



Boost to small companies providing personalised nutritional advice

Small and medium sized enterprises (SMEs) have been granted 2 Mio EUR from the European Commission to foster collaboration and innovation in the field of personalised dietary advice services.

Together with several research institutes, 12 European SMEs are leading the FP7 EU project Quantify Life – Feed Yourself (QuaLiFY), launched in January 2014. Over the next two years, they will create a shared IT infrastructure, using results from previous EU-funded projects on food composition, food intake, and the 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.

Most of us know what to do: “eat less and exercise more”. Yet, public health guidelines have little impact on the behaviour of most Europeans. A promising alternative is personalised dietary advice. QuaLiFY will strengthen innovation in this sector, provide new tools for dietitians and, thus, empower individuals to make decisions about their health and take responsibility for the outcomes.

To achieve these goals, QuaLiFY is taking a holistic approach; existing personalised dietary advice products and services have been identified, alongside resources underpinning potential dietary advice. These will be linked through a common IT-platform, developed within the project, providing access to validated scientific data and related information via mobile phone apps and similar user-friendly products. Dietitians working with obese children, children with eating disorders, and type 2 (pre-) diabetics will evaluate these products and services before they are launched into the wider market. Collaborative business models will be established for the various services and products to encourage other SMEs in these sectors to capitalise on accessible food-related information and a shared IT-infrastructure.

QuaLiFY brings together 16 partners from 10 European countries. It is an ‘SME-targeted’ collaborative effort to exploit results from previous EU-funded projects with the aim of increasing innovation potential and competitiveness of European SMEs. For more information please visit www.qualify-fp7.eu or contact:

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Find the scheme also on www.qualify-fp7.eu

