Switching Mediterranean Consumers to Mediterranean Sustainable Healthy Dietary Patterns

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History of changes

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0.1	ENCO	19.12.2024	Table of Contents, document structure
0.2	CEEBA	28.03.2025	Entered partner feedback and added chapter content
1.0	ENCO	31.03.2024	Final version

Table 1: History of changes

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Abbreviations and Acronyms

Abbreviation / Acronym	Description
B2B	Business to Business
BC	Business Case
B-CORP	Benefit Corporation
BMI	Body mass index
BMR	Basic Metabolic Rate
BOSAT	Business Opportunity System Assessment Tool
CAGR	Compound Annual Growth Rate
COSI	WHO European Childhood Obesity Surveillance Initiative
D	Deliverable
FAO	Food and Agriculture Organization
IP	Intellectual Property
KER	Key Exploitable Result
KIDMED	Mediterranean Diet Quality Index in children and adolescents
KOC	Kocahan Şekerleme
MD	Mediterranean Diet
MED	Mediterranean
MVPA	Moderate to Vigorous Physical Activity
O	Objective
PR	Press Release
PRIMA	Partnership for research and innovation in the Mediterranean area
R&D	Research and Development
R&I	Research and Innovation
S2H	SWITCHtoHEALTHY
SWITCHTOHEALTHY	Switching Mediterranean Consumers to Mediterranean Sustainable Healthy Dietary Patterns
USD	United States Dollar
UVP	Unique Value Proposition
VPC	Value Proposition Canvas
WHO	World Health Organisation
YOB	Year of birth

Table 2: Abbreviation and Acronyms

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1 Executive Summary

The SWITCHtoHEALTHY project introduces a holistic and scalable approach to improving nutrition and public health in the Mediterranean region by promoting adherence to the Mediterranean Diet through innovative, evidence-based tools. This Replication Plan serves as a practical roadmap for stakeholders—ranging from public institutions to agrifood businesses and educational entities—interested in adopting, adapting, and scaling the project's outcomes beyond the initial pilot regions.

Through a series of Key Exploitable Results (KERs), SWITCHtoHEALTHY provides digital solutions, nutritional assessment methodologies, educational applications, and innovative business models that are scientifically validated and tailored to diverse socio-cultural contexts. The project's strategy combines digital innovation with sustainability principles, engaging multiple sectors to ensure long-term impact and replicability.

This plan outlines actionable strategies, risk assessments, and resource requirements for implementing SWITCHtoHEALTHY outputs in new regions and institutions. By empowering stakeholders with adaptable methodologies and practical tools, SWITCHtoHEALTHY paves the way for healthier communities, more resilient food systems, and policy-aligned nutritional interventions across the Mediterranean and beyond.

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Introduction

The Replication Plan of SWITCHtoHEALTHY addresses the core objective of scaling the project's innovative tools and methodologies to foster sustainable and healthy dietary behaviours across diverse Mediterranean communities. As non-communicable diseases and poor dietary habits persist as major public health challenges, the need for accessible, adaptable, and science-driven solutions becomes increasingly urgent.

SWITCHtoHEALTHY offers a replicable model grounded in the principles of the Mediterranean Diet, enhanced by digital tools that support education, personalised nutrition, and behavioural change. This plan outlines how these tools—ranging from AI-powered diet recommenders and educational games to eco-design guides and novel food products—can be transferred and integrated into other institutional, cultural, and regional settings.

Beyond describing the technical and strategic foundations for replication, the plan also emphasizes the enabling environment: stakeholder engagement, policy alignment, and sustainable funding mechanisms. Through a collaborative and modular approach, SWITCHtoHEALTHY aims to inspire the adoption of its model throughout the Mediterranean basin and potentially in other regions facing similar dietary and public health challenges.

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2 Exploitation Plan

In the following paragraphs, the final exploitation strategy has been defined for each single Key Exploitable Result (KER).

The principal purpose of the exploitation strategy is to support project partners to turn their involvement in the project and the project outcomes into benefits/return on investment, favouring the further development of their current activities, and to possibly lead to the launch of new activities/business.

Depending on the partner, these benefits can be financial in terms of a new revenue stream that pays back for the investment on the medium/longer run or non-monetary.

2.1 Tools and methodologies used

Each Key Exploitable Result listed in Section 2.2 in Table 5 has been characterised using 3 main tools:

- Characterisation table
- Exploitation Roadmap
- Risk Analysis & Priority Map

These tools were shared with the consortium thanks to the Horizon Results Booster service for which SWITCHtoHEALTHY project has applied and for which has been successfully selected.

2.1.1 Characterisation table

The characterisation table is the tool used to summarises the main features of a KER and to provide information on the selected exploitation route. Information summarised in the characterisation table is to be further integrated and finalised during the project lifetime. It does not focus on the scientific dimension of the KER but offers a snapshot of the most important elements to be considered when dealing with the use of a result, following a problem oriented (demand driven) approach.

In the table, each element is described in a simple way highlighting the most important features that distinguish the result from current solutions. The table contains information on:

- **The novel solution**: Description of the Result, problem solved, Unique Selling Point (competitive advantages or innovativeness introduced compared to already existing Products/Services);
- **Market**: Product/Service Market Size, Market Trends/Public Acceptance, Product/Service Positioning; Competitors/Incumbents, Prospects/Customers;
- **External factors**: Legal or normative or ethical requirements (need for authorisations, compliance to standards, norms, etc.);
- **Go to market aspects**: Cost of Implementation (before Exploitation), Time to market, Estimated Product/Service Price, Adequateness of Consortium Staff, External Experts/Partners to be involved;
- **IPR Status**: Background (type and partner owner), Foreground (type and partner owner).

KER name	
Problem	
Alternative solution	

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Unique Selling Point USP - Unique Value Proposition UVP	
Description	
"Market" – *Target market*	
"Market" – *Early Adopters*	
"Market" - Competitors	
Go to Market – Use model	
Go to Market - Timing	
Go to Market – IPR Background	
Go to Market – IPR Foreground	

Table 3: Characterisation table

2.1.2 Exploitation Roadmap

The Exploitation Roadmap is a tool designed to help the consortium to identify and plan activities to be performed after the end of the project. The highest risk a consortium faces is not being able to implement the exploitation and dissemination plan and increase the TRL level or go to market, due to lack of resources. The exploitation roadmap is designed to address this risk, mitigate it and pave to way toward use and a stronger impact.
This tool considers the i) Exploitation Forms (direct industrial use, technology transfer, license agreement, publications, standards, etc.), ii) Which partner contributes to what (main contributions in terms of know-how, patents, etc.), iii) Sources of financing foreseen after the end of the project (venture capital, loans, other grants, etc.).

Exploitation roadmap	
Actions	
Roles	
Milestones	
Financials Costs	
Revenues	
Other sources of coverage	
Impact in 3-year time	

Table 4: Exploitation Roadmap

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2.1.3 Risk Analysis and Priority Map

The Priority Map provides briefly a snapshot on the main risks identified by the partners. It is based on risks selected in the Risk Matrix assessment tool (Risk Matrix) and the proposed remedy actions. The Risk Matrix helps the partnership identifying for each KER, the type of risk, its level of importance related to the use of the concerned KER, the probability for such a risk to happen, remedy actions and their probability to succeed.

The Risk Matrix analyses the following six different categories of risks:

1) Partnership Risks: internal risk factors related to the composition of the partnership or specific behaviours of the partners, conflict of interests, etc.
2) Technological Risks: external factors related to the feasibility of the technology, its level of development, presence of other emerging technologies, etc.
3) Market Risks: external risk factors related to fulfilment of marked needs, presence of competitors or alternative products, etc.
4) IPR Risks: factors related to the presence of similar previous patents, the possibility to protect the developed technology/product, patent counterfeit, etc.
5) Environmental risk factors: those are external factors related to the presence or changing in legislations, standards, etc. Special attention will be given to regulatory environment and standardisation issues.
6) Financial risk factors: factors related to the availability of funds for bringing the research stage to prototyping industrialisation/commercialisation.

Once considered and rated all these kinds of risks a matrix will came out that will give an overview of each different situation. Below a visualisation example.



Figure 1: Priority Map example

2.2 Key Exploitation Results

The beneficiary partners have a contractual obligation (art. 28.1 G.A.) to advance measures ensuring the exploitation of SWITCHtoHEALTHY results, up to four years after the end of the project. More specifically exploitation measures include:
-the use of results in other research activities beyond this specific action;

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-the development or commercialization of a product or process;
-the creation or distribution of a service;
-their use in standardisation activities.

Non-compliance with the obligations stated above might lead to a grant's reduction or to other corrective measures (Chapter 6 of the G.A.).

Results may also be exploited indirectly through licenses (art. 30.2) provided that access rights are still granted. Even in case of joint results, one of the beneficiaries may license the result to an external third party, as long as notice is given to the other joint owners at least 45 days in advance, together with fair and reasonable compensation (art. 8.2 C.A.)

An exclusive-license, on the other hand, requires all other beneficiaries to waive their access rights in written form.

In the next page, the list of SWITCHtoHEALTHY Key Exploitable Results are listed.

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ID	KERS	IPR owners	Outcomes	Expected impacts	Target groups
1	Mediterranean log about local varieties (WP1)	SLOWFOOD/ BUU	Collection of local, Mediterranean, and rich in bioactive components susceptible to be used for food-products developments.	Increased biodiversity use in food products, strengthen cultural identity around traditional foods, and contribute to healthier diets; improved product diversity and food culture awareness.	Food companies, Society, policymakers
2	Eco-design methodology (WP2)	CNTA	Guideline to bring environmental and economic dimension to the product development.	Within three years, the Eco-design Methodology Guide will help the food industry cut waste, use fewer resources, and boost sustainability.	Nutrition and food companies
3	Novel plant-based snacks (WP2)	DELAFRUIT /ECOMAB/ KOC	Nutritious and healthy products tailor to meet children's nutritional requirements.	Developing healthy bars aims to reduce sugary snacks, boost accessibility, create jobs, cut food waste, and promote better nutrition.	Consumers (children, families), Food Companies
4	AI-based recommender (WP3)	CERTH	Tool to deliver personalized daily and weekly meal plans.	Within three years, the AI-based Recommender will improve public health, promote sustainable eating, expand access to nutrition, and create jobs.	Health professionals, Educational institutions, society
5	Education and diet recommender App (WP3)	UNIPR	User-friendly tool to deliver educational food information, to collect and track user information, as well as to deliver group-based nutrition recommendations.	The app boosts nutrition awareness, improves school meals, aids policy with data, and shapes long-term healthy eating habits.	Health professionals, Educational institutions, society
6	Integrated SWITCHtoHEALTHY App (including the virtual education game) (WP3)	CERTH /UNIPR	Tool to deliver sustainable food and diets, reinforced with a virtual game, to educate users and promote a behavioural change and a higher degree of adherence to MD.	AI-driven nutrition improves health, reduces food waste, empowers families, and expands digital solutions in schools, work, and healthcare.	Health professionals, Educational institutions, society

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7	Educational tools (WP3)	UNIPR / EUT / BUU / CNESTEN	Methodology to reinforce adherence to the MD based on learning through playing approach and tips on sustainable eating.	Children, parents, teachers, and professionals gained a tool to learn the Mediterranean Diet, promoting healthier food choices.	Health professionals, Educational institutions, society
8	Nutritional methodology assessment (WP5)	EUT / BUU / CNESTEN / CREDA	Methodology to evaluate the healthy habits and MD adherence on health.	The output supports public health by standardizing Mediterranean Diet assessment, guiding policies, and promoting healthier eating.	Nutrition and food companies
9	Environmental and Economic methodology assessment (WP5)	CREDA / UPM	Methodology to evaluate the benefits of the changed behaviour in terms of environmental and economic impact.	The output guides food waste policies, boosts economic efficiency, optimizes resources, raises awareness, and encourages sustainable behavior.	Nutrition and food companies
10	New innovative marketing strategies and business models (WP6)	ENCO/CEEBA / ECOMAB / DELAFRUIT / KOC	Guidelines on innovative marketing and competitive advantages, particularly focused for SMEs.	Broader adoption of sustainable Mediterranean diet; Improved competitiveness and resilience of regional SMEs; Strengthened food identity of the MED region	Agri-business
11	Consumer's guide of healthy dishes & good eating habits of the MDs (WP6)	CONS	Awareness guide for the MED food and book including receipts benefit all communities and encourage the nutrition value of each recipe.	The initiative boosts awareness, supports national health goals, establishes a Mediterranean diet resource, and creates economic opportunities.	Society

