LIFENESS
HEALTH, FOOD & LONGEVITY

PROGRAMMES FOR ORGANISATIONS

Corporate Longevity

People's health as a **business strategy**.



Training programmes





Menus and wellbeing

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CORPORATE LONGEVITY

Beyond welfare. A culture of health that lasts.



Corporate Longevity brings the principles of longevity science into organisations. Not an occasional benefit, but an **ongoing programme** that acts on habits, workplaces and company culture, generating individual and organisational wellbeing over the long term.

TRADITIONAL WELFARE	CORPORATE LONGEVITY
HORIZON: Short term	HORIZON: Long term
LOGIC: Services and benefits provided	LOGIC: A shared culture
APPROACH: Reactive, need by need	APPROACH: Preventive and integrated
RECIPIENTS: The individual employee	RECIPIENTS: People, teams and organisation
OUTCOME: Participation in the initiative	OUTCOME: Lasting habits and wellbeing

More life in every year, including our working years.

People's health is a strategic lever.

People spend much of their adult life at work, and eat at least one meal there every day.

That makes the workplace one of the most effective settings for **prevention**: what people learn and choose at work becomes **habit**, at home and over time.

Energy and performance

Diet and lifestyle affect concentration, energy and the quality of everyday work.



Prevention

Investing in habits today reduces the burden of stress, inactivity and lifestyle-related conditions tomorrow.



Attraction and belonging

An organisation that cares for its people attracts talent and strengthens trust and a sense of belonging.



Sustainability and reputation

People's health is part of the social dimension of ESG and of the company's commitment to the community.



THE VALUE OF PEOPLE

Health as an investment that generates returns for people, teams and the business.



THE WORKPLACE MEAL

The most everyday act of prevention happens at the table.

Every lunch break is a chance to choose better: this is where Corporate Longevity begins.

SCIENTIFIC RIGOUR

Knowledge creates health only when it becomes applicable.



Science, teaching and experience are not separate phases but dimensions that coexist in every programme, with lecturers and researchers from leading institutions.

THE INSTITUTIONS

01 University of Rome Tor Vergata

02 Sapienza University of Rome

03 Università Cattolica del Sacro Cuore

04 Policlinico Gemelli IRCCS



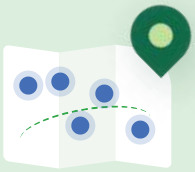
Scientific validation

Recipes and menus analysed by the Tor Vergata School of Specialisation in Food Science.



International network

Collaborations with faculty from Harvard and the National University of Singapore.



Blue Zones and One Health

Content built on the principles of the Blue Zones and the Mediterranean Diet.

OUR SERVICES

Two areas of action, one tailored programme.

The activities are **independent and complementary**: they can be activated individually or combined into an integrated programme, calibrated to the organisation's priorities and the people it aims to reach.





Tailor made

01 AREA

Training programmes

Knowledge that becomes skill, in the classroom and in the kitchen.

- Chef4Longevity Corporate
- Food education

02 AREA

Menus and wellbeing

Science at the service of the table, every day.

- Menu validation and development
- Outreach and information

01

AREA 01

Training programmes

Knowledge that becomes skill, in the classroom and in the kitchen.

- Chef4Longevity Corporate
- Food education





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TRAINING PROGRAMMES

Chef4Longevity Corporate

A bridge between **medicine** and the**culinary arts**.

A customisable training programme for kitchen and in-house catering teams, combining **medical science, cooking and awareness**, inspired by the Blue Zones and the Mediterranean Diet, to develop a food offering focused on health and longevity.

FORMAT

– **Classroom and kitchen, together**: doctors explain, chefs put it into practice.

– **Tailored** to each facility, service and kitchen team.

– Multidisciplinary faculty, **final certificate**.

OBJECTIVES

– Make the most of **vegetables, legumes, grains and fish** in season.

– Manage coeliac disease, intolerances, allergies and diabetes.

– Improve **the quality and appeal** of meals.

PROGRAMME TOPICS

Inflammation and metabolism | Mediterranean Diet and EVO oil | Gut microbiota | Mind and body | Allergies and coeliac disease | Healthy, circular cooking | Functional pairings

FOR THE COMPANY

Healthier, more sustainable and distinctive in-house catering, with certified skills.

FOR PEOPLE

Dishes that are good for you and enjoyable, every day, in the canteen and at home.

TRAINING PROGRAMMES

Food education

Cultivating a culture of**mindful eating**.



Sessions with **nutritionists, psychologists and Lifeness professionals**, on site or at Lifeness: interactive, hands-on programmes tailored to participants' needs, providing **practical tools** to apply in everyday life.

AVAILABLE FORMATS

1×
Single training session

∞
Monthly recurring programme

1d
Full training day

+
Experiential cooking classes

TOPICS INCLUDE

- Healthy eating
- Movement and healthy lifestyles
- Emotional wellbeing and stress management
- Preventing eating disorders
- Taste education
- Sustainability and reducing food waste
- Digital awareness and sedentary behaviour
- **The #CiboAmico project**

OBJECTIVE
Food awareness and a positive approach to food.

FOR THE COMPANY
People more attentive to their health, more cohesive teams.

FOR PEOPLE
Healthy habits to take home to the family.

02

AREA 02

Menus and wellbeing

Science at the service of the table, every day.

- Menu validation and development
- Outreach and information



LIFENESS
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MENUS AND WELLBEING

Menu validation and development

Science at the service of **food service**.



We analyse, design and validate menus for corporate and institutional catering with a **scientific approach**, so that every meal served becomes a real opportunity for **prevention and wellbeing**, without compromising on taste.

WITH THE SCIENTIFIC CONTRIBUTION OF

Prof. Laura Di Renzo
University of Rome Tor Vergata · School of Specialisation in Food Science

HOW WE WORK

1 **Analysis**
Recipes, ingredients, nutritional balance and satisfaction.

2 **Design**
New recipes and menus developed with chefs and nutritionists.

3 **Validation**
Analysis of nutritional values and functional properties.

4 **Communication**
Clear guidance to steer choices at the point of service.

FOR THE COMPANY
The canteen becomes a measurable, communicable tool for prevention.

FOR PEOPLE
Choosing well becomes simple, every day, without compromising on taste.

FOR Company canteens · Institutional catering · Hotel & Resort · Food service

MENUS AND WELLBEING

Outreach and information

Making health simple, accessible and part of every day.

We create **tailored information and outreach materials** to guide employees, customers and communities towards greater food awareness, in clear and scientifically reliable language.



PRINT

Information materials

Guides, fact sheets and content for the point of service.

DIGITAL

Digital content

Intranet, newsletters and QR-code content.



FOR THE COMPANY

Consistent, authoritative and recognisable health communication.

FOR PEOPLE

Reliable information, at hand whenever it's needed.

A TAILORED PROGRAMME

We build the programme around your organisation.

01 **Listening**

Objectives, workforce profile, existing catering services.

02 **Design**

Selecting and combining the most suitable modules, with timing and formats.

03 **Activation**

Training, menus and outreach, on site or at Lifeness.

04 **Continuity**

Review of results, updates and evolution over time.

EACH PROGRAMME CAN COMBINE

- Chef4Longevity Corporate
- Food education
- Menu validation and development
- Outreach and information



LIFENESS
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THE VENUE

Villa Blumenstihl, Rome

A private park in the heart of Rome, minutes from St Peter's, with the professional kitchens of the Italian Chef Academy.







LET'S TALK

Let's build your organisation's longevity together.

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