

HOME impact programme

Connecting households, food environments and strategies for healthier and more sustainable diets

Why HOME?

Despite decades of research, there is still a substantial gap between what people eat and what is considered healthy and sustainable. Households face a wide range of barriers, including affordability, availability, habits, social norms and the wider food environment. Food choices are often treated as individual decisions, while in reality they are shaped by a complex interaction of household characteristics, social and cultural influences, daily routines, affordability, food environments and broader contextual factors.

The HOME (Households, Opportunities and Models for Eating) Programme aims to better understand and bridge this gap. By staying close to people's daily lives, HOME brings together households, food environments, existing knowledge and real-world initiatives to identify practical pathways towards healthier and more sustainable eating—not in an artificial setting, but around the kitchen table, where food choices are made every day. HOME is not a traditional research programme. It is a collaborative, practice-based programme that connects households, food environments, organisations and existing initiatives to accelerate healthier and more sustainable eating at scale. Rather than creating yet another isolated project, HOME focuses on understanding what works, for whom, and under which conditions, and on translating that knowledge into scalable approaches with real-world impact.

The programme explores how dietary intake, health impact and environmental impact can be assessed at household level. It investigates which factors influence household food choices, ranging from well-known determinants such as income, education and food availability to less explored behavioural, social and contextual drivers.

At the same time, HOME maps and evaluates the wide range of initiatives already available to support healthier and more sustainable eating, from local community projects and school programmes to retailer interventions and national policy initiatives. The programme focuses on understanding what works, for whom, and under which circumstances, and how successful approaches can be adapted, combined and scaled.

AI and other smart technologies are used throughout the programme to support data collection, integration, analysis, modelling, matching, prediction and knowledge translation. This helps connect household characteristics with effective strategies and food environment interventions, while also identifying remaining knowledge gaps and opportunities for innovation.

By combining household insights, implementation knowledge and system-level perspectives, HOME aims to create a scalable framework for healthier and more sustainable eating in the Netherlands and beyond. The programme also explores the governance models, collaboration mechanisms and organisational structures needed to support long-term implementation, ownership and impact across the food system.



How does it work?

The HOME programme is organised around six interconnected workstreams that together build a scalable approach for healthier and more sustainable eating patterns.

- 1. Household food intake & impact:** Understanding dietary patterns, health outcomes and environmental impact at household level.
- 2. Household data, characterisation & AI modelling:** Translating individual and household data into meaningful household profiles and identifying which information is most relevant for understanding differences in food choices, behaviours and responses to interventions between households..
- 3. Mapping, selecting & sharing initiatives:** Mapping, evaluating and translating existing knowledge, interventions, pilots and food environment strategies into scalable implementation approaches.
- 4. Identifying & testing white spot interventions:** Identifying remaining gaps where existing approaches are insufficient and exploring new intervention opportunities.
- 5. Matching households with strategies:** Using AI-supported matching to determine which approaches are most effective for different household types and food environments.
- 6. Scaling, governance & implementation:** Supporting long-term collaboration, implementation, governance and scaling across the food system.

HOME in 6 interconnected projects

From fragmented knowledge to scalable impact



What makes it innovative?

- Focus on the household level instead of individual behaviour
- Focus on connecting and scaling existing knowledge instead of creating isolated new interventions
- Co-creation with households and programme partners
- AI-supported analysis, modelling and matching to identify what works, for whom and under which conditions.
- Practice-driven: grounded in people's daily lives and realities
- Identifies knowledge gaps and future innovation priorities alongside practical implementation opportunities

Who is it for?

Relevant for organisations committed to healthier and more sustainable diets, including food companies, retailers, foodservice providers, health insurers, municipalities, public authorities, educational institutions and research organisations.

Why participate?**For public actors**

- Insights into what works, for whom and under which conditions to support healthier and more sustainable eating
- 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 and household insights to support product development, positioning and healthier food environments
- Access to unique data on eating behaviour, preferences, and barriers
- Strategic insights for future-proof business models, policy developments and sector transitions

Ways to join:

- Share expertise, data and real-world insights
- Invest financially in programme development, implementation and scaling
- Participate in pilots, use cases and validation activities
- Test innovations and food environment interventions in real-life settings
- Help shape future food agendas and innovation priorities
- Contribute to governance, collaboration and long-term system change

