



## Press Release

### **SWITCHtoHEALTHY project participated in Alexandria multi-stakeholder capitalization conference.**

SWITCHtoHEALTHY Project participated in the Alexandria Multi-stakeholder Capitalization Conference, held on May 8th and 9th, 2023. The event aimed at fostering cooperation, technology transfer, and evidence-based policy formation for innovation-driven growth in WEF Nexus projects.

The conference, which was held at the TOLIP Hotel Alexandria and the City of Scientific Research and Technological Applications, brought together experts from various fields to discuss strategies and approaches for implementing circular WEF Nexus projects, driving circular economy and impact investment, and promoting urban development and sustainable development.

The project SWITCHtoHEALTHY aims to generate a dietary behavior 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 conference provided a platform for stakeholders to discuss policy recommendations and strategies for implementing impact-driven initiatives. The event also gave the opportunity for PRIMA projects to showcase their innovative ideas and solutions.



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The SWITCHtoHEALTHY project is part of the PRIMA Programme supported by the European Union under the Grant Agreement number 2133.

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