



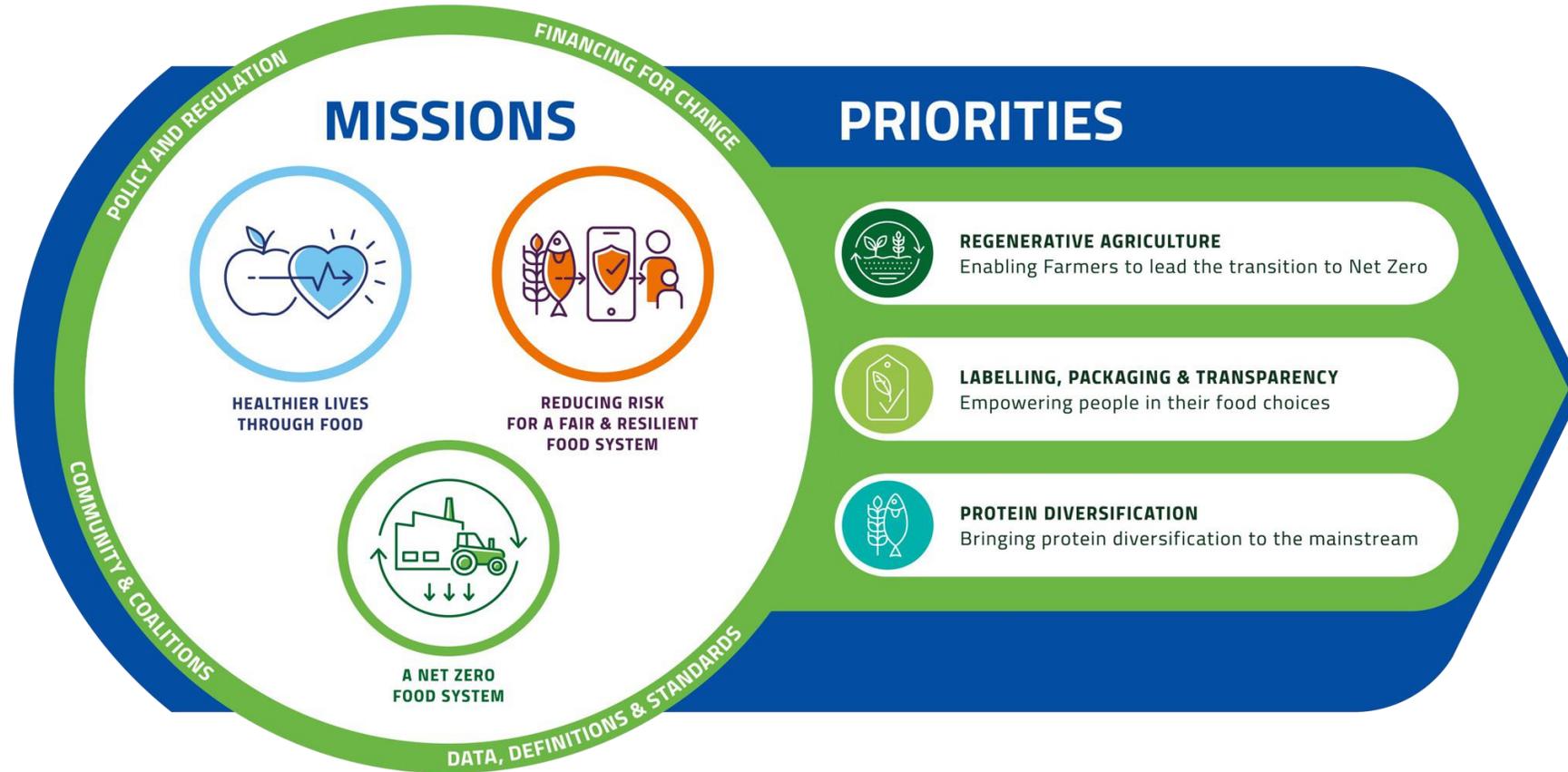
**HEALTHIER LIVES  
THROUGH FOOD**

# Healthier Lives Through Food

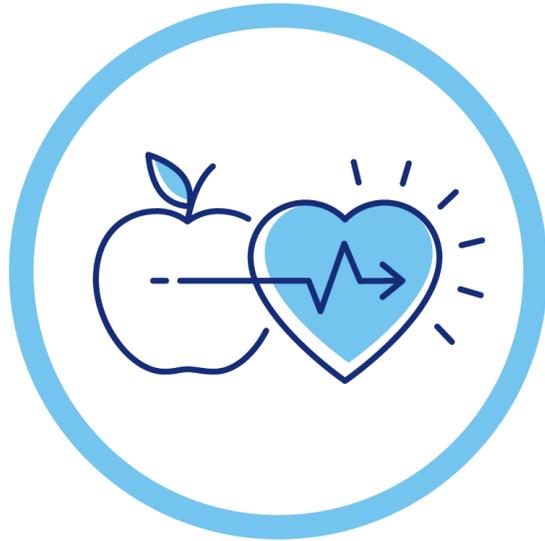
*Pawel Harycki*  
*Ecosystem Manager*

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# Our Missions and Priorities



