



Co-funded by
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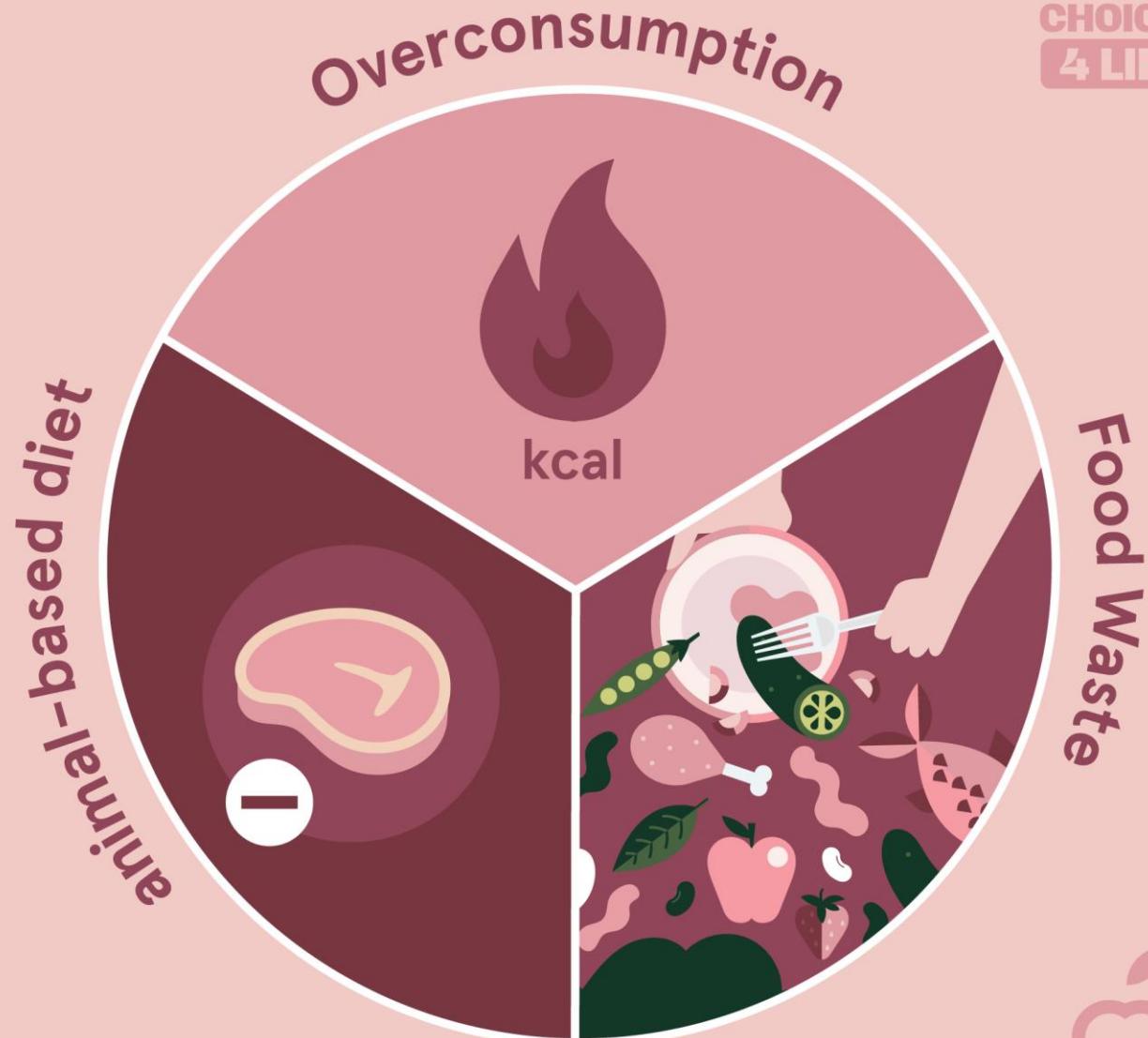
The FoodChoices4LIFE project

