



#feast2030



FEAST

Highlights 2024/25

In the past year, FEAST partners have deepened their work toward building sustainable and fair food systems across Europe. By sharing best practices and co-designing solutions with producers, distributors, retailers, consumers, and vulnerable groups, FEAST supports all actors in contributing to a just transition toward healthier, more sustainable diets.

This report highlights our collective progress—actions taken, research advanced, and creative initiatives like recipes, educational activities, and the summer school—marking another step toward a healthier, more resilient, and equitable European food future.



**Co-funded by
the European Union**

FEAST is co-funded by the European Union's Horizon Europe research and innovation programme under grant agreement number 101060536. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

UK participant in FEAST (Good Food Oxfordshire) is supported by Innovate UK grant number 10041509 and the Swiss participant in FEAST (FiBL) is supported by the Swiss State Secretariat for Education, Research and Innovation (SERI) under contract number 22.00156.



Another year of F-IMPACT!

A year of Hackathons and Winners, Awareness-Raising and shared Learning, regular Community of Practice sessions, Valuable Resources, Policy Chats and Breakfast Series, Healthy Cooking and Connection, Research and Influence — alongside a Summer School and Key Conferences, all dedicated to driving food system transformation.





What We're Excited About

Denmark is setting a new
standard for **#SchoolMeals!**

Food Policy Council:
Good food is a right, not a
privilege.

Denmark Sets a New Standard for #SchoolMeals!Act

In Guldborgsund Municipality, the Living Lab has recently begun serving school meals to upper primary students at Sundskolen. Through the National School Meal Programme, the municipality will test how school meals affect children's health, learning, and well-being through June 2027. Fully funded, the project provides free meals for 140 students across six classes over three years.

Sundskolen has partnered with The Unity Kitchen in Sakskøbing for meal delivery, with a new serving kitchen, dining area, and dedicated staff in place. Students, parents, and teachers have been closely involved in the preparations.

This local effort is part of a national movement. The Danish government has allocated DKK 854 million (approx. €114.4 million) for a nationwide pilot between 2025 and 2028, driven by the School Meals Coalition (Skolemad Til Alle) — a cross-sector alliance of over 50 organizations. Supported by the Ministry of Food, Agriculture and Fisheries and Madkulturen, municipalities across Denmark will receive guidance to design local programs — a major step toward food equity and better education outcomes nationwide.

In Cork, a movement is reshaping how communities access healthy, sustainable food. As Ireland's first city with its own Food Policy Council (CFPC), Cork has spent the past decade driving grassroots action, research, and community engagement. The results are real—30+ community gardens, vibrant local food networks, and policies shaped by marginalized voices.

With FEAST support, Cork has launched a Living Lab, hired its first Food Policy Development Officer, and is now developing a resilient local food strategy. This isn't policy on paper, but action: from securing farmland for urban agriculture to creating a food hub for small-scale growers.

As Marian O'Reilly of CFPC said "We moved beyond the idea of 'personal responsibility' and focused on systemic barriers." Transport, land, and food skills are no longer hidden issues they're being tackled head-on by the community itself.



#feast2030
www.feast2030.eu



What Shapes Europe's Eating Habits?

High-value data from FEAST Work Package 2 (WP2) is here — shedding light on how Europeans eat, what drives their food choices, and where there's room for change. Across Europe, people are showing promising adherence to the EAT-Lancet planetary health diet recommendations. The strongest results come from the Southern Food Region, especially Italy, Greece, and Spain, along with Bulgaria, Slovenia, and Switzerland. Europeans most often meet the targets for tubers (44.9%), poultry (44.5%), eggs (42.1%), and plant oils (31.0%). But there's a worrying gap when it comes to sugars (9.8%) and vegetables (9.4%), showing how far we still have to go toward healthier diets.



So, what shapes these choices?

When shopping for food, most Europeans are guided by pleasure, convenience, and habit — with health, sustainability, and ethics ranking slightly lower but still important.

Key drivers of healthy and sustainable eating include personal health goals, awareness and knowledge of what sustainable food means, and simply having such food available in the places people usually shop. Meanwhile, cost, the need to give up foods they love, and low willpower remain the biggest barriers to adopting healthier and more sustainable diets.

These insights reveal a complex but hopeful picture: Europeans are becoming more conscious eaters — but to make sustainable eating the norm, we need to make it accessible, affordable, and appealing for everyone.



#feast2030
www.feast2030.eu



INNOVATION AT THE HEART OF FEAST

**FEAST Hackathons:
A Journey of Innovation
Across Europe
(2023–2025)**



#feast2030
www.feast2030.eu

Innovation drives FEAST's mission to create adaptive, context-specific, and meaningful solutions for people. From open-source knowledge platforms to new models of food production, distribution, and sustainable consumption, FEAST uses innovation to tackle the complex challenges of today's food systems — ensuring healthier, tastier, and more sustainable diets for everyone in Europe, especially vulnerable groups.



