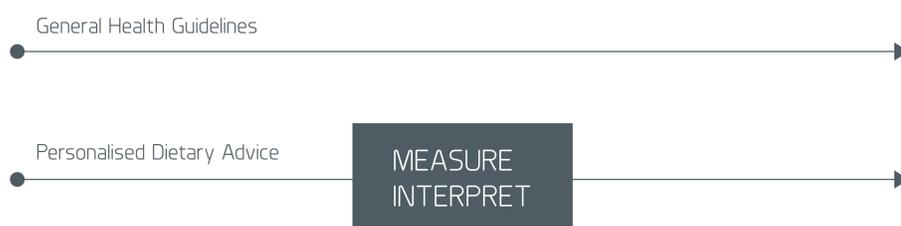


QualiFY

www.qualify-fp7.eu

Quantify Life – Feed Yourself

Generalised dietary guidelines and recommendations have little impact on the eating behaviour of most Europeans. A promising approach to tackle this problem is personalised dietary advice. Together with several research institutes, 12 European SMEs are leading QualiFY. Over two years, they will create a shared IT infrastructure, using results from previous EU-funded projects on food composition, food intake, and understanding of relationships between who we are (genotype, phenotype) and what we eat (nutritional status). The aim is to improve existing, and facilitate new, services for personalised dietary advice delivered through mobile Apps.



Step 1: Identify, evaluate and integrate existing IT-solutions for personalised dietary advice and self-assessment tools and services.

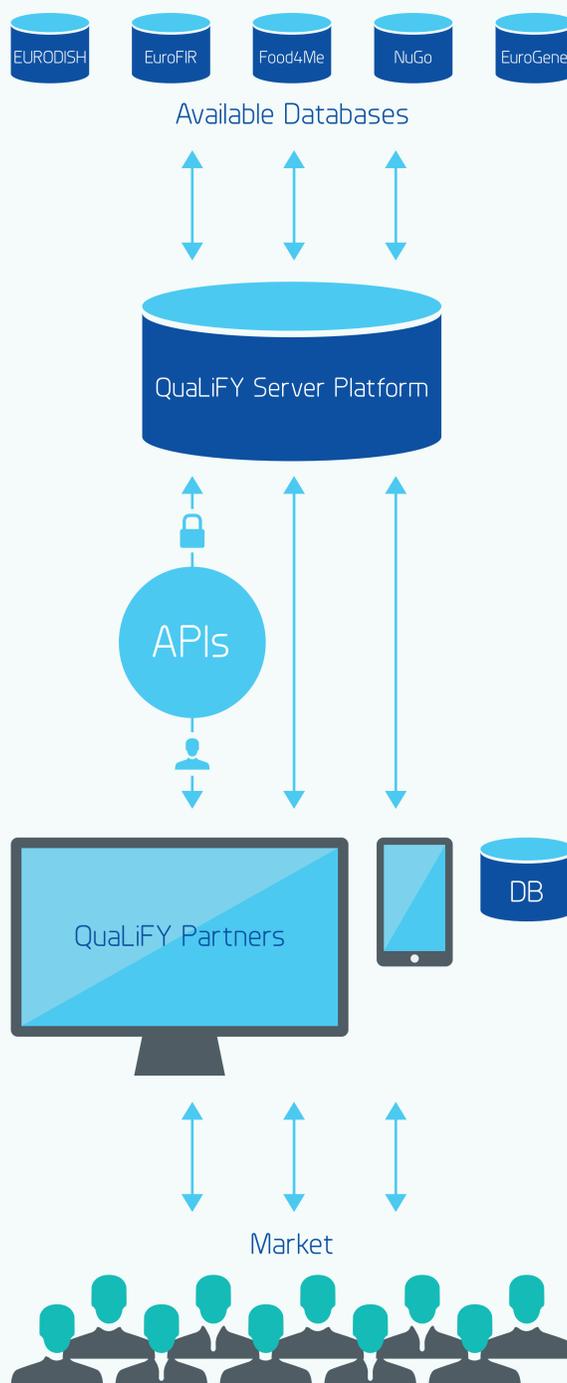
Personalised dietary and lifestyle advice rely on quantification of characteristics such as sex, age, weight, height, physical activity, genotype, phenotype, dietary habits, health status, etc. Tools and services supporting personalised advice are increasingly available, and those within the consortium will be identified, evaluated and integrated within the IT-platform developed by QualiFY.

Step 2: Create an IT-platform linking existing tools, services and data resources underpinning diet-health relationships.

Previous EU-funded projects (EURODISH, EuroFIR, NuGO, Food4me, EUROGENE) have generated knowledge about the complex relationships underpinning diet and health. QualiFY will integrate these resources in an IT-platform, offering scientifically validated data, tools and services for personalised dietary advice services.

QUALIFY OBJECTIVES

- Make full use of data and results from previous EU-funded research
- Optimise 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



Step 3: Evaluate tools developed by QualiFY amongst three groups: obese children, children with eating disorders, and type 2 diabetics.

Tools and services for personalised dietary advice developed by QualiFY will be used in three "field labs". Dieticians working with patients for whom diet is a critical control point in future health will evaluate the tools with three target groups:

- (Pre-) obese children
- Children and adolescents with eating disorders
- Type 2 (pre-) diabetic adults

Step 4: Design an open innovation collaborative business model for SMEs.

Based on "open innovation", SMEs involved in QualiFY will develop and test collaborative business models. Market potential for personalised dietary services will be explored and fed back to develop detailed business development plans. They might be adopted by other SMEs in relevant sectors to capitalise on access to the resources developed by QualiFY.

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. The project, in which 12 SMEs are involved, is coordinated by RTD Services (Austria).

QualiFY Consortium: 16 partners from 10 European countries and is coordinated by RTD Services (Austria).



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CONTACT: qualify@rtds-group.com; Layout: SONCE.NET and RTD Services
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