



# FEAST

Highlights 2023/24

The FEAST Yearly Highlights report offers a comprehensive overview of the past year's accomplishments, milestones, and key initiatives undertaken by all the partners of the FEAST consortium.

This report serves as a snapshot of our collective journey, showcasing the progress made in transforming the European food system towards greater sustainability and fairness.



**Co-funded by  
the European Union**

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# FEAST Impressions

## General Assembly - 2024

In October 2024, FEASTies met in-person at the beautiful Viana do Castelo, Portugal for the second General Assembly meeting. During the two-day event, the FEASTies participated in field trips to a local fish market, and to the rural and urban schools (and their school gardens) as well as to the Agricultural School of Ponte de Lima (Escola Superior Agrária - IPVC), followed by fruitful discussions to bring just transition in the European Food System.





# FEAST Impressions

**Every partner plays a vital role in bringing the project objectives to life!**



*Partner: os4os & University Heidelberg*

In July 2024, FEAST launched its brand-new Podcast series, fostering discussions and collaboration between researchers, academics, and the public to identify sustainable solutions.

Know more about the FEAST Podcasts [HERE](#).

**Mapping and monitoring dietary patterns**



FEAST conducted the largest online survey in Europe, examining dietary habits across the continent. The survey covered six major themes, with participants from diverse age groups across 27 European countries.

Further details about this survey are provided in the dedicated chapter.



**Regular CoP Sessions**

*Partner: SUSMETRO*

The FEAST Community of Practice (CoP) sessions began in December 2023. Since then, the FEAST team is organizing regular sessions, bringing together key European stakeholders, primarily from Living Labs, for focused discussions on Food, Health, and Education.

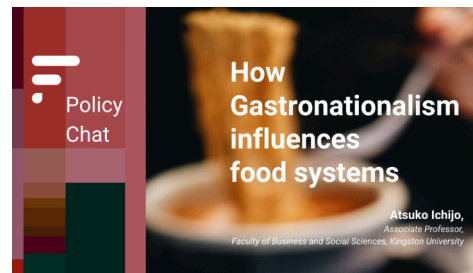
Further details on these CoP sessions are found [HERE](#).



# FEAST Policy Chat on Food Cultures

Partner: EuroHealthNet & os4os

In March 2024, the FEASTies Sofia Romagosa and Samuele Tonello from EuroHealthNet hosted the first public Policy Chat webinar that focused on discussing the role of food cultures in policymaking.



## Part 1 How gastronationalism influences food systems

*Speaker: Atsuko Ichijo, Associate Professor, Faculty of Business and Social Sciences, Kingston University*

In this session, Atsuko Ichijo spoke about "How Gastronationalism influences food systems". She used a few empirical cases from her experience and paramount knowledge to demonstrate governmental actions have influenced the dietary behaviors of the population. - [Video](#)



## Part 2 Media Strategies to influence how people perceive food cultures

*Speaker: Tim Smits, Professor in Persuasion and Marketing Communication, Institute for Media Studies, KU Leuven*

Tim Smits, delves into the intricate world of media strategies and their profound impact on how we perceive food cultures. He uncovers the mechanisms through which industries, notably marketing, shape our perceptions of food and influence societal attitudes toward food consumption. - [Video](#)



## Part 3 Food culture and food governance: a global law perspective

*Speaker: Lorenzo Bairati, Associate Professor of Comparative Private Law, Faculty of Gastronomic Sciences of Pollenzo*

In this thought-provoking talk, Lorenzo Bairati, delves into the intricate relationship between food cultures and policies from a legal perspective. - [Video](#)





# FEAST for Policy Makers



## 10th European Conference on Sustainable Cities & Towns

*Partner: IPVC & CIM Alto Minho*

**During 2023/24, FEAST partners participated in several important policy events, engaging directly with changemakers.**

In October 2024, Susana Campos from IPVC and Luisa Garcia from Community of Alto Minho spoke on creating resilience through inclusive food systems at the Aalborg2024, the 10th European Conference on Sustainable Cities & Towns in Aalborg, Denmark. The FEASTies presented strategies from the Horizon Europe FEAST project, including interactive workshops and food literacy games in schools.



## European Public Health Forum Gastein

*Partner: EuroHealthNet*

In September 2024, Samuele Tonello from EuroHealthNet, moderated a session on the European food system policy at the European Public Health Forum Gastein, where Anant Jani from University of Heidelberg spoke as a panelist. Along with the discussions on the pressing challenges of the European food system, the FEASTies extended their discussion on their latest publication - Realising Food Democracy By Tackling "Fear Of The Masses" In Public Debates.