The challenge

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

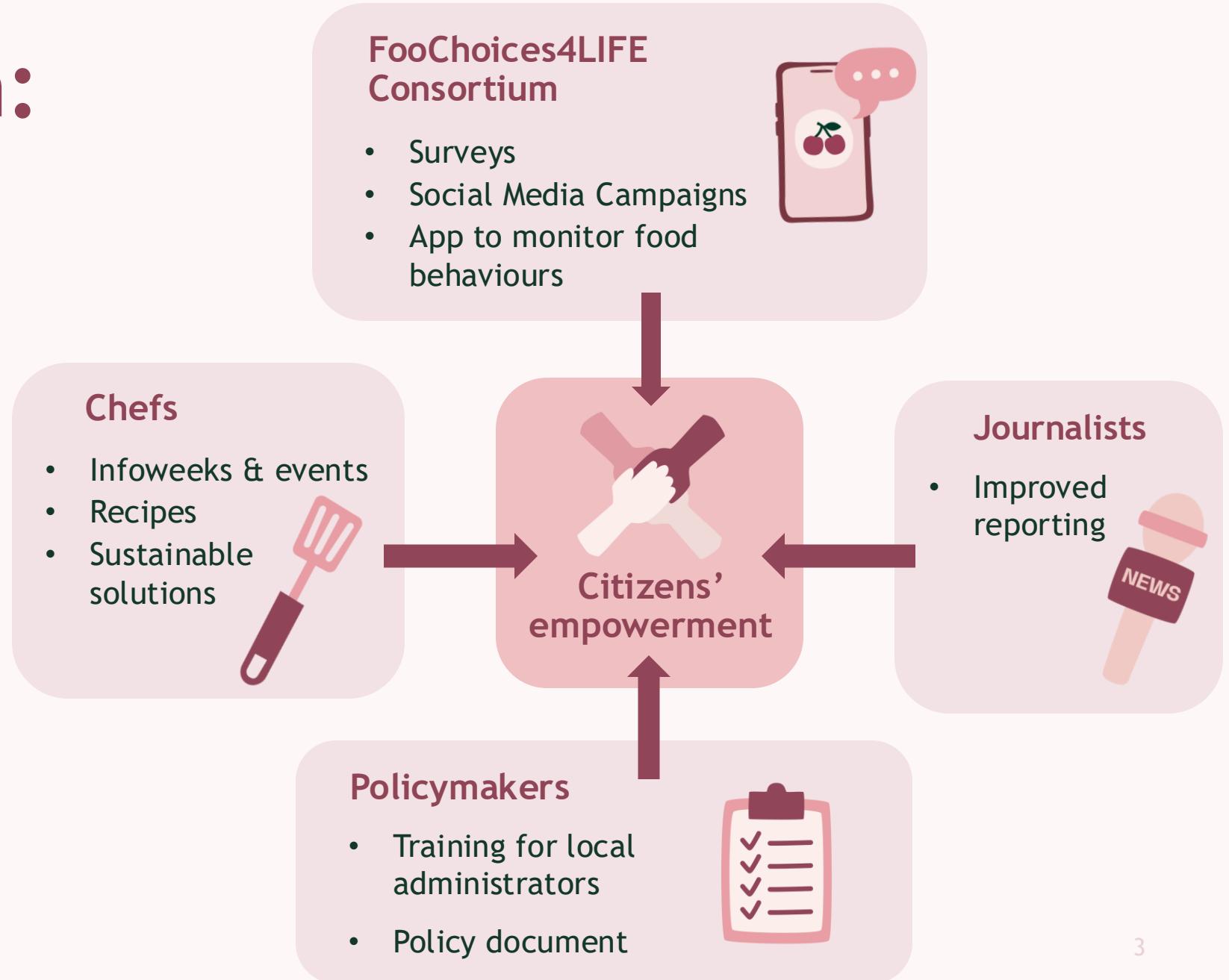
Yet the way we produce and consume it takes a toll on the planet - responsible for over a quarter of global greenhouse gas emissions, >70% of the world's freshwater use, and growing pressure on land and ecosystems.