FEAST hackathons embody this spirit of innovation. Part of **Work Package 5**, they connect citizens, policymakers, researchers, service providers, and businesses to co-create impactful, scalable solutions.

Led by **OpenDot**, a Milan-based innovation hub focused on social impact, the hackathons go beyond idea generation. Each begins with a real-world challenge and culminates in the development of project concepts. Winning teams then receive mentoring to turn their ideas into **testable prototypes** — digital or analog.



**Milan Hackathon —
May 2023**



Fighting food waste through digital



**London Hackathon —
February 2024**



Food, health, and social inclusion



**Kaunas Hackathon —
September 2024**



**Healthier choices through design and
education**

HACKATHON OVERVIEW

<https://feast2030.eu/research-activities/hackathon>



INNOVATION AT THE HEART OF FEAST

**FEAST Hackathons:
A Journey of Innovation
Across Europe
(2023–2025)**



**Berlin Hackathon –
November 2024**



Strengthening urban food communities

In partnership with the Berlin Community Garden Programme, this hackathon tackled challenges in onboarding, knowledge sharing, and inclusivity in urban gardens. The winning project, KiezGarden, introduced a “phygital” solution: a Harvest Wheel at garden entrances linked to a digital platform, helping gardeners coordinate, share updates, and stay connected citywide.



**Copenhagen Final Event –
March 2025**



**From local prototypes to European
collaboration**

Held at Copenhagen Business School, the two-day event brought together innovators, researchers, and policymakers to reflect on FEAST’s hackathons and chart next steps for transforming Europe’s food systems. The event sparked new collaborations around citizen engagement and sustainable innovation.



#feast2030
www.feast2030.eu



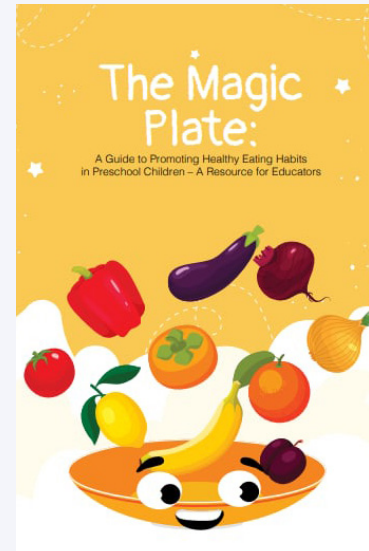
COMMUNITY & PEOPLE

Healthy Plates, Happy
Kids



The Magic Plate – A Practical Guide for Educators

We're thrilled to introduce **The Magic Plate**, a new resource designed to support preschool educators in promoting healthy nutrition. Created by experts in **nutrition, public health, and child development**, together with experienced preschool professionals, the guide provides practical activities and tools to help children and their families build **lasting healthy eating habits**. This initiative was



developed collaboratively by our partner **ARETE Institute for Sustainable Prosperity** together with **UNICEF, the Ministry of Labor and Social Policy, Eduland and FEAST**, reflecting a shared commitment to nurturing a healthier future for children. The guide is available for download in FEAST's **resources section**:
<https://feast2030.eu/resources>

Educators—let's inspire the next generation to embrace **lifelong healthy habits**!



#feast2030
www.feast2030.eu



Shaping the Future of Food:

Highlights from the First FEAST Summer School 2025

From 1–4 September 2025, the first-ever FEAST Summer School took place in Ludwigsburg, Germany, hosted by Open Science for Open Societies (os4os).

Designed for students, educators, and young professionals passionate about transforming food systems, the four-day international programme brought together participants from Europe, Asia, and South America for hands-on learning, collaboration, and innovation in food system education.

Leading experts guided participants through an inspiring journey:



Day 1:

Understanding complexity — Dr. Saher Hasnain (Roskilde University) and Reiner Braun (os4os) introduced systems thinking and urban food insecurity through interactive sessions and field exploration in Ludwigsburg.

Day 2:

From fields to cities — Dr. Markus Sökefeld (University of Hohenheim), Dirk Wascher and Gustavo Arciniegas (SUSMETRO) led sessions on agriculture, innovation, and sustainable urban food design.



#feast2030
www.feast2030.eu



Shaping the Future of Food:

Highlights from the First FEAST Summer School 2025



Day 3:

Policy in action — Sofia Romagosa (Euro-HealthNet) and Dr. Hasnain unpacked how policy framing shapes food system change, followed by a lively poster session and peer exchange.



Day 4:

Education for change — Brigitte Braun (os4os) and Katerina Riviou (Ellinogermaniki Agogi) focused on creating Open Educational Resources (OERs) and using schools as living labs to drive food literacy.



