



Welcome to the PROTEIN Project

PROTEIN PeRsOnalized nutriTion for hEalthy livINg provides personalized nutrition and physical activity support technology to help people make healthier choices based on their own unique needs and preferences. **PROTEIN** can help everyone achieve optimal nutrition and physical activity. Support is developed and delivered using pioneering technologies that enable personalized recommendations. These strategies are adapted to the needs of users by researchers who assess what works best for the user. The **PROTEIN** team is a multi-disciplinary consortium of European public and private-sector organizations working to promote health and well-being.

Why PROTEIN?

Unhealthy diet and lack of physical activity can lead to serious chronic diseases, including diabetes, obesity, high blood pressure and some cancers. There are many complex reasons individuals may not follow a healthy diet or exercise plan and existing health and nutrition guidelines are very general and are not tailored to specific needs. Developing new ways to provide evidence-based, individualized support for healthier living could be an important step in reducing the impacts of chronic disease across the European Union.

New advances in technologies and emerging research on nutrition, physical activity, and disease prevention provide an opportunity for innovation in health promotion and healthy living across the EU. **PROTEIN** will enable us to provide personalised advice.

PROTEIN scientific research and technical expertise will be used to understand what drives healthy eating and optimum physical activity based on people's unique personal contexts, preferences and health status.

PROTEIN scientists will then design an innovative ecosystem to support people who want to undertake healthier nutrition and physical activity habits.



Ultimately, the PROTEIN project can help



Consumers create grocery shopping lists based on personalized nutrition and food consumption patterns



Consumers make personalized food choices in restaurants or through online restaurants



Individuals to prepare healthy meals at home based on personalized needs, given their physical activity habits, health status, or individual food preferences



People who need to follow a personalized nutrition program or who are under the supervision of a nutritionist, dietitian or exercise specialist for example people living with diabetes and high performance athletes



Health professionals like dietitians and kinesiologists, who provide care for people living with a chronic disease and others who may require special nutrition and physical activity recommendations



Food retailers and providers offer personalized food experiences to consumers according to their nutritional needs



Researchers in the areas of nutrition, physical activity, chronic disease prevention and management, and technology



Policy makers working in nutrition, physical activity and chronic disease policy areas



European Union citizens who share an interest in improving their health and well-being – for themselves and their families