



## Switching Mediterranean Consumers to Mediterranean Sustainable Healthy Dietary Patterns

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### History of changes

Version	Author	Date	Comments
0.1	RC	11.07.2022	Preliminary version
0.2	RC	22.07.2022	First revision
0.3	RC	26.08.2022	Inclusion of partners' contribution
0.4	RC	30.08.2022	Final Version
0.5	RC	03.11.2022	Update of Section 6
1.0	ENCO	15.11.2022	Quality Assessment, Formatting, Adding Figures and Tables caption. Final Version for Submission

Table 1: History of changes

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## Overview

The present Communication Plan - developed in the framework of **the Work Package 6 (WP6) "Creating a favourable environment"** - aims to ensure the success of the SWITCHtoHEALTHY project.

It is meant to obtain not only a change in families' eating habits in the direction of a greater adherence to the principles of the Mediterranean Diet (DM), which is the ultimate goal of the project itself, but also to foster alliances and synergies, for a wide cooperation among the project partners and the various entities operating in this field. In particular, Task 6.1 "Communication and awareness campaign" is aimed at facilitating the universal adoption of a healthy dietary model and sustainable lifestyle throughout the Mediterranean area and beyond.

To achieve this objective, an **effective communication strategy** based on an adequate sharing of information is necessary: it will enable all partners to be constantly informed on the project progress, to give the desired visibility to their activities and to reach the target groups.

The proposed communication plan, therefore, aims to identify the recipients, to outline the actions to be implemented, to define the key messages to be delivered, as well as the most effective channels to spread them correctly.

Based on the results obtained from the monitoring and control activities, the communication strategy can be revised and modified throughout the project life, in order to ensure the achievement of the maximum impact.

## 1. Introduction

### 1.1. Background

In the Mediterranean countries profound changes in diet are taking place, largely due to cultural and socio-economic changes in lifestyle, which are leading to the erosion of the Mediterranean food cultures. The diet modernization process is noticeable; it has generated not only a modification of food choices in the direction of unhealthy foods, but also the habit of sedentary behaviours leading to an imbalance between energy intake and consumption. All of this has negative health impacts, as shown by the ever-increasing prevalence of overweight and obesity, as well as the rise of chronic diet-related diseases.

The SWITCHtoHEALTHY project, as specified above, aims to generate an overall change of approach to the modern problem of eating behaviours, also by strengthening the role of families towards the promotion of the sustainable Mediterranean food model. This goal will be reached by providing the families with practical educational materials and digital tools, and by adding to the dietary and lifestyle recommendations specific advice on the consumption of healthier products which can be found and consumed easily.

SWITCHtoHEALTHY intends to extrapolate sustainable models that can be reproduced in different environments (workplaces, university canteens, restaurants, etc.) and in other countries, beyond the project borders. This will help create and maintain an actual switch to healthier dietary models that are more consistent with MD.

### 1.2. Objectives of SWITCHtoHEALTHY Communication Plan

The main objective of the communication plan is to create a favourable environment to facilitate the universal adoption of the dietary model and the healthy and sustainable lifestyle of the MD in the Mediterranean area and beyond, through adequate communication addressed to civil society, enterprises, policymakers and Research and Technology Organizations (RTOs). It also includes the dissemination of the project results in order to replicate them in other communities and countries.

The specific objectives of the communication strategy are:

- to raise awareness and generate understanding about the contents and what SWITCHtoHEALTHY intends to achieve;
- to stimulate the interest and the support of specific target groups;
- to motivate the general public to foster a wider adoption of the MD;
- to involve target stakeholders, create alliances and promote synergies.

The communication plan illustrates various channels and tools, tailored on the multiple target audiences based on the following approaches:

- **"Push" communication**, which includes graphic identity, newsletters, press releases, promotional materials, gadgets, etc;
- **"Pull" and interactive communication**, which includes website, social media, connection with other initiatives, joint communication, etc.

Due to the wideness of the area to be reached through communication, information and advertising activities, the varied composition of the target audience, and the persistence of critical conditions linked to the spread of Covid-19, it is necessary to structure the Communication Plan by providing channels and tools that allow easy access to information, and that are compatible with the need for timeliness of the messages as well as their uniformity.

That is why online communication to be carried out through the website is pivotal: it will allow the partners to publish the details of their activities and at the same time to learn about the actions carried out by others. Online communication will also be central to raising awareness and to informing the public about the need for a change in the families' eating habits in the direction of greater adherence to the principles of the MD. A set of other information tools will function as amplifier of contents and messages delivered in an integrated and synergic way.

### 1.3. Expected outcomes

As mentioned above, the Communication Plan aims to ensure the success of SWITCHtoHEALTHY by promoting a change in the families' eating habits in the direction of greater adherence to the principles of the MD and to create the conditions for that change to happen and to be enduring, through the involvement of stakeholders who can influence the process in various ways.

In order to ensure the best visibility of the project and to increase its impact, the SWITCHtoHEALTHY Communication Plan must also:

- provide a distinguishable **Visual Identity** of the project to make it easily recognizable through clear **Graphical Layout Guidelines**, which define the graphic parameters to be used by all those who reproduce SWITCHtoHEALTHY images;
- define **Templates Toolkits** aiming at unifying the external and internal communications of the partners and a clear **Programme of communication activities** between all the partners to ensure the dissemination and the involvement of the target stakeholders, by promoting the creation of alliances and the creation of profitable synergies;
- provide a **Media plan** to ensure that all project milestones are accurately broadcast and reach the target audience;
- include **regular monitoring and follow-up activities of the Communication Plan** in order to ensure its proper functioning and make the possible corrections, also thanks to **customer satisfaction actions**;
- ensure effective forms of communication and a **two-way exchange** to increase the knowledge relevance and its potential impact on the target audience.

