



Project outcomes



01. Identifying, qualifying and quantifying the factors influencing a decline in the Mediterranean Diet adherence.

03. Designing culture-adapted physical activity programs in schools to prevent and reduce obesity.

05. Developing a digital platform that provides weekly diet Mediterranean Diet plans.

02. Assessing the sustainability of different Mediterranean Diet recipes.

04. Developing, producing and validating new food products and reformulate Mediterranean Diet recipes.

06. Implementing educational actions in schools to promote dietary shifts.

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DELICIOUS



PARTNERS



Get in touch with us for further information:

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DELICIOUS

Growing up healthy and joyful
MEDITERRANEAN DIET



Understanding consumer food choices & promotion of healthy and sustainable **Mediterranean diets and lifestyles** in children through behavioural change actions.

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The concept

Fighting children and adolescents' obesity through sustainable healthy Mediterranean diet, sports, educational materials and toys.

By reformulating traditional Mediterranean Recipes, **DELICIOUS** aims to make them more attractive to the youngest audiences and achieve more adherence to Mediterranean Diet. The project wants children and adolescents to embrace healthy habits typically present on the Mediterranean culture.

DELICIOUS project will reinforce the Mediterranean lifestyle (diet, physical activity, socio-cultural heritage) in the Mediterranean societies combining technological and educational aspects to empower consumers to make more sustainable and healthier food choices.

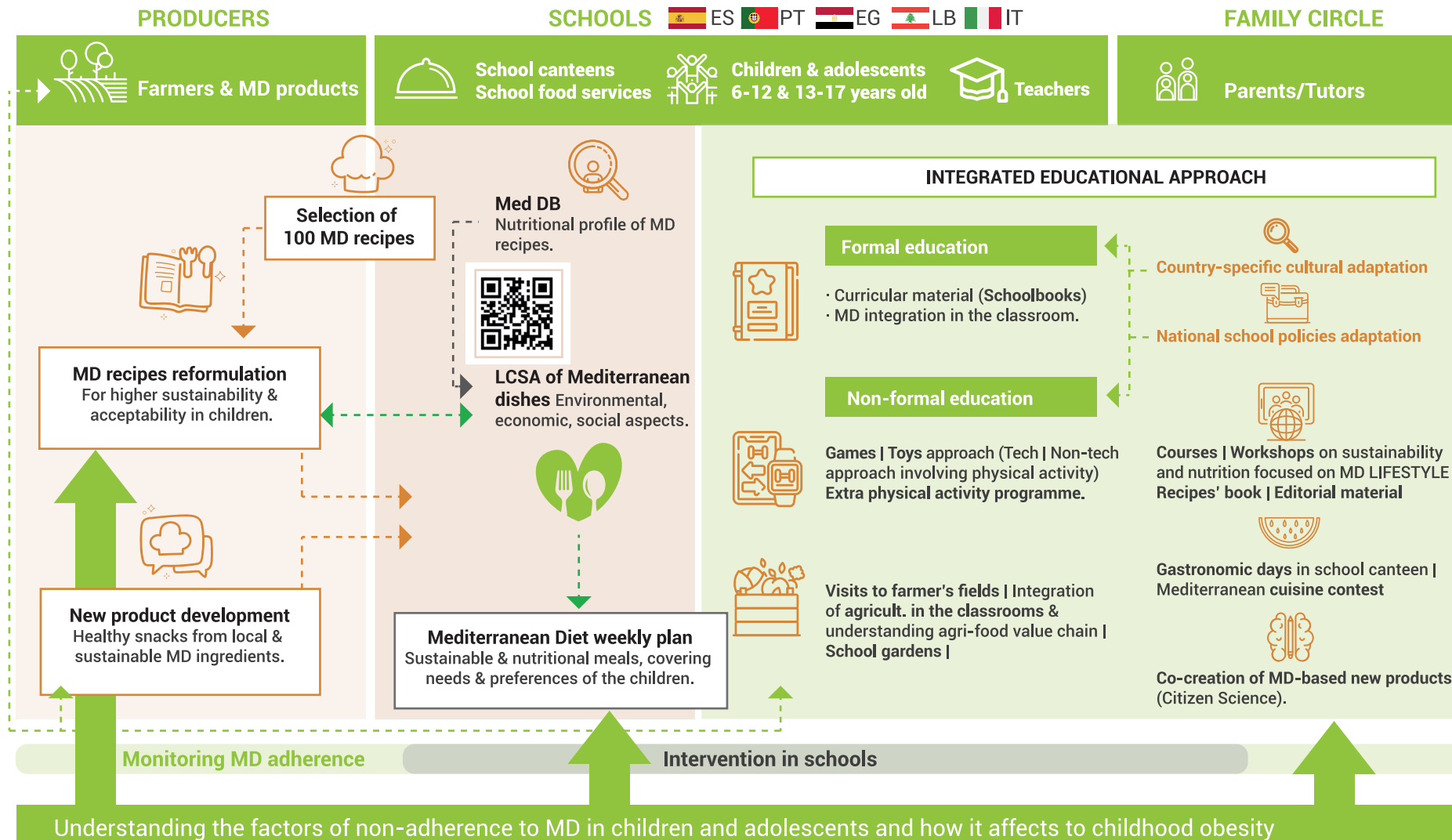


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STAKEHOLDERS

DELICIOUS ACTIONS



The challenges

Malnutrition.

Half of the adult population in European Union, **51.8%**, was grouped as **overweight** in 2017, being about 14.9% of adults classified as obese, according to the European Commission.

Urbanization, the fast pace of life, and a **westernized diet**, rich in ultra-processed food and poor in fresh fruit, lead to the consumption of **lower quality food** deficient in micronutrients and unbalanced macronutrient content. The rise of **paediatric obesity** in the Med region often leads to further **chronic diseases during the adulthood**.

Food system's pressure on the environment.

Current food systems share **20-35% of global greenhouse gas emissions**. Mediterranean agricultural production covers almost 40% of arable land and the **Mediterranean region one of the most vulnerable regions to climate change**. Adaptation through more resilient food systems is mandatory. High environmental pressure of food systems with devastating consequences for climate change and biodiversity.