The result?

Four days filled with expert insight, creative teamwork, and global dialogue — proving that reshaping our food systems starts with education, collaboration, and imagination.

The FEAST Summer School 2025 marked the beginning of a growing movement — and we're already looking forward to the next one!



#feast2030
www.feast2030.eu



FEAST POLICY CHAT WEBINAR



Beyond Competitiveness: Rethinking the Ideologies Shaping Our Food Systems

In **2025**, FEAST hosted the thought-provoking webinar “**Beyond Competitiveness: Rethinking the Ideologies Shaping Our Food Systems**”, centered around the critical question: “Is the EU’s focus on a competitive framework the right path forward?”

The online event brought together leading experts, including **Molly D. Anderson**, **Tim Lang**, and **Anant Jani**, with **Samuele Tonello** and **Sofia Romagosa** moderating the discussion. Participants explored alternative approaches to EU food policy, examining how competitiveness-driven frameworks affect sustainability, equity, and health outcomes across Europe.

The session sparked lively debate and reflection on how to create **more just, sustainable, and resilient food systems** for the future.



#feast2030
www.feast2030.eu



FEAST POLICY CHAT WEBINAR



Key takeaways are:

- ▶ **Health Crisis:** Poor diets fuel non-communicable diseases (NCDs) like obesity and diabetes, costing €700 billion in healthcare across Europe annually.
- ▶ **Economic Inequality:** While 62 new food billionaires emerged post-COVID, 100 million Europeans struggle to afford healthy food.
- ▶ **Environmental Damage:** Industrial agriculture drives deforestation, biodiversity loss, and climate change, yet subsidies still favor unsustainable practices.

In the second FEAST Policy Chat webinar, Professor Timothy Lang, Emeritus Professor of Food Policy at City St George's, University of London's Centre for Food Policy, delivered a powerful presentation on the vulnerabilities and opportunities within European and global food systems.



Key takeaways include:

- ▶ Food security and the impact of geopolitical crises.
- ▶ The role of industrial food production in shaping policy and sustainability.
- ▶ The need for food resilience and democracy to ensure a healthier future for both people and the planet.

In the meantime, feel free to explore the presentation from our experts here:
<https://feast2030.eu/resources/policy-chat-02-webinar-slides>



#feast2030
www.feast2030.eu



RESHAPING IRELAND'S FOOD SYSTEM:

Industry, Health & Sustainability

As part of the **FEAST project**, researchers from **UCC School of Public Health** — Margaret Steele and Janas Harrington — published Ireland's **first-ever Business Impact Assessment (BIA) on Obesity, Nutrition, and Sustainability**.

Launched in **December 2024**, the report evaluates **35 food companies** across three sectors — manufacturers, supermarkets, and quick-service restaurants — examining how their policies, marketing, and sustainability commitments influence **population health and the environment**.



#feast2030
www.feast2030.eu



Key Insights:

Food choices are shaped by industry: Marketing, product formulation, and labelling significantly affect what people eat.

Health and sustainability commitments lag behind international standards: While some progress exists, most companies could do more to support healthier, environmentally-friendly diets.

Actionable recommendations: The report calls on **government and industry** to create a fairer playing field through regulations on advertising, nutrition labelling, and sustainable practices.



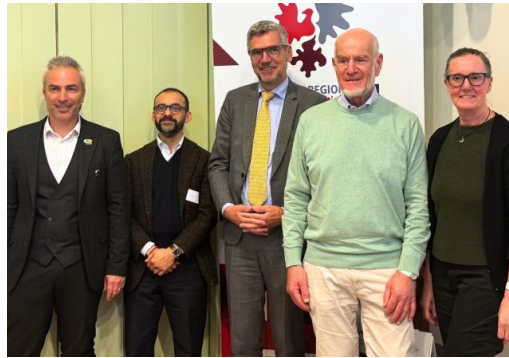
“Unhealthy diets pose a growing threat to both public health and the environment. Everyone in Ireland should have the chance to enjoy a healthy, sustainable, and tasty diet,” says **Dr. Janas Harrington**.

The report is a vital resource for anyone interested in **food policy, corporate responsibility, and building healthier food environments**.



FEAST AT “BREAKFAST AT SUSTAINABILITY’S”

Powering Change from
the Ground Up



In May 2025, the FEAST Project joined ICLEI Europe’s Breakfast at Sustainability’s in Brussels to tackle one big question: how can cities and regions bridge the gap between resilience, rural-urban linkages, and food security?

Anant Jani, our project coordinator delivered a powerful message – “those who need food the most often have the least access to it” – calling for citizens to reclaim food systems from corporate control.

From Cork, Marian O’Reilly showcased what community-led transformation looks like: 30+ gardens, stronger local networks, and policies shaped by real voices.