## 2. Communication strategy

**The cornerstone of SWITCHtoHEALTHY's success is clearly linked to the development of an active and effective communication strategy.** The planned communication activities, therefore, will go beyond the project narrative, involving the target stakeholders and promoting alliances and synergies.

To successfully **connect, cooperate** and gain positive support from our audience, the present Communication Plan will be implemented, fostering a spirit of full collaboration between partners.

The communication strategy is therefore oriented to:

- generate an understanding of the goals the project aims to achieve;
- stimulate interest and support;
- foster the collaboration of stakeholders to promote a conscious and enduring adherence to the MD, thus supporting a more sustainable food economy and social well-being in the whole area.

### 2.1. Implementation strategy

The SWITCHtoHEALTHY communication plan is based on a three-step implementation strategy which also includes a possible further re-planning phase:

- Planning;
- Execution;
- Monitoring and reporting;

Any corrective actions to the Communication Plan itself.

The above cycle is linked to all communication activities in the project, ensuring a consistent information flow of all project results.

The SWITCHtoHEALTHY communication strategy has been developed to achieve an intense and coherent flow of information between the project and the target audience.

**In this regard, the active contribution of all project partners** will be ensured and implemented with different actions, such as:

- becoming a follower of the official social media channels;
- sharing contents on their network;
- providing suggestions and contents to convey the messages;
- attending regular meetings and sharing initiatives.

## 2.2. Target audience

The identification of the stakeholders is an essential preliminary step of the communication strategy. Below is a list of the target audiences of the project:

- Families;
- School world, educators;
- Consumers/general public;
- Research community and academic stakeholders;
- National authorities;
- Political leaders and decision makers;
- Agri-food companies.

## 2.3. Key messages

Each type of audience has different interests depending on their concerns, roles or opportunities. For this reason, the key messages of the project depend on the type of "experience/need" of the different target groups and will therefore be customized for each identified audience.

The following table, in short, indicates the main messages to be delivered.

Table 2: SWITCHtoHEALTHY Key messages

TARGET	KEY MESSAGES
<p><b>FAMILIES</b></p> <p>The role of families for the transmission of the MD knowledge is crucial, in relation to the structuring of children's first experiences with food and nutrition. A holistic family approach can not only lead to more solid food literacy foundations and healthy habits for children, but</p>	<p>THROUGH SPECIFIC AWARENESS ACTIONS, ADHESION TO THE MEDITERRANEAN FOOD MODEL WILL BE STRENGTHENED, BY PROMOTING THE MD AS A MODEL OF HEALTHY DIET AND SUSTAINABLE LIFESTYLE IN THE WHOLE MEDITERRANEAN REGION AND IN OTHER PARTS OF THE WORLD. THE EDUCATIONAL MATERIALS, TOOLS AND THE MATERIALS DEVELOPED IN WP3 AND USED IN WP4 WILL BE CHANNLED AND ECHOED THROUGHOUT</p>



