



Co-funded by
the European Union

The FoodChoices4LIFE project

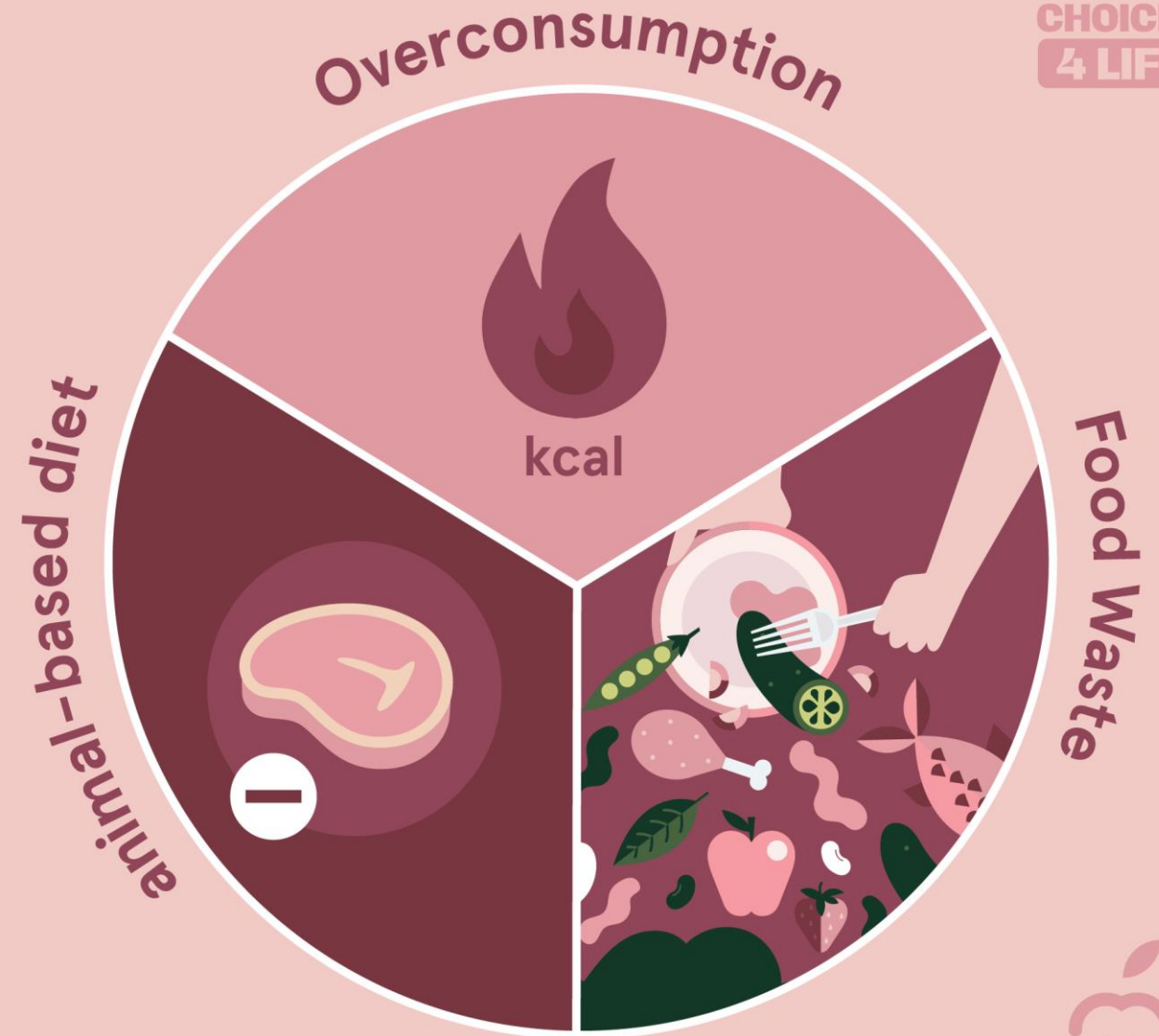
20 March 2026

The challenge

Food shapes our **health**, our **environment**, and our **communities**.

