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Unveiling the Origins of Obesity: A Tailor-Made and Evidence-Based Approach



Project funded by

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Education,
Research and Innovation SERI

The challenge

The widespread prevalence of **overweight and obesity** is a significant public health challenge.

Obesity, a chronic non-communicable disease (NCD) in and of itself, also increases an individual's risk of developing other chronic NCDs, such as type 2 diabetes, cardiovascular diseases, and certain types of cancer.

Key objectives

BETTER4U is an EU-funded project that aims to **develop, evaluate, and promote evidence-based and sustainable personalized lifestyle interventions** to prevent and address obesity.

The project seeks to investigate the causes and consequences of obesity and proposes workable solutions with the assistance of advanced AI technology and the collective expertise of international professionals.

Expected outcomes

1

Identifying as many obesity determinants as possible – as well as their complex interrelations – through data analysis of the extensive BETTER4U dataset.

2

Developing an intervention methodology for personalised recommendations using artificial intelligence (AI) and monitoring tools, validated by pilot studies in 7 European countries.

3

Evaluating the efficacy of the proposed intervention methodology using a randomized controlled trial (RCT).

4

Creating personalised methodology guidelines and collaborating with key public and private stakeholders to deliver a people-centred, sustainable care approach to obesity.

Our partners

BETTER4U unites 28 partners from 21 countries, including public and private healthcare professionals, top universities, research institutes, regional governments, and expert non-profit organizations.

Together, this diverse team contributes expertise in genetics, human microbiomes, and biochemical, environmental & behavioural factors, unravelling the complexities of obesity determinants. This collaboration forms the foundation for building the robust BETTER4U dataset, enabling the development of personalized recommendations through AI and machine learning tools.