<p>it can also improve dietary profiles for adults, thus preventing future health-related problems.</p>	<p>THE MEDITERRANEAN AREA IN ORDER TO GIVE FAMILIES ENDURING INSTRUMENTS.</p>
<p><b>SCHOOL WORLD, EDUCATORS</b></p> <p>What the project will detect in the scope of its planned interventions will be disclosed, allowing the world of school and educators to have complete, attractive and clear information. The information and communication actions will be addressed to the following key stakeholders:</p> <ul style="list-style-type: none"> <li>• school directors, as drivers of the change transforming schools into centres for the promotion of youth health, and as facilitators of the scientific recommendations on diet;</li> <li>• teachers, who will create the conditions and the appropriate atmosphere in classrooms to use the developed educational materials;</li> <li>• adolescents, as drivers of the society change and transmitters of knowledge to their families and younger students;</li> <li>• families, as key and starting points for the adoption of healthy and sustainable long-term food models.</li> </ul>	<p>EDUCATIONAL MATERIALS FOR FAMILIES AND FOR SCHOOLS CREATED BY SWITCHTOHEALTHY WILL BE EASY TO ACCESS AND READY TO DOWNLOAD FROM THE PROJECT WEBSITE.</p> <p>THE SPECIFIC EDUCATIONAL PROGRAMME TO BE ISSUED IN SCHOOLS, INVOLVING THE SCHOOL STAKEHOLDERS, WILL COMBINE <i>INFORMATIVE SESSIONS</i>, DELIVERED BY THE PROJECT PARTNERS, AND <i>"HANDS-ON" ACTIVITIES</i> THAT WILL BE CARRIED OUT BY THE ADOLESCENTS THEMSELVES.</p> <p>ALL ACTIONS WILL BE CONNECTED TO THE FOLLOWING THREE SELECTED TOPICS: (1) DIET AND MEDITERRANEAN LIFESTYLE, A DISCOVERY OF CULTURES, FOODS AND FLAVOURS; (2) THE MEDITERRANEAN DIET: FROM A HEALTHY DIET TO A SUSTAINABLE FOOD MODEL; (3) FOOD LAB: KITCHENS AND SCHOOL CANTEENS AS A TESTING AREA FOR THE ADOPTION OF A HEALTHY AND SUSTAINABLE FOOD MODEL.</p> <p>THE GENERAL OBJECTIVE IS TO SHOW HOW THE MD CAN MAKE POSITIVE CONTRIBUTIONS TO HEALTH AND ENVIRONMENT.</p>
<p><b>CONSUMERS/GENERAL PUBLIC</b></p> <p>SWITCHtoHEALTHY is designed to involve citizens in different phases of the project. The process of discovering the benefits of "traditional" Mediterranean products (WP1); product development (WP2 and WP3) following a co-creative strategy for developing healthy snack products and also developing and improving digital tools that will foster users' empowerment by facilitating the design of personalized MD-based meal plans, with an emphasis on the consumption of fresh unprocessed food. In addition, educational material addressed to children and adolescents, along with family-friendly digital tools, will foster empowerment through learning.</p> <p>These consumer-based approaches build a supportive environment that will maximize the acceptance and adoption of MD food items as well as of the MD itself, following a co-creative strategy. Furthermore, citizens are at the centre of interventions (WP4) and evaluation (WP5)</p>	<p>THE ACTIVATION OF SPECIFIC INFORMATION AND PROMOTION ACTIONS WILL HELP CONVINCING PEOPLE TO ADOPT A FOOD LIFESTYLE THAT IS CONSISTENT WITH THE MD MODEL.</p> <p>IT IS NECESSARY TO FOCUS ON AN EFFECTIVE COMMUNICATION ACTION AGAINST THE CONSUMPTION OF UNHEALTHY FOOD, ABLE TO PROMOTE A CREDIBLE SWITCH TO HEALTHIER DIETARY PATTERNS CONSISTENT WITH THE MD, AND ALSO TO RESTORE THE RELATIONSHIP WITH THE TERRITORY, THE CONVIVALITY AND THE EXCHANGES BETWEEN THE PEOPLES OF THE MEDITERRANEAN AREA.</p> <p>CITIZENS ARE AT THE CENTRE OF INTERVENTIONS (WP4) AND EVALUATION (WP5) SHOWING THAT THE MD IS NOT ONLY HEALTHY BUT ALSO MORE SUSTAINABLE AND CONVENIENT. THE EVIDENCE COLLECTED THROUGH THESE INTERVENTIONS WILL BE DISSEMINATED WITH DIFFERENT COMMUNICATION TOOLS IN A COMBINED MODE.</p>

<p>showing that the MD is not only healthy but also more sustainable and convenient.</p>	
<p><b>RESEARCH COMMUNITY AND ACADEMIC STAKEHOLDERS</b></p> <p>The SWITCHtoHEALTHY project includes a series of actions to disseminate the non-confidential results generated during the project and to ensure knowledge spreading. The underlying objective of the dissemination strategy is to raise awareness of SWITCHtoHEALTHY's results.</p>	<p>THE CONSTANT ACTIVITY OF RESULTS DISSEMINATION GRADUALLY ACHIEVED THROUGH THE PROJECT WILL CONTRIBUTE TO KNOWLEDGE BUILDING AND INNOVATION PROGRESS. IT WILL ALSO AVOID THE DUPLICATION OF THE RESEARCH WORK AND WILL BE ABLE TO CREATE A CROSS-FERTILIZATION OF THE TWO SIDES OF THE MEDITERRANEAN BASIN.</p>
<p><b>NATIONAL AUTHORITIES</b></p> <p>The project will formulate indications to support the decision-making process of politicians at local, regional, national and Cross-Med level to address different aspects: nutrition, agriculture, culture, education, economy.</p> <p>This task is aimed at feeding the decision-making process with the scientific and evidence-based results of the project (in particular from the WP1 data, the WP4 interventions, and the WP5 evaluation) to improve the decision-making process and the incentive tools, thus increasing adherence to the MD. The project includes: Vademecum, white papers, policy briefs and other tools that can support and fund initiatives and operational responses to the challenges related to healthier and more sustainable eating habits.</p>	<p>FLOWS OF COMMUNICATION WILL BE ORGANIZED IN ORDER TO SPREAD SUPPORT INDICATIONS TO POLITICAL DECISION-MAKERS CONCERNING AGRICULTURE, HEALTH, EDUCATION, CULTURAL AND/OR ECONOMIC ISSUES.</p>
<p><b>AGRI-FOOD COMPANIES</b></p> <p>The project will make proposals for new food <b>products</b> and related sustainable eating habits, consistent with the MD, which satisfy consumer preferences, together with tailored business models and marketing strategies. The activities can also promote a new <b>process</b>, capable of triggering the consumption of MD components, as well as a mix of <b>product and process</b>.</p> <p>A series of plant-based <b>food prototypes</b> (incorporating traditional Mediterranean genotypes and phenotypes - based on fruits, vegetables, nuts, legumes and richer in health promoting bioactive compounds) will be developed in WP2 following an eco-design methodology and engaging citizens in the selection of Mediterranean ingredients to be used in innovative snacks. Citizens will also be involved in the tests of the snacks developed, as well as for the packaging and nutritional information. All of this in order to increase the</p>	<p>THE IDENTIFIED INNOVATIVE SOLUTIONS WILL BE COMMUNICATED TO THE WORLD OF AGRI-FOOD COMPANIES IN ORDER TO INFORM AND MAKE THEM AWARE OF INNOVATIVE BUSINESS MODELS FOR THE PRODUCTION AND MARKETING OF THE NEW SNACKS, WHICH ARE DESIGNED TO TRIGGER SUSTAINABLE FOOD HABITS, CONSISTENT WITH THE MEDITERRANEAN DIET.</p>

acceptability of products on the market and to make them more attractive for children and adolescents, and to fight against the consumption of less healthy products.

