PROJECT INTRODUCTION

FOODWISE

A three-year Horizon Europe project working to make food-wise choices easy, intuitive and desirable for all.



There's 59 million tonnes of good food going spare across the EU each year.



Imagine a system built to use it, not lose it.

Food waste, by the numbers

59 million tonnes

of food going spare in the EU annually

**€132 billion
economic loss**

attributed to food waste across the EU
each year

**8-10% of global
GHGs**

linked to food loss and waste

THE CHALLENGE

Most people already know food waste is a problem.

So why hasn't it changed?

For years, the answer has been to educate and inform with inform with facts, better labels, or campaigns.

But there's a gap between what people mean to do and do and what they actually do, and information alone has never been enough to close it.



THE OPPORTUNITY

Understand the motivations and emotions behind our choices, to make the food-wise choice the easy one.



WHAT IS FOODWISE?

Bringing together thirteen partners across academia, retail, policy and engagement, FOODWISE exists to understand and change the feelings, habits and systems that cause food waste in Europe, so that **food-wise choices become easy, intuitive and desirable for all.**

WHAT IS FOODWISE?

We are building an evidence-to-action approach that taps into the emotions that drive what we do and how we do it.

01

M1 – M12

Understanding consumption

Map behavioural drivers, emotional patterns and circularity gaps across Europe.

02

M5 – M33

Activating change

Co-design and pilot interventions for citizens, retailers, SMEs and municipalities.

03

M18 – M36

Scale & sustain

Replicate across sectors and regions; consolidate policy and governance recommendations; embed evaluation.

Our strategic objectives

Decode behaviour

Map the emotional and cultural drivers of food waste across all 27 EU member states and at least 6 consumer segments.

Activate citizens

Co-design tools and storytelling strategies that make circular food choices accessible and desirable across 5 municipalities.

Transform business

Develop and pilot practical playbooks that help retailers and SMEs adopt circular models in the real world.

Enable replication

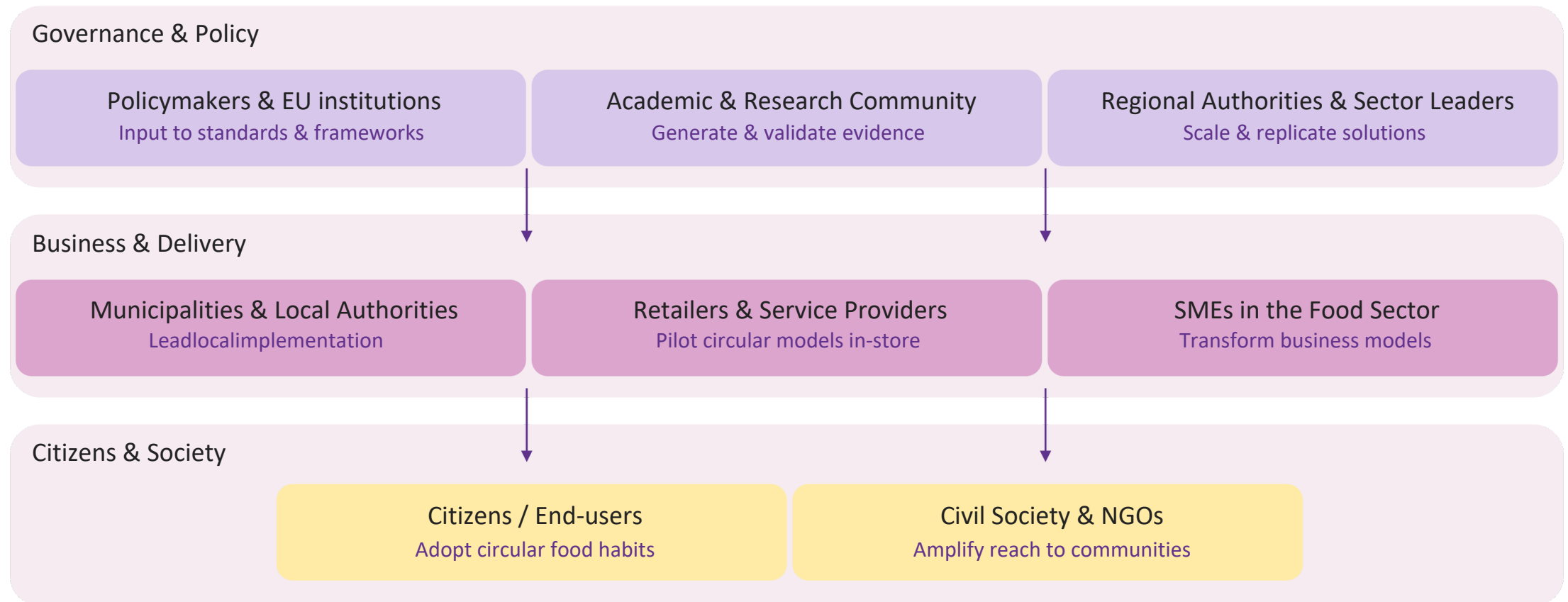
Package what works into toolkits and guides so organisations across Europe can scale FOODWISE innovation independently.

Influence policy

Turn project evidence into policy briefs and governance blueprints that contribute evidence to EU policy frameworks.

Our target audiences

FOODWISE targets alleight audience groupssimultaneously, with impact designed to flow across different levels of the food system.



Our six headline outputs

Consumption Pattern Atlas

Interactive EU-wide map of food behaviours & circularity gaps

Circular Retail Playbook

Evidence-based guide for retailers to promote circular choices

SME Circularity Toolkit

Practical tools for SMEs to adopt circular business models

Citizen Engagement Toolkit

Emotionally intelligent tools for citizens and municipalities

Circularity Impact Dashboard

Digital dashboard tracking our progress across pilots & regions

Policy & Standards Recommendation Pack

Evidence-based proposals for Ecodesign, Ecolabel, DPP, Green Claims

WHO IS PART OF FOODWISE?

The FOODWISE consortium

FOODWISE brings together thirteen partners from the worlds of academia, retail, policy and engagement. Together, we understand, reach and shift what happens next, across every actor who decides what happens to food.





Thank you

Contact us · contact@befoodwise.eu · befoodwise.eu



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