

FOODWISE



Short Name

FOODWISE

Formal Name

Citizen Science to Understand Food Waste and Develop Guidelines for NGOs and Community Groups to Promote Sustainable and Inclusive Food Consumption

Contact Person

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Institution/Organisation

Western Thessaloniki Social Innovation & Inclusive Development Hub

Website

Coming Soon

Social Media

Coming Soon

“ From kitchens to policy change — FOODWISE turns everyday citizens into scientists, sparking impact with the power of IMPETUS. ”



Summary

FOODWISE is a community-driven citizen science project focused on reducing household food waste and promoting affordable, healthy, and sustainable eating habits among marginalised groups in Thessaloniki, Greece.

Over seven months, around 80 citizen scientists, Romani people, migrants, low-income families, and pensioners will collect data on their food purchases, consumption, and waste using diaries and calendars. The project combines inclusive data collection with collaborative analysis, providing participants with personalised dietary tips and empowering them through active engagement and visibility. FOODWISE also aims to create replicable guidelines for NGOs and community groups, contribute to local policy dialogues, and establish lasting partnerships with municipalities and retailers.

By integrating citizen voices into food systems research and practice, the project fosters behavioural change, social inclusion, and sustainability. Its open-access outputs and digital community will ensure long-term impact beyond the project lifecycle.