The project creates a positive environment that facilitates the universal adoption of the healthy and sustainable Med food model. In WP6, **tailor-made innovative Business Models (BM)** will be worked out for the re-design, production and marketing of the new snacks proposed to attract families and to trigger the consumption of local ingredients.

Three innovative and sustainable consumer-oriented Business Models will be designed and implemented.

## 2.4. Project identity

### 2.4.1. Project logo

The purpose is to create a visual identity for the project and make it immediately identifiable by tracing the storytelling and the progress of the activities. The image aims to evoke the aims of the project.

Figure 1: SWITCHtoHEALTHY Logotype



The proportions will never be altered, the base-to-height ratio is 5: 1 (5 as the letters of PRIMA, the EU programme which SWITCHtoHEALTHY is part of) and any use on a coloured background should never alter its visibility. The horizontal structure of the logo is due to its best use on websites and social channels, as well as for the creation of slides and the superimposing on images and videos: all supports that prefer a horizontal structure.

There is also room for a clearly readable payoff: SWITCHING MEDITERRANEAN CONSUMERS TO MEDITERRANEAN SUSTAINABLE HEALTHY DIETARY PATTERNS.

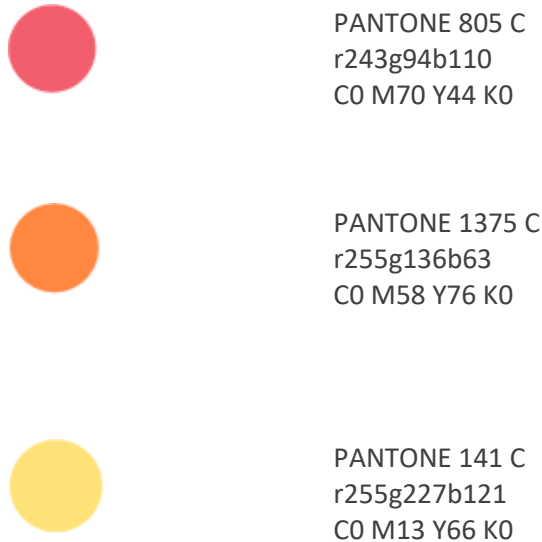
Figure 2: SWITCHtoHEALTHY Lotype structure



Furthermore, given the presence of numerous partners, the horizontal logo allows the inclusion of other logos at the bottom of compositions (eg. roll-up banners).

The logo cannot be used with colours other than those indicated in this paragraph.

Figure 3: SWITCHtoHEALTHY Pantone



The brand identity is one of the fundamental elements for transmitting the project values, detecting the right audience, and arousing emotions. The choice of fonts was determined by two key concepts: identity and communicability. The choice of a SCRIPT font in the logo and the representation of a SWITCH button suggest an invitation to "change" and direct participation. The Calibri, Sans Serif, font used for the payoff and the textual part is easy to read and understand. The logo is completed with an icon representing a heart and a Y that clearly allude to health, dynamism, vitality and joy.

#### 2.4.2. Toolkit models

The uniformity of communication, both external and internal between the partners, is fundamental and is ensured through the availability of specific templates. Two templates have been designed for public and confidential presentations and communications.

These models convey a unified corporate image. Specifically, there are two templates already available, one for deliverables and the other one for PowerPoint presentations. These templates are for the use of project partners in any deliverables or presentations performed.

Figure 4: SWITCHtoHEALTHY PPT template



### 3. Pull Communication

#### 3.1. SWITCHtoHEALTHY website

The SWITCHtoHEALTHY website, under construction, will be published online by M6 at the following URL: [www.switchtohealthy.eu](http://www.switchtohealthy.eu). The domain has been active since M2.

It represents the primary source of information (Pull Communication) on the objectives, progress and main results of the project. Based on the progress of the activities, the content of the website will be continuously expanded and updated, it will host all dissemination activities and will allow access to all the project tools.

As mentioned, it will represent the main tool for raising awareness, sharing experiences, disseminating the messages.

All educational materials made for families, PowerPoint presentations, including realistic advice on how to buy and prepare food and order food when eating out, to build a healthy diet, will be available. Similarly, hands-on activities and videos will be available and downloadable, thus encouraging healthier choices. All

the above-mentioned materials will be created by all the project partners according to their area of competence. The materials will be forwarded to Regione Campania (RC) for the publication on the website.

It will host, among other things, the publication of a **Recipe book**, downloadable online, as well as the collection of **Letters of Support (LoS)** signed by other bodies outside the partnership.

The website structure is the following:

- Home
- Project
- Partners
- Team
- News&Events
- Download
- Videos
- Contact

There are also direct links to the websites of each project partner.

The website will guarantee compliance with the General Data Protection Regulation (GDPR) and will be maintained in European hosting services for three years after the project in order to support the results and the adoption of the solutions.

The main communication objectives of the website are:

- to provide relevant and up-to-date information to a wide audience;
- to provide information to the general public on all news and events related to the project;
- to ensure that all public information relating to the project is provided in an accessible manner;
- to become a common documentation base for all partners;
- to inform about all the activities carried out by the project and its partners.

**Campania Region is in charge of the website maintenance; the sender of the information/documentation is the entire project partnership.**


It is assumed that there will be **12k visits** on the website over the project life.

