


Topic Section 1 - Agri-food Value Chain in The Nexus

TABLE 6. SPECIFIC CALL CONDITION FOR CALL 1.3.1

 Thematic Area-3-Food Value Chain in The Nexus	
Topic 1.3.1 (IA) –2025	Transforming Mediterranean Food Systems: Empowering Consumers for Sustainable Diets
Contribution to SRIA	Operational Objective 6/ NUTRITION AND HEALTH
Contribution to 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
CALL SPECIFIC CONDITIONS	
Expected EU contribution per project	PRIMA estimates that a contribution of around EUR 2.7 million would allow these outcomes to be addressed appropriately. Nonetheless, this does not preclude submission and selection of a proposal requesting different amounts.
Indicative budget	The total indicative budget for the topic is EUR 10.8 million
Duration	PRIMA considers that proposals with a duration of 36 months would allow these outcomes to be addressed appropriately. Nonetheless, this does not preclude submitting and selecting proposals with different durations.
Type of Action	Innovation Action
Technology Readiness levels (TRL)	Activities are expected to achieve TRL 6-8 by the end of the project. Proposals should clearly state the starting and end TRLs of the key technology or technologies targeted in the project. Applicants are encouraged to use the TRL self-assessment tool to accurately determine the Technology Readiness Level (TRL) of their proposal.
Eligibility conditions	<p>Please refer to the PRIMA Work Programme 2025 General Annexes Section Entities eligible for funding</p> <p>Due to the specific challenge of this topic, in addition to the minimum number of participants set out in the standard eligibility conditions section, in this Work Programme, consortia must include at least an additional legal entity established in a Mediterranean Partner Countries (MPC).</p> <p>Additional Eligibility Condition for this call Due to the scope of this topic, consortia must include at least one small and medium-sized enterprises²³ established in a PS in the research consortia.</p>
Legal and financial set-up of the Grant Agreements	<p>PRIMA MGA (multi-beneficiary), based on Horizon Europe MGA.</p> <p>The rules are described in the PRIMA Work Programme 2025 General Annexes Section.</p>
Submission and evaluation procedure	The call will be organised according to a single-stage submission process. A full proposal (maximum 45 pages) must be submitted according to the timeline for submitting application (Table 6). A timeline for submitting and evaluating applications can be found in Section 1, Calendar of the Calls .
Consortium agreement	Participants in projects resulting from this call for Proposals must conclude a consortium agreement before the PRIMA grant agreement's signature.
PRIMA specific KPIs	<p>Applicants must select at least three PRIMA-specific Key Performance Indicators (KPIs) from Table 2: PRIMA-specific KPIs, Linked Operational Objectives, and Descriptions.</p> <p>A KPI Handbook will be available at the call opening, detailing descriptions, data collection methods, and targets for each KPI. Additionally, applicants propose custom KPIs to capture project-specific impacts that align with PRIMA's objectives for enhanced impact measurement.</p>

Expected Outcome: Contributing to the [European Green Deal](#) priorities, the [Farm-to-Fork Strategy](#) for a fair, healthy, and environmentally friendly food system, and the [EU's climate goals for 2030 and 2050](#), this approach emphasizes initiatives that introduce the **Mediterranean diet and organic products** in schools, aiming to instill healthy eating habits

²³ 'Small or medium-sized enterprise' or 'SME' means a micro, small or medium-sized enterprise as defined in Article 2 of the Annex to Recommendation 2003/361/EC (27)

in children from a young age. The strategy should integrate innovative technologies and methods to boost consumer awareness and engagement through educational campaigns. Key components include leveraging existing initiatives and [digital tools](#), promoting policy dialogue, and fostering partnerships between consumers and researchers. Focusing on social innovation and consumer behaviour, participatory methods such as **living labs** are essential for facilitating meaningful and sustainable dietary shifts.

The project is expected to achieve the following outcomes:

- Proposals should aim to demonstrate and implement innovative approaches that enhance the adoption of the Mediterranean diet across diverse age groups, such as children, adults, and older adults. Applicants are encouraged to select one or more of these demographics, promoting healthy eating habits in children through school-based programs, raising awareness among adults through community and workplace initiatives, and offering personalized dietary support for older adults.
- Proposals must incorporate cutting-edge educational campaigns, engagement strategies, and digital tools that deepen consumer understanding and participation in sustainable food systems. Additionally, proposals should address policy innovation by promoting tailored policy frameworks at EU, national, and regional levels, with a focus on using public food procurement as a strategic lever to drive demand for sustainable foods.
- As an Innovation Action, proposals should also deliver evidence-based recommendations, actively engage stakeholders, and establish monitoring mechanisms. This will support the development and deployment of effective policies that drive the widespread and sustainable adoption of the Mediterranean diet, ultimately contributing to PRIMA's broader objectives.