# FEAST for Policy Makers



## Filtered Conference on the Commercial Determinants of Health

*Partner: EuroHealthNet*

**Supporting policymakers  
in driving the much-needed  
transformation of the European  
food system.**

In June 2024, Samuele Tonello moderated the final plenary of the Filtered conference, which centered around the theme of challenging big industry narratives. Public bodies, civil society organizations (CSOs), and NGOs from various sectors united to advocate for health as an absolute priority.



## Belgian Presidency Scientific Symposium

*Partner: EuroHealthNet*

In April 2024, Samuele Tonello from EuroHealthNet, participated as a speaker in the final panel discussion of Belgian Presidency Scientific Symposium on Nutri-Score. The symposium brought together the national experts from Member States, scientific experts, NGOs and representatives of economic operators around the theme of complementary nutritional labeling.



# FEAST for Policy Makers



## 4th National Interdisciplinary Scientific Conference

*Partner: University of Łódź*

In March 2024, Kaja Zapędowska-Kling from University of Łódź took part in the 4th National Interdisciplinary Conference "Silver Economy. Intergenerational Relations" at the University of Szczecin, Poland.

She presented initial results of Łódź team's research study conducted in one of the FEAST project Living Labs: the Senior-WIGOR Day Care Centre in Tuszyn.



## 16th European Public Health Conference (EPHC)

*Partner: EuroHealthNet, University Heidelberg & EAT*

In December 2023, the FEASTies participated in the 16th European Public Health Conference (EPHC) in Dublin, which focused on the critical theme of the food system.

Caroline Costongs, Director EuroHealthNet co-organized the key panel sessions on "Transitioning to more sustainable food systems that support health and wellbeing", where Anant Jani from University of Heidelberg and Gunhild A Stordalen from EAT Foundation, spoke. – [Video on YT](#)



# Positive Food Impacts

By embracing sustainable, equitable food systems, we can nourish both people and the environment, creating a ripple effect of well-being for all.

## Food Distribution

### Hackathon Milan Output – HubCity

The "HubCity" concept won FEAST's Hack for Food, Hack for Good Hackathon in Milan last year. Following the win, the team, guided by OpenDot, mapped and analyzed the food donation and redistribution system to refine their idea.

They conducted interviews and reviewed information. OpenDot developed a prototype of an interactive map with a user-friendly graphical interface. The map, designed for citizens, highlights food-related services and active organisations within the hubs, facilitating better access and navigation for community members.

*Partner: OpenDot*

## Food Production

### IPVC Inclusive School and its Social and Therapeutic Garden

Through the 'IPVC Inclusive School' together with its Social and Therapeutic Garden, we foster education and sustainability as a way of promoting well-being and social inclusion. The Social and Therapeutic Garden offers a space where students can learn about agriculture, healthy eating and sustainable practices and acquire practical knowledge, but also develop social and emotional skills.

*Partner: IPVC*

## Food Consumption

### FEAST brought its message of healthy eating to Food School Sakskøbing

As a stepping stone towards promoting healthy eating habits in the Guldborgsund region, the FEASTies inspired and guided the students in the Food School Sakskøbing to cook delicious and nutritious meals, laying the foundation for a community-driven movement towards a healthier future.

*Partner: Guldborgsund Municipality*



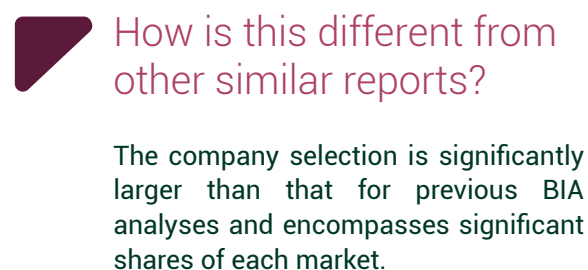




# Positive Sustainability Impacts

Mapping and Monitoring factors that shape food environments

Business Impact Assessment (BIA) on Obesity & Sustainability Report Overview





# Positive Sustainability Impacts

**FEASTies are working together to create a sustainable food system that nourishes people, protects the planet, and drives lasting positive impact for future generations.**



## BIA - Sustainability

Many companies are falling short in their efforts to tackle the urgent issue of biodiversity loss. While some initiatives are in place, they often lack the scale and commitment necessary to make a significant impact. It's crucial for businesses to recognize their role in protecting ecosystems and to implement more comprehensive strategies that prioritize sustainability and conservation.

