

Section 1 - Topic 1.3.1

Transforming Mediterranean Food Systems: Empowering Consumers for Sustainable Diets



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Section 1 - Agrifood



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









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



Evidencebased Recommendations

Actively engage stakeholders, establish monitoring mechanisms





Proposed Activities







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





Approach







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

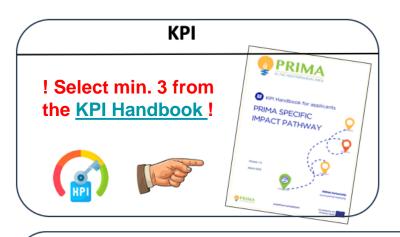




KPIs, Link with SDGs and EU Policies







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









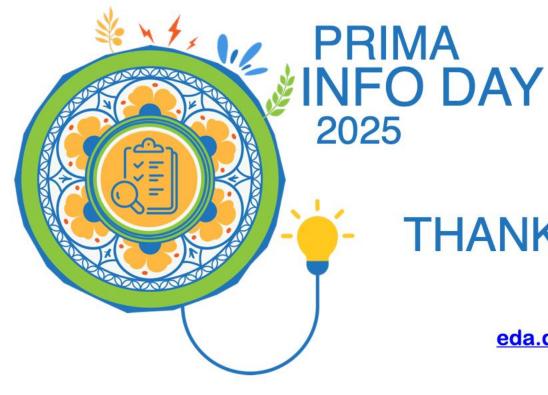












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THANK YOU

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