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

Juancho Pons (Edelvives)- Lisbon, May - 2023
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- 5. WP4. New food product development and recipes optimization.
- 6. WP5. Weekly MD-based school meals according to nutritional and sustainable aspects.
- 7. WP6. Integrative MD-based educational toolkit development.
- 8. And now…
MEDITERRANEAN COUNTRIES
MEDITERRANEAN LIFESTYLE
MEDITERRANEAN LIFESTYLE III
Children in Sweden are more likely to eat fish, olive oil and tomatoes than those in southern Europe.

In Cyprus, 43% of boys and girls aged nine are either overweight or obese.

Greece, Spain and Italy also have rates of over 40%.

The Mediterranean countries which gave their name to the famous diet that is supposed to be the healthiest in the world have children with Europe’s biggest weight problem.

Sweets, junk food and sugary drinks have displaced the traditional diet based on fruit and vegetables, fish and olive oil.

SOURCE: WHO European office for prevention and control of noncommunicable diseases.
WHAT’S CHEAPER AND EASIER TO FIND IN YOUR OFFICE?
DELICIOUS IS GOING TO TACKLE THIS SITUATION
SO WHO’S WHO IN DELICIOUS?
WP1 Understanding the factors determining food choices and malnutrition in children & adolescents in Mediterranean region [AUIJU]

WP2 Sustainability assessment of local MD production models [CTA]

WP3 Physical activity intervention programs for obesity prevention and fostering social interaction [AUN]

WP4 New Food products development & recipes optimization [BCC]

WP5 Weekly MD-based school meals according to nutritional and sustainable aspects [UCT]

WP6 Integrative MD-based educational toolkit development [EDE]

WP7 Exploitation of the new MD business models [EDE]
The Mediterranean diet is considered, worldwide, as one of the healthiest and most beneficial dietary patterns for human health, due to the aspects summarised in the diagram.

As a result of its multiple benefits, the Mediterranean Diet has transcended the frontiers of the Mediterranean countries (Hoffman & Gerber, 2013; Kwon et al., 2020; Woo, 2001).

In contrast, Mediterranean countries have experienced an increasing "westernisation" (Vareiro et al., 2009). That is, a gradual process of reversal and disengagement from the traditional Mediterranean diet.

Source: AIJU (2022)
RISKS OF ABANDONING THE MEDITERRANEAN DIET

- One of the main problems resulting from this change in eating patterns is the increase in overweight and obesity in the population (WHO, 2021).
- These disorders not only affect the adult population, but also the child population. Children are experiencing increasing rates of obesity and overweight, as it can be seen in the Figure. The Figure shows the indicators of national risk of childhood obesity in the countries participating in the DELICIOUS project, according to the data handled by the World Obesity organization (2022).
- Source: Adapted from https://data.worldobesity.org/
OBESITY AND OVERWEIGHT IN CHILDHOOD

- Focusing attention on the percentages of overweight and obesity in children, the following figure shows the data differentiated by gender.

- This problem responds to the increase in the intake of foods with a high caloric content (rich in fat) and the decrease in physical activity, due to a sedentary life.

- The Mediterranean Diet is a key ally to prevent and reduce these problems, by reestablishing the nutritional values of the diet and promoting healthy lifestyles such as frequent physical exercise.

- Source: Adapted from https://data.worldobesity.org/
1. Review of literature.
2. Selection of 8 instruments (available scales and indices to assess Mediterranean diet adherence).
3. Design and construction of the questionnaire on the basis of the selected instruments.
4. Adaptation and translation of the questionnaire into the languages of the participating countries: Spain, Portugal, Italy, Egypt and Lebanon.
5. Programming of the electronic questionnaire.
6. Fieldwork.
7. Analysis of results.
The research has allowed for an in-depth analysis of the state of the art on the monitoring and acceptance of the Mediterranean Diet among children and young people aged 6 to 17 years in the participating Mediterranean countries: Spain, Italy, Egypt, Portugal and Lebanon.

