

**Title:** PERSONALIZED NUTRITION AND INTELLIGENT TECHNOLOGIES FOR MY WELL-BEING

**Project number:** PS nr.20.80009.5107.10.

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**Category:** H

**Description:** As a result of triggering of the obesogenic food style, resulting from the global adoption of the Western diet and the sedentary way of life, mankind is experiencing a nutritional transition. Non-communicable diseases such as obesity, type 2 diabetes and metabolic syndrome are now collectively responsible for nearly 70% of all deaths worldwide.

Developing a personalized nutrition service to improve the quality of life! With this ambitious objective the project was born. The proposed project tends to contribute to solving two major problems of society in general and of the Republic of Moldova in particular:

- The insufficient degree of nutritional coverage of different segments of the population (people with celiac disease, allergies, gluten and lactose intolerance, people with diabetes, healthy people but overweight, obesity or other consequences of malnutrition etc.);
- The absence of national nutritional software (mobile application) for consumers, especially for children and young people.

The project intends:

- to elaborate questionnaires and online surveys of public opinion in order to identify people's lifestyles and to develop personalized nutrition services;
- to design new local food products and to improve the nutritional coverage of different segments of population;
- to create national database on food and nutrition, for the development and implementation of the mobile application;
- to develop a national nutritional software (mobile application) for consumers.

The specific tools of personalized nutrition developed during the implementation of the project will be based on solid scientific knowledge and evidence from different fields such as: nutrition, medicine, food science, nutritional genomics, microbiology, computer science, social sciences and human sciences such as economics, marketing, psychology, marketing and social anthropology.

**State of development:** ongoing

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