



SWITCHtoHEALTHY Project



The project [SWITCHtoHEALTHY](#) aims to generate a dietary behaviour change in the direction of a greater adherence to the Mediterranean food model, by strengthening the role of families in the process of acquiring and maintaining healthy eating habits.

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THE NEW PERMANENT OBSERVATORY OF THE MEDITERRANEAN DIET

SWITCHTOHEALTHY - the European Union-funded PRIMA project - has just launched the Permanent Observatory of Mediterranean diet, with the coordination of Regione Campania, Italy.

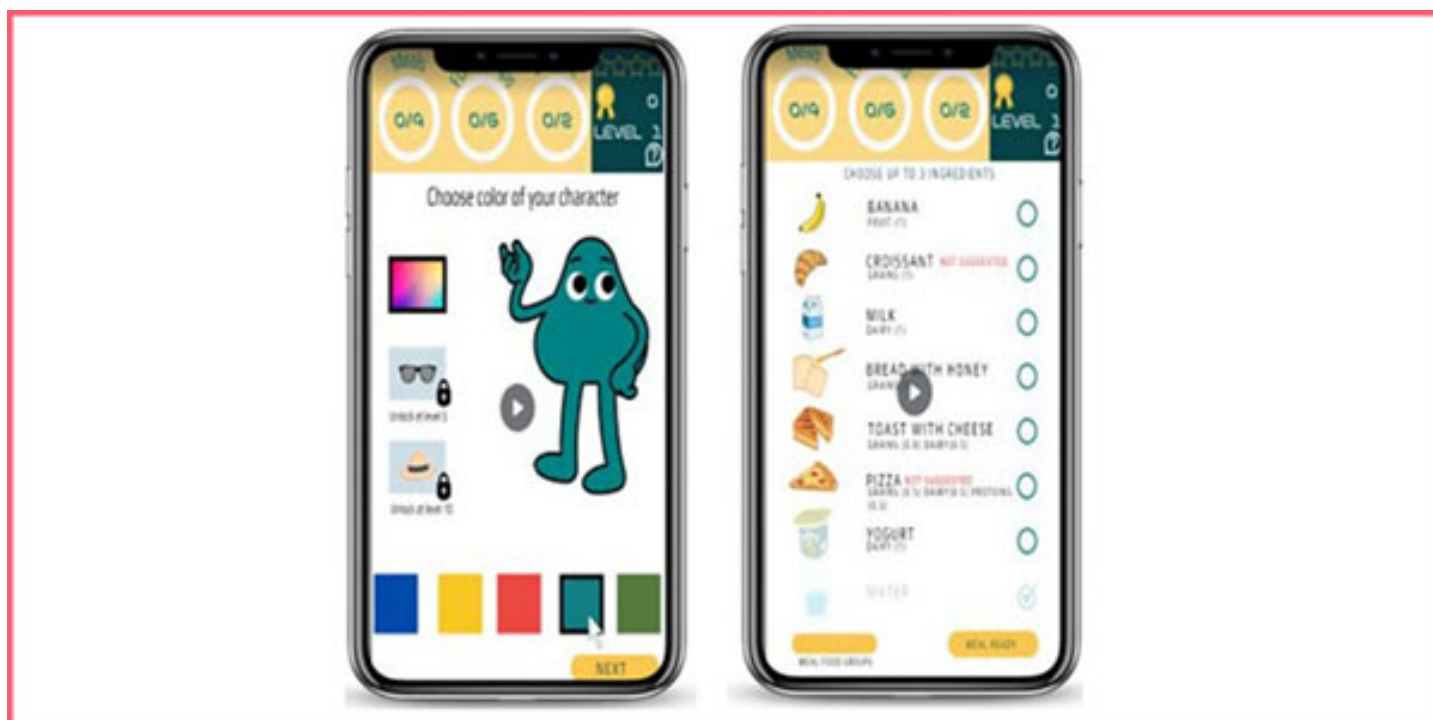
The Observatory will serve as a hub for exchanging information, data, and knowledge on the Mediterranean diet in the Mediterranean basin, connecting a wide range of stakeholders, including researchers, policymakers, food industry, primary producers, specialists in dietary behaviours and nutritionists, and importantly consumers. The Permanent Observatory of Mediterranean diet includes the project coordinator Enco srl (Italy), and policy partners Dacc - Department of Climate Action, Food and Rural Agenda (Spain), Ktb - Izmir Provincial Directorate of Culture and Tourism (Turkey), and Ceeba - Confederation of Egyptian European Business Association (Egypt). The Permanent Observatory's ambition is to issue Policy Guidelines, valuable insights and recommendations based on the project's

results significantly stepping forward in promoting the Mediterranean diet and lifestyle and related health benefits.

As part of its mission, the Observatory will identify best practices, successful initiatives, and areas where more work is needed.

Join us! We are in the middle of recruiting experts and initiatives in the Mediterranean diet!

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THE EDUCATIONAL GAME: MOCKUP READY!

A mockup of the "life simulation" Educational Game has just been developed.

Have you heard of the awesome ongoing initiative called SWITCHtoHEALTHY project? It's all about helping families, including kids and teens, adopt healthier eating habits based on the Mediterranean diet. And guess what? A super cool app including a fun educational game is on the way to make it happen!

This app will make healthy eating a breeze, with fun games and helpful tips to keep you on track. And here is the best part about it! All users will have their own Tamagotchi to raise and nurture with healthy eating habits, and the game is designed to get the whole family involved, so they can support each other and make the switch to a healthier lifestyle together!

We're so excited for the launch of this amazing new tool. It's going to be a game-changer (literally!) in the world of healthy eating.

So, get ready to say goodbye to boring, unhealthy meals and hello to a more sustainable and delicious Mediterranean diet.

[READ MORE](#)



<http://www.switchtohealthy.eu/>



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