

THE IDEA

There are plenty of general health guidelines, but most people do not follow them. Personalised dietary advice is a promising alternative. Relevant data on individuals are measured, interpreted, and dietary advice given based on specific needs.



GENERAL HEALTH GUIDELINES

PERSONALISED DIETARY ADVICE

MEASURE
INTERPRET



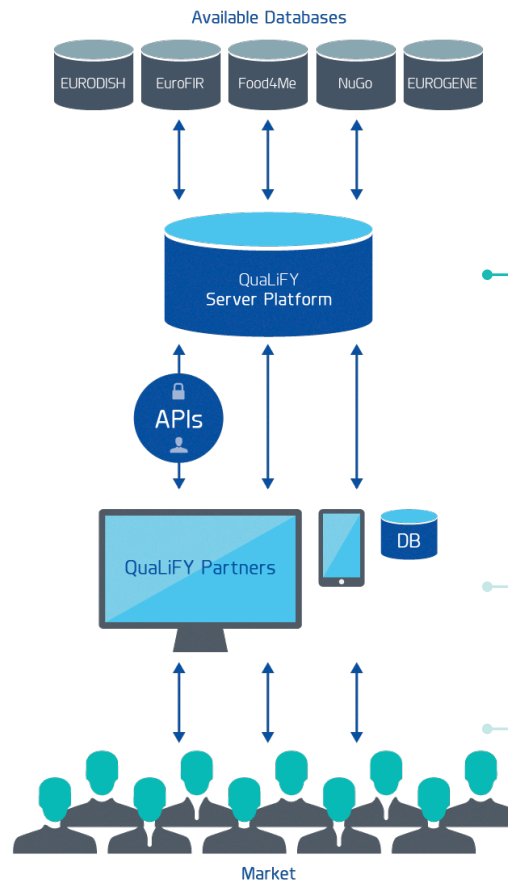
ABOUT

QuaLiFY is a two year, collaborative EU-funded project (€2.5 Mio). It brings together 16 partners from 10 European countries to improve personalised dietary advice. QuaLiFY is using results from previous EU-funded projects in the area of food composition and intake and the relationships between who we are (genotype, phenotype), and what we eat (nutritional status).

OBJECTIVES

- Make full use of data and results from previous EU-funded research
- Optimise commercial personalised nutritional and lifestyle advice services
- Integrate commercial activities of SMEs to offer complete services tailored for specific target groups:
 - Obese children
 - Children with eating disorders
 - Type 2 diabetics

THE APPROACH



Step 1

Identify, evaluate and integrate existing IT-solutions for personalised nutritional advice, and self-assessment tools and services.

Step 2

Create an IT-platform to link existing tools, services and data resources on diet-health relationships.

Step 3

Evaluate tools developed by QuaLiFY amongst three groups: obese children, children with eating disorders, and type 2 diabetics.

Step 4

Design an open innovation collaborative business model for SMEs.



Quantify Life - Feed Yourself

"Eat less and exercise more" - general health guidelines like this have little impact on the behaviour of most Europeans. What about personalised dietary advice?

QuaLiFY will provide new tools for dieticians to offer personalised dietary advice and empower individuals to make decisions about their health in general and their eating habits in particular.

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PARTNERS

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