



Co-funded by
the European Union

The FoodChoices4LIFE project

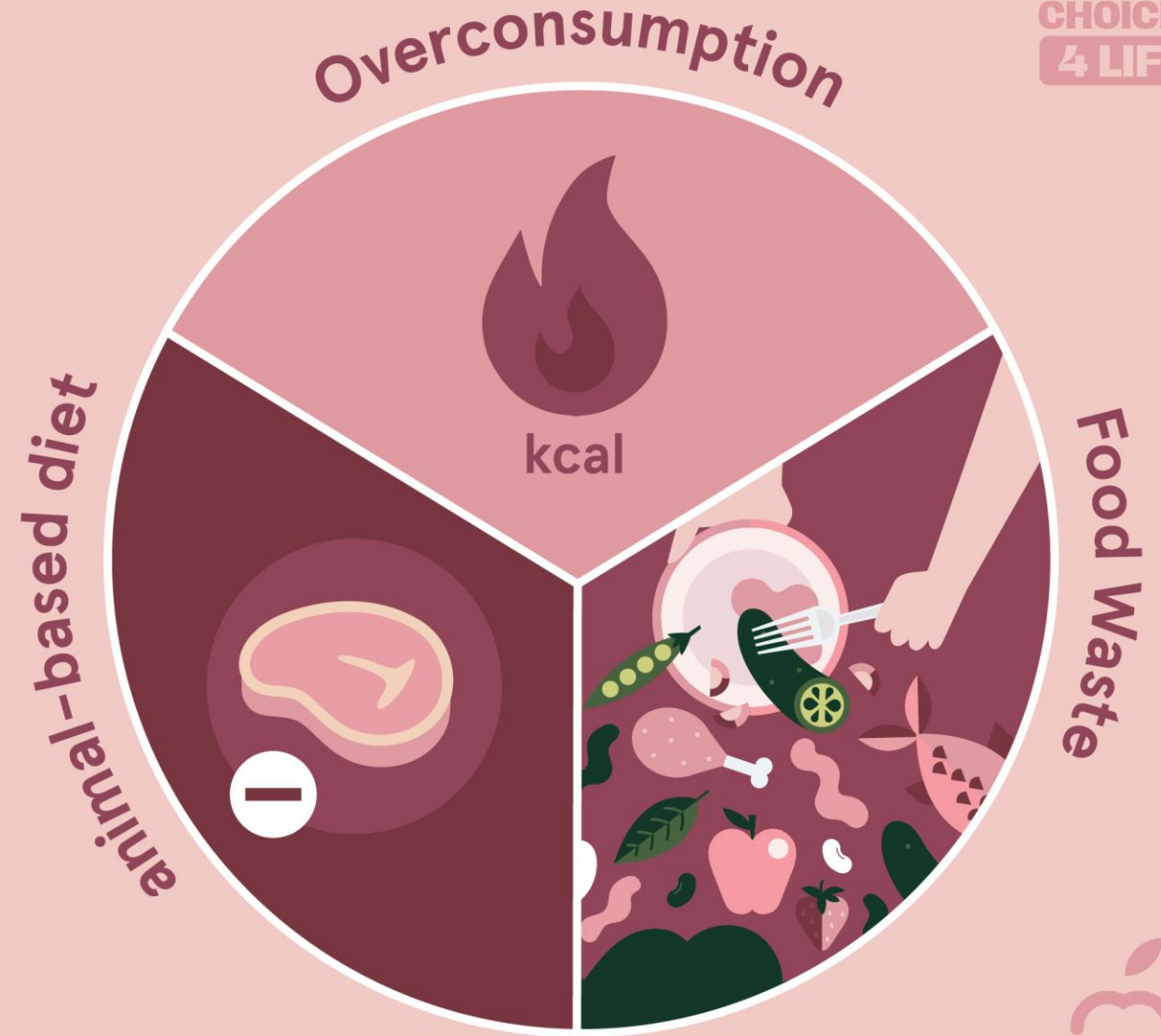
30 January 2026

The challenge

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

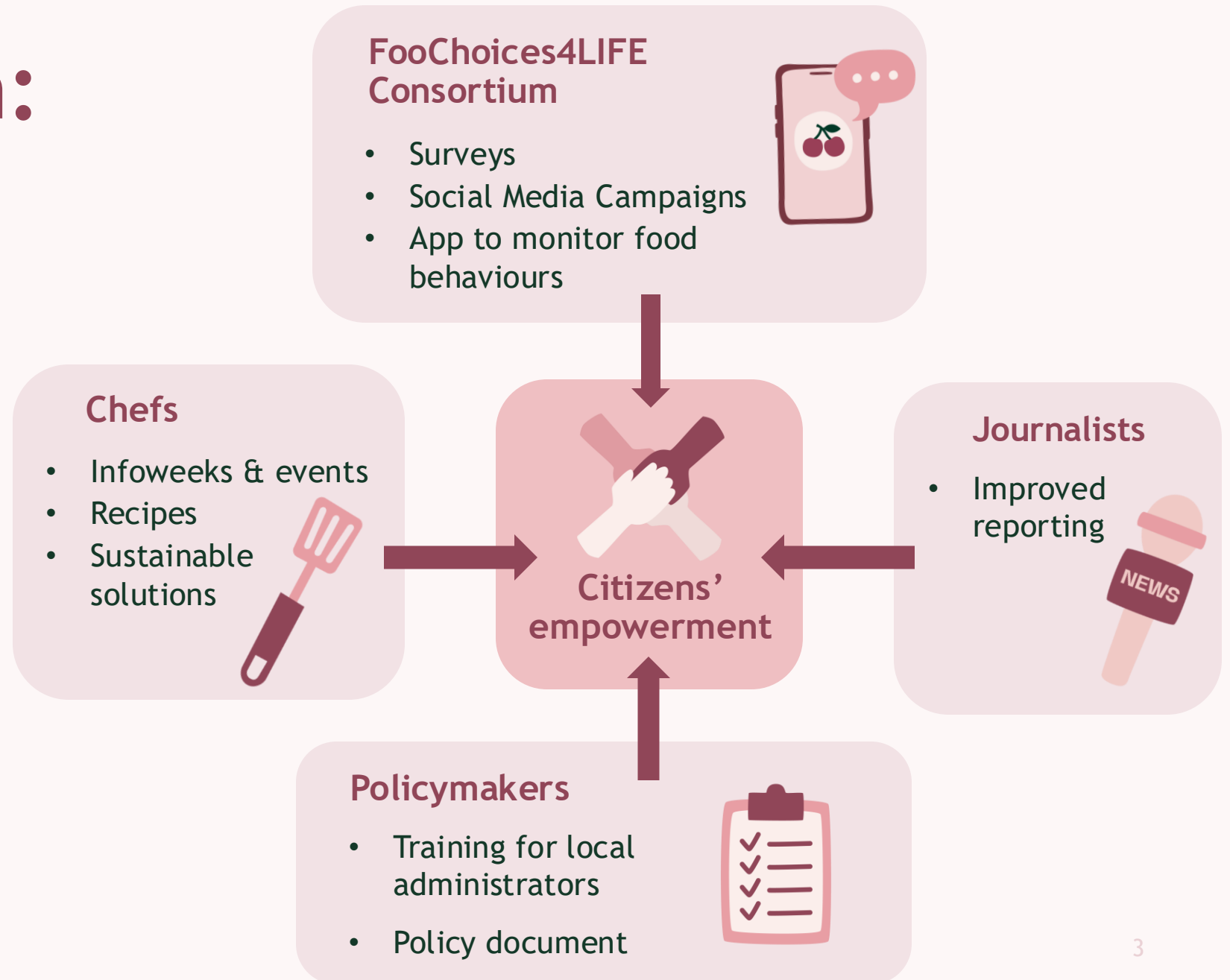
Yet the way we produce and consume it takes a toll on the planet - responsible for over a quarter of global greenhouse gas emissions, >70% of the world's freshwater use, and growing pressure on land and ecosystems.

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

Mar

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

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

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

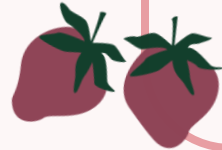
-25/30%

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

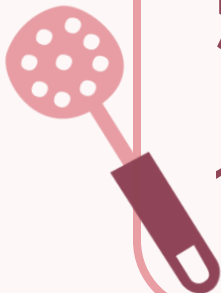


100

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



Contact

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



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



SciFoodHealth



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