

## The University of the Basque Country and the Eroski Foundation collaborate to promote healthy habits based on scientific evidence.

*The University of the Basque Country, through its Chair of Scientific Culture, will publish a series of science outreach articles on food, health and food safety on the Consumer.es website as part of a collaboration with the Eroski Foundation.*

*The agreement was recently signed by Gotzone Barandika, Vice-Rector for Knowledge Transfer and Internationalisation at the EHU, and Alejandro Martínez, Director General of the Eroski Foundation.*

**Bilbao, 23 March 2025.** Scientific culture is a key tool for making better informed decisions, both individually and collectively. This is particularly relevant in the field of food. Understanding what we eat, how food is produced and what impact it has on our health helps consumers make more informed and responsible choices and adopt healthier habits.

To promote responsible consumption based on scientific evidence, the [University of the Basque Country](#) (EHU), through its [Chair of Scientific Culture](#), and the [Eroski Foundation](#) have signed a collaboration agreement to develop science outreach content. These articles, which will address topics related to food, health and food safety, will be published on the [Consumer.es](#) website.

The collaboration agreement was signed on Thursday 12 March by the Vice-Rector for Knowledge Transfer and Internationalisation at the EHU, **Gotzone Barandika Argoitia**, and the Director General of the Eroski Foundation, **Alejandro Martínez Berriochoa**. Under this agreement, the Chair will coordinate the preparation of the content, which will be written by researchers and specialists in different fields related to food and health.



**Alejandro Martínez Berriochoa**, Director General of the Eroski Foundation, said: “Consumer is a pioneering publication dedicated to informing and defending consumers and has been active for more than five decades. We are the country’s leading consumer information portal, with 156 million website views and social media impressions, and we are recognised as a trusted source of rigorous information promoting responsible and sustainable consumption. We believe these science outreach articles will strengthen our educational and informative work and help consumers make better informed decisions about their food and health.”

**Gotzone Barandika**, Vice-Rector for Knowledge Transfer and Internationalisation at EHU, said: “This agreement with the Eroski Foundation reinforces EHU’s commitment to transferring knowledge to society. Providing citizens with reliable, evidence-based information in areas such as food and health is part of our responsibility as a public university.”

**Iker Badiola Etxaburu**, Director of EHU’s Chair of Scientific Culture, added: “This collaboration highlights the value of joining forces to promote consumer education and knowledge. Through this partnership, both organisations strengthen their social commitment and contribute to a better informed society with greater capacity for decision-making.”

### **Greater knowledge to support decisions on food and consumption**

Experts in health and nutrition will contribute to a **series of outreach articles that will be published on a monthly basis**. The topics will be explored from a range of disciplines, including biology, chemistry, nutrition, pharmacology and psychology. The articles will address issues such as the increasing detection of cancer cases in young people, how to fry fish in a healthier way and the role of prolactin in the body, a hormone associated with functions including breastfeeding and pregnancy.

The first article in the series, “[Desinformación sobre salud mental en TikTok: qué sabemos y qué funciona para corregirla](#)” (Misinformation about mental health on TikTok: what we know and what works to correct it), is already available on the Consumer.es website. The article is written by health psychologist David Carcedo, laboratory section coordinator at the Basque Center on Cognition, Brain and Language (BCBL).



### **About Fundación Eroski**

The Eroski Foundation is a private non-profit initiative whose main mission is to carry out a wide range of social initiatives, particularly those aimed at promoting healthy lifestyles, consumer education, environmental protection and solidarity. It carries out this work through the [Consumer.es](https://www.consumer.es) magazine, among other channels.

### **About the Chair of Scientific Culture at the University of the Basque Country**

The Chair of Scientific Culture at the University of the Basque Country (EHU) is a university outreach initiative whose main objective is to promote scientific and technological knowledge within Basque society and to disseminate scientific culture across all geographical, administrative and cultural contexts within its reach. The Chair pursues this mission through the organisation of in-person science outreach activities and through daily publications on its blogs —[Zientzia Kaiera](#), [Cuaderno de Cultura Científica](#), [Mujeres con Ciencia](#) and [Mapping Ignorance](#)— as well as through its social media channels.