

FulLIFE



FUNCTIONAL NUTRITION
FOR ACTIVE AND HEALTHY LONGEVITY

Anastasia Pavlova

- PhD in Economics
- Associate Professor
- Scientific interests:
 - Circular Economy
 - Environmental responsibility
 - Integrated management system
 - Functional nutrition
- Non-academic experience:
 - Quality Manager, Unifood Ltd
 - Country Environmental Manager, Coca-Cola HBC Eurasia



FulLife team



FulLife Supervisor





IT'sMO *re than a*
UNIVERSITY

IT'sMO *re than a*
TEAM



IT's **MO**re than a
UNIVERSITY

IT's **MO**re than a
TEAM

Active longevity

- to meet the basic needs of older citizens
- to maintain living conditions
- to create conditions for their active participation in political, social and other spheres of society.



oad Map

Economic Assessment

Awareness-raising

FullLife App

Life Cycle Assessment

Clinical researches

Design of new product

Marketing research



Market Researches

- Stakeholder Analysis
- Marketing Research
- Analysis of trends

Result:

List of functional food products



New product design. Dairy products



New product design. Bakery products



Environmental Assessment

- Circular Economy Principals
- Environmental Friendly Packaging
- Life Cycle Assessment
- Environmental Product Declaration



Mobile Application

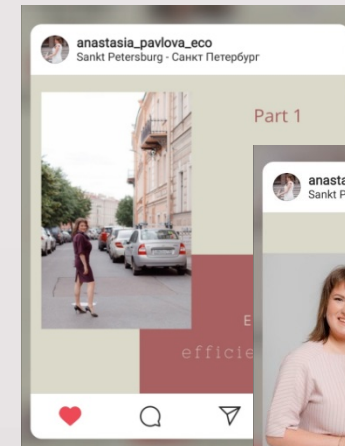
- Monitor nutrition and physical activity
- Create a balanced diet menu
- Maintain a Nutrition Journal, find recipes, and get advice on how to incorporate functional nutrition into your



Dissemination

TECHNOHISTORY

Conference
«TECHNOHISTORY»



 Instagram
[@anastasia_pavlova_eco](https://www.instagram.com/anastasia_pavlova_eco)



Festival Rukami

SCOPUS publication:

- Applying a risk-based approach to the analysis of environmental aspects (on the example of dairy industry enterprise) SGEM - conference



Thank you for your attention!