Table 5: Impact pathway (KERs)

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2.2.1 KER 1 - Mediterranean log about local varieties

2.2.1.1 Characterisation table

KER 1- Mediterranean log about local varieties	
Problem	The erosion of biodiversity and the underutilization of traditional Mediterranean plant varieties threaten cultural heritage, sustainable agriculture, and dietary diversity. Consumers and food producers lack access to structured knowledge about these local varieties that are nutritious, culturally significant, and environmentally sustainable.
Alternative solution	*Currently, producers and researchers rely on fragmented sources, local knowledge, or national databases that often lack integration, are not user-friendly, or are not aligned with market trends and product development goals.*
Unique Selling Point USP - Unique Value Proposition UVP	The log consolidates cultural, nutritional, and ecological information about traditional varieties in a single Mediterranean-focused resource. It bridges scientific knowledge and culinary tradition, enabling the development of culturally resonant and health-promoting food products. Unlike other databases, it is co-developed with communities and oriented toward practical exploitation in innovation projects.
Description	A curated knowledge base of traditional Mediterranean local plant varieties (vegetables, legumes, fruits, cereals, nuts) that are rich in bioactive components and relevant to health, cultural identity, and sustainable food systems. It includes scientific and ethnographic data, supporting its use in food development and education initiatives
"Market" – *Target market*	The agri-food sector, especially SMEs interested in health-oriented innovation and product diversification; public and private health promotion bodies; gastronomic tourism; regional development agencies. Customer segments include food producers, nutrition education providers, and policy stakeholders.
"Market" – *Early Adopters*	Regional food producers and cooperatives promoting traditional food; innovators; NGOs engaged in biodiversity and health.
"Market" - Competitors	National biodiversity repositories, academic publications, and FAO databases. These alternatives lack specific Mediterranean focus, practical food innovation usability, and cultural integration
Go to Market – Use model	The log will be accessible as an open resource for awareness and policy action and leveraged in private-public partnerships to develop food innovations. It will also serve as a tool in educational training and campaigns run by SLOW FOOD and other partners
Go to Market - Timing	Public release and use expected within 6–12 months after project end as a digital tool.
Go to Market – IPR Background	Based on traditional knowledge, scientific data and contributions from SLOW FOOD and project partners. No exclusive IP, shared knowledge under the consortium agreement.
Go to Market – IPR Foreground	Foreground knowledge jointly developed by SLOW FOOD and associated partners; intended for open use and publication. No formal protection is foreseen—open data and attribution model applies.

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2.2.1.2 Exploitation Roadmap

Exploitation roadmap KER 1	
Actions	1. Digitalisation and publication of the Mediterranean log in a searchable online platform. 2. Workshops and webinars to promote the use of the log in product development and educational settings. 3. Engagement with food producers to integrate local varieties into product lines. 4. Collaboration with health organizations and schools to support use in awareness campaigns. 5. Development of additional case studies to enrich the database post-project
Roles	SLOWFOOD and BUU
Milestones	- M1: Digital platform launched - M2: First round of workshops delivered
Financials Costs	N.A.
Revenues	N.A.
Other sources of coverage	National/regional innovation or rural development grants - NGO and sustainability-focused foundations - In-kind contributions from partners and volunteers
Impact in 3-year time	The result will support increased biodiversity use in food products, strengthen cultural identity around traditional foods, and contribute to healthier diets. It will empower SMEs, educators, and communities to value and integrate lesser-known varieties. Public health impact and local economies will benefit from improved product diversity and food culture awareness.

2.2.1.3 Risk Analysis and Priority Map

KER Risk Assessment Map

	Description of Risks	Degree of criticality of the risk related to the final achievement of this Key Exploitable Result. Please rate from 1 to 10 (1 low- 10 high)	Probability of risk happening Please rate from 1 to 10 (1 low - 10 high)	Risk Grade	Potential intervention	Estimated Feasibility/Success of Intervention Please rate from 1 to 10 (1 low- 10 high)	Conclusion
	Partnership Risk Factors						
1	Limited engagement by producers with traditional varieties.	3	5	15	Launch of co-creation workshops and storytelling to build awareness.	7	Control.
	Technological Risk Factors						
2	Difficulty in harmonizing data formats across regions.	4	5	20	Establish data standards and templates before collection begins.	6	Control.
3	Loss of traditional knowledge due to lack of documentation.	7	6	42	Engage local communities early and incentivize participation via co-authorship.	6	Control.
4	Data gaps in ethnobotanical sources from some countries.	2	4	8	Collaborate with local NGOs and universities to fill gaps.	6	Control.
5	Digital platform is underutilized due to poor visibility.	6	6	36	Strengthen dissemination through consortium channels and SEO optimization.	7	Control.
	Environmental/Regulation/Safety risks:						
6	Risk of cultural misappropriation if data is reused out of context.	5	4	20	Include usage guidelines and attribution licensing with dataset publication.	5	Between Control & No Action
7	Policy or legal limitations on sharing traditional knowledge internationally.	6	5	30	Consult legal experts on indigenous knowledge rights and include consent protocols.	6	Control.

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2.2.2 KER 2 - Eco-design methodology

2.2.2.1 Characterisation table

KER 2 -Eco-design methodology	
Problem	The food industry plays a crucial role in sustainability, as food production methods have a significant environmental impact. One of the main challenges in achieving environmental improvements is that, although there are existing tools and methodologies, they mainly provide general guidelines rather than specific application procedures tailored for food companies.
Alternative solution	A food eco-design methodology guide has been developed to assist the food industry in integrating environmental considerations into the development of new food products and the improvement of the existing ones.
Unique Selling Point USP - Unique Value Proposition UVP	• Tailored for the food industry: specifically designed for food companies, considering sector-specific challenges and best practices. • Practical & Actionable – It goes beyond theoretical frameworks by offering step-by-step guidance, checklists, and real-world examples to ensure easy implementation. • Holistic Environmental Approach – Covers multiple sustainability aspects, including carbon footprint, water use, waste reduction, packaging, and supply chain impact, helping companies make comprehensive improvements.

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	• Customizable for Different Food Sectors: It offers adaptability to various food categories (e.g., beverages, bakery, dairy, ready meals) with specific eco-design strategies. • Improves Market Competitiveness – By embedding sustainability into product development, companies can align with consumer demand for eco-friendly products, enhancing their brand reputation.
Description	The Eco-Design Methodology Guide is a practical tool designed to help the food industry integrate environmental considerations into the Development of new food products. The key topics are: • Introduction to Eco-design • Benefits & opportunities for companies • Relationship between Eco-design & Circular Economy • Legal framework • Steps for implementation
"Market" – *Target market*	The target market is the Food industry: Segmentation by type of product (processed food, beverages, fresh and minimally processed, packaging industries, etc.), segmentation by motivation (companies with a focus on sustainability as a strategic brand value, companies aiming to reduce costs and optimize processes, etc)
"Market" – *Early Adopters*	Food industry partners of our institution.
"Market" - Competitors	Not applicable, not a competitive product.
Go to Market – Use model	on: Used as a guide for businesses, multipliers, consultants and policy makers Available for business associations, training of industry representatives for ble manufacturing education : supports decision-making for sustainable industry interventions
Go to Market - Timing	The eco-Design Methodology Guide is ready to be promoted to the target groups.
Go to Market – IPR Background	Not applicable, as It is not a genuine guide but has been built based on previously published information, scientific articles and manuals (such as, IHOBE -Public Company for Environmental Management. Basque Government).
Go to Market – IPR Foreground	Not applicable, as It is not a genuine guide but has been built based on previously published information, scientific articles and manuals (such as, IHOBE -Public Company for Environmental Management. Basque Government).

2.2.2.2 Exploitation Roadmap

Exploitation roadmap KER 2	
Actions	1. Short-Term Actions (0-3 months post-project Enhancing Awareness and Outreach: • Disseminate the guide to our existing food industry contacts, stakeholders and partners via direct communication (Mails, newsletters) • Reaching out to other entities in the food industry via publications on website, social media etc) • Present guide at environmental, sustainability, academic and public health conferences

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	2. Mid-Term Actions (6-12 months post-project) Integration with Ongoing Service activities and initiatives: • Integrate the guide in CNTA´s training programmes for target groups. • Organise a webinar for food industry, stakeholders, partners to showcase the guide´s utility.
Roles	CNTA: Facilitate the dissemination of the guide.
Milestones	In month 6 and repeated every 6 months: • Informative mails sent out to existing partners • News on the guide published CNTA published on website and social media In month 12 and repeated for 3 years: • Presented the eco-guide in at least 2 conferences, or industry, academic meeting • Organized 1 webinar for interested food industry, multipliers and institutions representatives
Financials Costs	The planned activities will not generate direct costs and can be integrated in the usual activities of the institution.
Revenues	Not applicable as a free guide.
Other sources of coverage	Not applicable
Impact in 3-year time	Within three years, the Eco-design Methodology Guide is expected to support initiatives in the private sector to integrate environmental considerations by adjusting food processing for the development of new food products. This will lead to the following positive effects: • Lowering environmental footprints in food production by industry using fewer natural resources such as water and energy. • Reducing the volume of waste generated from packaging. • Improving the recyclability of waste produced from food packaging. • Reducing food waste by implementing end of life measures. • Adjusting production processes to generate environmental, societal and economic benefits, including: • Market Growth & Job Creation. The expansion of sustainably manufactured food products will create new business opportunities, fostering job creation in the food industry. • Improve the competitiveness and the sustainability of the food chain.

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2.2.2.3 Risk Analysis and Priority Map

KER Risk Assessment Map

	Description of Risks	Degree of criticality of the risk related to the final achievement of this Key Exploitable Result. Please rate from 1 to 10 (1 low- 10 high)	Probability of risk happening Please rate from 1 to 10 (1 low - 10 high)	Risk Grade	Potential intervention	Estimated Feasibility/Success of Intervention Please rate from 1 to 10 (1 low- 10 high)	Conclusion
3	External or internal motivation factors are not aligned with the application of the eco design methodology	7	5	35	Conducting workshops or webinars to raise awareness among companies about sustainability.	6	Control.
4	Difficulty to access information: Dealing with aspects that the company is not used to.	7	6	42	Consultancy	9	Control.
	Technological Risk Factors						
6	Clients do not like the platform and thus also the trainings are not of interest	7	9	63	Adapt the trainings so that they are more methodological and focus less on one specific software	9	Action!
7	The company does not have the technical means to address the changes.	3	3	9	Review the technology available in the company and make a proposal.	6	Control.
8	Risks of trying new materials and approaches.	5	5	25	Adapt the technology and if it is not possible modified other sustainable aspects	7	Control.
	Market Risk Factors						
11	Nobody buys the product ...	8	10	80	Offer services that do not demand investment by the partners (replicable material like tutorials etc). Bad for business but good for social impact	6	Action!
	IPR/Legal Risk Factors						
	Financial/Management Risk Factors						
21	Marketing and distribution fails due to a weak strategy	7	9	63	Revise the strategy	6	Action!
22	Marketing and distribution fails due to a lack of resources	7	10	70	a.) Adapt strategy to low cost activities b.) Dedicate staff more specifically	7	Action!
	Environmental/Regulation/Safety risks:						
26	Change in environmental policies that make the guide obsolete.	7	4	28	Update of the guide in accordance with new legislation or regulatory framework	9	Control.



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2.2.3 KER 3 - Novel plant-based snacks

2.2.3.1 Characterisation table

KER 3- Novel plant-based snacks	
Problem	The Mediterranean Diet has been proven to have beneficial effects in preventing chronic diseases and promoting overall health. However, accessing its ingredients is not always easy, it may not be sustainable, and in many cases, it is not affordable for families. Children consume unhealthy snacks (high in sugar and energy value, low in fiber). Potential users of the Novel plant-based snacks are children, teenagers, parents, school canteens, cafes, markets.
Alternative solution	To solve the problem, customers prepare healthy snacks for their children at home and limit the consumption of unhealthy snacks. Current solutions rely on fresh ingredients or products with a short shelf life that require refrigeration, making them impractical for long-term storage and consumption. Additionally, combining different ingredients can be challenging, and most available products are not economically accessible for families or convenient for on-the-go consumption.
Unique Selling Point USP - Unique Value Proposition UVP	The healthy snack bars we produce are very low in sugar, high in fiber, balanced in energy and protein, and made up of dried fruits, nuts, legumes and grains. We provide shelf-stable products that do not require refrigeration, offering options made with Mediterranean ingredients to improve health and prevent chronic diseases. Our products are affordable, sustainable, and convenient for on-the-go consumption, with excellent taste, flavor, color, and nutritional stability.
Description	We ensure that the healthy, clean, additive-free, low-sugar, high-fiber, energy-balanced snack bars we produce for children are consumed during children's snack hours. Our products are made from pureed Mediterranean ingredients, packaged in flexible pouches or cups. The ingredients include fruits, vegetables, seeds, yogurt, and cereals, which undergo a thermal treatment to ensure stability. This process results in a healthy snack solution with a balanced nutraceutical profile, easy to consume on the go, and environmentally friendly. The product is ideal for families and children at school.
"Market" – *Target market*	• **Retail:** Supermarkets and grocery stores offering innovative healthy snack solutions. • **Schools:** Institutions looking to provide nutritious, ready-to-eat snacks for children. • **Brands:** Companies seeking to incorporate Mediterranean diet-based products into their offerings. • **Companies**: Organizations interested in promoting health-conscious food solutions for their customers. • **Customer segments**: Children, teenagers, parents
"Market" – *Early Adopters*	Brands and companies in non-Mediterranean regions are expected to be the first adopters due to the difficulty of accessing Mediterranean ingredients, which are often expensive and require preparation or cooking. Given their short shelf life, our solution offers a more convenient and attractive alternative.
"Market" - Competitors	Sugar-free oat bar or snack manufacturing companies and that produce more diversified bars, have a wider market area, and have higher quality equipment and mass production lines. Other brands may offer similar products in

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	comparable packaging, but they lack our expertise in ingredient selection, ensuring the best texture and sensory profile.
Go to Market – Use model	As co-manufacturers, our approach is to integrate these products into our portfolio and present them as solutions to our customers. We can offer our expertise to our customers.
Go to Market - Timing	The validation and launch of these products are expected before 2026.
Go to Market – IPR Background	KOC, BUU and Delafruit: Expert companies and institutions for development of the products, sourcing, processing, packaging of similar projects and that developed specific recipes for plant-based healthy snack in Spain and Turkey.
Go to Market – IPR Foreground	At present, the partners do not have an IPR strategy, opting instead to establish it at a later stage.

2.2.3.2 Exploitation Roadmap

Exploitation roadmap- KER 3	
Actions	Within 3-6 months after the project, the partners will initiate market expansion strategies, leveraging its established global distribution network. This includes launching new product lines, optimizing supply chain efficiency, and strengthening partnerships with key retailers and brands.
Roles	• Delafruit: Lead company in production, distribution, and commercialization. • Technology & R&D Partners: Support in product development, quality assurance, and innovation. • Retail & Distribution Partners: Facilitate market entry and sales execution.
Milestones	• First 3 months: Market research & adaptation of new formulations. • 6 months: Launch of initial pilot sales in selected markets. • 1 year: Full-scale commercialization in priority regions.
Revenues	• 1-year investment: Estimated €0,5-1 million for product development, market entry, and promotional activities. • 3-year projection: Expected €1-3 million allocated for scaling operations and geographical expansion.
Other sources of coverage	• Potential funding from EU innovation grants • Strategic partnerships with suppliers, retail chains. • Internal reinvestment from Delafruit's existing revenue streams.
Impact in 3-year time	• By developing healthy and nutritious bars, it is aimed to reduce the consumption of packaged products with high energy, additive and sugar content by directing children and young people to healthy snack bars. Increased accessibility to healthy, sustainable snacks globally. • Economic growth through job creation and expansion. • Strengthened supply chain sustainability by reducing food waste and optimizing distribution. • Enhanced consumer health benefits by promoting Mediterranean diet principles.

2.2.3.3 Risk Analysis and Priority Map

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KER Risk Assessment Map

	Description of Risks	Degree of criticality of the risk related to the final achievement of this Key Exploitable Result. Please rate from 1 to 10 (1 low- 10 high)	Probability of risk happening Please rate from 1 to 10 (1 low - 10 high)	Risk Grade	Potential intervention	Estimated Feasibility/Success of Intervention Please rate from 1 to 10 (1 low- 10 high)	Conclusion
	Partnership Risk Factors						
1	Differences in priorities and strategic alignment among partners.	2	3	6	Regular meetings to align strategies, clear documentation of shared goals, and defined responsibilities	9	Control.
2	Delays in information sharing or lack of transparency in collaboration.	2	3	6	Implementation of a shared digital platform for real-time updates and clear communication guidelines	8	Control.
3	Challenges in coordinating logistics across different regions.	3	3	9	Establishment of a centralized coordination team and use of supply chain management software	7	Control.
	Technological Risk Factors			0			
6	Difficulty in maintaining product consistency and quality across different production facilities.	3	3	9	Conduct pilot production runs before full-scale manufacturing.	8	Control.
7	Potential technological limitations in ingredient stability or shelf-life .	3	3	9	Invest in R&D collaborations for food preservation and processing innovations.	9	Control.
	Market Risk Factors			0			
11	Consumer skepticism about new Mediterranean-inspired products in non-Mediterranean regions.	2	3	6	Conduct extensive market research & consumer testing before launch.	8	Control.
12	Strong competition from established brands with similar offerings.	3	3	9	Differentiate through scientific claims, sustainability, and authenticity.	9	Control.
13	Market entry barriers due to pricing, cultural preferences, and retail distribution challenges.	3	3	9	Leverage existing distribution networks and key retail partnerships.	7	Control.
	IPR/Legal Risk Factors			0			
16	Compliance with food safety & labeling regulations across multiple markets.	3	3	9	Ensure full compliance with EU, FDA, and other relevant regulations.	9	Control.
17	Trademark or branding conflicts in different countries.	2	3	6	Work with legal advisors specialized in food & beverage industry.	8	Control.
	Financial/Management Risk Factors			0			
21	Cost fluctuations in raw materials (Mediterranean ingredients).	3	3	9	Diversify ingredient sourcing to reduce dependency on single suppliers.	7	Control.
22	Marketing and distribution fails due to a lack of resources	3	3	9	Adapt strategy to and activities according to budget.	8	Control.
	Environmental/Regulation/Safety risks:			0			
26	Sustainability challenges in sourcing Mediterranean ingredients at scale.	3	3	9	Prioritize certified sustainable suppliers and ethical sourcing.	9	Control.
27	Compliance with packaging regulations and environmental policies.	2	3	6	Use eco-friendly packaging solutions to align with EU sustainability goals.	9	Control.
28	Food safety risks (contamination, recalls) due to supply chain complexity.	3	3	9	Implement HACCP & GMP standards across production sites to ensure safety.	8	Control.

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

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2.2.4 KER 4 - AI-based recommender

2.2.4.1 Characterisation table

KER 3 - AI-based recommender	
Problem	For dietitians, the manual process of creating personalised meal plans is labor-intensive and limits their ability to scale their services. They need a tool that can quickly generate accurate, personalised recommendations while maintaining professional credibility. Consumers, meanwhile, often struggle with adhering to generic meal plans that do not cater to their specific health needs or cultural preferences. Chefs and food service providers, aiming to serve diverse dietary needs, require adaptable AI-driven solutions that seamlessly integrate into their existing culinary processes.
Alternative solution	Several alternative solutions exist in the market, including DNA-based diet services that generate meal recommendations based on genetic data, generic nutrition apps with basic meal planning functionalities, and manual consultations with dietitians. However, these alternatives have notable limitations: DNA-based services often lack flexibility and can be expensive, generic apps provide only surface-level recommendations without scientific depth, and manual dietitian consultations require significant time.

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Unique Selling Point USP - Unique Value Proposition UVP	This AI-based personalised nutrition recommender provides dietitians with a scientifically backed, AI-driven tool that reduces the time spent on meal planning while improving the quality of dietary recommendations. It enhances client adherence to nutrition plans by offering tailored meal options that align with personal preferences and health goals. Unlike generic diet planning apps or DNA-based services, this solution delivers evidence-based, culturally adaptive meal recommendations that seamlessly integrate into dietitian workflows and consumer-facing platforms.
Description	The AI-based personalised nutrition recommender is an innovative tool designed to provide tailored meal recommendations based on individual dietary preferences, health goals, and cultural factors. By integrating European dietary databases and leveraging AI-driven insights, the system supports both dietitians and end-users in making informed food choices. Currently at TRL 6-7, the recommender has undergone multiple technical validations, ensuring its scientific credibility and practical applicability.
"Market" – *Target market*	The primary market for this solution consists of dietitians and nutrition professionals who seek to optimise meal planning for their clients through efficient, AI-powered recommendations. In addition, consumers looking for personalised dietary guidance will access the system via an online platform featuring recipes curated by chefs. The solution also presents opportunities for partnerships with chefs, health-focused food services, and wellness platforms that could integrate the recommender into their existing offerings.
"Market" – *Early Adopters*	The first adopters of this solution are expected to be dietitians and nutrition professionals who are actively seeking AI-driven tools to improve their efficiency and enhance client engagement. In parallel, discussions with renowned Greek chefs have already begun to explore opportunities for integrating the recommender into recipe platforms, broadening its reach. These early adopters will help validate the system in real-world applications and refine its capabilities for wider deployment.
"Market" - Competitors	Currently, the recommender is undergoing further development with ongoing efforts to explore exploitation opportunities within other projects. Certain discussions are in progress, indicating a potential integration pathway. While a precise timeline for real-world pilot testing has yet to be finalised, the next steps include identifying potential funding opportunities and refining the technology for wider market entry.
Go to Market – Use model	The AI-based recommender will be deployed as a Software-as-a-Service (SaaS), with options for API integration into existing nutritionist platforms, healthcare systems, and wellness apps. It will also be available through licensing agreements for institutional use and research collaborations.
Go to Market - Timing	Currently, the recommender is undergoing further development with ongoing efforts to explore exploitation opportunities within other projects. Certain discussions are in progress, indicating a potential integration pathway. While a precise timeline for real-world pilot testing has yet to be finalised, the next steps include identifying potential funding opportunities and refining the technology for wider market entry.
Go to Market – IPR Background	CERTH's background includes the Food and Activity Recommendation System (FARS), the Reasoning-based Decision Support System (RDSS), and the Re-adaptation Manager.
Go to Market – IPR Foreground	At present, the project does not have a formal patent protection strategy, opting instead to publish findings in research papers to ensure scientific credibility. However, the team remains open to third-party licensing and integration opportunities, allowing external companies to leverage the AI models within

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	their own platforms. The possibility of creating a spin-off to commercialise the technology is under consideration, though no final decision has been made.

2.2.4.2 Exploitation Roadmap

Exploitation roadmap KER 3	
Actions	1. Finalising Exploitation and Business Model • Conduct a business model validation workshop to finalise the use model (licensing vs direct service provision). • Develop a go-to-market strategy, including pricing models and differentiation from competitors. • Make a decision on whether to pursue a spin-off, license the technology, or integrate it into another service (decision to be made soon). 2. Regulatory and Compliance Review • Conduct a compliance assessment to ensure alignment with GDPR and the EU AI Act. • Implement necessary data protection safeguards and ensure ethical AI use. 3. Pilot and Validation with Early Adopters • Initiate a pilot phase with selected dietitians and health professionals to assess usability and effectiveness. • Collect user feedback and refine the tool based on real-world performance. • Continue discussions regarding recipe integration and explore opportunities for collaboration with wellness platforms. 4. Partnership & Funding Acquisition • Identify and engage with potential partners, such as health platforms, AI companies, and wellness startups. • Explore EU funding opportunities (e.g., EIC Accelerator, Horizon Europe calls) to support further development. • Consider approaching private investors or corporate stakeholders interested in AI-driven nutrition technology (TBD).
Roles	Lead Partner (TBD): Oversees exploitation activities, ensures regulatory compliance, and seeks funding. • CERTH: Responsible for further technical development, including software updates and AI compliance. • Project dietitian and chef collaborators: Provide insights, participate in pilot testing, and validate user experience. • External legal consultant: Supports GDPR and AI regulatory compliance review.
Milestones	

Milestone	KPI	Timeline
Business model validation completed	Go-to-market strategy defined	3 months
AI compliance review finalised	GDPR & AI Act compliance assessed	4 months
Small-scale pilot launched	Initial testing with dietitians and chefs	6 months
User feedback collected	Feedback analysis report completed	8 months
First commercial partnership secured	At least one partnership agreement signed	9 months
EU funding application submitted	Proposal submitted for further development	12 months

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Financials Costs	To implement the planned activities, the main cost drivers will include: • Business model and regulatory compliance activities • Software improvement and system scalability • Pilot implementation with early adopters • Marketing and outreach to potential partners • Legal and regulatory assessments In the first year, costs will mainly focus on finalising the business model, conducting pilot testing, and ensuring compliance. Over the next three years, additional investments may be required for full-scale deployment and market expansion.
Revenues	The expected revenue streams will be based on: • Licensing agreements with health platforms and professional nutrition tools. • Subscription-based models for dietitians and wellness-focused users. • B2B partnerships with chefs, wellness apps, and food service providers. In the first year, revenues will primarily come from early adopters and initial licensing deals. By the third year, revenue is expected to grow with the expansion into broader European and potential global markets.
Other sources of coverage	To bridge the investment gap before significant revenues are generated, the following sources may be considered: • EU funding applications (Horizon Europe, EIC Accelerator, or similar initiatives). • Industry collaborations with health insurance providers, food-tech companies, or AI research institutions. • Private investors or venture capital (TBD based on market validation). • Internal funding from project partners, depending on their strategic interest in further development.
Impact in 3-year time	Within three years, the AI-based Recommender is expected to generate significant societal and economic benefits, including: • Improved Public Health – More individuals will adopt healthier, personalized diets, reducing diet-related health issues such as obesity, diabetes, and cardiovascular diseases. • Sustainable Eating Habits – The AI-driven recommendations will promote seasonal, locally sourced food choices, leading to reduced food waste and a lower environmental footprint. • Enhanced Accessibility to Nutrition Guidance – AI-powered personalization will make high-quality dietary recommendations available to individuals and institutions who may not have access to professional nutritionists. • Market Growth & Job Creation – Expansion of AI-driven nutrition solutions will create new business opportunities in digital health, wellness, and food-tech sectors, fostering job creation. • Integration into Healthcare & Wellness Systems – The recommender will be adopted by clinics, hospitals, and wellness platforms, making personalized nutrition an integral part of preventive healthcare strategies.

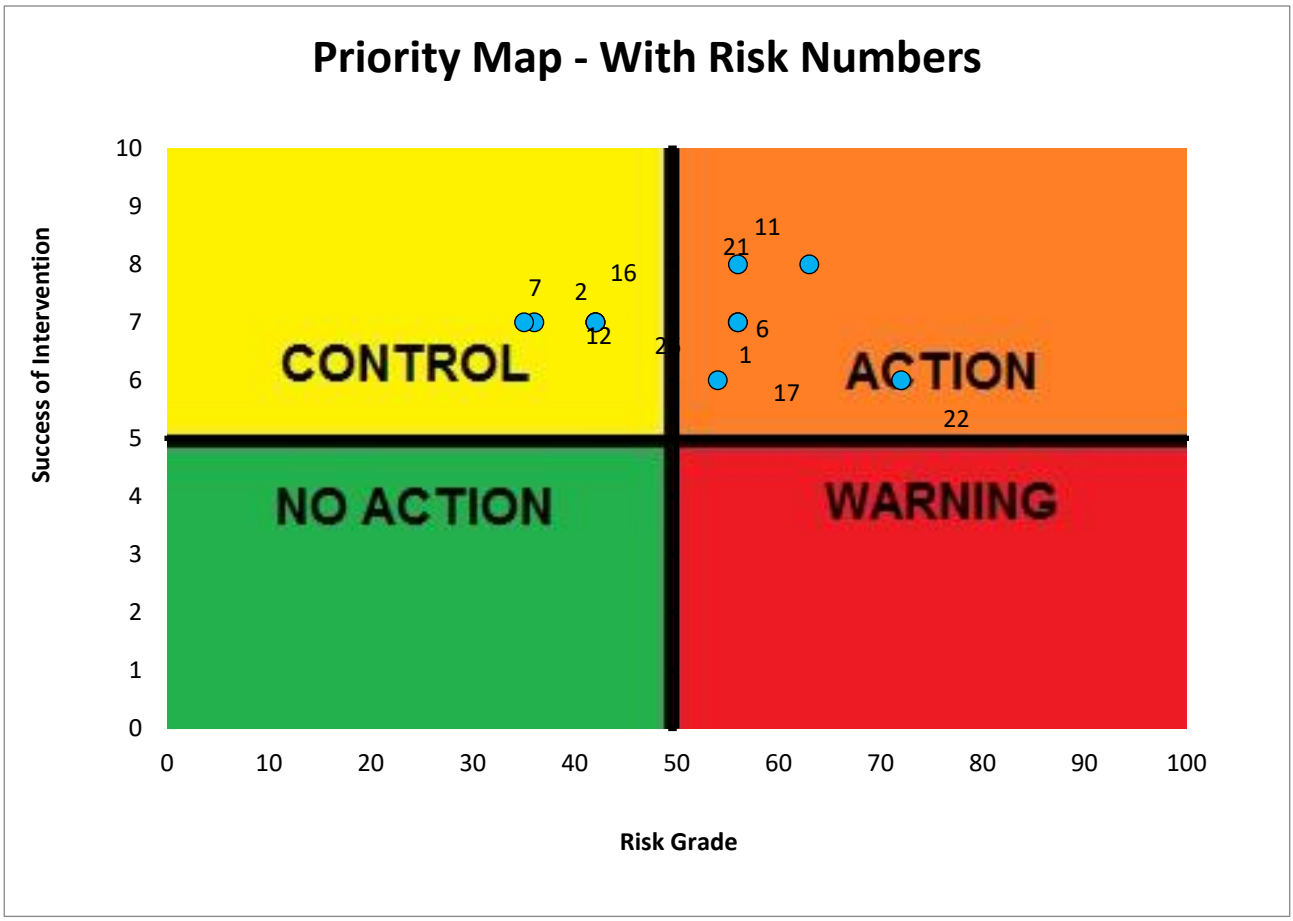
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2.2.4.3 *Risk Analysis and Priority Map*

KER Risk Assessment Map

	Description of Risks	Degree of criticality of the risk related to the final achievement of this Key Exploitable Result. Please rate from 1 to 10 (1 low- 10 high)	Probability of risk happening Please rate from 1 to 10 (1 low- 10 high)	Risk Grade	Potential intervention	Estimated Feasibility/Success of Intervention Please rate from 1 to 10 (1 low- 10 high)	Conclusion
	Partnership Risk Factors						
1	Disagreement on further investments (Some partners may leave)	6	5	30	Secure long-term funding and licensing agreements.	7	Control.
2	Disagreement on ownership rules	7	4	28	Clearly define IPR ownership and exploitation rights in licensing agreements.	6	Control.
3	Partners breaking out and creating competitive products	8	5	40	Strengthen legal agreements (e.g., non-compete clauses) and foster strong collaboration.	7	Control.
	Technological Risk Factors						
6	Better AI-based dietary recommendation solutions emerge	7	6	42	Continuously update AI models and maintain innovation leadership.	8	Control.
7	Significant dependency on third-party food databases	6	6	36	Develop proprietary food datasets and establish partnerships for data reliability.	7	Control.
	Market Risk Factors						
11	Low adoption by nutritionists & healthcare professionals	7	5	35	Offer pilot programs and professional training sessions.	8	Control.
12	Rejected by end-users (complex UX/UI)	8	6	48	Implement user-centered design and conduct usability testing.	8	Control.
	IPR/Legal Risk Factors						
16	Legal problems: proceeding against us	6	3	18	Ensure legal compliance and seek legal consultation when required.	7	Control.
	Financial/Management Risk Factors						
21	Weak exploitation due to inadequate business plan	7	5	35	Develop a strong commercialization and business strategy.	8	Control.
	Environmental/Regulation/Safety risks:						
26	Product does not comply with data privacy standards (GDPR, etc.)	8	6	48	Implement secure data encryption and robust privacy policies.	9	Control.



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2.2.5 KER 5 - Education and diet recommender App

2.2.5.1 Characterisation table

KER 5 - Education and diet recommender App	
Problem	Potential adopters, such as research institutions and public health bodies, require tools to collect structured dietary data on children. They need a reliable, scientifically validated system that can inform policy decisions and interventions. Schools and policymakers require an easy-to-integrate solution that enables real-time dietary recommendations and enhances nutrition education efforts.
Alternative solution	Currently, adopters rely on paper-based nutrition guidelines, which are static and lack personalization. Health apps targeting adults focus primarily on calorie tracking and do not consider child nutrition or school meal integration. Standalone mHealth apps are often commercial and not always scientifically validated, making them unreliable for public health initiatives.
Unique Selling Point USP - Unique Value Proposition UVP	For public health researchers and policymakers who struggle with accessing reliable child nutrition data and implementing evidence-based interventions, the SwitchToHealthy Education & Diet Recommender App is a digital tool that simplifies data collection, meal planning analysis, and policy decision-making. **Unlike traditional paper-based nutrition guidelines or fragmented digital tools, our app integrates school meal data and automates dietary recommendations, providing an evidence-based, scalable solution
Description	The Education and Diet Recommender App is a digital tool designed to support public health researchers and policymakers by providing evidence-based nutrition recommendations and meal planning insights. It enables structured data collection on children's dietary habits, integrates school meal data, and provides insights for nutrition education and policy interventions. Unlike traditional paper-based guidelines or standalone mHealth apps, this tool offers scientifically validated, scalable solutions tailored for institutional and research use.
"Market" – *Target market*	The target market includes public health research institutions, governmental health agencies, and academic institutions focusing on child nutrition. The primary users are public health researchers, policymakers, and nutrition-focused educators. Secondary users include schools and public institutions supporting child nutrition programs. Key influencers in adoption include NGOs, ministries of health, and EU-funded research projects focused on nutrition and public health.
"Market" – *Early Adopters*	• Universities and research institutions working on childhood nutrition. • Public health agencies & ministries of health developing nutrition policies. • Schools & education policymakers integrating structured nutrition education.
"Market" - Competitors	Competitors include mHealth app developers offering general nutrition tracking tools. Their strengths lie in user engagement and commercial viability, but they lack scientific validation and institutional integration. Paper-based public health nutrition guidelines offer a standardized reference, but they are not interactive and do not adapt to real-time data.
Go to Market – Use model	• Research Collaboration: Used as a data collection and analysis tool in public health studies. • Institutional Licensing: Available to schools and public institutions for structured nutrition education. • Policy Development: Supports decision-making for child nutrition interventions.

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Go to Market - Timing	The tool is currently at TRL 4, requiring further research and pilot testing to improve usability and adoption. Integration into EU-funded projects is expected within 1-2 years, depending on the availability of research collaborations and funding.
Go to Market – IPR Background	UNIPR's background includes the NUBI Parma app used as the foundational framework, for both content and technical part.
Go to Market – IPR Foreground	The University of Parma (UNIPR) retains ownership of the app and its underlying algorithms and educational content. The app will be made available via non-commercial licensing for academic institutions and public health programs. No patents are planned, and the meal-planning algorithms will be protected as secret know-how.

2.2.5.2 Exploitation Roadmap

Exploitation roadmap KER 5	
Actions	**Short-Term Actions (0-6 months post-project)** 1. Secure Research Collaboration Opportunities: • Identify and engage universities, public health agencies, and EU-funded projects interested in further developing the app. • Apply for funding under Horizon Europe, national grants, or institutional research programs. 2. Data Anonymisation and GDPR Compliance Review: • Conduct a legal and ethical review to ensure compliance with GDPR and institutional data protection standards. • Develop clear guidelines for data-sharing agreements with potential research partners. 3. Pilot Testing with Academic Institutions and Schools: • Establish small-scale testing programs in selected schools and public health institutions. • Gather user feedback to refine data collection mechanisms and app usability. 4. Enhancing Awareness and Outreach: • Publish a research paper or white paper on the app's methodology and potential impact. • Present findings and potential applications at academic and public health conferences. • Organise a webinar with policymakers and researchers to showcase the tool's utility. **Mid-Term Actions (6-12 months post-project)** 5. Integration with Ongoing Research Initiatives: • Partner with public health research institutions to embed the app in ongoing nutrition studies. • Work with schools and education policymakers to integrate digital nutrition education into curricula. 6.Improving the Technical Readiness Level (TRL): • Identify and apply for funding to automate the meal-planning functionalities and reduce manual work. • Explore integration with existing public health digital platforms. 7. Define a Long-Term Sustainability Model:

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<table>
<tr><td></td><td>
• Develop a framework for long-term sustainability through academic licensing and EU-funded research initiatives.
• Explore possibilities for continued hosting and updates beyond the initial pilot phase.
</td></tr>
<tr><td>Roles</td><td>
• UNIPR (University of Parma): Lead institution for exploitation, responsible for research collaborations, data compliance, and outreach activities.
• Potential Public Health Agencies & Schools (TBC): Early adopters for pilot testing and institutional validation.
• Policy Advisory Groups (TBD): Support in aligning the app with national and EU policy frameworks.
• Other Universities (TBD): Potential partners for joint research projects and TRL advancements.
</td></tr>
<tr><td>Milestones</td><td>
<table>
<tr><th>Milestone</th><th>Target Date</th><th>KPI</th></tr>
<tr><td>Research collaboration secured</td><td>Month 3</td><td>1+ formal research partnerships established</td></tr>
<tr><td>GDPR compliance review completed</td><td>Month 4</td><td>Legal review finalised, compliance documented</td></tr>
<tr><td>Pilot testing in schools and institutions</td><td>Month 6</td><td>2+ pilot programs initiated</td></tr>
<tr><td>Public awareness and outreach campaign</td><td>Month 6</td><td>1+ conference presentation, 1+ academic paper published</td></tr>
<tr><td>Integration into a public health research initiative</td><td>Month 9</td><td>Formal integration agreement secured</td></tr>
<tr><td>Funding secured for TRL improvement</td><td>Month 12</td><td>Grant or institutional funding awarded</td></tr>
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</td></tr>
<tr><td>Financials Costs</td><td>Over the next year, estimated costs include research and pilot implementation expenses of approximately €30,000, data compliance and legal review costs of €10,000, technical development and automation investments of €50,000, and outreach and dissemination efforts amounting to €15,000. Over a three-year period, the total estimated costs rise to €290,000, reflecting further technical advancements and extended outreach activities.</td></tr>
<tr><td>Revenues</td><td>1 Year: No direct revenues expected; focus on securing grants and institutional support.
3 Years: Potential revenue streams from licensing to academic institutions and integration into EU research initiatives.</td></tr>
<tr><td>Other sources of coverage</td><td>Funding sources will be sought to cover costs associated with increasing the app's TRL and ensuring continued use. Horizon Europe grants will be pursued to fund research and technical development, while national public health grants may provide resources for pilot testing and compliance adjustments. Institutional research budgets will support academic licensing, and NGOs and foundations will be approached for funding related to nutrition education initiatives.
This roadmap ensures that KER 5 remains aligned with its academic and institutional focus, addresses key risks, and progresses toward broader adoption and sustainability.</td></tr>
<tr><td>Impact in 3-year time</td><td>The Education and Diet Recommender App will enhance nutrition awareness by providing personalized recommendations and improving school meal programs. It will support policymakers and researchers with structured data collection,</td></tr>
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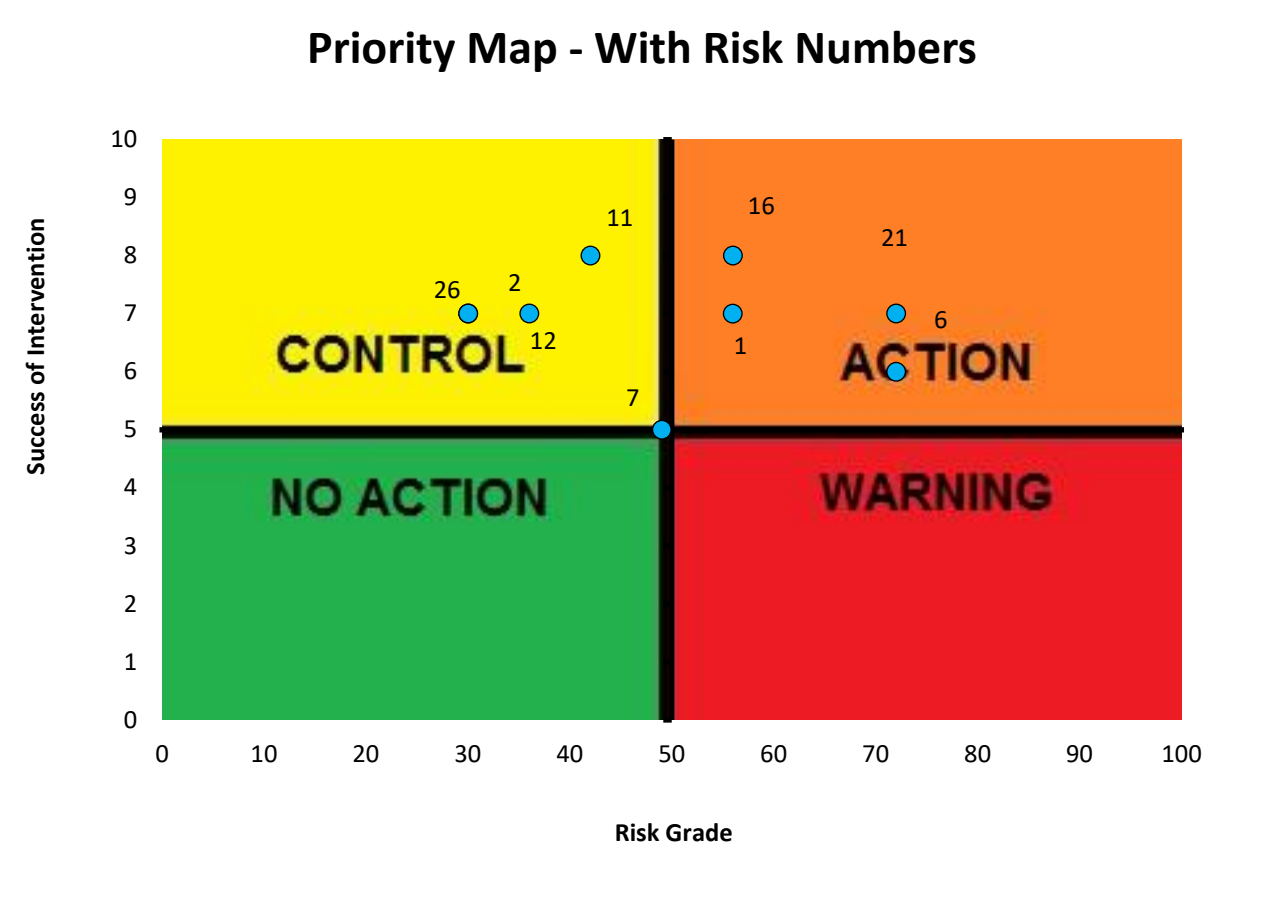
	leading to informed public health strategies. By integrating real-time dietary insights, it will influence nutrition policies, replace traditional assessments, and expand across institutions, ensuring long-term sustainability and impact on healthy eating habits.

2.2.5.3 Risk Analysis and Priority Map

Risk Assessment Map - Education and Diet Recommender App

	Description of Risks	Degree of criticality of the risk related to the final achievement of this Key Exploitable Result. Please rate from 1 to 10 (1 low- 10 high)	Probability of risk happening Please rate from 1 to 10 (1 low - 10 high)	Risk Grade	Potential intervention	Estimated Feasibility/Success of Intervention Please rate from 1 to 10 (1 low- 10 high)	Conclusion
	Partnership Risk Factors						
1	Lack of institutional support for adoption	8	7	56	Engage research institutions & policymakers for pilot studies	7	Action!
2	Limited collaboration with schools	6	6	36	Conduct outreach to school networks and ministries of education	7	Control.
	Technological Risk Factors						
6	Low TRL (currently at TRL 4)	9	8	72	Secure additional research funding to advance development	6	Action!
7	Manual work required for generating menus	7	7	49	Explore AI-assisted automation	5	Between Control & No Action
	Market Risk Factors						
11	Limited awareness in public sector	7	6	42	Leverage public health campaigns & EU dissemination channels	8	Control.
12	Competing digital tools from commercial players	6	5	30	Emphasize research-driven, non-commercial positioning	7	Control.
	IPR/Legal Risk Factors						
16	GDPR compliance concerns	8	7	56	Implement strict anonymization & ethical review	8	Action!
	Financial/Management Risk Factors						
21	Lack of sustainable funding post-project	9	8	72	Seek Horizon Europe & national public health grants	7	Action!
	Environmental/Regulation/Safety risks:						
26	Need for regulatory approvals for institutional use	6	5	30	Align with public health data policies early	7	Control.

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2.2.6 KER 6 - Integrated SWITCHtoHEALTHY App (including the virtual education game)

2.2.6.1 Characterisation table

KER 6 - Integrated SWITCHtoHEALTHY App (including the virtual education game)	
Problem	• Need for a validated, research-ready digital platform to collect and analyse dietary data. • Lack of scalable solutions for nutrition education in public health and academic settings. • Challenges in bridging dietary behaviour research with policy implementation
Alternative solution	• Traditional dietary guidelines: Provide static, non-personalised recommendations. • Standalone AI-powered nutrition apps: Focus on calorie counting rather than structured education. • Manual data collection: Time-intensive and inconsistent across research projects.
Unique Selling Point USP - Unique Value Proposition UVP	For public health research institutions and academic nutrition initiatives who struggle with fragmented dietary research tools and inconsistent nutrition education, our SWITCHtoHEALTHY App is a data-driven digital nutrition platform that integrates AI-powered meal planning with structured nutrition education to support evidence-based research and policy interventions. Unlike generic diet tracking apps or manual data collection methods, we provide a research-ready, scalable, and scientifically validated solution tailored for public health and academic needs.

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Description	The SWITCHtoHEALTHY App is a data-driven digital nutrition platform that integrates AI-powered personalised meal planning (KER 4) with structured nutrition education (KER 5). It is designed to support public health research, academic studies, and policy-driven dietary interventions. The app facilitates large-scale data collection, enabling institutions to analyse dietary habits and implement evidence-based nutrition education. While it provides an operational demonstrator, further development will require external investment or follow-up research projects.
"Market" – *Target market*	• Primary market: Public health research institutions, EU-funded initiatives on nutrition, and academic institutions focusing on child nutrition and digital health innovations. • End users: Public health researchers, policymakers, nutrition educators, and corporate wellness program managers. • Decision influencers: Government health agencies, NGOs, and international research programs.
"Market" – *Early Adopters*	• Public health institutions conducting large-scale dietary behaviour studies. • Academic researchers focusing on child nutrition and digital health interventions. • EU-funded initiatives looking for scalable tools to support structured nutrition education.
"Market" - Competitors	• Digital diet-tracking apps (MyFitnessPal, Noom): Strong consumer engagement but lack structured research integration. • Manual dietary assessment tools (surveys, focus groups): Provide qualitative insights but are labour-intensive and lack scalability. • Public health nutrition programs: Often lack digital tools for structured, AI-driven personalisation.
Go to Market – Use model	• Research Collaboration: Supports EU-funded projects and academic studies on nutrition. • Public Health Implementation: Used by institutions for structured dietary education and behaviour change programs. • Follow-Up Initiatives: Future development depends on licensing or integration into broader EU research efforts.
Go to Market - Timing	• Medium-term (1-2 years post-project): Dissemination in research networks, EU projects, and academic institutions. • Long-term (2+ years): Potential licensing, research-driven enhancements, or integration into larger EU-funded initiatives.
Go to Market – IPR Background	CERTH – AI-driven recommendation system, reasoning-based decision support, and adaptation manager. UNIPR – NUBI Parma app framework, educational content, and child-focused meal planning algorithms.
Go to Market – IPR Foreground	• Ownership: KER 4 and KER 5 are owned by CERTH and Uni Parma. • Exploitation path: Potential licensing to research institutions or integration into new research consortia. • No immediate commercialisation plans: Future use depends on follow-up funding and research partnerships

2.2.6.2 Exploitation Roadmap

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Exploitation roadmap KER 6	
Actions	• Identification of potential follow-up research opportunities (Horizon Europe calls, national research grants, public health initiatives). • Engagement with public health institutions to explore interest in piloting the app within research studies. • Refinement of the data governance and compliance framework to ensure long-term GDPR alignment and ethical research use. • Publication of research findings from SWITCHtoHEALTHY to raise awareness and establish credibility within the scientific and policymaking communities. • Internal assessment of app usability and integration feasibility for future collaborative research projects.
Roles	• CERTH & Uni Parma – Lead technical partners responsible for data integrity, GDPR compliance, and research publication. • Project Coordinator (TBD) – Oversees dissemination, stakeholder engagement, and preparation of funding applications. • Public Health & Academic Institutions (TBC) – Potential pilot adopters providing real-world feedback and assessing research impact.
Milestones	• Month 3 – Identification of at least two Horizon Europe or national funding opportunities. • Month 4 – Engagement with at least three public health institutions to explore pilot studies. • Month 6 – Research publication submitted to a peer-reviewed journal. • Month 9 – Concept note for future funding proposal developed.
Financials Costs	• First Year: ~€50,000 (for research personnel, publication fees, engagement activities, and initial grant application preparation). • Three Years: TBD, depending on the success of funding acquisition.
Revenues	• First Year: No direct revenue expected (focus on securing research grants and institutional partnerships). • Three Years: TBD, depending on the funding model (grant-based vs. institutional collaborations for research).
Other sources of coverage	• Potential EU Research Grants – Horizon Europe, national research funding programs. • Institutional Support – University or research centre budget allocations for further development. • Collaborative Research Agreements – Public health institutions co-funding specific research pilots.
Impact in 3-year time	• Improved public health outcomes by promoting sustainable, AI-driven personalized nutrition. • Reduced food waste & environmental footprint through seasonality-based meal recommendations. • Empowerment of individuals & families with AI-driven meal guidance. • Stronger adoption of digital nutrition solutions in schools, corporate wellness, and healthcare.

2.2.6.3 Risk Analysis and Priority Map

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KER Risk Assessment Map

	Description of Risks	Degree of criticality of the risk related to the final achievement of this Key Exploitable Result. Please rate from 1 to 10 (1 low- 10 high)	Probability of risk happening Please rate from 1 to 10 (1 low - 10 high)	Risk Grade	Potential intervention	Estimated Feasibility/Success of Intervention Please rate from 1 to 10 (1 low- 10 high)	Conclusion
	Partnership Risk Factors						
1	Industrialization at risk: a business partner leaves the market	6	4	24	Diversify partnerships and avoid reliance on a single partner.	7	Control.
2	Disagreement on ownership rules	7	4	28	Clearly define IPR ownership and exploitation rights.	6	Control.
	Technological Risk Factors						
6	App performance issues due to scalability constraints	7	5	35	Implement scalable cloud infrastructure and continuous load testing.	8	Control.
	Market Risk Factors						
11	Rejected by end-users due to lack of engagement	8	6	48	Improve UX/UI, introduce gamification, and personalized engagement features.	8	Control.
	IPR/Legal Risk Factors						
16	Know-how risks: risk of counterfeit	5	4	20	Strengthen cybersecurity measures to prevent unauthorized replication.	7	Control.
	Financial/Management Risk Factors						
21	No resources secured to sustain operations	7	5	35	Seek funding through grants, corporate partnerships, and investors.	8	Control.
	Environmental/Regulation/Safety risks:						
26	Product does not comply with healthcare regulations	8	6	48	Ensure alignment with healthcare compliance and safety certifications.	9	Control.



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2.2.7 KER 7 - Educational tools

2.2.7.1 Characterisation table

KER 7- Educational tools	
Problem	Following the principles of a healthy diet is often difficult, especially in the younger generation where unhealthy diets with foods high in saturated fat, salt and sugar are becoming increasingly common. Potential customers are children, teenagers, parents, teachers.
Alternative solution	Families, children and adolescents do not make much effort to change unhealthy and unbalanced eating patterns.
Unique Selling Point USP - Unique Value Proposition UVP	With the educational materials developed, adolescents, children and parents increase their knowledge about Mediterranean nutrition, playful learning-based studies are carried out, and various fun activities are organized with teachers to change adolescents' perspectives on nutrition.
Description	These educational tools targeted at adolescents involve a methodology designed to reinforce adherence to the Mediterranean Diet. A learning-by-play approach is applied, to be adopted at home with the family and in the school context. These tools include activities to be played at home (e.g., educational sheets with dedicated activities and games, take home messages, recipes) and activities to be practised at school (e.g. co-creation activities). Overall, these tools can support health professionals, educational institutions and society (i.e. families), as they propose practical and engaging activities for adolescents to promote and maintain healthier eating habits.
"Market" – *Target market*	The main target group of the educational tools are the children, parents, teacher, educational institutions, dieticians and nutritionists that want to learn and teach in a playful way about healthy nutrition and the Mediterranean Diet. The secondary target group.
"Market" – *Early Adopters*	The early adopters of educational tools on the Mediterranean Diet would be individuals and groups who are already interested in nutrition, health, and wellness and are open to trying new tools or methods. Potential Early Adopters: • Students, pupils and teachers • Healthcare Professionals – Nutritionists, dietitians, and doctors who recommend dietary changes to patients. • Health & Fitness Coaches – Personal trainers and wellness coaches looking for evidence-based nutrition guides. • Schools & Universities – Institutions integrating nutrition education into curriculums. • NGOs & Public Health Initiatives – Organizations promoting healthy eating habits in communities.
"Market" - Competitors	As mentioned above, perhaps it is not accurate to refer to the market and competitors as the exploitation is intended as a freely available tool to increase know-how of target groups. The materials could be made available in open access with copyright. Anyway, the target market could be in health and education.
Go to Market – Use model	The tools could undergo improvements and updates in the first months after the project closure. Afterwards materials developed for the intervention phase of the SWITCHtoHEALTHY project could already be available in English, Spanish, Catalan, Arabic and French.
Go to Market - Timing	The tools could undergo improvements and updates in the first months after the project closure. Afterwards materials developed for the intervention phase

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	of the SWITCHtoHEALTHY project could already be available in English, Spanish, Catalan, Arabic and French.
Go to Market – IPR Background	UNIPR, EUT, BUU, CNESTEN and RC*
Go to Market – IPR Foreground	The project partners jointly developed and own the educational tools. Licensing of the tools is not foreseen though.

2.2.7.2 Exploitation Roadmap

Exploitation roadmap KER 7	
Actions	Month 0-3: • Updating the educational tools • Mapping of potential adopters (educational institutions, public health institutions and NGOs) Month 3-6: • Providing data on website and social media fora • Awareness raising campaigns and dissemination of tools
Roles	UNIPR, EUT, BUU, CNESTEN, RC* (project partners) will be involved in the dissemination of the educational tools, together with possible early-adopters.
Milestones	6 months after project closure: updated educational tools, map of potential adopters 12 months after project closure: updated content online, implemented awareness campaign
Financials Costs	To implement the listed activities, the main cost drivers will be indirect cost for personnel and dissemination tools
Revenues	No Revenues are expected.
Other sources of coverage	Institutional Support – University or research centre budget allocations for further development.
Impact in 3-year time	Individuals—including children, parents, and teachers—as well as professionals were reached and equipped with a tool to learn about the Mediterranean Diet. This empowered them to make healthier food choices while also providing them with resources to educate the final beneficiaries.

2.2.7.3 Risk Analysis and Priority Map

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KER 7 Risk Assessment Map

	Description of Risks	Degree of criticality of the risk related to the final achievement of this Key Exploitable Result. Please rate from 1 to 10 (1 low- 10 high)	Probability of risk happening Please rate from 1 to 10 (1 low- 10 high)	Risk Grade	Potential intervention	Estimated Feasibility/Success of Intervention Please rate from 1 to 10 (1 low- 10 high)	Conclusion
	Partnership Risk Factors						
1	Collaboration in the medium to long term: for management/organizational reasons, not all partners are interested in maintaining the dissemination of educational tools	9	5	45	regular meetings	8	Control.
	Technological Risk Factors						
6	Accuracy and quality: risk of outdated or scientifically inaccurate content, having to adapt/implement the educational contents according to the dietary guidelines of different countries	8	5	40	adapt/implement the educational contents according to the dietary guidelines of different countries	9	Control.
7	Cultural and ethical sensitivity: materials may not be effectively adapted to different cultural and social contexts.	8	7	56	Careful review of literature and guidelines in nutrition, with possible support from researchers or other experienced workers.	9	Action!
	Market Risk Factors						
	IPR/Legal Risk Factors						
16	Copyright protection and compliance: risk of unauthorized utilization, alteration, or redistribution of copyrighted materials.	8	5	40			No Action'
17	Parental consent and minor protection:	8	5	40	guarantee appropriate consent mechanisms for adolescents accessing digital materials.	9	Control.
	Financial/Management Risk Factors						
	Environmental/Regulation/Safety risks:						



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2.2.8 KER 8 - Nutritional methodology assessment

2.2.8.1 Characterisation table

KER 8 – Nutritional methodology assessment	
Problem	There is a growing global concern over unhealthy eating habits, leading to chronic diseases like obesity, diabetes, and cardiovascular diseases. However, assessing adherence to healthy dietary patterns, such as the Mediterranean Diet (MD), remains a challenge for nutritionists, food companies, and healthcare professionals.
Alternative solution	Traditional approaches often involve self-reported food diaries, subjective questionnaires, or generalized food intake assessments. These methods are typically error-prone, biased, and unable to capture nuanced dietary behaviours and adherence over time. Additionally, some methods lack the scientific rigor needed to translate dietary data into actionable health recommendations or to track improvements in health outcomes. There are also various health apps and software tools attempting to measure MD adherence, but they are fragmented, lack reliability, and don't integrate seamlessly with professional assessments.
Unique Selling Point USP - Unique Value Proposition UVP	Our nutritional methodology assessment offers a standardized, scientifically backed, and comprehensive framework to evaluate healthy habits and MD adherence through validated tools. Unlike other solutions, our approach integrates evidence-based tools, standardized protocols (as outlined in the published study protocol DOI: 10.3390/nu16223938), and real-time assessments to provide accurate, actionable insights. This methodology not only measures dietary adherence but also ties these behaviours directly to health outcomes, offering a holistic view of the families' nutrition profile. Key advantages include: • Scientifically validated: Built on established research and peer-reviewed methodologies, ensuring credibility. • Standardized protocol: The methodology is already standardized among countries and published, providing a consistent, reliable assessment tool. • Comprehensive evaluation: Goes beyond food tracking by evaluating health outcomes and behaviour changes.
Description	The nutritional methodology assessment used in the SWITCHtoHEALTHY study is a standardized framework for evaluating adherence to the Mediterranean Diet (MD) and the impact of healthy eating habits on overall health. This result integrates objective data collection, scientific analysis, and a proven methodology for assessing current dietary patterns. It empowers professionals in nutrition, healthcare, and food industries to assess how well individuals adhere to MD principles, providing insights into health improvements and informing personalized dietary interventions. The methodology was previously standardized and tested in the published study protocol (DOI: 10.3390/nu16223938), ensuring it is both scientifically reliable and applicable in real-world settings.
"Market" – *Target market*	• Nutrition and food companies: Businesses looking to enhance their product offerings by providing health-based solutions aligned with MD adherence. • Healthcare providers: Professionals such as dietitians, nutritionists, and doctors who require tools to assess and recommend dietary interventions based on scientific methods. • Research institutions: Academics and researchers focused on dietary patterns, nutrition, and public health.