Priority pathways for change



**HEALTHIER LIVES  
THROUGH FOOD**

**Improved Health Adjusted Life Years (HALYs)  
Forecasts for Target Populations**

**Diversify protein  
sources for food  
products**

**Improve product choice  
and supply for a  
balanced diet to benefit  
people & planet**

**Optimise nutrient  
density of food**

## How We Make Change Happen



**FUNDING**

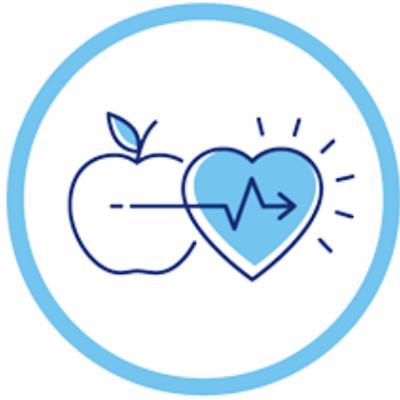


**COMMUNITY  
BUILDING**



**ADVOCACY**

# IFF Approvals and Platforms (few examples)



**HEALTHIER LIVES THROUGH FOOD**

IFF Programme

IFF Project

Partner Platform

Diversify protein sources for food products

Improve product choice and supply for a balanced diet to benefit people & planet

Optimise nutrient density of food

Protein Diversification Think Tank

Healthy Ageing "Think & Do Tank"

Future of Ultra Processed Food working group

Regen Ag Portfolio

Waste to Plate

BIOFUTURES

TECH 4 REGEN AG

24134 Soil-free proteins for alt dairy foods

24152 Drying Aquafaba

24109 Dry Sour from Spent Grain

24119 Light Green Eggs

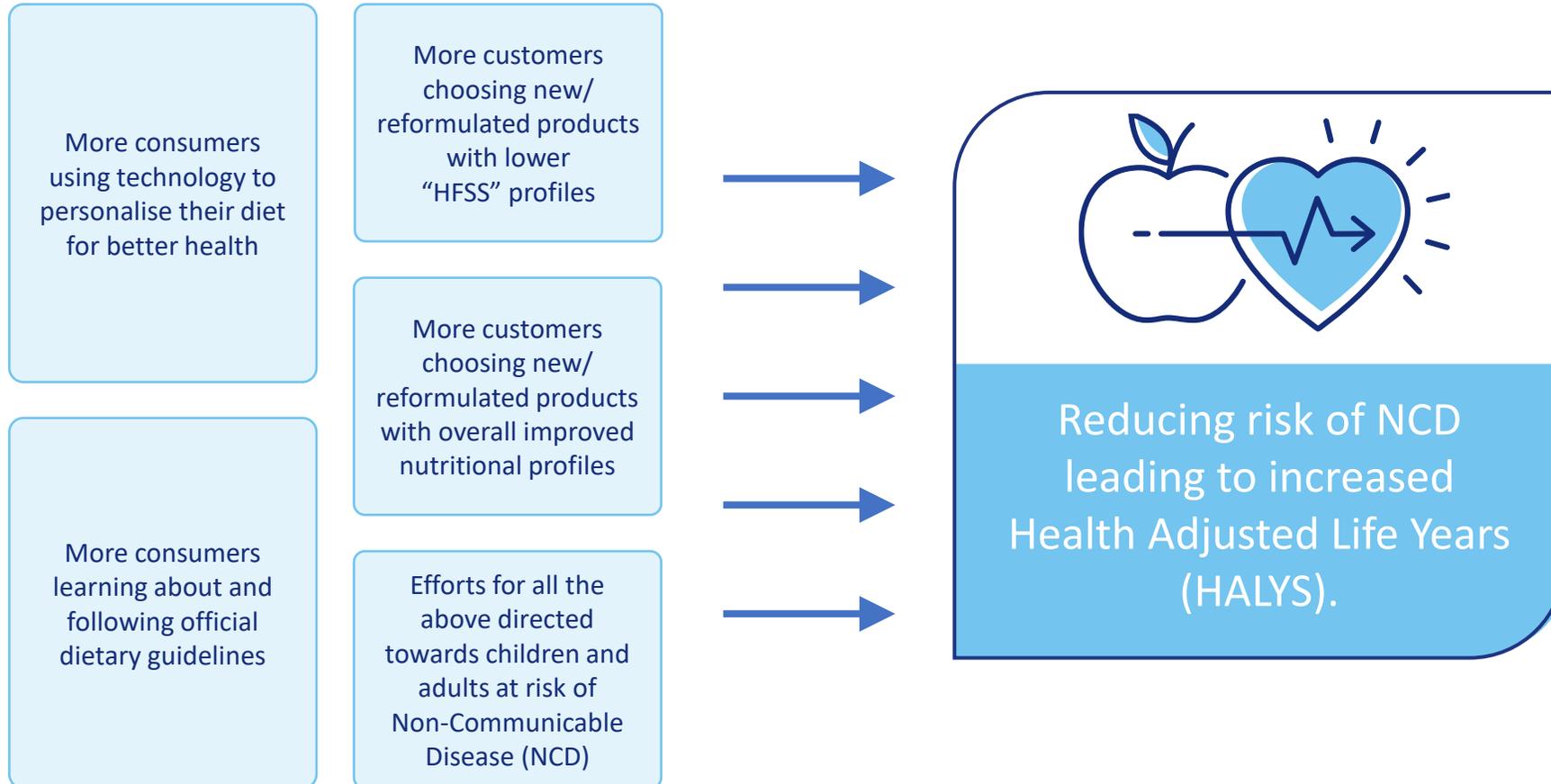
24139 Carbon Offset Cert & Trading in the Med

