

Stance4Health

Project leaflet 1

Number of deliverable: D8.7

Delivery date of deliverable: 27 December 2018

Responsible for deliverable: TRITECC

Dissemination level (PU/PP/RE/CO) - Public



Contents

INTRODUCTION.....	3
Project Leaflet	4

Figures

STANCE4HEALTH Project leaflet – Front page	5
STANCE4HEALTH Project leaflet – Back page	6

Project Leaflet

The first project leaflet was designed including all corporate design elements and explaining, briefly, the methodology the project intends to apply, as well as the idea that drives STANCE4HEALTH forward.

The purpose of the leaflet is to briefly introduce the project to the target audiences and raise awareness about STANCE4HEALTH.

The content, carefully chosen, is displayed on both pages, structured into three sections: “About”, “Objectives” and “Concept”, the latter being accompanied by a figure presenting the two-step approach of the project.

On the first page, the header consists of the project’s logo and full title, and the footer includes the mandatory elements: EU emblem and the text acknowledging the funding received.

Whereas, on the second page, the footer displays the name of the website, information about the project coordinator and a QR code, which, when scanned with a mobile device, will send the user directly on the website of the project.



Stance4
HEALTH

Smart Technologies for personAlised
Nutrition and Consumer Engagement

About

Stance4Health addresses the topic '**Personalised Nutrition**', belonging to the Work Programme 2018-2020 of "Food security, sustainable agriculture and forestry, marine, maritime and inland water research and the bioeconomy".

The specific **challenge** of this topic is to tackle some of society's grand issues, like the development of **new, secure and healthier foods** while fighting against 21st century NCDs. If common lifestyle risk factors, including diet-related ones, were eliminated, around 80% of cases of **heart disease, strokes and type 2 diabetes**, and 40% of **cancers**, could be avoided.

The **Smart Personalised Nutrition** approach proposed by Stance4Health will be tailored to different target groups: from healthy children and adults to children with coeliac disease or food allergy, as well as overweight children and adults. The specific **personalised nutrition tools** developed along Stance4Health will be based on robust scientific evidence and knowledge from different fields like nutrition, medicine, food sciences, microbiology, computer sciences, social sciences and humanities like economics, marketing, psychology, and social anthropology.

Objectives

- ✔ Definition of a high-quality metabolic network of the human gut microbiota and insights into how the network is affected by foods and culinary practices
- ✔ Development of food databases to be implemented the mobile app
- ✔ Development of a dietetic software (mobile app) for consumers (i-Diet)
- ✔ Design of customized foods for specific (vulnerable) target groups
- ✔ Citizen engagement with personalised nutrition
- ✔ Validation of the smart personalised nutrition (SPN) strategies in adult and children populations, in a near to operational environment

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 816303



Horizon 2020
European Union Funding
for Research & Innovation

Concept

First step: Stance4Health will develop a novel ICT application (the mobile app i-Diet) that will provide individualized counselling about what foods are more recommendable to food retailers and super-/hypermarkets according to the overall needs/preferences of consumers (e.g., health status, gut microbiota composition, lifestyle, race, food preferences, and socio-economic status).

Second step: Stance4Health will develop customized cereal-derived foods, individualised dietary supplements and nutraceuticals for (vulnerable) target groups (overweight, coeliac disease, food allergy, etc.), through the use of an in vitro diagnostic test to evaluate gut microbiota activity and the wearable device InBody BAND 2 to help users monitor their body weight over time.

To ensure the success of the technology-based actions, the level of coaching, ethical factors (i.e. use of personal data) or gender will be taken into account in order to increase citizen engagement and acceptance of personalised nutrition.



For more information, please
visit our project website:
www.stance4health.com



CONTACT

Project coordinator
José Ángel Rufián-Henares
Phone: +34 958 242 841
Email: jarufian@ugr.es
University of Granada