



1000 Households impact programme

Together, we change how the Netherlands eats

What is it?

The 1000 Households Programme is a large-scale, practice-based initiative in which we work directly with households to drive lasting changes in eating behaviour; healthier, more sustainable, and realistic. Not in an artificial setting, but around the kitchen table, with attention to everyday realities and the environment in which food choices are made.

Why?

Health and sustainability are more urgent than ever. Yet many households face obstacles in adopting healthier and more sustainable eating habits. These barriers lie in behaviour, environment, knowledge, and affordability. We believe in strengthening what already works: building on existing initiatives and translating proven approaches into solutions that can be applied at scale.

How does it work?

The programme consists of three phases:

1. *Insight and design:* Together with households, we identify barriers, motivations, and needs. We develop archetypes and match them with proven strategies. Using AI, we build a predictive model to determine which approach works for which type of household.
2. *Test and scale:* We test the model in 1,000 households and measure its impact on behaviour, health, and sustainability. This allows us to assess if and how the approach can be applied at a larger scale.
3. *Rollout and application:* We implement the approach at local and regional levels, in collaboration with public and private partners. Insights are shared with policymakers, practitioners, and innovators to enable broad adoption.

What makes it innovative?

- Focus on the household level instead of individual behaviour
- Combination of health and sustainability, translated into practical and scalable solutions
- Co-creation with households and programme partners
- Use of AI and data modelling for targeted support
- Practice-driven: grounded in people's daily lives and realities

Who is it for?

Relevant for organisations committed to promoting healthier and more sustainable diets, including health insurers, food companies, supermarkets, municipalities, educational institutions, and research organisations.

Why participate?

For public actors

- Proven approach to promoting healthier eating habits, including among vulnerable groups
- Insights into the effectiveness of strategies across diverse living environments
- Evidence-based input for policy, prevention programmes, and lifestyle-oriented healthcare

For private actors

- Consumer insights to support product development and market positioning
- Access to unique data on eating behaviour, preferences, and barriers
- Reputational benefit through contribution to a socially relevant transition

Ways to join: Provide financial support • Share expertise and data • Join pilot collaborations • Co-create solutions • Test innovations in real-life settings • Align policy and practice.