24147 NutriMeals

24175 Instore Lab

Advanced Biotech Innovation Portfolio

## Measuring Progress: Impact Indicators





# Protein Diversification Think & Do Tank

DRIVING THE FUTURE OF PROTEIN DIVERSIFICATION THROUGH INNOVATION,  
COLLABORATION, AND SUSTAINABLE FOOD SOLUTIONS

# EIT Food Protein Diversification Think Tank

Established by **experts from the EIT Food community** Think Tank convenes selected stakeholders and partners, fostering broad and inclusive participation **to overcome barriers to innovation in the field of protein diversification.**

# Why Protein Diversification?

Sustainability and health issues related to protein production and consumption are at the core of the current food system's challenges. Addressing these issues is essential to combat agricultural emissions, improve nutrition, and enhance food security.



## THE EU IS AT A PIVOTAL MOMENT WITH THE OPPORTUNITY TO DEFINE KEY LEGISLATIONS

Biotech & Biomanufacturing Act  
Framework Sustainable Food Systems  
Protein Strategy  
2027 Common Agriculture Policy



## IS A GEOPOLITICAL STRATEGY FOR GLOBAL POWERS

US Government Sets Bold Goals For the US Bioeconomy  
China's New 5-Year-Plan Is A Blueprint For The Future Of Meat



## AND ALSO DRIVES THE EU STRATEGIC OBJECTIVES INTRODUCED BY URSULA VON DER LEYEN

Competitiveness  
Food Security  
Resilience  
Sustainability

## TIME TO ACT FOR THE FOOD SYSTEM CHANGE

Protein diversification is not a goal in itself, but rather a pathway to ensure resilience of the EU food system, adequate food production, the commercial viability of farming and EU competitiveness, while achieving sustainability goals.

# Who we are?

Established by experts from the EIT Food community Think Tank convenes selected stakeholders and partners to:

- Foster Broad and Inclusive Participation.
- Overcome Barriers to Innovation in the Field of Protein Diversification.
- Drive Food Systems Transformation Through Actionable Insights.

## OUR APPROACH

**Evidence-Based Roadmaps:** Co-create detailed roadmaps to outline clear pathways for protein diversification.

**Policy Recommendations:** Advocate for actions and policies to drive meaningful change.

**Real-World Implementation:** Ensure insights lead to tangible outcomes by combining roadmaps with actionable steps.

## OUR VISION

By 2050 Europeans should have access to a diet with appealing and affordable protein that is sustainable, resilient, healthy, and safe.

## Partners collaborating to accelerate protein diversification



# Priority Areas to accelerate the transition

## CONSUMERS

Equip stakeholders with actionable insights to overcome barriers to adoption by conducting consumer behavior research and creating targeted awareness campaigns about the health and sustainability benefits of diverse protein sources.

## RESEARCH & DEVELOPMENT

Foster cross-sector collaboration among academia, industry, and policymakers to co-create innovative protein solutions. Provide access to data, funding opportunities, and a platform for piloting and testing scalable products.

