



PROJECT TITLE

SWITCH TO HEALTHY - Switching Mediterranean Consumers to Mediterranean Sustainable Healthy Dietary Patterns

GROUP MEMBERS:

Consortium composed of the following 18 organisations from 8 Mediterranean countries (Italy, Spain, Greece, Turkey, Tunisia, Morocco, Lebanon, and Egypt):

ENCO SRL; University of Parma; Regione Campania; Confederation of Egyptian European Business Associations; FUNDACIO EURECAT; Centro Nacional de Tecnología y Seguridad Alimentaria; Centre de Recerca en Economia i Desenvolupament Agroalimentari UPC-IRTA; DELAFRUIT S.L.U; Department of Climate Action, Food and Rural Agenda; Centre for Research and Technology Hellas; Consumers' Lebanon; Unité Mixte de Recherche Nutrition et Alimentation, Université Ibn Tofail; Université Mohammed Premier; CHOCORICA SARL; ASSOCIATION SLOW FOOD TEBOURBA; BURSA ULUDAG UNIVERSITY; KOCAHAN ŞEKERLEME; Izmir Provincial Directorate of Culture and Tourism.

Abstract:

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.

The Mediterranean Diet (MD) is a healthy and sustainable food model, with an essentially plant-based dietary pattern (high consumption of fresh fruits and vegetables, cereals and legumes). In the latest decades over the Mediterranean countries profound shifts in diet have been taking place, due to cultural and socio-economic changes in lifestyle, resulting in negative impacts on health. SWITCHtoHEALTHY project aims at acquiring and maintaining over time healthy eating habits consistent with the principles of MD.



The SWITCHtoHEALTHY project is part of the PRIMA Programme supported by the European Union under the Grant Agreement number 2133 – Call 2021 Section 1 Agrofood Topic 1.3.1 IA

SWITCHtoHEALTHY methodology is based on a **citizen-centric circular approach** starting from citizens and delivering innovations back to them. A total of 360 families from three Mediterranean countries (Spain, Turkey, and Morocco) are being recruited. A combination of **digital tools** and **hands-on educational material**, developed on the basis of a **learning through playing** approach, will be produced and offered to families to foster eating changes. The digital tools (specific Apps and a life simulation game) help parents prepare weekly healthier dietary plans; the educational material produced with co-creation groups will enhance knowledge and motivation.

Finally, **easy-to-eat healthier snacking products** will be created and introduced in the children dietary plan to substitute less healthier options. Specifically, three food companies located in Morocco, Spain and Turkey will develop healthy and sustainable plant-based new food products adapted to children nutritional profile and formulated on the basis consumers' demands and expectations. The project aims and results will be promoted through a wide communication and awareness campaign.

SWITCHtoHEALTHY will result in increasing the adherence to MD, also introducing **innovative consumer-oriented business models**. SWITCHtoHEALTHY will also extrapolate sustainable models in order to reproduce them in different environments (workplaces, university canteens, restaurants, etc.) and in other countries, beyond the project borders.

The project started on the 01/04/2022 and will end on the 31/03/2025, for a total duration of 36 months.



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