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	• Consumer health Apps and platforms: Platforms seeking to integrate more scientifically rigorous methods for tracking health and diet.
"Market" – *Early Adopters*	• Nutrition and food companies: Particularly those with an interest in offering MD-compliant food products or developing nutrition-based services through R+D. • Healthcare professionals: Dietitians and nutritionists who actively work on creating healthy MD-based meal plans in the family setting. • Researchers: Academics focused on advancing knowledge in nutrition and health intervention studies who would benefit from applying a standardized methodology to their studies.
"Market" - Competitors	• Health and nutrition apps: These apps often provide food tracking and basic nutritional information but lack a rigorous, scientifically validated framework for assessing MD adherence. • Dietary assessment tools (e.g., 24-hour recalls): These tools offer some degree of analysis but tend to rely on subjective reporting and lack consistency and depth in evaluating long-term adherence to healthy diets like the MD. • Health consulting firms: While they may provide nutritional guidance, they typically don't have the standardized, evidence-based tools for assessing diet adherence and health outcomes over time.
Go to Market – Use model	• Service-based offerings: Providing training, consulting, and direct application of the S2H nutritional methodology assessment to food companies, healthcare providers, and research institutions. • Publication & standardization: Further disseminating the methodology through publications, standards, and best practice guidelines to healthcare providers and the scientific community.
Go to Market - Timing	A time to market of 12 months can be hypothesized.
Go to Market – IPR Background	EUT / BUU / CNESTEN / CREDA as agreed in the Consortium Agreement.
Go to Market – IPR Foreground	No licensing is foreseen.

2.2.8.2 Exploitation Roadmap

Exploitation roadmap KER 8	
Actions	Actions planned to be executed 3-6 months after the end of the project: • Disseminating the methodology through publications. • Validate the methodology in further nutritional intervention studies.
Roles	• All partner are responsible for research publication. • Project Coordinator (TBD) – Oversees dissemination and role distribution for further intervention studies..
Milestones	• 0-6 months: 1-2 publications • 6-12 months: validation in other nutritional intervention studies
Financials Costs	To implement the listed activities, the main cost drivers will be indirect cost for personnel and dissemination tools.
Revenues	Not applicable

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Other sources of coverage	Internal funding from project partners, depending on their strategic interest in further development.
Impact in 3-year time	The SWITCHtoHEALTHY nutritional assessment positively impacts society by providing a standardized, science-based framework to evaluate adherence to the Mediterranean Diet. It empowers nutritionists, healthcare professionals, and the food industry to assess dietary patterns, promote healthier eating habits, and develop personalized interventions. By integrating objective data and proven methodologies, it supports public health initiatives, guiding policies that improve overall well-being and disease prevention.

2.2.8.3 Risk Analysis and Priority Map

KER Risk Assessment Map

	Description of Risks	Degree of criticality of the risk related to the final achievement of this Key Exploitable Result. Please rate from 1 to 10 (1 low- 10 high)	Probability of risk happening Please rate from 1 to 10 (1 low - 10 high)	Risk Grade	Potential intervention	Estimated Feasibility/Success of Intervention Please rate from 1 to 10 (1 low- 10 high)	Conclusion
	Partnership Risk Factors						
1	Cooperation between output partners slows down after project closure	8	6	48	choosing a coordinator responsible for the follow-up	8	Control.
2	Limited cooperation with target groups	8	6	48	Conduct outreach to food industry and relevant research institutions	9	Control.
	Technological Risk Factors						
	Market Risk Factors						
11	Low awareness of target groups	7	7	49	Leverage public health campaigns & EU dissemination channels	9	Control.
12	**Competing digital tools from commercial players**	6	6	36	**Emphasize research-driven, non-commercial positioning**	9	Control.
	IPR/Legal Risk Factors						
	Financial/Management Risk Factors						
21	Marketing and distribution fails due to a weak strategy	8	8	64	Revise the strategy	10	Action!
22	Lack of sustainable funding post-projectLack of sustainable funding post-project	7	8	56	a.) Adapt strategy to low cost activities b.) Dedicate staff more specifically	7	Action!



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2.2.9 KER 9 - Environmental and Economic methodology assessment

2.2.9.1 Characterisation table

KER 9 – Environmental and economic methodology assessment	
Problem	Measuring food waste and household food expenditure using direct self-report surveys can lead to data bias. Most of the existing studies used self-report surveys for food waste and household food expenditure. It is a challenge to minimize self-reporting bias and provide reliable data on food waste and expenditure at the household level for researchers and policy makers.
Alternative solution	Indirect measures of food waste and household food expenditure provide more accurate data than any other self-reported measure.
Unique Selling Point USP - Unique Value Proposition UVP	Our measurement used material flow analysis to indirectly measure food waste at the household level. It also assessed household food expenditures and the economic impact of interventions using revealed data from the shopping vouchers. more accurate data
Description	Measuring waste by asking families directly how much they throw away can lead families to underestimate the amount of food they waste. However, if you estimate it indirectly following the following formula, it will decrease the bias and provide more accurate data: FW = (FP + FS1) - (FC+FS2) FW: food waste; FP: food purchases; FS1: food stock 1; FS2: food stock 2; FC: food consumption Revealed preferences (shopping vouchers) show what household really purchased and provide more accurate data.
"Market" – *Target market*	Research institutions and public institutions (researchers and policymakers) that work or are interested in assessing food waste and/or the economic impact of interventions aimed at reducing food waste at the household level.
"Market" – *Early Adopters*	Research institutions and public institutions (researchers and policymakers).
"Market" - Competitors	Consulting institutions.
Go to Market – Use model	Service-based offerings: providing training on the use of the indirect measure of food waste and the revealed data on food purchases to research institutions and policymakers. Publications of the methods in scientific journals.
Go to Market - Timing	A time to market of 12 months can be hypothesized.
Go to Market – IPR Background	CREDA / UPM as agreed in the Consortium Agreement.
Go to Market – IPR Foreground	Licensing currently is not foreseen.

2.2.9.2 Exploitation Roadmap

Exploitation roadmap KER 9	
Actions	Actions planned to be executed 3-6 months after the end of the project: • Validate the indirect food waste measure and the economic impact assessment in further intervention studies.

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	Actions planned to be executed 6-12 months post project closure • Mapping of target group for dissemination • Disseminating the indirect food waste measure and the economic impact assessment through publications.
Roles	CREDA and UPM are jointly responsible to further the intervention validation and following dissemination. Lead partner to be defined.
Milestones	**0-6 months post project closure** Intervention validation finalized **6-12 months post project closure** Mapping of stakeholders, beneficiaries of output Development of dissemination strategy Dissemination activities started
Financials Costs	To implement the listed activities, the main cost drivers will be indirect cost for personnel and dissemination tools.
Revenues	There is no revenue stream foreseen.
Other sources of coverage	Internal funding from project partners, depending on their strategic interest in further development.
Impact in 3-year time	This output can significantly impact policy development by providing accurate data to guide effective food waste reduction strategies. It can improve economic efficiency by analyzing food expenditures and waste, helping design cost-effective interventions. It also supports resource optimization by offering insights into food production and consumption patterns. Additionally, it raises public awareness and encourages behavioral changes toward sustainability, fostering collaboration among governments, the food industry, and public health organizations.

2.2.9.3 Risk Analysis and Priority Map

KER Risk Assessment Map

	Description of Risks	Degree of criticality of the risk related to the final achievement of this Key Exploitable Result. Please rate from 1 to 10 (1 low- 10 high)	Probability of risk happening Please rate from 1 to 10 (1 low- 10 high)	Risk Grade	Potential intervention	Estimated Feasibility/Success of Intervention Please rate from 1 to 10 (1 low- 10 high)	Conclusion
	Partnership Risk Factors						
1	Partners do not follow the training schedule but invent new content	4	6	24	Regular meetings to improve performance and update partners on new devlopments, exchange on experiences etc	6	Control.
2	Partners carry out low quality trainings/consultancy	4	8	32	Regular meetings to improve performance and update partners on new devlopments, exchange on experiences etc	6	Control.
4	aralda on vuoe övaorare	6	10	60	minaccia di licenziamento	6	Action!
	Technological Risk Factors						
6	Clients do not like the platform and thus also the trainings are not of interest	7	9	63	Adapt the trainings so that they are more methodological and focus less on one specific software	9	Action!
	Market Risk Factors						
11	Nobody buys the product ...	8	10	80	Offer services that do not demand investment by the partners (replicable material like tutorials etc). Bad for business but good for social impact	6	Action!
12	**Nobody use it because data collection is time consuming**	4	5	20	Provide trainings and tutorials	4	No Action'
	IPR/ Legal Risk Factors						
	Financial/ Management Risk Factors						
21	Marketing and distribution fails due to a weak strategy	7	9	63	Revise the strategy	6	Action!
22	Marketing and distribution fails due to a lack of resources	7	10	70	a.) Adapt strategy to low cost activities b.) Dedicate staff more specifically	7	Action!
	Environmental/ Regulation/ Safety risks:						

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2.2.10 KER 10 - New innovative marketing strategies and business models

2.2.10.1 Characterisation table

KER 10 - New innovative marketing strategies and business models	
Problem	Micro and small food companies in the Mediterranean area often lack effective marketing strategies and updated business models. They face difficulties in reaching consumers, accessing market intelligence, and adapting to demand for healthy, sustainable food due to limited resources and know-how
Alternative solution	To date, companies relied on traditional marketing approaches and linear business models. These often failed to engage consumers or support the uptake of Mediterranean diet-based products, especially in the context of changing consumption behaviours and fragmented regional markets
Unique Selling Point USP - Unique Value Proposition UVP	The KER delivers co-created, consumer-centric business models and marketing strategies that are:

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	Adapted to SME capacities Based on sustainability and local sourcing Rooted in behavioural science and market intelligence Tested in real environments (Spain, Turkey) These innovations empower food SMEs to increase competitiveness and consumer adoption of Mediterranean diet product.
Description	This result is a set of validated marketing strategies and collaborative, sustainable business models designed for food SMEs. These include tools and guidelines integrating co-creation, consumer segmentation, behavioural insights, the 7Ps marketing mix, and farm-to-fork principles. They were tested and adapted during the SWITCHtoHEALTHY project to boost the uptake of healthy snacks across three Mediterranean markets.
"Market" – *Target market*	Food industry SMEs in the Mediterranean region focused on sustainable and health-oriented product lines (snacks, plant-based foods). Customer Segments: • SME food manufacturers • Food supply chain actors • Innovation clusters • Regional agri-food networks
"Market" – *Early Adopters*	The two SMEs involved in the project: DELAFRUIT (Spain), KOC (Turkey).
"Market" - Competitors	Other SMEs or larger food corporations promoting plant-based or Mediterranean products. Strengths: Established market presence, wider distribution networks. Weaknesses: Often lack local connection, flexibility, or authentic Mediterranean branding
Go to Market – Use model	The result will be used via: • B2B consulting and training (led by ENCO/CEEBA) • Open-access toolkits (guidelines, templates) • Integration in SME innovation support services • Replication through clusters and partner networks
Go to Market - Timing	After project end
Go to Market – IPR Background	Know-how developed through partner expertise in marketing, business design, and market analysis (ENCO, CEEBA, CHOCO, KOC, DELAFRUIT
Go to Market – IPR Foreground	No patent, but IPR applies as confidential know-how

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2.2.10.2 Exploitation Roadmap

KER 10 - New innovative marketing strategies and business models	
Actions	Publication of business model and marketing strategy toolkits Consulting sessions and matchmaking events for new SMEs Incorporation into local/regional SME training programs Start of replication in at least 2 new countries Awareness campaigns highlighting the success of pilot companies
Roles	CEEBA: Regional replication in Egypt/MENA DELAFRUIT / KOC: Industry champions; provide feedback and mentoring All: Dissemination via networks RC, DACC, KTB: Policy integration support
Milestones	Milestones, Timeline & KPI • Toolkit publication, M2: 1 digital business guide published • First replication workshop, M3: 2 new SMEs onboarded • Expansion to 2 additional MED markets, M6: At least 5 SMEs adopting models • Demonstrated job creation impact, M12: 10+ new FTEs across SMEs • Revenue growth in pilot firms, M12: 5% market share in target regions
Financials Costs	N.A.
Revenues	Revenues from new SME engagements, increased product sales, licensing of tailored consulting modules
Other sources of coverage	Regional development funds (via partners) PRIMA Marketplace and EIT Food programs Membership services of CEEBA, ASCAME, and CLAN clusters
Impact in 3-year time	Broader adoption of sustainable Mediterranean diet Improved competitiveness and resilience of regional SMEs Creation of regional circular value chains Strengthened food identity of the MED region

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2.2.10.3 Risk Analysis and Priority Map

KER Risk Assessment Map

	Description of Risks	Degree of criticality of the risk related to the final achievement of this Key Exploitable Result. Please rate from 1 to 10 (1 low- 10 high)	Probability of risk happening Please rate from 1 to 10 (1 low - 10 high)	Risk Grade	Potential intervention	Estimated Feasibility/Success of Intervention Please rate from 1 to 10 (1 low- 10 high)	Conclusion
	Market Risk Factors						
1	Lack of SME engagement or uptake of the developed business models due to limited resources or market access barriers.	4	7	28	Targeted follow-up with SMEs through ENCO/CEEBA, including mentorship and access to replication funding tools.	7	Control.
2	Lack of internal capacity within SMEs to maintain the business models without continued support.	4	7	28	Create modular toolkits and training resources for independent application post-project.	6	Control.
3	Insufficient dissemination beyond pilot countries, limiting the regional impact.	3	6	18	Leverage ASCAME, SLOW F and CEEBA networks to ensure regional dissemination via events and digital platforms.	7	Control.
	Environmental/Regulation/Safety risks:						
4	Limited policy support or misalignment with regional strategies for SME innovation in the agri-food sector.	3	6	18	Engage regional policy stakeholders (RC, DACC, KTB) to align with SME support measures and integrate into regional strategies.	7	Control.
5	Cultural resistance from SMEs or customers to adopt new marketing practices based on behavioural science.	4	5	20	Provide localized case studies and success stories; emphasize co-creation with peer SMEs during training.	6	Control.