The main conclusions are the importance and recognition that the Mediterranean Diet currently has.

Despite this, the degree of adherence shown by children and young people is susceptible to optimisation, since some barriers have been detected, both related to the consumption of certain products not recommended by the Mediterranean Diet as well as the absence of physical exercise.
CONCLUSIONS II

- The participating families and children suggest some proposals to optimise the situation, which follow the line of the DELICIOUS Project and will be addressed in the following WP, and are synthesised in the following:
  - Develop actions to actively promote the Mediterranean Diet.
  - Optimise products and menus on a visual and sensory level.
  - Create recipes that engage children and young people and capture their interest.
  - Strengthen and optimise school menus to promote the Mediterranean Diet at school.
  - To develop actions to educate and raise awareness among children and young people in favour of the consumption of the Mediterranean Diet.
  - To seek social support and public awareness of the importance of recovering and preserving the Mediterranean Diet.
OBJECTIVES:

- O2.1. To determine sustainability indicators and hotspots for the reformulation of recipes and co-design of snacks making them healthier and more sustainable from the environmental, economic and social perspectives;
- O2.2. To assess the sustainability of local food resources.
- O2.3. To provide sustainability information to end-users through the digital platforms and the website for consumers’ empowerment.
**TASK 2.2: LCSA CALCULATION TOOL DEVELOPMENT**

LCSA = LCA + LCC + S-LCA

Life Cycle Sustainability Impacts of each recipe

- Ingredient 1
- Ingredient 2
- Ingredient 3
- Ingredient 4
- Ingredient n

Recipe 1:
- Ingredient 1
- Ingredient 2

Recipe n:
- Ingredient 3
- Ingredient 4

Transport & Distribution

Cooking

Energy & Water

Food waste

Water waste

Hotspots & results

Recipes developers (BCC)

End users

Schools

App and Web

Families
Task 2.2: LCSA Calculation Tool Development

Environmental Impacts

<table>
<thead>
<tr>
<th>Recipe name</th>
<th>Country</th>
<th>NRF score</th>
<th>Single Score (Pt)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pisto</td>
<td>ES</td>
<td>23.69</td>
<td>2.54E-06</td>
</tr>
<tr>
<td>Hawawshi</td>
<td>EG</td>
<td>9.65</td>
<td>3.82E-05</td>
</tr>
<tr>
<td>Marmalade tart</td>
<td>IT</td>
<td>3.94</td>
<td>2.50E-05</td>
</tr>
<tr>
<td>Almond milk rice pudding</td>
<td>LB</td>
<td>15.04</td>
<td>5.92E-06</td>
</tr>
<tr>
<td>Ranchinho à Minhota</td>
<td>PT</td>
<td>7.27</td>
<td>5.74E-05</td>
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</tbody>
</table>

Nutritional score

Environmental impact score

HOTSPOTS

<table>
<thead>
<tr>
<th>Recipe name</th>
<th>Most relevant impact categories</th>
<th>Most impactful ingredients</th>
<th>Share of total impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pisto</td>
<td>Climate Change (Pt)</td>
<td>Bell pepper, green, raw</td>
<td>14.98 %</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bell pepper, red, raw</td>
<td>14.98 %</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Courgette or zucchini, pulp and peel, raw</td>
<td>14.68 %</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tomato puree, canned</td>
<td>14.50 %</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Onion, raw</td>
<td>13.92 %</td>
</tr>
<tr>
<td></td>
<td>Energy Resources: Non-Renewable (Pt)</td>
<td>Olive oil, extra virgin</td>
<td>13.73 %</td>
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<tr>
<td></td>
<td></td>
<td>Tomato puree, canned</td>
<td>17.66 %</td>
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<tr>
<td></td>
<td></td>
<td>Bell pepper, green, raw</td>
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<tr>
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<td></td>
<td>Bell pepper, red, raw</td>
<td>14.40 %</td>
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<td>Courgette or zucchini, pulp and peel, raw</td>
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<td></td>
<td>Onion, raw</td>
<td>13.48 %</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Olive oil, extra virgin</td>
<td>13.19 %</td>
</tr>
</tbody>
</table>

