



food facts for
healthy choices

EUFIC European Food Information Council

Your partner in EU-funded projects

July 2025



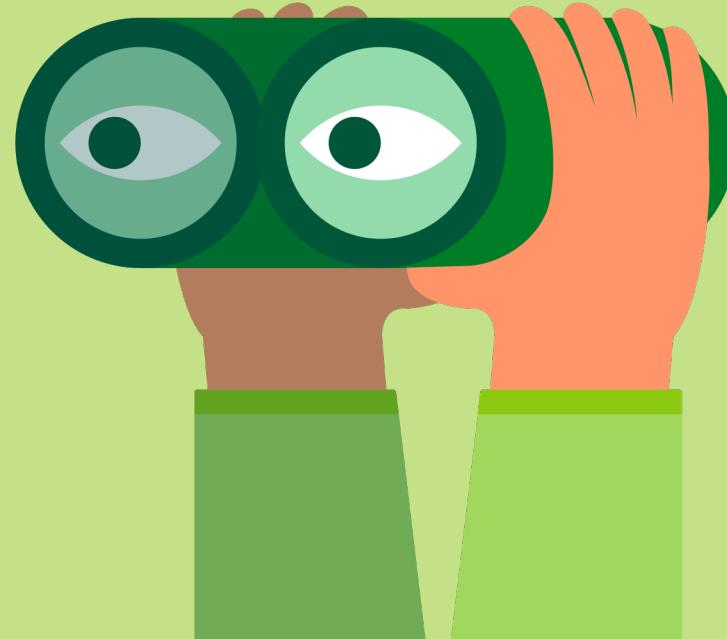
Who we are

A consumer-oriented
non-profit founded to
**make the science behind
food and health more
accessible and easier to
understand.**



Our vision

A world where we live healthier and more sustainable lives because we all know how to.



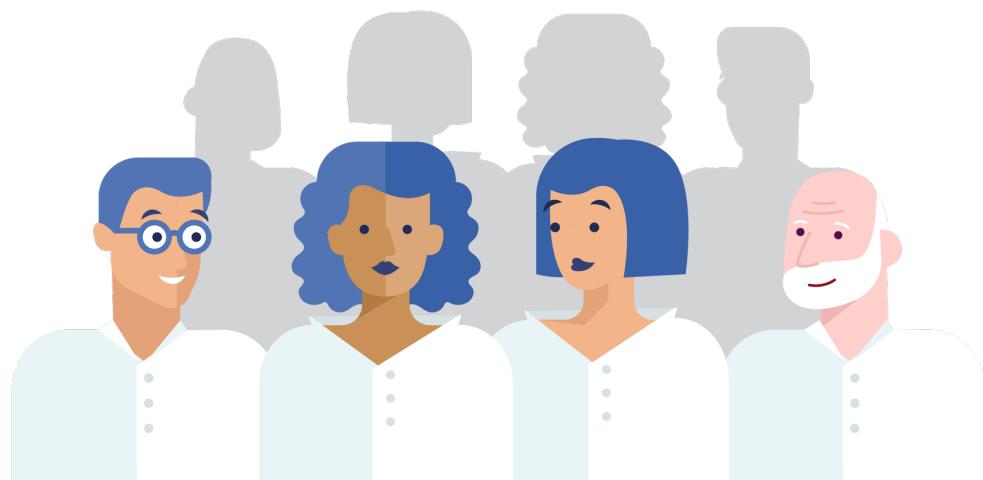
Our Mission

We empower and facilitate healthier and more sustainable diets and lifestyles through science-based information and activities.

Our values

Impartiality and scientific integrity
sit at the heart of all we do.

All our content is derived from **peer-reviewed science** and authoritative bodies such as the WHO, FAO and European authorities, and reviewed by an independent **Scientific Advisory Board**.



What do we do?



translate complex food & nutrition science into **accessible, relevant and trustworthy content**, for European citizens



counter misrepresentation of science and **encourage critical thinking**



gather, use and communicate pan-European **consumer insights**



promote **evidence-based decision making**

How? “The EUFIC way”

Science



Consumer research
to better understand
people's behaviour,
information needs



Food & health science
to capture the state of
the scientific debate
on key issues



**The science of
Science Communication**
to inform EUFIC's work

Outreach & dialogue



**Awareness raising &
public engagement**
online and on the
ground, directly and
through multipliers



Science-based dialogue
from stakeholder
engagement to neutral
platforms for debate

Capacity-building



Media resources
to improve science
reporting, counter
misrepresentation
of science



Trainings
to improve science
communication at
its core

Collaboration

A unique model

**Trust & engagement from the public,
credibility & recognition by stakeholders**



Passionate &
committed team
of experts



European Network
of 700+

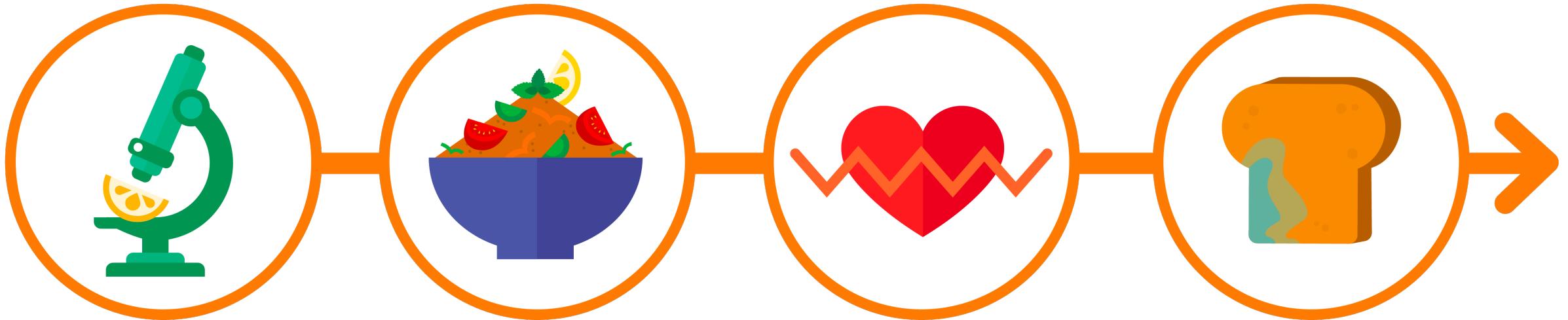


Impartial voice



Consumers at
our heart

Our long-term goals



LTG 1

to build **food & health science literacy** & promote evidence-based decision-making

LTG 2

to facilitate the **healthy & sustainable diet shift**

LTG 3

to support the **prevention** of diet- and lifestyle-related **NCDs**

LTG 3

to empower **food waste reduction** at consumption level

Project involvement by long-term goal



to build food & health science literacy & promote evidence-based decision-making



to facilitate the healthy & sustainable diet shift



to support the prevention of diet- and lifestyle-related NCDs



to empower food waste reduction at consumption level

Why collaborate with EUFIC?



Accessible and engaging content based on scientific consensus



Consumer-science informed campaigns, focus on behaviour change



Relating nutrition, health and food safety to sustainability



70+ EU Projects
19 ongoing



Access to a diverse network of organisations across the areas we cover



An engaged, trusting public audience

What can we do in a EU-funded project?

- Be responsible for **communication and dissemination** activities and stakeholder engagement
- Conduct **consumer research** studies
- **Engage citizens** through science-based communication campaigns
- Contribute in **open innovation** (i.e., living labs) and **co-creation** activities
- Developing **trainings** on science communication or consumer research



Join us to increase your impact

Contact Matteo Sabini - matteo.sabini@eufic.org

