

PRESS RELEASE
06/03/2024

PR1: 18-MONTH ADVANCEMENTS UNVEILS ANALYSIS ON THE ACCEPTANCE OF THE MEDITERRANEAN DIET AMONG CHILDREN AND YOUNG PEOPLE

DELICIOUS is a European project focused on encouraging children and adolescents to implement healthier and more sustainable food choices based on a Mediterranean diet. 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.

Rooted in the belief that nutritional food experiences should not compromise the health of our planet, the **DELICIOUS** Prima Project sets out to pioneer a new era of more adherence to Mediterranean Diet as well as better eating and sustainable habits in the general public. **The project, coordinated by EDELVIVES (Spain), has made substantial progress over the course of the last 18 months** due to a fruitful collaboration among companies and universities with expertise in fields within education and nutrition, and food technologists supervised by sustainability experts.

During the past 18 months of the project, several activities have been carried out: over 400 interviews were performed per country to children and teenagers aged 6 to 17, aiming to determine the current level of adherence of the Mediterranean Diet. For this purpose, 8 instruments were selected for an online questionnaire design based on literature review. Also, **an accurate Life Cycle Sustainability Assessment (LCSA) methodology and databases have been defined and will be, subsequently, implemented to compute, not only, the environmental impact but also the nutritional score of the Mediterranean diet recipes** and potential reformulations. In this sense, **DELICIOUS** project aligns with **the European Green Deal** objectives as it fosters the reduction by 40% the Green House Gas emissions related to food systems.

The project consortium organised **several educational actions related to physical activities in 7 schools to promote Mediterranean diet adherence and tackle obesity in the Mediterranean region**. Over 200 recipes have been reformulated in a bid to fulfil sustainability and appealing aspects, and 5 new bioactive-rich snacks have been made from Mediterranean ingredients. To increase the consumer empowerment, an online platform is being developed to help individuals elaborate personalized, healthy and sustainable meal plans.

DELICIOUS work will continue in the following months as planned with a comprehensive study in schools for Mediterranean diet adherence. **The project is deploying certain menus to be included in school caterings and food providers**. Dissemination activities such as educational material, gastronomic activities, courses and guidelines covering both healthy and sustainability aspects will be published online and distributed. Finally, to expand the project's impact a series of potential stakeholders in other Mediterranean countries (Morocco, Greece, France, Turkey, Cyprus) will be contacted for eventual collaborations, as well as the inclusion of several policy makers in food-matter to leverage societal awareness.

European funding

This project has 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

LinkedIn: [Delicious Prima Project](#)

Twitter: [@DeliciousPrima](#)

Contact information

Juancho Pons (Project Coordinator): juancho.pons@edelvives.es

Ángela Carretero (Communication Manager): irene.benito@contactica.es