Energy Resources: Non-Renewable (Pt)
## Task 2.2: LCSA Calculation Tool Development

### Costs

<table>
<thead>
<tr>
<th>Recipe name</th>
<th>Country</th>
<th>Ingredients</th>
<th>Electricity (Cooking)</th>
<th>Water (Cooking)</th>
<th>Total cost (USD)</th>
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<tbody>
<tr>
<td>Pisto</td>
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<td>0.03614218</td>
<td>0.054949019</td>
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<td>0.091091</td>
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<td>0.010271816</td>
<td>0</td>
<td>0.020425</td>
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<td>IT</td>
<td>0.02378995</td>
<td>0.082452882</td>
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<td>0.106243</td>
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<td>0.006260569</td>
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<td>Ranchinho à Minhota</td>
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<td>0.08228881</td>
<td>0.084453202</td>
<td>0.000862</td>
<td>0.167604</td>
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</tbody>
</table>

### Hotspots

<table>
<thead>
<tr>
<th>Recipe name</th>
<th>Most costly ingredients &amp; resources</th>
<th>Share of recipe total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pisto</td>
<td>Electricity (Cooking)</td>
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<td></td>
<td>Courgette or zucchini, pulp and peel, raw</td>
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<tr>
<td></td>
<td>Tomato puree, canned</td>
<td>8.29 %</td>
</tr>
<tr>
<td></td>
<td>Onion, raw</td>
<td>7.14 %</td>
</tr>
</tbody>
</table>

DELICIOUS - 2131

PRIMA IN THE MEDITERRANEAN AREA

26/05/2023
**TASK 2.2: LCSA CALCULATION TOOL DEVELOPMENT**

**SOCIAL IMPACT**

<table>
<thead>
<tr>
<th>Recipe name</th>
<th>Country</th>
<th>Total social impact</th>
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<tbody>
<tr>
<td>Pisto</td>
<td>ES</td>
<td>0.54072</td>
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<td>Hawawshi</td>
<td>EG</td>
<td>1.977006</td>
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<td>Marmalade tart</td>
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<td>0.46774</td>
</tr>
<tr>
<td>Almond milk rice pudding</td>
<td>LB</td>
<td>0.057421</td>
</tr>
<tr>
<td>Ranchinho à Minhota</td>
<td>PT</td>
<td>1.291487</td>
</tr>
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</table>

**HOTSPOTS**

<table>
<thead>
<tr>
<th>Recipe name</th>
<th>Most relevant resources</th>
<th>Share</th>
<th>Unit</th>
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</thead>
<tbody>
<tr>
<td>Pisto</td>
<td>Electricity (Cooking)</td>
<td>40.41</td>
<td>%</td>
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<tr>
<td></td>
<td>Courgette or zucchini, pulp and peel, raw</td>
<td>14.19</td>
<td>%</td>
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<tr>
<td></td>
<td>Tomato puree, canned</td>
<td>12.17</td>
<td>%</td>
</tr>
<tr>
<td></td>
<td>Onion, raw</td>
<td>10.48</td>
<td>%</td>
</tr>
<tr>
<td></td>
<td>Bell pepper, green, raw</td>
<td>9.46</td>
<td>%</td>
</tr>
</tbody>
</table>
WP3 designs an intervention program in order to prevent obesity and promote physical activity and fitness. During the project, the effects are evaluated and new indicators are developed in order to analyze the impact of physical activity in Mediterranean Diet adherence.

