

EU HORIZON-FUNDED  
PROJECT (2024-2027)

10 PARTNERS

8 EU COUNTRIES

BUDGET: 4 997 966.25 €



# FOODMISSION

Empowering citizen for a  
sustainable food future

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# ABOUT FOODMISSION PROJECT



Our food systems face urgent challenges in sustainability and health. To protect our future, we must rethink the way we produce, consume, and engage with food.



Citizens need to be empowered to contribute to this transformation.



FOODMISSION is creating a platform that brings people together—combining citizen science, education, and gamification to foster sustainable food practices.

**IT'S NOT JUST ABOUT CHANGE –IT'S ABOUT MAKING IT EXCITING, MOTIVATING, AND EFFECTIVE.**



## 6 PROJECT OBJECTIVES

- 1** Setting up Transformation Labs that will support the project through all its phases, from co-design to uptake.
- 2** Designing a comprehensive citizen science data framework, collecting and processing citizen-generated data on their food practices and developing a technical data infrastructure and data visualization tools to support data sharing and analysis.
- 3** Designing a citizen motivation and engagement framework to empower individual and collective change.
- 4** Co-developing a gamified educational virtual platform prototype along with its content and activities.
- 5** Piloting and evaluating the gamified educational virtual platform in 6 European countries.
- 6** Promoting FOODMISSION's key exploitable results and their impact to engage citizens for a fair, inclusive, healthy, and sustainable food system in Europe, ensuring the uptake of the outputs beyond the project and consortium.

### T-LAB (Transformational lab)

Dynamic spaces where diverse groups—food producers, retailers, policymakers, NGOs, researchers, citizens, and other stakeholders — work together to solve complex sustainability issues. T-Labs will take place in Germany, Greece, Italy, the Netherlands, Norway, Poland, and Slovenia.

### PLATFORM AND GAMIFICATION

A mobile app will be developed and piloted across Europe, featuring gamified activities, self-assessment tools, and educational content to motivate users and support their long-term transition to more sustainable food practices.

### CITIZEN SCIENCE

Citizen science allows the public to actively contribute by collecting data, analyzing results, and helping develop solutions, co-creating up-to-date knowledge and solutions.