2.2.11 KER 11 - Consumer's guide of healthy dishes & good eating habits of the MDs

2.2.11.1 Characterisation table

KER 11 - Consumer's guide of healthy dishes & good eating habits of the MDs	
Problem	Many Consumers lack access to reliable information on healthy eating habits and Mediterranean diet (MD) principles. The challenge is compounded by misinformation, limited tools for digital and nutritional education, and difficulty in adopting sustainable dietary changes.

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	Potential users include individuals seeking healthier lifestyles, healthcare professionals, nutritionists, wellness organizations, and policymakers aiming to promote public health through better dietary practices.
Alternative solution	Currently, Lebanese consumers rely on social media, family traditions, and scattered recipe blogs to find meal ideas. However, these sources often lack credibility, nutritional insights, and a user-friendly format that adapts to diverse dietary needs and preferences.
Unique Selling Point USP - Unique Value Proposition UVP	This guide provides scientifically validated, practical, and culturally relevant dietary advice rooted in Mediterranean diet principles. Unlike generic health resources, it offers: • Expert-backed nutritional guidelines tailored to diverse consumer needs. • Easy-to-follow meal plans and recipes based on traditional MDs.
Description	• The Consumer's Guide of Healthy Dishes & Good Eating Habits of the MDs is a comprehensive, user-friendly resource promoting the Mediterranean diet especially the Lebanese recipes. It includes meal planning strategies, Nutrition facts, recipes with Live photo from our kitchens, and behavioural techniques to facilitate habit formation. Designed for individuals, healthcare providers, and policymakers, the guide serves as a credible, practical tool to improve dietary habits and overall well-being.
"Market" – *Target market*	• Health-conscious Lebanese consumers and families and Lebanese Women for traditional diet • Healthcare professionals (dietitians, nutritionists, general practitioners). • Wellness and fitness organizations. • Public health agencies and policymakers promoting nutrition education. • Educational institutions integrating nutrition awareness programs" • Lebanese consumers and families
"Market" – *Early Adopters*	• Individuals actively seeking healthier dietary choices. • Healthcare practitioners recommending evidence-based nutrition plans. • Fitness and wellness coaches focusing on holistic well-being.
"Market" - Competitors	Online nutrition Local blogs and diet-focused social media influencers (strength: accessibility; weakness: lack of scientific validation). Commercial diet plans and subscription meal services (strength: convenience; weakness: high cost, lack of personalization). Strength: These Digital recipes aims to become the go-to resource for Lebanese consumers looking to adopt healthier eating habits without compromising tradition. The weakness is the use of digital things.
Go to Market – Use model	The guide will be made available through: • Digital downloads and interactive platforms (websites). • Printed booklets for educational and institutional use. • Collaborations with healthcare professionals for patient guidance. • Licensing to wellness organizations for structured dietary programs. • Public policy integration for nutrition education initiatives. • QR Code and Link Through WhatsApp Group
Go to Market - Timing	It will be always available on our social media and website, after this project we will continue to make several campaigns about Mediterranean healthy diet and the digital recipes will be always our reference and we will distribute it.
Go to Market – IPR Background	• Scientific research on Mediterranean diet principles. • Content contributions from nutritionists and healthcare professionals.

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	• Agreements with academic and research institutions.
Go to Market – IPR Foreground	Copyright protection for the guide content and digital recipes.

2.2.11.2 Exploitation Roadmap

Exploitation roadmap KER 11	
Actions	• Launch a pilot version of the digital guide within 3-6 months post-project. • Establish partnerships with healthcare providers and wellness organizations.
Roles	• Research institutions: Ensure scientific accuracy and credibility. • Healthcare professionals: Provide endorsements and recommendations. • Marketing and distribution partners: Facilitate outreach and engagement. • Technology teams: Maintain and improve the digital platform.
Milestones	Month 3: Initial pilot launch with key stakeholders. Month 6: Gather user feedback and refine the content. Year 1: Full-scale digital and printed distribution. Year 2-3: Integration into wellness programs and public health initiatives.
Financials Costs	To implement the listed activities, the main cost drivers will be indirect cost for personnel and dissemination tools.
Revenues	No revenues are expected between year 1 and 3.
Other sources of coverage	We will work to find a source of finance for awareness campaigns for the new generation and women in our society.
Impact in 3-year time	• Increase in public awareness and adoption of healthier eating habits. • Contribution to national health goals related to nutrition education. • Establishment of a long-term, credible resource for Mediterranean diet adherence. • Creation of economic opportunities in the wellness and nutrition sectors.

2.2.11.3 Risk Analysis and Priority Map

KER 7 Risk Assessment Map

	Description of Risks	Degree of criticality of the risk related to the final achievement of this Key Exploitable Result. Please rate from 1 to 10 (1 low- 10 high)	Probability of risk happening Please rate from 1 to 10 (1 low- 10 high)	Risk Grade	Potential intervention	Estimated Feasibility/Success of Intervention Please rate from 1 to 10 (1 low- 10 high)	Conclusion
	Partnership Risk Factors						
1	Difficulty in securing reliable partnerships with nutritionists, chefs, or digital developers.	7	6	42	Strengthen networking, establish clear agreements.	8	Control.
2	Platform bugs, slow performance, or compatibility issues.	6	5	30	Regular testing, user feedback, and phased rollouts.	7	Control.
	Technological Risk Factors						
6	Difficulty in generating revenue or maintaining the platform.	7	6	42	Implement ads, partnerships, premium content, or sponsorships	7	Control.
	Market Risk Factors						
	IPR/ Legal Risk Factors						
16	Ensuring that recipes align with authentic Mediterranean nutrition guidelines.	8	5	40	Work with certified nutritionists and verify information through trusted sources.	9	Control.

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3 Replicability of SWITCHtoHEALTHY

3.1 Innovation and Replicability in the Agrifood sector

The SWITCHtoHEALTHY project introduces an innovative approach to promoting the Mediterranean Diet through scientifically validated methodologies and digital tools. Its integration within the agrifood sector fosters sustainable dietary habits, enhances food education, and encourages healthier consumption patterns. By leveraging digital solutions such as nutrition assessment tools and educational applications, the project aligns with modern agrifood trends and public health priorities. The innovative nature of SWITCHtoHEALTHY makes it a strong candidate for replication in different regions and sectors, ensuring long-term sustainability and impact.

A key innovation of the project is its ability to bridge the gap between traditional dietary assessment methods and modern digital solutions. By utilizing real-time data collection and analysis, SWITCHtoHEALTHY provides evidence-based recommendations tailored to individual and community needs. This data-driven approach enables more precise monitoring of dietary habits, making it easier for policymakers, educators, and health professionals to implement effective nutritional interventions.

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The project also enhances replicability through its adaptability to various institutional and cultural contexts. The digital tools and methodologies developed under SWITCHtoHEALTHY can be integrated into school curricula, public health programs, and agrifood industry initiatives, ensuring a broad application scope. Furthermore, the project's open-access model facilitates knowledge-sharing and encourages institutions across different regions to adopt and adapt the framework to their specific needs.

Another crucial aspect of SWITCHtoHEALTHY's innovation is its emphasis on sustainability. By promoting dietary habits that are both health-conscious and environmentally sustainable, the project aligns with broader global efforts to create resilient food systems. The focus on the Mediterranean Diet—recognized for its health benefits and ecological sustainability—positions SWITCHtoHEALTHY as a model for nutrition-focused interventions that support both human and planetary health.

The replicability of SWITCHtoHEALTHY is further strengthened by its interdisciplinary approach, bringing together expertise from nutrition science, digital technology, education, and agrifood policy. By fostering collaboration between these fields, the project ensures that its methodologies remain relevant and adaptable to emerging challenges in nutrition and public health. Through continuous refinement and stakeholder engagement, SWITCHtoHEALTHY sets a precedent for the successful integration of innovative dietary interventions into diverse societal and economic contexts.

3.2 Replicability strategy

The project's replicability strategy is based on a structured framework that ensures the successful adaptation of its methodologies in diverse environments. The scalability of digital tools is essential for enabling the integration of educational platforms and nutrition assessment systems into various public health and educational infrastructures. Ensuring technical flexibility allows the tools to be implemented across different institutional and geographical settings, enhancing their accessibility and usability.

Cross-sector partnerships play a crucial role in the success of replication efforts. Engaging stakeholders from academia, health institutions, agrifood industries, and non-governmental organizations facilitates the dissemination and integration of SWITCHtoHEALTHY resources across various sectors. These collaborations ensure that expertise and resources are pooled together to maximize impact and sustainability.

To support long-term implementation, a sustainable funding model is necessary. Identifying financial mechanisms, including grants, public-private partnerships, and private sector collaborations, ensures continuous support for the project's expansion. By securing financial stability, the project can maintain and enhance its tools and methodologies over time.

3.3 Stakeholders' empowerment & knowledge transfer

Empowering stakeholders is a crucial element in ensuring the successful replication of SWITCHtoHEALTHY. The project fosters knowledge transfer through capacity-building programs that provide training for educators, nutritionists, and policymakers. These programs equip stakeholders with the necessary skills to implement the tools effectively, ensuring their long-term adoption.

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Community engagement initiatives also play a significant role in knowledge transfer. By organizing workshops and awareness campaigns, the project actively involves local communities in the adoption of healthier eating habits. These efforts create a participatory approach that strengthens the long-term sustainability of the project's objectives.

Additionally, open-access educational resources are made available to enable independent implementation by various organizations. By ensuring that materials are freely accessible, the project promotes widespread adoption and allows stakeholders to integrate SWITCHtoHEALTHY methodologies into their existing frameworks.

Collaborative research and networking further enhance knowledge transfer by facilitating exchanges between institutions and experts. By fostering a network of professionals committed to improving nutrition education and dietary habits, the project strengthens its impact and supports continuous improvement of its methodologies.

3.4 Key elements for replicability

For successful replication, several key elements must be considered. Ensuring scientific validity is paramount, as the methodologies must remain evidence-based and aligned with global nutrition standards. By maintaining high scientific rigor, the project guarantees the credibility and effectiveness of its tools.

Technological adaptability is also essential, digital platforms are made to be user-friendly, scalable, and compatible with diverse systems. This ensures that stakeholders from different backgrounds can seamlessly integrate the tools into their existing structures.

Stakeholder collaboration is another crucial element, as engaging multi-sector stakeholders ensures broad adoption and effective implementation. By fostering partnerships across various sectors, the project enhances its reach and impact.

Conclusions

The replicability of SWITCHtoHEALTHY is rooted in its innovative approach, stakeholder engagement, and adaptability across various contexts. By focusing on digital tools, policy integration, and community-driven efforts, the project paves the way for widespread adoption and long-term sustainability. The structured replicability strategy ensures that the impact of SWITCHtoHEALTHY extends beyond its initial implementation, fostering healthier communities and enhancing the agrifood sector's role in public health.

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