WP3 activities include:

1. PA intervention program development adapted to MD country-specific. (D3.1 month 12)
2. Implementation of 1-year PA intervention program in schools & data collection. (D3.2 month 24)
3. Study of the impact of country-adapted PA in pediatric obesity in the Med region. (D3.3 month 36)
BMI CLASSIFICATION

Underweight | ≤ 18.4
Normal | 18.5-24.9
Overweight | 25 – 29.9
Obese | ≥30

<table>
<thead>
<tr>
<th>Country</th>
<th>Underweight</th>
<th>Normal</th>
<th>Overweight</th>
<th>Obese</th>
</tr>
</thead>
<tbody>
<tr>
<td>Egypt</td>
<td>6%</td>
<td>33%</td>
<td>60%</td>
<td>1%</td>
</tr>
<tr>
<td>Italy</td>
<td>7%</td>
<td>43%</td>
<td>50%</td>
<td>6%</td>
</tr>
<tr>
<td>Lebanon</td>
<td>6%</td>
<td>71%</td>
<td>37%</td>
<td>13%</td>
</tr>
<tr>
<td>Spain</td>
<td>13%</td>
<td>50%</td>
<td>44%</td>
<td>6%</td>
</tr>
<tr>
<td>Portugal</td>
<td>6%</td>
<td>50%</td>
<td>54%</td>
<td>7%</td>
</tr>
<tr>
<td>Total</td>
<td>6%</td>
<td>39%</td>
<td>54%</td>
<td>7%</td>
</tr>
</tbody>
</table>
NEW FOOD PRODUCT DEVELOPMENT AND RECIPES OPTIMIZATION (WP4)

I. Selection, reformulation and optimization of MD recipes.

II. Co-creation of new MD-based snacks.

III. Training of canteen staff.

IV. Consumer acceptance and validation of reformulated recipes.
DEVELOPMENT I

**TASK 1. Selection, reformulation and optimization of MD recipes. M1-M14 (All partners)**
- BCC’s database
- Interviews: chefs, families (>5)

A database of 200 Med recipes (+ ingredients) including recipes from Portugal, Spain, Italy, Egypt and Lebanon (D4.1). Adaptation of the recipes using a co-design approach (surveys, interviews; visiting each country). **Over 90 recipes reformulated** to increase adherence and/or decrease environmental impact (D4.2).

**TASK 2. Co-creation of new MD-based snacks. M7-M24 (AUN, CTA, UCT, EDE, MAR, FML, MPT)**
- Information from Trip 1: design.
- Co-creation with children (groups of 8-10 kids)

**TASK 3. Training of canteen staff. M7-M24 (AUN, EDE, MAR, FML, MPT)**
- Online workshops/videos (3 + 2).

**TASK 4. Consumer acceptance and validation of reformulated recipes. M23-M30 (AIJU, EDE, MAR, FML, MPT)**
- Tasting 10 recipes (cooked by the school canteens)
- Tasting 5 snacks (cooked by the school canteens)
DEVELOPMENT II

**Task 1. Selection, reformulation and optimization of MD recipes.**

**FLAVORS of the MEDITERRANEAN**

NAPLES, ITALY

BEIRUT, LEBANON

LISBON, PORTUGAL

ASYUT, EGYPT
Veal stew with potatoes, peas, carrots and green beans

**Steps**

1. Preheat the oven to 180°C and set a rack in the lower middle position.
2. Pat the beef dry and season with the salt and pepper. In a large Dutch oven or heavy soup pot, heat 1 tablespoon of the olive oil over medium-high heat until hot and shimmering.
3. Brown the meat in 3 batches, turning with a spatula, for about 5 minutes per batch. Transfer the meat to a large plate and set aside.
4. Add the finely chopped onions and garlic and some more olive oil. Cook, stirring with a wooden spoon and scraping the brown bits from the bottom of the pan, for about 5 minutes. Add the tomato paste and cook for a minute more. Add the beef with its juices back to the pan and sprinkle with the flour. Stir with wooden spoon until the flour is dissolved, 1–2 minutes. