



Barbara Loera /Delegata del Dipartimento di Psicologia di UniTo per la Comunità della conoscenza e dell'Innovazione (Knowledge and Innovation Community, KIC) dell'Istituto Europeo per l'Innovazione Tecnologica (EIT) - settore Food.

Attività di rappresentanza e presentazione delle competenze e delle abilità dei membri di Dipartimento nelle riunioni di match making con università europee, aziende produttrici e distributori coinvolti nel consorzio EITFood. Partecipazione attiva nelle call di progetti europei Horizon EIT Food allo scopo di facilitare il networking e promuovere il coinvolgimento del Dipartimento di Psicologia nei progetti di ricerca applicata con impatto sulla cittadinanza e sulla filiera alimentare.

Di seguito i progetti attivi in cui partecipa il Dipartimento di Psicologia.

Grand Challenge 1 - Communicating the value of greater consumer trust by building and deploying a consumer trust decision support package for the food industry.

<https://www.eitfood.eu/public-engagement/projects/increasing-consumer-trust-and-support-for-the-food-supply-chain-and-for-food-companies-2020/>

To engender greater consumer trust in food and in food companies, and to help food companies to make consumer trust a priority agenda item and an integral part of their normal business.

Partners: Universidad Autónoma de Madrid / AZTI / CSIC / EUFIC / Grupo AN / PepsiCo / Queen's University Belfast / Sodexo Strauss Group / Technion 044 / University of Helsinki / University of Reading / University of Turin / University of Warsaw / VTT Technical Research Centre of Finland / DouxMatok

Contact person: Anna Miglietta, anna.miglietta@unito.it

Grand Challenge 3 - The development of organic supply chains that drive fair, transparent and healthy options for the consumer.

<https://www.eitfood.eu/innovation/projects/the-development-of-organic-supply-chains-that-drive-fair-transparent-and-healthy-options-for-the-consumer/>

To implement a number of cutting edge technologies that will make the organic food system must more resilient to fraud, much more transparent and drive the safety and micronutritional aspects of the system.

Partners: AZTI / Colruyt / Fraunhofer / Koppert / Queen's University Belfast / Raben / Siemens / University of Cambridge / University Hohenheim / University of Turin / ABP Food Group

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Grand Challenge 5 – WEValueFood

To enhance consumer health and support the European Agri-food economy by improving future generations' knowledge of, and engagement with, food.

<https://www.eitfood.eu/innovation/projects/wevaluefood-2020>

Partners: Universidad Autónoma de Madrid / AZTI / EUFIC / Koppert / Matis / Queen's University Belfast / Technion / University of Cambridge / University of Helsinki / University of Reading / University of Turin / University of Warsaw / Eskesso / Flatev

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Education, Studio programmes – Curating citizen engagement: Food solutions for future generations

<https://www.eitfood.eu/education/projects/curating-citizen-engagement-food-solutions-for-future-generations-2020/>

The Curating Citizen Engagement project will revolutionize our way of solving grand societal challenges by creating a platform for massive public involvement and knowledge generation, specifically targeted food-related issues.

Partners: Universidad Autónoma de Madrid / CSIC / Queen's University Belfast / University of Turin / IMDEA Food Institute / University of Aarhus

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Communication, Access – See&Eat Communicating the benefits of visual familiarity as a strategy for introducing healthy foods into children's diets

<https://www.eitfood.eu/public-engagement/projects/see-eat-communicating-the-benefits-of-visual-familiarity-as-a-strategy-for-introducing-healthy-foods-into-childrens-diets-2020/#>

Healthy eating in childhood tracks into adulthood, so initiatives to promote dietary variety should begin at an early age. This project will use the Food Unfolded portal as a platform to communicate to parents the benefits of familiarizing preschoolers with vegetables before offering them at mealtimes.

Partners: Colruyt / EUFIC / University of Reading / University of Turin

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Progetti in valutazione per il bando di Public Engagement 2021 sul tema della riduzione dell'obesità infantile e della riduzione dello spreco alimentare.

PEERS4FOOD – PEERS TO PEERS ENGAGEMENT IN FOOD TO PROMOTE HEALTHY, FUNNY AND SMART DIETS.

Topic: Peer engagement design to Improve societal health and to reduce childhood obesity.

PI: Barbara Loera, barbara.loera@unito.it

Grasping the forbidden fruit: understanding eating behavior in overweight/obese individuals

Topic: Food intake is highly influenced by non-homeostatic mechanisms and individuals often eat even in absence of metabolic hunger. This can create an imbalance between energy intake and energy expenditure favoring overeating, even in children.

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WonkyVeg

Topic: The loss of various agricultural products at different stages of the food chain is a problem, which is of great importance not only in terms of financial loss but also in terms of the environment. There is no one-size-fits-all solution to a problem of this magnitude. To increase consumer awareness of the negative effects associated with discriminatory consumption of fruit and vegetables.

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The Department of Psychology (UniTO) into the EIT Food Community.

Representation and presentation of the competences and skills of the Department members in match making meetings with European universities, manufacturers and distributors involved in the EITFood consortium. Active participation in Horizon EIT Food European application calls in order to facilitate networking and promote the involvement of the Department of Psychology in applied research projects with impact on citizenship and on the food chain.