*Figure 5: SWITCHtoHEALTHY Project website*



SWITCHtoHEALTHY

Home Project Partners Team News Video Download Contact



# SWITCHtoHEALTHY

Switching Mediterranean Consumers to Mediterranean Sustainable Healthy Dietary Patterns

Learn more



The SWITCHtoHEALTHY project will generate a dietary behaviour change in the

DATA COLLECTION

DEVELOPMENT & INNOVATION HEALTHY AND NUTRITIOUS SNACKS

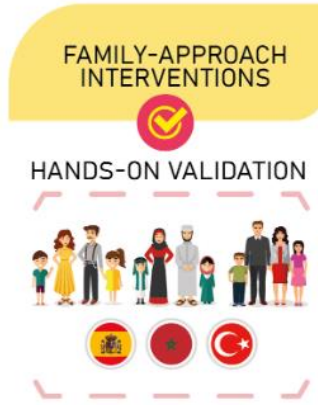
direction of a greater adherence to the Mediterranean food model



**Data collection**  
 understanding the barriers, drivers, motivations, and food behaviours that prevent or hinder citizens from adhering to Med-based long-lasting eating habits



**Digital & educational tools**  
 formulating innovative snacking products with improved nutritional value, sustainability, ease of consumption, taste; developing digital, educational, and gaming tools adapted to the different family environments to increase awareness on the positive impact of food choices on health



**Hands on validation**  
 engaging families in three target countries (Spain, Turkey, Morocco). The project implements a multicentric and multi-social family-based nutritional intervention across 300 families in three Mediterranean countries for 3 months.



**Result uptake - policy**  
 Communication and awareness actions, Design of guidelines for policymakers, Market analysis, business modelling and marketing strategies, Exploitation plans and replication strategies in order to foster new business models and promote eating habits consistent with the Mediterranean diet

Latest news





**First WP6 Meeting**

18th October 2022  
 The first Work Package 6 ("Creation of enabling environment") Meeting took place online on the 18th of October 2022

[read more...](#)

**SWITCHtoHEALTHY project at Merano Wine Festival**

4-7th november 2022  
 The project was presented at Merano Wine festival by Regione Campania

[read more...](#)

**EFFoST2022 Conference**

9th November 2022  
 The project SWITCHtoHEALTHY has just been presented at the EFFoST2022 Conference (Dublin)

[read more...](#)

**Project's Partners**



ENCO - engineering & consulting



RC - Regione Campania



CEBA - Confederation of Egyptian European Business Associations



EURECAT - Technological Center of Catalunya



CNTA - National Centre for Food Technology and Safety



CREDA - Centre de recerca en economia i desenvolupament agroalimentari



DELAFRUIT - Healthy Food Manufacturer



DACC - Department of Climate Action, Food and Rural Agenda



CNESTEN - National Energy Centre for Nuclear Science and Technology



CERTH - Centre for Research and Technology Hellas



CONS - Consumer's Lebanon



UMP - University Mohammed Premier



CHOCO - Chocorica SARL



SLOW F - SLOW FOOD Tebourba



BUU - Bursa Uludag University



KOC - Kocahan Confectionery



KBT - Provincial Directorate of Culture and Tourism



UNIPR - University of Parma

SwitchtoHealthy project



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 IA

Subscribe

Subscribe to our newsletter and get exclusive updates directly in your inbox.

@ info@switchtohealthy.eu

Get Social



### 3.2. Social Media

The communication and awareness action guaranteed by the website will be strengthened and multiplied by the activation of a **Twitter profile** (<https://twitter.com/SWITCHtoHEALTH1>).

Figure 6: SWITCHtoHEALTHY Twitter account



← **SWITCHtoHEALTHY\_EU**  
13 Tweet

**SWITCHtoHEALTHY\_EU**  
@SWITCHtoHEALTH1 Ti segue

Switching Mediterranean consumers to Mediterranean sustainable healthy dietary patterns. SWITCHtoHEALTHY is part of the PRIMA Programme supported by the EU  
[Traduci bio](#)

📅 Iscrizione: settembre 2022

35 following 92 follower

Seguito da PRIMA Program Mediterranean Partnership 🇪🇺, Gi.&Me. Association e altri 2 che segui

Tweet Tweet e risposte Contenuti multimediali Mi piace

**SWITCHtoHEALTHY\_EU** @SWITCHtoHEALTH1 · 14 nov  
Stories from S2H [#behindthescenes](#): Kiriakos, Dimitrios, Kosmas, Emmanuela, Katerina and Lazaros of [@CERTH](#) team working on the