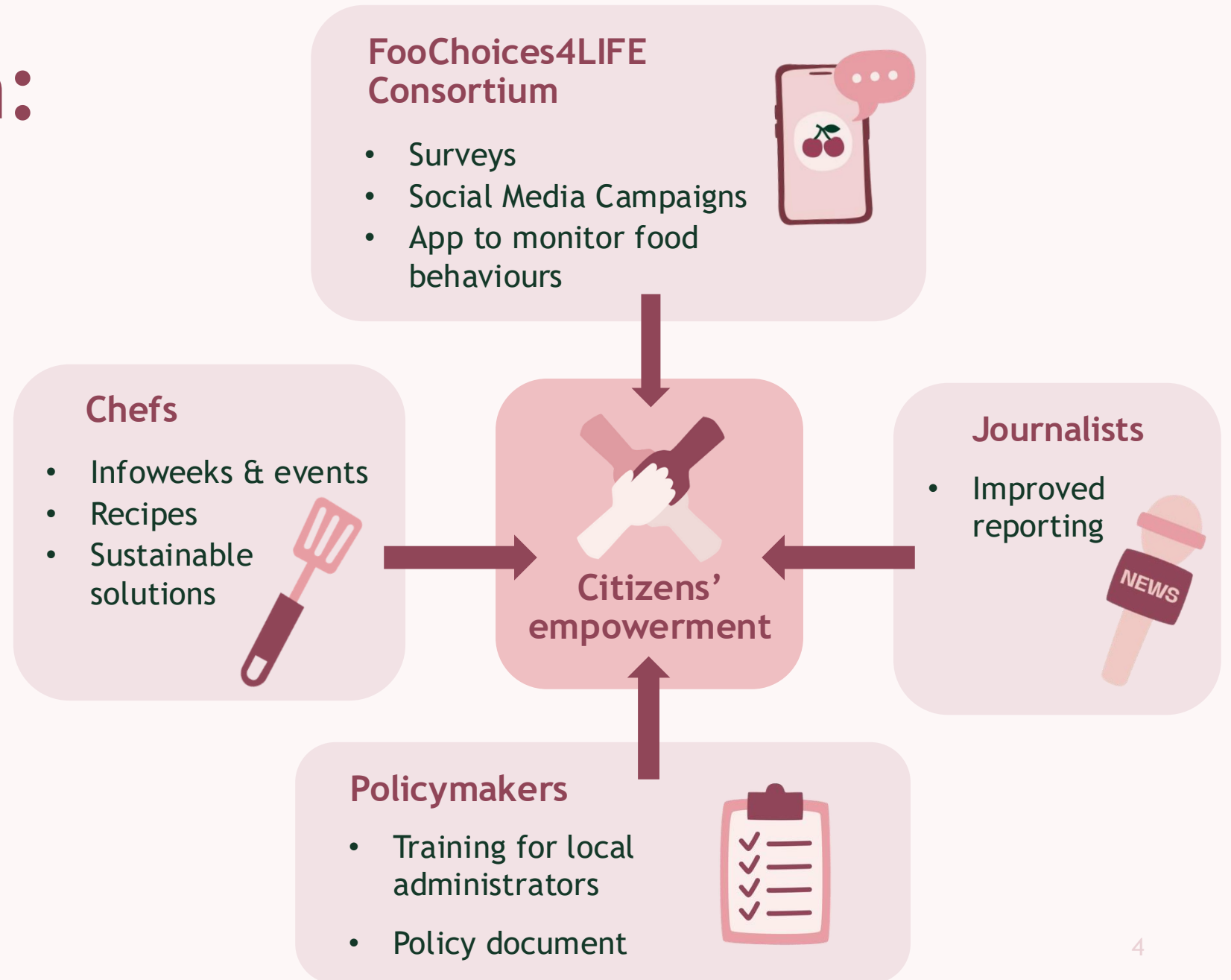
Yet the way we produce and consume it takes a toll on the planet - responsible for over a quarter of global greenhouse gas emissions, >70% of the world's freshwater use, and growing pressure on land and ecosystems.

At the same time, rising overconsumption, diets high in animal-based foods, and large-scale food waste undermine both climate goals and public health.



Our mission:

Accelerating climate change mitigation by **empowering citizens as agents of change**, fostering knowledge, building skills, raising awareness and engaging them in climate action through their food choices.



FoodChoices4LIFE timeline of activities

2026

Jan-Mar

- Publication of a **Europewide report** showing how chefs and citizens can promote sustainable food choices across the EU

Apr-Jun

- First **media resources and trainings** released to help journalists communicate about food and climate

Jul-Sept

- Launch of a **cookbook** full of climate smart recipes
- **Chef training sessions** to promote sustainable cuisine
- Debut of the **FoodChoices4LIFE app** enabling citizens to track and improve their food choices

Oct-Dec

- First European-wide **infoweeks** to engage citizens via chefs incl. launch of an interactive events map
- First European-wide **awareness-raising campaign**

2027

Jul-Sept

- Release of an **online learning course** that empowers chefs to inspire climate friendly eating habits
- **Policy brief** with recommendations for local decisionmakers on sustainable food systems

Oct

- Second European-wide **infoweeks** to engage citizens via chefs
- Second European-wide **awareness-raising campaign**

2028

Apr-Jun

- Presentation of the **FoodChoices4LIFE Vision 2050**, outlining a roadmap for Europe's sustainable food future

Jul-Sep

- Final **communication campaign** celebrating the project's results and sharing lessons for the future
- Release of the **open access FoodChoices4LIFE app** enabling citizens to track and improve their food choices



What we expect to achieve

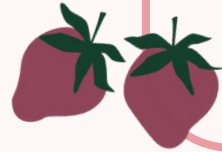
-25/30%

Cut in dietary CO₂ emissions in 100 citizens



5/10%

Saving on weekly food expenditure per person from the adoption of climate smart food choices at home

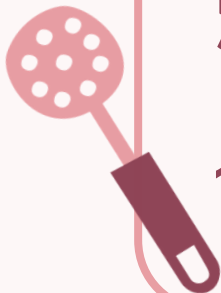


100

Citizens engaged in the app and **>500 000** impressions from online campaigns

500-1000

Chefs involved and **100** in person events



60/40

60 Journalists and **40** local administrators trained



FoodChoices4LIFE

Full Name: LIFE Climate Smart Food Choices: empowering citizens to accelerate climate action and behavioural change in EU food systems



Project location



Budget

€ 1,905,968.78

EC Co-funding:

60%



Start Date:
01/10/2025

End Date:
30/09/2028

Duration:
36 Months



Coordinator: European
Food Information
Council (EUFIC)

Beneficiaries:
Worldchefs &
University of Tuscia

FoodChoices4LIFE - Partners



Source: Google Maps



European Food Information Council (EUFIC)



World Association of Chefs Societies



University of Tuscia



pOsti



Contact

Find more info about the project and how to get involved in our website:



www.eufic.org/en/European-projects/project/foodchoices4life



SciFoodHealth



@SciFoodHealth