While concerns about food loss and waste are expressed, few companies measure or report these issues transparently.

Few commitments exist to reduce animal-based products; sustainable product commitments are also rare. The pledges toward more sustainable product offerings are similarly scarce. Greater efforts are needed to promote plant-based alternatives and support broader sustainability goals.

In the publicly available pledges analysed, soft drinks companies seem to have no pledges related to sustainable products.

Large companies have more public commitments on energy, materials, and recycling than smaller ones.

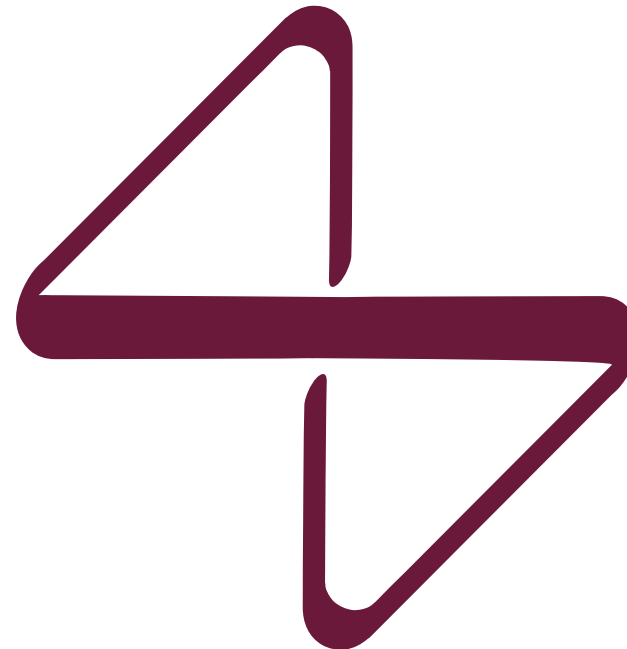


## BIA-Obesity

The highest scoring domain in all three countries was Corporate Nutrition Strategy (medians: Belgium 63%; Ireland 60%; Portugal 72%). Product Accessibility was lowest in Belgium (median 10%) and Ireland (median 5%). This domain was also low scoring in Portugal (median 12%), but the lowest scoring domain in Portugal was Product and Brand Promotion (median 7.5%). In the reformulation domain, the median score for all companies in Ireland was 30%, and in Portugal it was 43%.

The highest scoring sector in Belgium was Supermarkets (median overall score 44%). In Ireland it was Packaged Food and Beverage Manufacturers scored better in Ireland (36%), and in Portugal Quick Service Restaurants scored highest (45%).

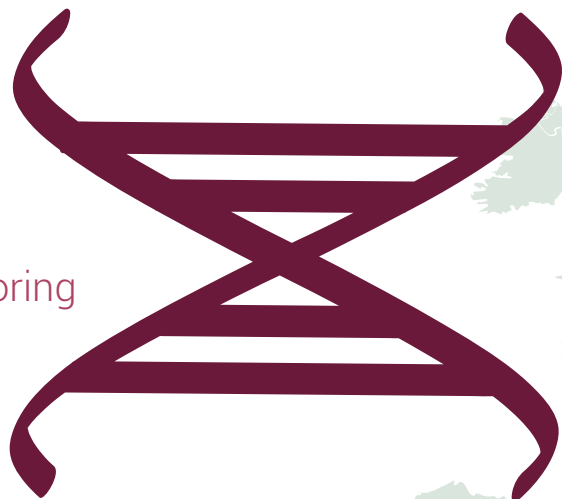
A comparison of the BIA-obesity scores in the Product and Brand Promotion domain would be misleading, since Portugal has legislation prohibiting the marketing of unhealthy food to children, but the other countries do not. The higher scores in Belgium may be partly due to the rate of company participation, which was much higher here than in the other two countries.





## Positive Health Impacts

European survey on mapping and monitoring dietary patterns



FEASTies are redesigning the European food system to inspire healthier choices, empower communities, and create lasting well-being for everyone.