## FARMING

Collaborate with farmers and agricultural experts to develop position papers, pilot sustainable practices, and co-create innovative business models that make protein diversification economically viable for farming communities.

## INVESTMENT

Develop investment roadmaps, highlight market opportunities, and provide guidance on de-risking investments. Advocate for supportive public policies and funding mechanisms to attract both public and private capital.

## BIOTECHNOLOGY

Identify and promote cutting-edge technologies like fermentation, cell culture, and plant-based protein production. Facilitate partnerships to accelerate R&D, scale innovations, and bridge the gap between lab and market.

## SUSTAINABILITY METRICS

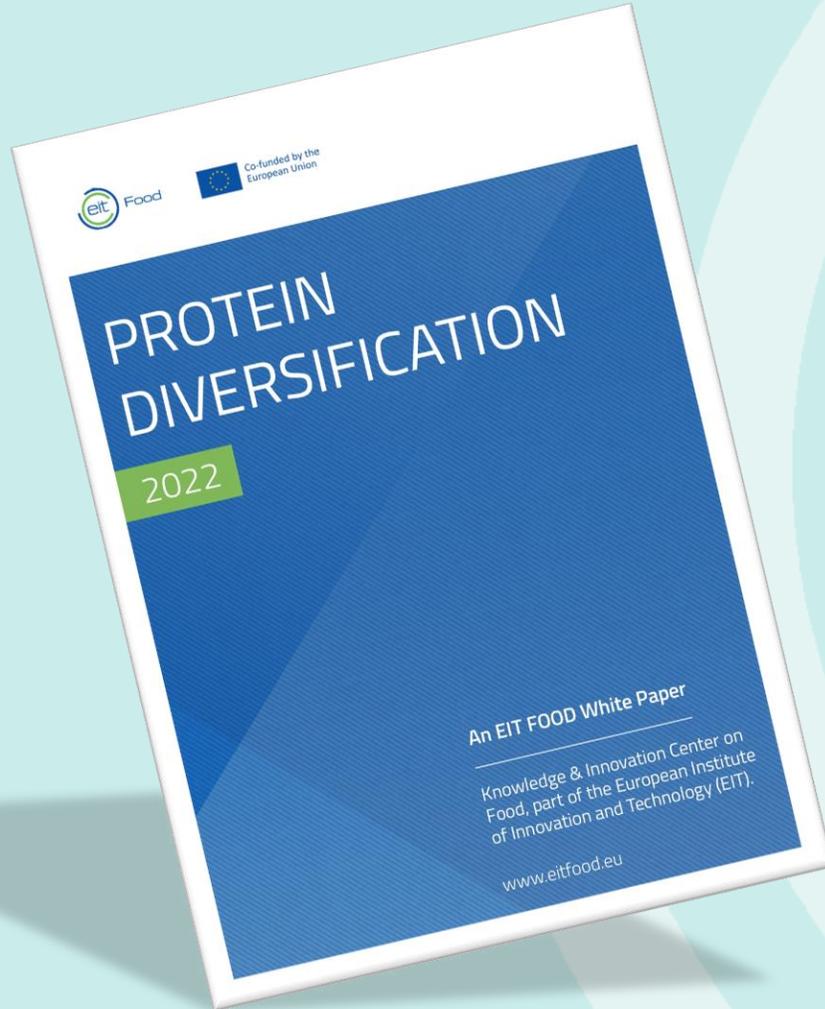
Develop robust tools and frameworks to measure the environmental, economic, and social impacts of protein diversification. Establish industry benchmarks, integrate lifecycle analyses, and guide decision-making to prioritize sustainability.



## WHAT WE DO?

THE THINK & DO TANK BRIDGES  
KNOWLEDGE AND ACTION BY:

- CONVENING EXPERTS AND STAKEHOLDERS TO IDENTIFY GAPS, BARRIERS, AND OPPORTUNITIES.
- MAINSTREAMING PROTEIN DIVERSIFICATION FOR THE BENEFIT OF PEOPLE AND THE PLANET.
- ENSURING EVERY RECOMMENDATION LEADS TO REAL-WORLD IMPACT.



## White Paper on Protein Diversification

The role and potential impact of protein diversification in addressing food system challenges

Showcasing current state of technological developments and **critical elements** needed to accelerate protein diversification in the EU



[Download the EIT Food White Paper](#)



# Policy Brief

## Accelerating Protein Diversification for Europe



*Key recommendations for policy makers*



A close-up photograph of a hand with wrinkled skin, likely from an elderly person, gently holding the trunk of a small, leafy green tree. The background is a soft, out-of-focus green, suggesting an outdoor setting. The overall mood is one of care, growth, and sustainability.

