



**The European Union-PRIMA funded Project SWITCHtoHEALTHY launches the *Permanent Observatory of the Mediterranean Diet***

Naples, 26<sup>th</sup> of April 2023 – The SWITCHtoHEALTHY project has established the ***Permanent Observatory of the Mediterranean Diet***, under the coordination of Regione Campania, Italy. The Permanent Observatory is a *hub* to facilitate the exchange of information and data related to the initiatives connected with the Mediterranean diet. It brings together a wide range of stakeholders, including researchers, policymakers, food industry, nutritionists, and consumers. The Permanent Observatory includes the project coordinator Enco srl (Italy), and the policy partners DACC - Department of Climate Action, Food and Rural Agenda (Spain), KTB - Izmir Provincial Directorate of Culture and Tourism (Turkey), and CEEBA - Confederation of Egyptian European Business Association (Egypt).

Leveraging the results of the SWITCHtoHEALTHY project, that involves 18 partners from 8 Mediterranean countries, the Observatory will provide valuable insights and recommendations in the form of policy briefs, vademecums, and white papers to policymakers and stakeholders in the nutrition and health sectors. All research and discussion documents will be hosted on a dedicated section of the website [www.switchtohealthy.eu](http://www.switchtohealthy.eu).

The overarching goal of the SWITCHTOHEALTHY project is to generate a positive dietary behaviour change towards greater adherence to the Mediterranean food model, with a focus on strengthening the role of families in acquiring and maintaining healthy eating habits. The Mediterranean Diet is a recognized healthy and sustainable food model characterized by an essentially plant-based dietary pattern, including high consumption of fresh fruits and vegetables, nuts, and legumes. To achieve this goal, the project is working on empowering families with a combination of hands-on educational materials and digital tools, coupled with easy-to-eat healthier snacking products.

## PROJECT PARTNERS:

ENCO SRL (ENCO) – Coordinator; Università degli Studi di Parma (UNIPR); Regione Campania (RC); Confederation of Egyptian European Business Associations (CEEBA); Fundació Eurecat (EUT) – Scientific and Technical Management; Centro Nacional de Tecnología y Seguridad Alimentaria (CNTA); Centre de Recerca en Economia i Desenvolupament Agroalimentari UPC-IRTA (CREDA); DELAFRUIT S.L.U. (former GO FRUSELVA S.L) (DELAFRUIT); Departament d'Acció Climàtica, Alimentació i Agenda Rural (DACC); Centre for Research and Technology Hellas (CERTH); Consumers' Lebanon (CONS); Unité Mixte de Recherche Nutrition et Alimentation (CNESTEN); Université Mohammed Premier (UMP); CHOCORICA (CHOCO); Association SLOW FOOD Tebourba (SLOW F); Bursa Uludag University (BUU); Gökhan Koca Kocahan Şekerleme (KOC); Izmir Provincial Directorate of Culture and Tourism (KTB).



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