

Promoting healthy and sustainable lifestyles in the Mediterranean Region: the role of PRIMA EU funded projects

Rationale

The global burden of lifestyle-related diseases is increasing, with poor diets and sedentary behaviors being major contributors to chronic illnesses and millions of deaths each year. These trends are particularly concerning for younger generations, whose unhealthy habits threaten future public health and place strain on healthcare systems. Authorities must prioritize creating environments that support healthier behaviors, especially by engaging youth through innovative and technology-driven approaches. Collaborative efforts, like EU-funded projects, highlight the potential for meaningful change, with shared findings helping to strengthen global intervention strategies. This seminary provides an overview of the preliminary results of PRIMA EU-funded initiatives promoting healthy and sustainable lifestyles in the Mediterranean region.

Conference Program

8:30 Registration

9:00 Welcome and opening

9:30 Introduction to PRIMA EU funded projects

Objective and goals of PRIMA projects | *Dr. Juancho Pons, Edelvives*

10:00 Session 1: Mediterranean diet in the Mediterranean area: level of adherence and major determinants | *Chair: Prof. Francesca Scazzina*

- **Level of adherence and major determinants of Mediterranean diet in 5 Mediterranean countries: the DELICIOUS project** | *Prof. Giuseppe Grosso, University of Catania*
- **Overview of Mediterranean dietary pattern in 4 Mediterranean countries from the SWITCHtoHEALTHY project** | *Dr. Perla Degli Innocenti, University of Parma*

10:40 Session 2: Interventions to improve adherence to the Mediterranean diet: culinary approaches and school programs | *Chair: Prof. Alessandro Scuderi*

- **Culinary kids: a cross-cultural co-design of snacks within the DELICIOUS project** | *Dr. Laura Vázquez-Araújo, BCC Innovation, Basque Culinary Center*
- **Raising awareness of the Mediterranean Diet (and acceptability of healthy snacks) via nutrition and sensory education school-based program: an intervention study within the PROMedLIFE project** | *Dr. Cinzia Franchini, University of Parma*

11:20 Coffee break

11:40 Session 3: Digital innovations to improve healthy lifestyles | *Chair: Prof. Justyna Godos*

- **Development of non-formal educational tools (digital games) to increase the awareness of the Mediterranean diet adherence benefits** | *Dr. Pablo Busò, AIJU*
- **Web and mobile applications for better adherence to the Mediterranean diet in schools and at home: the DELICIOUS project app** | *Dr. Javier Pinilla, Globaleduca*
- **Digital and educational tools to improve families' Mediterranean Diet adherence: insight into the SWITCHtoHEALTHY project** | *Prof. Alice Rosi, University of Parma*

12:30 Session 4: Obesity and physical activity: current state and future directions | *Chair: Prof. Giuseppe Musumeci*

- **Fostering physical fitness in Mediterranean youth: insights from the DELICIOUS Project** | *Dr. Mohamed Aly, Assiut University*
- **EDIET4ALL approach to fight obesity through digitally supported Healthy Lifestyle** | *Prof. Achraf Ammar, Johannes Gutenberg-Universität Mainz, Germany*

13:10 Lunch break

15:00 Roundtable: Planning innovation programs in the Mediterranean area for food and nutrition | *Discussant: Dr. Laura Vázquez-Araújo, BCC Innovation, Basque Culinary Center.*

Closing remarks

ORGANISED BY:



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