



European Food Information Council

Dr Sophie Hieke, Head of Consumer Research
February 26 2015, Brussels

Communicating about today's food

EUFIC's experience in EU-funded Projects

- Dissemination partner (often WP leader)



- Research partner (consumer research)



- Coordinator (FLABEL and CLYMBOL)
- Stakeholder Advisory board member

FLABEL – Food Labelling to Advance Better Education for Life

Better understanding consumers (1)

- How nutrition information on food labels can affect dietary choices, consumer habits and food-related health issues
 - Providing the scientific basis on the use of nutrition information on food labels, including scientific principles for assessing the impact of different food labelling schemes, to be shared with the EU institutions, the food industry (SMEs), and other stakeholders
- 1) Empirical research (quantitative and qualitative) into consumer understanding, attitudes and perceptions, preferences, choice and consumption behaviour
 - 2) Development of implications designed to inform public policy

CLYMBOL – Role of health-related claims and symbols in consumer behaviour

Better understanding consumers (2)

- How health claims and symbols, in their context, are understood by consumers and how they may affect purchase and consumption behaviour
 - Guidelines for EU policy, social innovation aspect
 - Methodological toolbox for policy-makers and industry to assess the effects of health claims and symbols
- 1) Empirical research (quantitative and qualitative) into consumer understanding, attitudes and perceptions, preferences, choice and consumption behaviour
 - 2) Development of implications designed to inform public policy
 - 3) Guidelines for carrying out impact assessments






NU-AGE – New dietary strategies addressing the specific needs of the elderly population for healthy ageing in Europe

Helping elderly consumers

- How people over 65 perceive and interpret nutrition and health claims, use nutrition information and which sources they trust when it comes to health-related information
 - Develop communication guidelines on how to provide elderly consumers with the information they needed, in a way they accept and understand
- 1) Empirical research (quantitative) into consumer understanding, attitudes and trust
 - 2) Link between social sciences and medicine (clinical intervention study)
 - 3) Development of communication guidelines



Improving lifestyles and food...

- 1) EATWELL** – *Interventions to Promote Healthy Eating Habits*: best practice guidelines based on insights from the private sector and communication agencies to develop appropriate policy interventions that will encourage healthy eating across Europe 
- 2) CHANCE** - Develop attractive and affordable food products that can help preventing nutritional problems in people at risk of poverty in Europe 
- 3) FOOD4ME** – *Personalised Nutrition*: determine the application of personalised nutrition, through suitable business models and research on technological advances and consumer acceptance 

What role for social sciences in Horizon 2020?

- Multi-disciplinary research (medicine, biology, nutrition...) to tackle societal challenges from different angles
 - Network of social scientists across Europe and beyond
 - Pan-European research
 - Funding...
-

Thank you!

Dr Sophie Hieke
European Food Information Council

Communicating about today's food