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

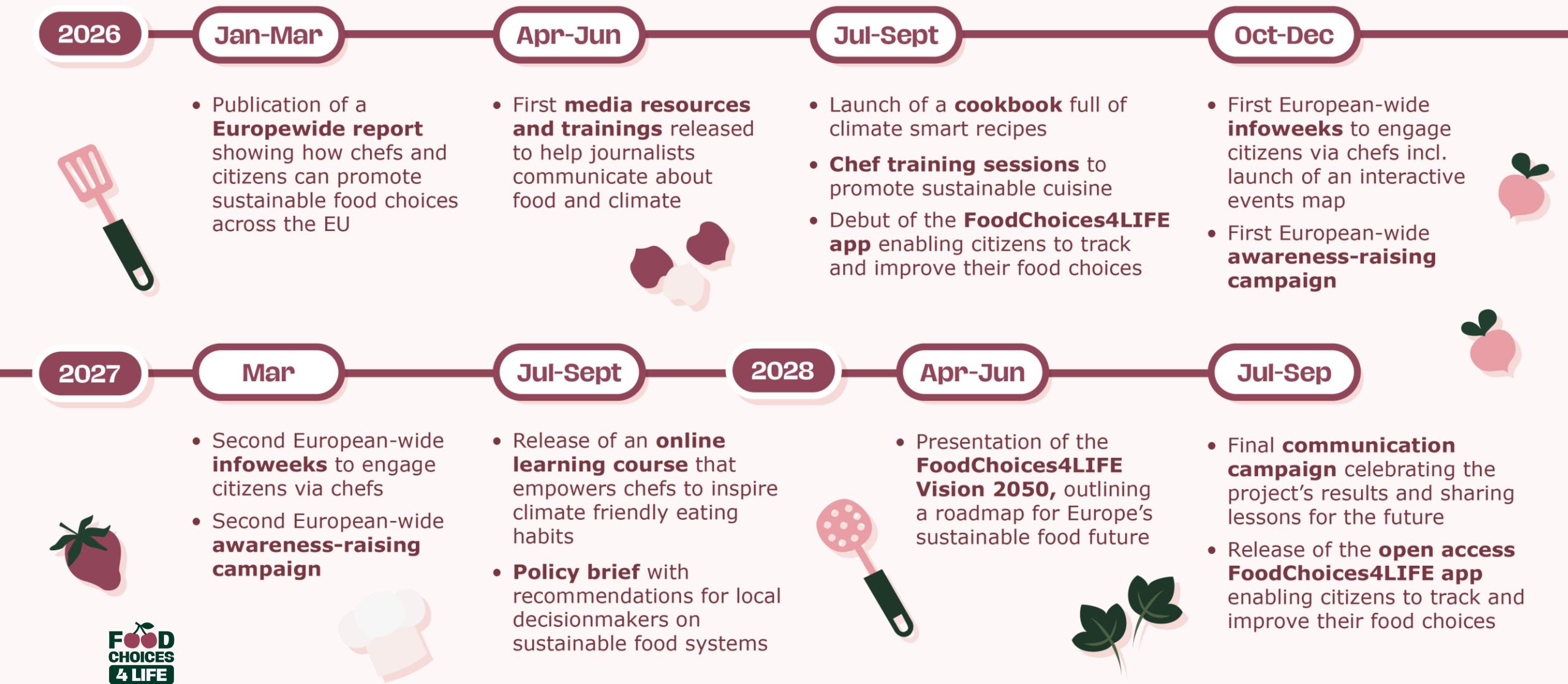


Our mission:

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



What we expect to achieve

-25/30%

Adoption of behavioural change in 100 citizens' dietary habits



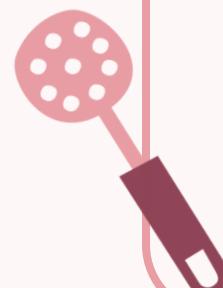
5/10%

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



500-1000

Chefs involved and 100 in person events



100

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



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

1



European Food
Information
Council (EUFIC)

2



World Association
of Chefs Societies

3



University of Tuscany

Contact



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



[www.eufic.org/en/European-
projects/project/foodchoices4life](http://www.eufic.org/en/European-projects/project/foodchoices4life)



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