



**HEALTHIER LIVES
THROUGH FOOD**

Partnering for

Healthier Lives Through Food

Key Areas of Action

What is the challenge?

Nutritious, diverse food choices can benefit people and planet, but challenges in affordability, accessibility, profitability and lack of awareness means unhealthy food products are often favoured by both industry and consumers.

What are the Mission goals?

Our Healthier Lives through Food mission aims to overcome these challenges and increase the uptake of balanced, sustainable and healthy diets.

We will do that by driving greater levels of awareness about the relationship between nutrition and health, supporting innovative solutions for affordable, nutritious products, and actively engaging health professionals, retailers, and HORECA channels to amplify impact. Our goal is to ensure healthier options are accessible, affordable, and seamlessly integrated into daily life. Additionally, we will advocate for policy interventions that prioritize soil health, nutrition, and comprehensive food education.

How can we achieve these goals?

We have developed an Impact Funding Framework that directs our community on where they can play a role in delivering near-term actions for long-term change.

Diversify
protein
sources for
food products

Improve product
choice and
supply for a
balanced diet to
benefit people
and planet

Optimise
nutrient density
of food

We must play a leadership role in the funding of these actions – and the Impact Funding Framework is our response to where the investment needs to be directed within the system.

We must also take the lead in building communities, coalitions, and Think & Do tanks, while driving advocacy and influencing agendas that will enable these changes to take place.

Join Us in Driving Change

FUNDING

Support our EIT Food community to submit strong proposals in direct response to the Priority Challenges and Mission Targets for Healthier Lives through Food as outlined in the Impact Funding Framework and as shown on page three below.

Promote proposal submissions particularly in the 'High Value' areas where projects and programmes could offer significant gains, as listed below (those with greatest need):

- The non-communicable diseases (NCDs) with dietary causal links that EIT Food should prioritise and regions with highest prevalence:

NCD TYPE	COUNTRIES WITH THE HIGHEST PREVALENCE RATES IN EUROPE
Ischemic Heart Disease (IHD)	Estonia, Serbia, Latvia
Stroke	Bulgaria, Serbia, Romania
Colorectal Cancer	Bulgaria, Croatia, Hungary
Alzheimer's Disease	Slovenia, Croatia, Czechia
Type 2 Diabetes	Czechia, UK, Germany

N.B. There are very substantial variations in diet-responsiveness NCDs between countries. Mid and eastern EU countries, particularly Bulgaria, have the highest cardiovascular disease (CVD) and colorectal cancer mortality rates. There are higher mortality rates in women from Alzheimer's but more understanding on the link with diet is required.

- Focus on **awareness and education programmes in primary and secondary education to prevent childhood obesity**. Reformulation needs to happen from: Food producers, suppliers & food service providers to reach retailers and Horeca channels.
- **Reformulation of High Fat Sugar Salt (HFSS) products and industrial trans-fats is a priority, across Europe**. Products targeted at children are a particular concern.
- **Investment in training programs** for Horeca staff on sustainable sourcing and healthy menu development.



BUILDING COMMUNITIES AND COALITIONS

- Grow our portfolio and active membership in the regions listed above.
- **Connect primary producers and retailers** to accelerate collaborative reformulation through value chains across Europe.
- Use our network to **act with local partners and clusters to access regional charity/health/social agency grant funding and networks**, to meet regional NCD risks at point of need.
- Connect organisations, infrastructure and coalitions to **obtain and exchange data at scale in relation to diet and health**.
- **Create a collaborative network of Horeca businesses** committed to healthy, sustainable practices.
- **Engage medical associations, hospitals, and nutritionist** networks to build a coalition for healthier eating.



ADVOCACY

- Influence policy frameworks to support **faster development & uptake of new products & technologies**.
- Use our network strength and competition capability (funding) to **create solutions for major corporates to meet current and future legislative/tax/policy drivers regarding HFSS**.
- Collaborate with insurance companies and policymakers to **incentivize healthcare providers for integrating nutrition into patient care**.
- Advocate for regulatory changes that **set minimum nutritional standards for processed foods**.



Where can we find out more?

The full Mission Insight Reports and summary findings are published for both internal and external audiences. For ourselves, the illustration below shows how we are building portfolios of changes across the food system which come together to help solve the bigger challenge.



EIT Food Community Examples in Action:

FUNDING

Affordable nutrition ScaleUp Challenge: An EIT Food and Blendhub initiative funding commercial entities, not limited to startups and scaleups, that have ingredients or formulas that support the promotion of healthy and sustainable diets in the EU.



BUILDING COMMUNITIES AND COALITIONS

Urban Health: EIT Food is working with Impact on Urban Health, a London-based foundation, to explore the role of food technology in building healthier food environments. We are exploring how and where food tech can be most effective. The objective is to demonstrate how food technology/ingredient solutions can work at scale to make a category of food healthier.



ADVOCACY

The Protein Diversification Think Tank: An EIT Food project convening stakeholders and partners to overcome barriers to innovation in the field of protein diversification.

The EIT Food Healthy Ageing Think & Do Tank: An EIT Food project that brings together strategic and delivery partners from across Europe to foster effective collaboration, knowledge sharing, and impactful initiatives that accelerate food system transformation to promote healthy ageing.



Useful links and resources

- [The EIT Food Impact Funding Framework](#)
- [Healthier Lives Through Food Impact Insights](#)
- [Healthier Lives Through Food Insight Report](#)
- [FoodHIVE Impact Funding Framework Group](#)

An interconnected mission framework

