



Section 1 - Topic 1.3.1

Transforming Mediterranean Food Systems:
Empowering Consumers for Sustainable Diets

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Topic 1.3.1 IA S1



Transforming Mediterranean Food Systems: Empowering Consumers for Sustainable Diets



Submission Deadline: 15 July 2025, 17.00 CET



Scope



Med diet



- Plant-based
- fresh
- locally sourced
- healthy
- Cultural heritage

Accelerate adoption



Adherence decreasing

- Urbanization & lifestyle changes
- Ultra-process & pre-packaged

Engagement activities



Educational campaigns

- Enhance transparency & trust in food systems

Sustainable adoption



Targeting specific demographics

- Tailored dietary practices
- Local farming



Expected Outcomes

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Diverse Age Groups

Innovative approaches that enhance adoption of Med diet across age groups



Programs

- School-based programs
- Community initiatives
- Workplace initiatives



Consumer Understanding & Participation

Educational campaigns, engagement strategies, digital tools



Policy Innovation

Promoting policy frameworks at EU, national & regional levels



Evidence-based Recommendations

Actively engage stakeholders, establish monitoring mechanisms



Proposed Activities

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Reinforce adherence to Med diet



Development of healthy, sustainable and organic food products aligned with dietary guidelines, taking into account consumer preferences and nutritional needs

Educate on benefits of Med diet



Implement hands-on training using virtual reality and gamification to educate different groups

Maximise impact & promote sustainable dietary habits



Leverage digital resources (PRIMA, H2020, HE) to build community driven learning experiences tailored to specific demographics

Policy recommendations



Tailor policy recommendations to reflect dietary habits & preferences

Public procurement



Embed Med diet principles into public food procurement through pilot programs
Support local economies, environmental sustainability, nutritional quality





Multi-Actor Approach



living labs

Bring together consumers, farmers, experts to co-develop sustainable food practices



Cross-Project Cooperation

Dedicated tasks, collaborative plans with other PRIMA funded initiatives, consultations and joint activities



Synergies

PRIMA, HE, European Partnerships to maximize collective impact in promoting sustainable dietary practices



KPIs, Link with SDGs and EU Policies

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KPI

**! Select min. 3 from
the KPI Handbook !**



EU-Policies

- [Farm to Fork Strategy](#).
- [White Paper: 'A Strategy for Europe on Nutrition, Overweight, and Obesity-Related Issues'](#).
- [Common Agricultural Policy \(CAP\)](#).
- [Common Fisheries Policy \(CFP\)](#).
- [EU Global Food Security](#).
- [Organic Farming](#)



SDG





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THANK YOU

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