# Healthy Ageing Think & Do Tank

SHAPING THE FUTURE OF HEALTHY AGEING THROUGH INNOVATION,  
COLLABORATION, AND SUSTAINABLE FOOD SYSTEM

# Why Healthy Ageing Matters?



## 2050

### POPULATION

The global population aged 60+ will grow by 34% by 2030, reaching 1.4 billion. By 2050, people over 60 will outnumber children under 5 and those under 24.



## +19 YEARS

### LIFE EXPECTANCY

Increased life expectancy (+19 years since 1960) is accompanied by a rise in NCDs and age-related conditions.



## QUALITY

### HEALTHCARE COSTS

These conditions drive up healthcare costs and reduce quality of life.

The UN's "Decade of Healthy Ageing" (2021-2030) emphasizes the **urgency of addressing healthy ageing**. Healthy ageing is about maintaining the functional ability that supports well-being in older age. The good news is, **age-related conditions are preventable through lifestyle changes, promoting longer, healthier lives**. Yet, a holistic, life-course approach is crucial, addressing physical, mental and social wellness and environmental influences.



## TRANSFORMING HEALTHY AGEING WITH ACTIONABLE INNOVATION

### VALUE PROPOSITION

The EIT Food Healthy Ageing Think & Do Tank isn't just a forum for ideas—it's a powerhouse for action. We bridge the gap between cutting-edge research, policy influence, and market-driven solutions, empowering industries, governments, and communities to revolutionize healthy ageing

### OUR UNIQUE APPROACH

Combines strategic foresight with real-world implementation, ensuring that every insight leads to tangible outcomes. By convening top-tier experts, industry pioneers, and key decision-makers, we accelerate innovations that reshape lives, from food systems to healthcare, for a thriving, ageing population

## OUR BOLD PROMISE

**REDEFINING LONGEVITY:** TRANSFORM AGEING INTO A PROACTIVE, VIBRANT CHAPTER OF LIFE.

**SCALING INNOVATION:** BRING BREAKTHROUGH IDEAS TO MARKET AT SPEED AND SCALE.

**DRIVING SYSTEMIC CHANGE:** FORGE PARTNERSHIPS THAT CREATE RIPPLE EFFECTS ACROSS INDUSTRIES AND SOCIETIES.

**Partners collaborating to shape the future of healthy ageing.**



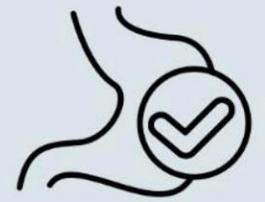
**DIETARY STRATEGIES FOR PREVENTING AGE-RELATED NCDS**

Implement nutrition strategies to prevent non-communicable diseases such as metabolic and cardiovascular diseases, as well as cognitive decline.



**TARGETED APPROACHES FOR HEALTHY AGEING**

Develop personalized nutrition plans and address specific dietary needs at different stages of life to enhance health and wellbeing.



**ENHANCING WELLBEING THROUGH MICROBIOME HEALTH**

Examine the impact of diet on gut health, focusing on the benefits of biotics for maintaining a balanced microbiome, to prevent dysbiosis and disease.

**Cargill** **President of Think & Do Tank**  
**Annemarie Oosting,**  
Nutrition Development Director,  
Specialized Nutrition at Cargill Food Solutions

Led by:

Led by: **DANONE**  
ONE PLANET. ONE HEALTH

Led by: **UNIVERSITÀ DI TORINO**

# Why Partner With Us?

## GLOBAL NETWORK

Leverage EIT Food's extensive ecosystem connecting academia, industry, and policymakers.

## THOUGHT LEADERSHIP

Position your organization at the forefront of the healthy ageing movement.

## COLLABORATION OPPORTUNITIES

Co-develop impactful projects and initiatives with trusted partners.

## STRATEGIC PARTNERSHIP

Collaborate with global leaders such as the World Health Organization to accelerate progress and achieve meaningful outcomes.

## ACCESS TO FINANCE

Partner with leading organizations and philanthropic foundations to unlock funding opportunities, secure co-investors, and drive scalable change.

## GROUNDBREAKING RESEARCH

Advance pioneering studies on nutrition and ageing to deliver innovative solutions.



# READY TO MAKE IMPACT?

CONTACT US TO EXPLORE HOW WE CAN  
COLLABORATE TO SHAPE THE FUTURE OF  
HEALTHY AGEING TOGETHER



Co-funded by the  
European Union



**Improving food together**

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