

UNDERSTANDING CONSUMER FOOD CHOICES & PROMOTION OF HEALTHY AND SUSTAINABLE MEDITERRANEAN DIETS AND LIFESTYLES IN CHILDREN THROUGH BEHAVIOURAL CHANGE ACTIONS

DELICIOUS is a European project whose goal is to **spread and disseminate good eating habits and healthy food choices among children and adolescents aged 6-12 and 13-17**. The project will be developed through social market research (consumer study), gastronomic investigation, promotion of physical activity, the participation of children, adolescents and their families, Life Cycle Assessment, technology, non-formal educational material (toys/games) and school materials. This way, more adherence to Mediterranean Diet as well as better eating habits in the general public will be achieved.

Mediterranean diet and lifestyle are considered to be one of the healthiest. However, **in the last years an increase of overweight, obesity and diet derived problems has occurred along the Mediterranean area**. This problem affects children and adolescents too, due to a more western inclined dietary adherence and less physical activity. **DELICIOUS** aims **to break this pattern and provide children, adolescents and their families with tools** to achieve healthier and more sustainable food choices and habits present already in the Mediterranean Diet and lifestyle.

The project will take 7 case studies from 5 different Mediterranean countries – Spain, Portugal, Italy, Egypt and Lebanon – with a series of school interventions. **Healthy and sustainable snacks and recipes** will be developed by expert chefs to provide better food choices in canteens. **DELICIOUS** will also create **didactic activities and tools**, so children and adolescents can assess how healthy and sustainable their meals are.

All the **DELICIOUS** activities will be developed in several Work Packages (WP): Understanding the factors determining food choices and malnutrition in children and adolescents in the Med region (**WP1**), Sustainability assessment of local MD production models (**WP2**), Physical activity intervention programs for obesity prevention and fostering social interaction (**WP3**), New food product development and recipes optimization (**WP4**), Weekly MD-based school meals according to nutritional and sustainable aspects (**WP5**), Integrative MD-based educational toolkit development (**WP6**).

DELICIOUS will last for **36 months** and received funding from the European Union's Partnership for Research and Innovation in the Mediterranean Area Programme (**PRIMA**), within the 2021 Section 1 Agri-food IA call. The total cost is estimated at 2.884.191,25 € and will receive funding of 2.606.875,00 €.

Project partners

The consortium is composed of 10 organizations from 5 countries: EDELVIVES (Project Coordinator) (Spain), AIJU TECHNOLOGICAL INSTITUTE OF CHILDREN PRODUCTS AND LEISURE (Spain), BCC INNOVATION, TECHNOLOGY CENTER OF BASQUE CULINARY CENTER (Spain), CONTACTICA S. L (Spain), LCI TECHNOLOGIES (Spain), ASSIUT UNIVERSITY (Egypt), PROVINCIA D'ITALIA DEI FRATELLI MARISTI DELLE SCUOLE (Italy), UNIVERSITÀ DEGLI STUDI DI CATANIA (Italy), CONGRÉGATION DES FRÈRES MARISTES AU LIBAN (Lebanon), PROVINCIA PORTUGUESA DA CONGREGAÇÃO DOS IRMÃOS MARISTAS (Portugal).



For more information

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