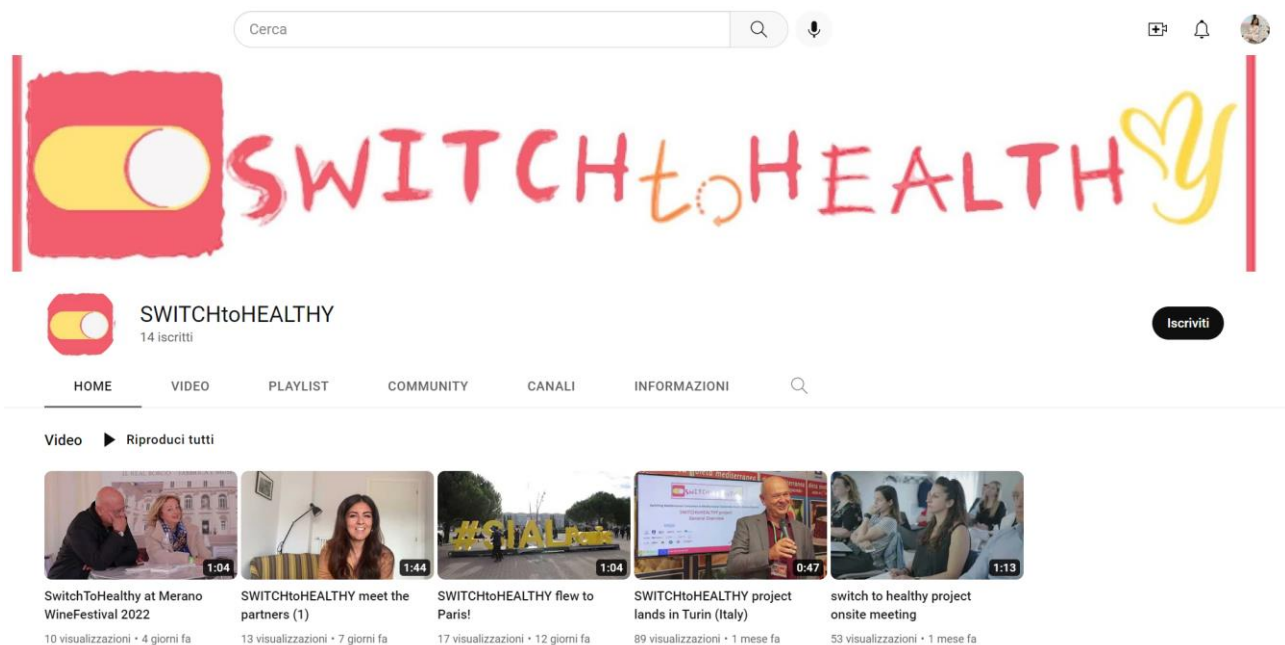
Social networks are a powerful tool to obtain a multiplier promotional effect on communication activities and that is why the project profile will be constantly updated to show SWITCHtoHEALTHY as an active and interesting project.

The intention is to make the project public through more immediate and more popular channels for citizens. The Social Media content will be generated by the Regione Campania (RC), with the collaboration of all the partners who will support a wide social media campaign (both on corporate and personal accounts).

One of the great advantages of the project is its size and its high international coverage rate. If all partners share the SWITCHtoHEALTHY communications among their networks, its impact will increase exponentially. During the project life, other social media accounts will be activated (**LinkedIn**).

A **YouTube channel** (<https://www.youtube.com/channel/UCn71s5zJdnGi0krXXcFkFVQ>) is also created in order give greater visibility to the project Video clips.

Figure 7: SWITCHtoHEALTHY YouTube Channel



The objective is to reach at least **2,500 followers/contacts**.

### 3.3. Video clips

In the first phase of the project life, 1 video clip in English will be created and made available through the website in order to share the project values and its goals.

The main focus of the short video is to communicate the contents, aims and actions envisaged by the project.

In the same way, during the life span of the project, two additional video clips will be made to communicate the progress and results achieved by the project.

The abovementioned video clips will include short interviews to project partners as well as to main stakeholders.

It is assumed that the video clips will reach at least **1,500 views** among citizens, scientists, political decision-makers and businesses.

## 4. Push Communication

### 4.1. E-Newsletter

A periodic e-Newsletter is issued on all the noteworthy occasions offered by the project activities with at least one publication/sending every six months.

It is one of the most powerful communication tools to connect with the involved stakeholders and to create a sense of community for the project, giving visibility to the events, activities and results related to the project.

When it comes to e-mail communication, a crucial phase is preparation. The main goal is to grab the readers' attention when they open the e-mail for the first time. Providing high-quality content is key when it comes to building a strong stakeholder community. All newsletters will have a common structure, including:

- relevant news or past events of interest to the project;
- upcoming events already programmed in the Communication Plan;
- a central section where some partners will be interviewed on a topic of specific interest.

The objective is to reach at least **300 subscriptions** per year.

## 4.2. Media Campaign

Creating a strong presence in the media is key to raising awareness of SWITCHtoHEALTHY. In fact, it is necessary to create a media campaign strategy, able to deliver a coherent message and monitor the impact through the process.

During the life of SWITCHtoHEALTHY, **at least 18 press releases** will be launched directly by the Head of the Communication Plan or through the project partners, to obtain the desired message amplification in the Mediterranean area. The press releases will also be hosted in a specific section of the website for the use of the media operators.

The press releases will be mainly dedicated to the launch of the research results, to the activities, the tools and the methodologies used, as well as to announcing conferences and/or events and delivering the reports.

In addition, online interviews will be carried out with project partners and ordinary people about their eating habits in order to produce video clips or audio tracks. **12 interviews** will be performed and made available on the project website.

Intensive use of the media will be made, by sharing with them the main developments of the project with the aim of reaching a wider audience. The media are an essential tool in any communication strategy, as they greatly extend its impact, allowing us to engage the general public.

For an appropriate approach, a **database** with specialized media will be created to share project news, publishable results and events.

## 4.3. Digital and printed material

Promotional material will be produced, using documentation and results of the project, which will be conveyed through the website and sent digitally. If necessary, each partner will autonomously print it and distribute it. The main objective is to create awareness of the project and its results across Europe and beyond.

At least 3 designed leaflets, 3 posters, 3 digital infographics will be created.