Scope: This topic aims to accelerate the adoption of innovations from PRIMA, Horizon 2020, and Horizon Europe projects to promote the **Mediterranean diet**, celebrated for its focus on plant-based, fresh, seasonal, and locally sourced foods. Renowned for its health benefits and environmental sustainability, the Mediterranean diet also holds cultural importance, recognized by **UNESCO** as both a nutritious eating pattern and valuable cultural heritage.

However, adherence to the Mediterranean diet is waning due to urbanization and lifestyle changes. Increasingly, people are opting for ultra-processed and pre-packaged foods, reducing cooking time but negatively impacting health and environmental sustainability. To address this, the initiative seeks to blend modern innovations with traditional food heritage, empowering consumers to make sustainable, informed choices.

The strategy includes educational campaigns and engagement activities that leverage existing projects, enhancing transparency and trust in the food system. By targeting specific demographics, the initiative aims to support dietary practices tailored to different needs, fostering sustainable adoption across communities. To reinforce this, the concept of **local farming** and the role of farmers in supplying fresh, locally sourced foods—a foundation of the Mediterranean diet—should be integral to this proposal. Emphasizing local food systems strengthens sustainable dietary practices by reconnecting consumers with producers, enhancing the accessibility and appeal of the Mediterranean diet, and making it easier for individuals to adopt this healthy, eco-friendly lifestyle.

Proposed activities should cover the following aspects:

- Encourage the development and adoption of sustainable, healthy, and preferably organic food products that align with dietary guidelines, taking into account consumer preferences and nutritional needs, to reinforce adherence to the Mediterranean diet.

- Implement hands-on training using virtual reality and gamification to educate different demographic groups on the benefits of the Mediterranean diet.
- Leverage digital resources from [PRIMA](#), [Horizon 2020](#), and [Horizon Europe](#) to build community-driven learning experiences. Tailor these initiatives to specific demographics—children, teenagers, adults, families, and the elderly—to maximize impact and promote sustainable dietary habits.²⁴
- Foster partnerships between consumers and researchers to develop innovative, personalized food solutions. Examples include **AI-driven mobile apps** that support sustainable food choices and provide data-driven dietary insights tailored to individual needs.²⁵
- Promote co-creation of adaptable frameworks that support the Mediterranean diet and sustainable food systems. Tailor **policy recommendations** to reflect dietary habits and preferences across different demographic segments, ensuring relevance and feasibility.
- Embed Mediterranean diet principles into **public food procurement** through pilot programs that support local economies, environmental sustainability, and nutritional quality. Customize these programs for various age groups, gather feedback, and scale effective practices to inform adaptable policy development.²⁶

Applicants should actively implement a [Multi-Actor Approach \(MAA\)](#), such as living labs, to bring together consumers, farmers, and experts to co-develop sustainable food practices. Living labs will deepen consumer understanding of local food sources, provide education, products should blend traditional Mediterranean ingredients with innovative elements to enhance flavor and nutrition, supporting adherence to the Mediterranean diet.²⁷

Proposals should include dedicated tasks, sufficient resources, and collaborative plans with other PRIMA-funded initiatives to foster cross-project cooperation, consultations, and joint activities. PRIMA encourages synergies with other PRIMA, Horizon Europe, and **European Partnerships** projects—such as the [European Partnership on Sustainable Food Systems for People, Planet, and Climate \(FutureFoodS\) and Agroecology](#)—to maximize collective impact in promoting sustainable dietary practices and transforming Mediterranean food systems.

²⁵ Collaboration with projects under Horizon Europe call Citizens' Science as an Opportunity to Foster the Transition to Sustainable Food Systems (HORIZON-CL6-2024-FARM2FORK-01-6) can enhance consumer-researcher interactions for sustainable food innovations. ↩

²⁶ Living labs as participatory approaches foster collaboration across the food system, aligning with objectives in projects like [MED4YOUTH](#) and [SWITCHTOHEALTHY](#) to strengthen sustainable practices. ↩

²⁷ Proposals may build on PRIMA projects such as [MED4YOUTH](#), [SWITCHTOHEALTHY](#), [DELICIOUS](#), [Tool4MEDLife](#), [MedDietMenus4Campus](#), [MEDIET4ALL](#), and [FEED](#) to advance Mediterranean diet practices and sustainable food innovations. ↩