The event also saw the launch of ICLEI Europe’s Position Paper on Urban Food Security and Resilience, with 11 concrete actions for fairer, more sustainable cities.

The message was clear: to fix food systems, start where change grows – in communities.



Bringing Healthy & Sustainable Food to Everyone in Leuven

From January to June 2025, local chefs, community workers, and residents came together at Leuven's Casablanca, Sint-Maartensdal, Mannenstraat, and Lampeke community centers to celebrate healthy, sustainable, and inclusive food. Led by Leuven2030 and the European FEAST project, in collaboration with SAAMO, stad Leuven, KU Leuven, and 10 local partners, the initiative makes sustainable eating enjoyable and accessible through workshops, shared meals, and community events.



Key Focus Areas:



Health: Nutritious meals rich in vegetables and variety



Sustainability: Seasonal, local, and climate-friendly choices



Community: Strengthening social bonds and inclusivity

This initiative shows how food can bring people together, improve wellbeing, and support a sustainable future – right in the heart of the neighborhood.



#feast2030
www.feast2030.eu



From Living Labs to Replicators:

FEAST Scales Up Its Impact Across 17 Countries



The FEAST project has officially launched its Replication Programme, marking the next phase of its mission to build healthier and more sustainable food systems across Europe. Held on October 8th in Brussels and Ghent, the kick-off brought together nine new Replicators from eight countries, joining twelve existing Living Labs—expanding FEAST’s reach to seventeen countries. Over two days, participants connected, exchanged ideas, and explored creative ways to “diagnose and treat” food system challenges such as power imbalances, limited political will, and financial barriers to sustainable diets.

The event also featured immersive visits to Ghent’s local food initiatives, including Foodsavers, community kitchens, and sustainable school meal programs, showcasing practical examples of inclusive, community-based action. With capacity-building sessions and upcoming cross-country exchanges, the FEAST Replicators will now develop local action plans to adapt and scale proven solutions—strengthening a pan-European movement for fair, resilient, and sustainable food systems.



FEAST on the Global Stage

Showcasing Research, Innovation & Collaboration

From local living labs to international research arenas, FEAST continues to make waves across Europe and beyond, sharing evidence, inspiration, and community-driven innovation in transforming food systems.



#feast2030
www.feast2030.eu



Empowering the Next Generation in Tuscany

At the 39th EHPS Annual Conference in August, the Tuscany Living Lab presented a co-created school-based intervention that improved food literacy and increased adherence to the Mediterranean diet, including higher intake of fruits, vegetables, and legumes.



Highlights included:

Public Perception for Transitioning to Healthy and Sustainable Food Systems in Europe (WP2): Revealing strong support for policies such as 0% VAT on fruits and vegetables (79%) and banning energy drinks for minors (62%). Industry Impact on Food Environment in Ireland (WP3.1): Showing how food industry actors can drive positive change by aligning nutrition, health, and sustainability goals.

Barriers and Facilitators in Cork City (WP3.2): Highlighting how local leadership and policy alignment can create healthier, more sustainable food environments.



Ireland's Food Policy Team

The UCC Food Policy Research Team showcased multiple FEAST studies at the UCC College of Medicine and Health Research Conference 2025, under the theme "Academic Health Sciences System."



FEAST on the Global Stage

Showcasing Research, Innovation & Collaboration



#feast2030
www.feast2030.eu



Beyond the Plate — FEAST at Oxford

At the Green Templeton Human Welfare Conference 2025, themed “Beyond the Plate: Sustainable Approaches to Food and Food Systems”, FEAST joined global voices at Green Templeton College, University of Oxford.

Now in its 17th year, the conference explored sustainability from individual choices to systemic change. Representing FEAST’s Good Food Oxfordshire, Jessica Kopp and Anant Jani presented their inspiring work on connecting community-based innovation with academic research for equitable transformation.



Creating Resilience in Aalborg

FEAST partners Luisa Garcia from Comunidade Intermunicipal do Alto Minho (CIM Alto Minho) and Susana Campos from Instituto Politécnico de Viana do Castelo represented the consortium at #Aalborg2024 — the 10th European Conference on Sustainable Cities & Towns.

Their session focused on building resilience through inclusive food systems, aligning perfectly with FEAST’s mission to co-create sustainable, community-rooted change.

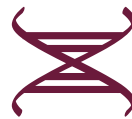
FEAST



FOOD



SUSTAINABILITY



HEALTH



Co-funded by
the European Union

FEAST is co-funded by the European Union's Horizon Europe research and innovation programme under grant agreement number 101060536. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.
UK participant in FEAST (Good Food Oxfordshire) is supported by Innovate UK grant number 10041509 and the Swiss participant in FEAST (FiBL) is supported by the Swiss State Secretariat for Education, Research and Innovation (SERI) under contract number 22.00156.