Currently the following materials have been designed:

Brochure (Fig.7): <http://www.switchtohealthy.eu/doc/download-04.pdf>

Roll-up (Fig.8)



Figure 8: SWITCHtoHEALTHY Brochure



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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



SWITCHING MEDITERRANEAN CONSUMERS TO MEDITERRANEAN SUSTAINABLE HEALTHY DIETARY PATTERNS



**Project Partners**
















**Project Coordinator**  
ENCO srl

**Scientific and technical Coordinator**  
Fundació Eurecat

info@switchtohealthy.eu



www.switchtohealthy.eu



Have you ever wondered what are the effects of **modern eating habits** and lifestyle on your health?



Our mission is to generate an **eating behaviour change** towards the **Mediterranean dietary pattern** and to a healthier way of living.

In the Mediterranean countries profound changes in diet are taking place, largely due to cultural and socio-economic changes in lifestyle, which are leading to the erosion of the Mediterranean food cultures. The diet modernization process has generated not only a modification of food choices in the direction of unhealthy foods, but also the habit of sedentary behaviours leading to an imbalance between energy intake and consumption. This involves a negative health impact, as shown by the ever-increasing prevalence of overweight and obesity, as well as the rise of chronic diet-related diseases.




The 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 to foster behavioural changes in families towards healthier and more sustainable diets. Finally, easy-to-eat healthier snacking products will be created to substitute less healthier options.



The SWITCHtoHEALTHY project aims to generate an overall change of approach to the modern problem of eating behaviours, by strengthening the role of families towards the promotion of the sustainable Mediterranean food model. The main goal is to generate an actual switch to healthier dietary habits, consistent with the Mediterranean Diet.



Figure 9: SWITCHtoHEALTHY Roll-up

**SWITCHtoHEALTHY**

**SWITCHING MEDITERRANEAN CONSUMERS TO MEDITERRANEAN SUSTAINABLE HEALTHY DIETARY PATTERNS**

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**DATA COLLECTION**

**DEVELOPMENT & INNOVATION HEALTHY AND NUTRITIOUS SNACKS**

**FAMILY-APPROACH INTERVENTIONS**

**RESULTS UPTAKE - POLICY**

FOOD TECHNOLOGY & AGRO-SECTOR  
DIGITAL & EDUCATIONAL TOOLS

HANDS-ON VALIDATION

BEST PRACTICES & ENABLING ENVIRONMENT

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**enco**  
engineering & consulting

UNIVERSITÀ DI PARMA | **RAIS** | **Ceta** | **eureca!** | **CNTA** | **CREDA**

**Delafruit** | **Generalat de Catalunya** | **CERTH** | **CONSUMERS LEBANON** | **CNESTEN**

**choerica** | **REPUBLIC OF TURKEY** | **MINISTRY OF CULTURE AND TOURISM**

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**PRIMA**  
IN THE MEDITERRANEAN AREA

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[www.switchtohealthy.eu](http://www.switchtohealthy.eu)

## 5. Link to other initiatives/joint communication

During the project life span, the various partners will carry out conferences and participate in international trade fairs, scientific committees and on-line workshops. All these activities will be illustrated on the dedicated website and in newsletters starting from M6. The underlying objective of the strategy is to contribute to a wider dissemination of the project actions and key messages with the involvement of research communities, primary producers, agri-food operators, associations, and consumers in general.

Finally, the activation of periodic internal meetings within the partnership will allow the coordinated construction of project activities, by transferring results and knowledge in progress.

## 6. Communication and Dissemination activities

With regard to the **Communication** activities mentioned above (Project website, Social Media, Video clips, e-Newsletter, Press releases, Interviews for media, Digital and printed material, Digital recipe book co-created with consumers), the following **internal procedures** are set out:

a) the basic tools used to accomplish the envisaged communication actions are:

- Regular emails (all communication activities are funnelled through the dedicated email address: [communication@switchtohealthy.eu](mailto:communication@switchtohealthy.eu));
- Periodic online meetings (every 3 months on average, or as needed);

b) concerning the project **Website** and the **social media accounts**, for which RC is responsible, all partners are requested to actively cooperate for the maximization of contacts by:

- creating a link on their organization's website to SWITCHtoHEALTHY website;
- becoming a follower on Twitter, and actively supporting the social media actions through retweets and useful tags to stakeholders and involved institutions;
- participating in the creation of the project media list and stakeholders list;
- forwarding to RC any updates on their activity (already carried out or to be implemented), such as short reports, pictures, key messages, outputs, events, produced materials;
- producing periodically simple communication items (such as pictures, quotations, podcasts, etc.) to populate the social networks profiles with new and original posts.

c) concerning **Video clips**, RC will create a presentation video clip concerning the project objectives, partnership and methodology. All video clips and video interviews are/will be published on the website as well as on the YouTube channel.

d) concerning the **e-Newsletter** (at least one publication/sending every six months), all partners are requested to propose possible news/outcomes to convey, during the communication meetings or via email. All the collected ideas will be worked out by RC in order to produce and launch the e-Newsletters. If the partner's organization has an e-Newsletter, partners are invited to use it to promote the subscription to the project newsletter and to promote the project website;

e) concerning the **Press releases** (18 Press releases to be produced during the project life), each partner is required to produce at least one Press release in English or in another language, relating to their activities in the project. Each Press release shall contain a link to the project website and social media accounts. RC will guarantee support to all partners for publication and dissemination;

f) concerning the **Interviews for the media**, all partners are required to produce one short interview to project stakeholders about the project activities or to ordinary people about their eating habits (video clips or audio tracks). All interviews shall be produced in English or – for the videos – in another language (provided that the video is equipped with subtitles in English);

g) concerning the **Digital and printed material**, RC will guarantee support to all partners for publication and dissemination through website and social media;

h) concerning the **Digital recipe book** co-created with consumers on planetary health (short recipes on sustainable eating & cooking), RC will support the partner CONSUMER LEBANON for graphic layout, publication and dissemination.