Surveys Completed

27417

European Countries

27

Age Range

18 to 85+

Dietary patterns

Purchasing

Consumption behaviors

Sustainability perception

Informative sources

Drivers and barriers to healthier and more sustainable diets

Policy

Socio-demographics



Readings:

*Study protocol – Adherence to- and factors influencing- healthy and sustainable dietary choices across Europe: a study protocol.*

*Milestone document - Data collection completed and integrated into the FEAST database*



# FEAST for People & Community



## Prilep Living Lab Kicks-off

Partner: ARETE

**FEAST aims to bring people together through healthy eating, nourishing food, and a stronger community**

Nearly 200 kindergarten staff from the Municipality of Prilep came together for an inspiring two-day workshop (May 28-29, 2024) to launch the FEAST Prilep Living Lab, led by ARETE. The workshop engaged young preschoolers over discussions on how children's diets impact their growth, learning ability, and behaviors, and why it's important to offer balanced meals in kindergartens. The Mayor of Prilep also addressed the event, highlighting the community's commitment to these important causes.



## Bridging Generations and Cultures

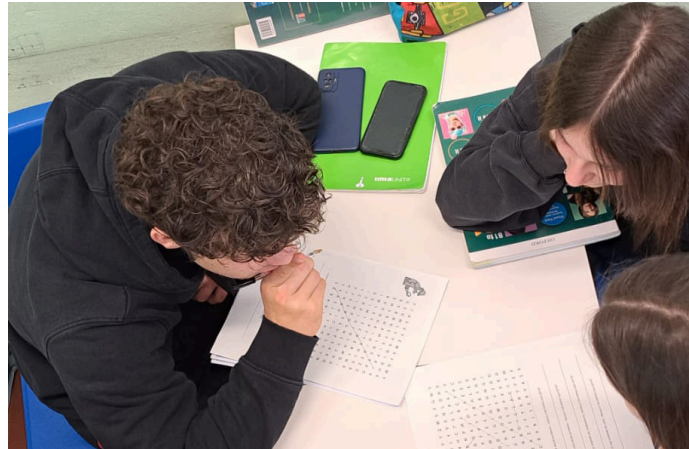
Partner: University of Łódź

On May the 9th an intergenerational and intercultural meeting took place in our Polish FEAST Living Lab, the Senior-WIGOR Day Care Centre in Tuszyn. A group of GEMMA programme students from Nepal, China, Egypt, Nigeria, Germany and the Netherlands volunteered to refresh the veggie garden. Tomatoes, cucumbers, zucchinis and basil plants were planted, accompanied by a delightful event with some music, snacks and entertainment.





# FEAST for People & Community



## Tuscany Living Lab accelerating

*Partner: TNO & USG*

The Tuscany LL is pursuing three project lines to promote a healthy and aware approach to nutrition. In the project lines with schools and the elderly, good practices and strategies to improve daily eating habits have been proposed through interactive and hands-on activities, videos developed by USG students and series of meetings. Moreover, a free outpatient pediatric nutrition clinic has been instituted for children aged 6 to 16 and the Cross-Cultural Food Pyramid of the Italian Society of Pediatrics has been translated into English to promote its dissemination.



## Avignon Living Lab Sprouts Little Chefs

*Partner: City Avignon*

The Avignon cooking classes began in January 2024 for children within the municipal social centers. Three groups of 20 children met three local chefs involved in the cooking classes to show them how to cook some simple, local, and vegetable-based dishes. Children participated in all steps: cutting vegetables, preparing the recipe, washing the material, cleaning the place, etc.. They also had the possibility to meet a local producer on their farm and to have explanations about local and seasonal vegetables.



# FEAST for People & Community



## Hack for Food, Hack for Good - Kaunas Chapter

*Partner: OpenDot*

The Kaunas hackathon was organized with the aim of helping children and their families/caregivers to eat healthier and lead a better lifestyle. The children aged 10 to 14 from Herojus school developed new concepts and solutions that promotes the adoption of a healthier lifestyle through an educational approach. The hackathon brought together a wide range of international and local partners to develop co-designed tools, solutions or educational approaches that generated positive change to improve health.



## Hack for Food, Hack for Good - London Chapter

*Partner: OpenDot*

The London hackathon was a three-day event held at Health Foundry, London, with 22 participants collaboratively generating ideas on a collaboratively identified challenge: "How can we support adults with learning differences living with excess weight, to have healthy food choices?"

The Hackathon concluded two winning ideas: The Weigh Forward & Food Glorious Food. For more information, please visit our [Website](https://www.feast2030.eu).

# FEAST

[www.feast2030.eu](http://www.feast2030.eu)



Food



Sustainability



Health



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