

SC2 Coordinators Day  
“Healthy diets and food” Cluster



Empowering Consumers to Prevent Diet-Related  
Diseases Through Omic Sciences

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A project coordinated by:

**eurecat**

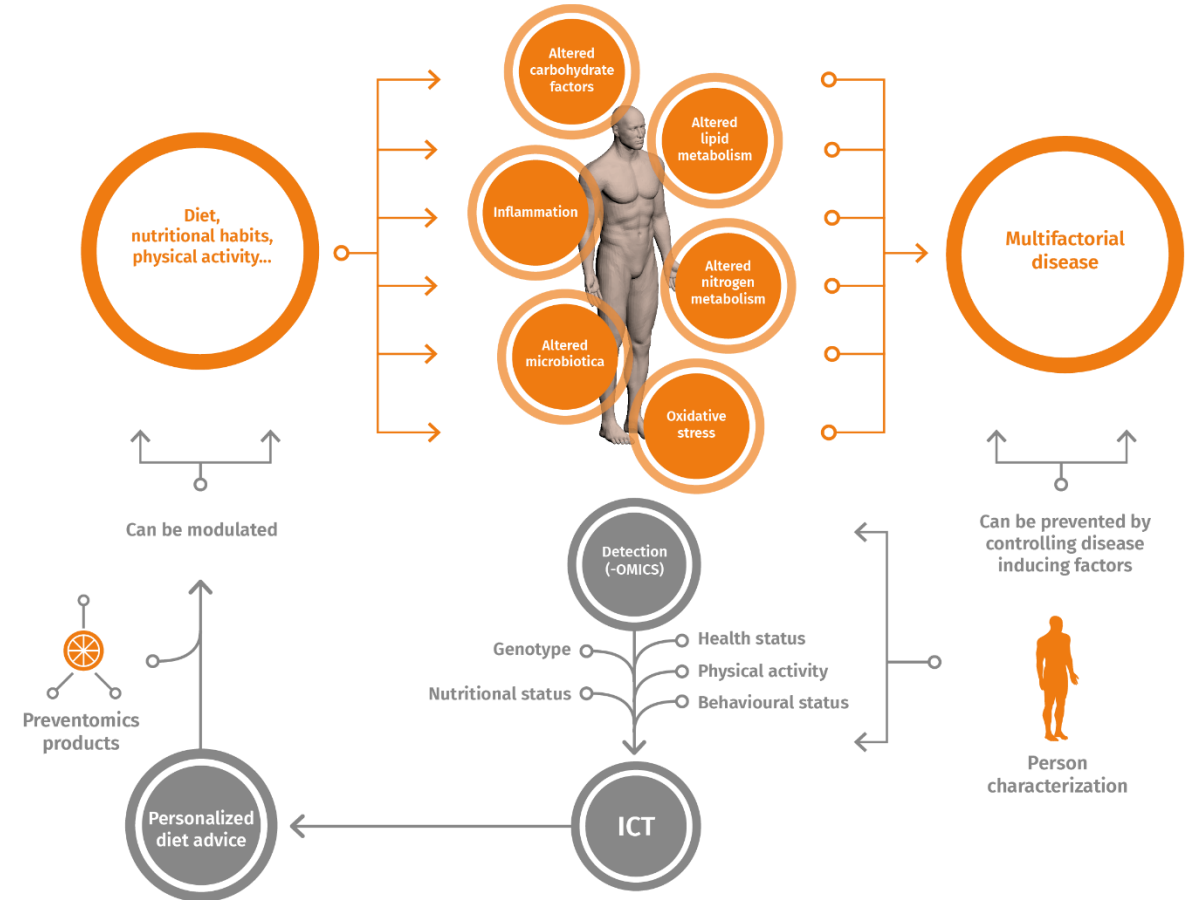
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## ① About PREVENTOMICS

A biomarker and ICT-based system to improve people's health sending personalised dietary and lifestyle advices and inducing a behavioral change.

- DT-SFS-14-2018 - *Personalized Nutrition* (IA)
- **3 years duration:** from 1/11/2018 to 31/10/2021
- **Budget:** € 7,8 M€ (6,9 funded by EC)
- Coordinated by Eurecat, RTO, ES
- Grant agreement ID: 818318

## Disease-inducing factors



## ② CONSORTIUM: 19 partners from 7 European countries

9

Research  
institutions

6

SMEs

1

Large  
Company

1

Standardisation  
body

1

Consumer  
association

1

Patients'  
association



### 3 PREVENTOMICS - Key Outputs

Personalised nutrition tools accessible to everyone, aimed at improving health and preventing the onset of diseases



Modular predictive  
DSS



Functional  
ingredients



Changing behaviour  
programme



Dynamic software  
platform



Personalised shopping  
experience and food  
manufacturing

## mFOOD PLATFORM

Unique in its kind personalised nutrition service  
interoperable with existing Apps

Platform providing **personalised recommendations on dietary and lifestyle habits** with behavioural prompts to engage users to improve their health habits and help them prevent the onset of diet-related diseases.



**100% personalised dietary advice** in line with the recommendations of the European Food Safety Authority (EFSA).



**According to the dietary habits and preferences**, level of physical activity, shopping preferences, possible allergies and phenotypic characterisation.





## USE SCENARIOS

Validation in three levels of the food value chain



**Marketing**



**Processing and distributing**



**Consuming**

## 4 Synergies





## 5 Communication & Dissemination

### Communication channels



[www.preventomics.eu](http://www.preventomics.eu)



@Preventomics\_EU



Animated video publised on YouTube (coming soon)



[info@preventomics.eu](mailto:info@preventomics.eu)



Press releases sent to media outlets (**24 articles published so far**)

Infosheet and trifold (available on-line)

### Dissemination



Scientific community



Bussiness community



Policy Makers



Society

- Scientific publications
- Events:
  - **Pint of Science** - May 19 - Educational
  - **Free from Functional Food Expo** - May 19 - Food Industry
  - **EULAR Congress** - Juny 19 - Scientific / Health sector
  - **FENS 19** - October 19 - Scientific / Health industry
- Regular blog posts
- Newsletters
- Surveys

How?



**Thank you!**

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[www.preventomics.eu](http://www.preventomics.eu)



[@Preventomics\\_EU](https://twitter.com/Preventomics_EU)



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