



FOVEA - Food Valley eating Advisor

- Influencing human food choice in real life –

The governments of the countries in the Western World are currently spending large amounts of money in campaigns promoting a healthier lifestyle. In spite of all this money, the effectiveness of these campaigns is rather low, and it is postulated that the effectiveness of the message will be larger when it is personalized. The incentive for the start of the FOVEA is to develop a system for personalized feedback to stimulate a healthier behavior.

Who is John ?

John is a 50 yr old male, divorced without children, a white-collar worker who spends most of the weekdays at a desk behind a computer. Over the years, his weight gradually increases despite repeated promises to himself that he would take care of this matter.



Part of the week in the life of John:

Lunch:

Twelve o'clock is a happy moment for John. His colleagues stop by at his office on their way to the Restaurant of the Future. Even though, John promised himself not to go to the Restaurant. When he enters the restaurant, John quickly scans the menu and the restaurant to evaluate today's special offerings.

Lunch (with the FOVEA system):

Twelve o'clock is a happy moment for John. His colleagues stop by at his office on their way to the Restaurant of the Future. His FOVEA buddy gently reminds John not to forget his lunch, and helps him in selected the product he likes and also fit in his healthy eating pattern.

Personalized Feedback

Personalized feedback more than general education seems more effective, since messages are tailored to individual behavior, needs and beliefs of subjects. Therefore, the messages are likely to be of more personal relevance and



may have stronger motivational effects. The aim of the FOVEA program is to develop a handheld system for individualized feedback to support in a healthier eating pattern.

Restaurant of the Future

The Restaurant of the Future in Wageningen, The Netherlands, offers a flexible eating environment where food choice and eating behavior can be observed in a real-life situation (www.restaurantofthefuture.nl). This unique facility offers the possibility to monitor real life eating patterns that is basic input for the FOVEA system to translate into the effective personalized feedback.



FOVEA project output

- Basic insight in the technical requirements for the FOVEA system
- Insight into to drivers and barriers for food choice behavior.
- Combining technical requirements for the FOVEA system and the personalized feedback.



Program Consortium

The project Consortium consists of 5 partners.

- **Wageningen UR Food and Biobased Research**, a leading research group of the Wageningen University and Research centre in the field of sensory science and food related consumer behavior. The consumer science research group has together with Noldus Information Technology, Sodexo, and Kampri-group set-up the Restaurant of the Future research facility. (www.wur.nl, www.restaurantofthefuture.nl)
- **Noldus Information Technology, BV**, an innovative developer of software, hardware and integrated solutions for research on human behavior. The company has offices in The Netherlands, Germany, Spain, Hungary, and the USA, serves more than 4000 universities and companies in over 75 countries. (www.noldus.com)
- **Centre for Telematics and information Technology**, is part of the Technical university Twente, The Netherlands, and is in The Netherlands one of the largest multidisciplinary research institutes in the area of ICT. E-health is one of the important applications domains in which technical and social science are combined. (www.ctit.utwente.nl)
- **Sodexo Nederland**, is market leader in the area of company catering in The Netherlands. The company is active in the area of innovation projects, and is a partner in the foundation of The Restaurant of the Future. (www.sodexo-nl.com)
- **Kampri-Group**, is an expert in the area of professional kitchens for more than 40 years. The Kampri Group can guarantee a high-quality total solution when it comes to furnishing modern kitchens and restaurants, and is active in the following sectors: company canteens, care institutions, hotels and schools. (www.kampri-group.com)
- **VGZ health Insurance**, is with more than 4.2 mln health insured members one of the biggest health insurance companies in the Netherlands (Unive-VGZ-IZA-Trias). VGZ is already providing in health insurance for more than 50 years. (www.vgz.nl)

For more contact information, please see:

<http://www.fovea-project.eu> or contact

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