With regard to the **Dissemination** activities mentioned in the Annex 1 to the Grant Agreement (Table 11), all the specific actions for the dissemination of project's results are being programmed through the completion by all partners of the "**Responsibility Table**", that will be updated every six months on average starting from M6 (first draft of the Responsibility Table for the Dissemination activities already completed).

The main activities envisaged in the Table 11 (Annex 1 to the Grant Agreement) for the proper dissemination of the project's results are:

- scientific publications;
- articles in non-scientific magazines;
- participation in research-related events;
- participations in industry-related events (fairs and exhibitions);
- participations in international tourism fairs and cultural-related activities and food-related events;
- workshops led by CNTA (Spain), UPM (Morocco), SLOW F (Tunisia), CEEBA (Egypt) and BUU (Turkey) and addressed to primary sector/food industry/investors for knowledge transfer and upskilling;
- awareness actions (leaflets, competitions, letters, circulars, video clips, etc.) addressed to citizens and consumers (1 action per partner + 1 action per each entity who supports SWITCHtoHEALTHY via signed Letter of Support);
- activities performed jointly with relevant EU/International organisations, projects, partnerships, and initiatives;
- policy instruments to policymakers for decision making;
- inter-ministerial/inter-regional joint events intertwining agriculture, health, education, cultural and/or economic aspects.

The dissemination activities, that are already being programmed through the completion by all partners of the "**Responsibility Table**", are the subject of **D6.2 "Plan for Exploitation and Dissemination"**, that is scheduled in **M21**.

## 7. Permanent Observatory and Guidelines to support policy makers

The Permanent Observatory will feed a wiki 3.0 platform that will connect the largest number of stakeholders of the fields linked to nutrition and health, to promote the MD and SWITCHtoHEALTHY models for a change in eating habits as extrapolated in Task 5.4.

Links will be established with other SWITCHtoHEALTHY related projects to increase the effectiveness of the dissemination by grouping the projects in the Med area.

The Guidelines will be developed based on the project data (in particular the data of WP1, the interventions of WP4 and the evaluation of WP5) aimed at improving the decision-making process and the incentive tools to increase adherence to the MD. Vademecum, white papers, policy briefs and other similar tools will be used to support initiatives related to the promotion of healthier and more sustainable eating behaviours through the RC, DACC, KTB, and CEEBA partners and addressed to local, regional and national government authorities and policy makers.



## 8. Monitoring and evaluation planning

The main objective of monitoring and evaluation is to ensure a high-quality implementation of the communication strategy. The evaluation must be carried out on an ongoing basis to ensure:

- an effective impact assessment and an update/redefinition of communication activities;
- the quality of the communication activities carried out.

Monitoring can be divided into subsections:

- Performance measurement
- Impact
- Report
- Monitoring and evaluation.

The performance of this plan will be measured on the basis of the following indicators:

- Website visits (careful monitoring of access to the project website will take place via Google Analytics);
- Social Media impacts (Social Media accounts will be monitored monthly);
- Number of articles in non-scientific publications;
- Number of participants in the events of the project.

## 9. Key performance indicators

The monitoring of KPIs will be subject to frequent reporting.

The main KPI metrics of the project are presented in the chart below.

*Table 3: KPIs for communication activities*

ACTIVITIES AND TOOLS	KPIs
PROJECT LOGO AND IDENTITY	At least 1 logo, 2 models, 1 set of images
E-NEWSLETTER	At least 300 subscriptions per year
PRESS RELEASES AND PRESENCE ON MEDIA (TV, RADIO)	18 press releases; 12 interviews for media (Radio and TV)
DIGITAL/PRINTED MATERIAL (LEAFLETS, POSTERS, INFOGRAPHICS...)	At least 3 designed leaflets; 3 posters; 3 digital infographics, to be downloaded from the website or to be digitally transmitted
VIDEO CLIPS	At least 1.500 views
PROJECT WEBSITE	At least 12k single visitors
SOCIAL MEDIA	At least 2.500 followers/contacts
PARTICIPATION IN EVENTS AND WORKSHOPS	At least 4 events for communication among partners

## 10. Conclusions

The communication plan provides the project with a solid framework for the communication of activities and results. The strategy outlined above aims to promote the maximization of the expected impacts. The KPIs listed in the previous table will help monitor the performance of the Communication activities, in order to take corrective measures if necessary.

## 11. Annex – Time Schedule

Below is the plan of the main communication actions organized during the project life:

ACTIONS																																					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	
Communication Plan SWITCHtoHEALTHY					●	■																															
WEBSITE						●																															
Newsletter																																					
Press releases and activities on media (TV, Radio)																																					
Digital/printed material																																					
Recipe book																																					●
Videoclip																																					
Social Media																																					
Participation in events and on-line workshops																																					
Permanent Observatory																																					
Guidelines for political decision-makers																																					●

Table 4: Communication actions – Time schedule for channels, instruments and communication activities

- Deliverable
- Milestone

