What's new on SWITCHtoHEALTHY planet?



SWITCHtoHEALTHY AWARDS THE YOUNG "INFLUENCERS OF THE MEDITERRANEAN DIET"

The SWITCHtoHEALTHY project proudly announces the **XVI Edition – 2025** of the **"Create Your Commercial for a Correct Diet" Contest**, an initiative that continues to celebrate creativity and healthy eating. Open to primary and secondary schools in the **Campania Region**, this competition emphasizes the value of the **Mediterranean Diet** and the richness of local agro-food traditions.

This year, participating classes are tasked with producing a 45-second video spot addressing themes such as sustainable agriculture, the nutritional benefits of plant-based foods, or certified Campania agro-food products (DOP, IGP, and organic). The **top 25 spots** will be featured on the project's **TikTok account**, where the public will vote for their favorite. The class receiving the most likes will win the **Special SWITCHtoHEALTHY Prize**, including a merit plaque, a tasting workshop, and symbolic agro-food products of the Mediterranean Diet.

Additionally, a **Special Award in Memory of Anna Di Gennaro**, now in its 20th edition, will honor the most original spot. This initiative, recognized as a best practice, exemplifies the commitment of SWITCHtoHEALTHY to educate young generations on the importance of healthy, sustainable food choices. .

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"OPEN FARMS 2025": A JOURNEY INTO THE HEART OF RURAL LIFE

The **XVI Edition of Open Farms**, scheduled for **Saturday, May 10, 2025**, represents an important occasion to strengthen the connection between agriculture, the environment, and public health. This initiative, promoted by the **Campania Region's Department of Agriculture** within the framework of the **SWITCHtoHEALTHY project**, underscores the fundamental role of the agricultural sector in fostering sustainable and healthy lifestyles.

Throughout the day, over **300 Educational Farms**, listed in the Campania Regional Directory, will welcome schools and citizens free of charge. Visitors will have the opportunity to participate in an extensive program of activities, including educational workshops, interactive itineraries, and sensory experiences designed to:

- **Enhance awareness** of the link between agricultural practices, environmental sustainability, and health benefits.
- **Reinforce appreciation** for the agricultural heritage of the Campania Region.
- **Highlight the value** of the Mediterranean Diet as a cultural and nutritional model.

"Open Farms 2025" serves as a pivotal platform to educate and engage younger generations and the broader community in embracing sustainable agricultural practices and the principles of the Mediterranean Diet.

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CONSUMER LEBANON ASSOCIATION TO RELEASE A MEDITERRANEAN DIET COOKBOOK

As part of the SWITCHtoHEALTHY initiative, the **Consumer Lebanon Association (CONS)** is set to publish an innovative cookbook dedicated to promoting the **Mediterranean Diet**. This upcoming publication aims to showcase healthy and sustainable recipes that align with the principles of this UNESCO-recognized dietary tradition.

The cookbook will serve as an educational tool to highlight the nutritional and cultural significance of the Mediterranean Diet, featuring a curated selection of recipes that emphasize plant-based ingredients, fresh produce, and traditional cooking methods. It will also reinforce the project's mission to encourage healthier dietary patterns across Mediterranean communities.

For more information about the release, visit switchtohealthy.eu.

SWITCHtoHEALTHY

http://www.switchtohealthy.eu/

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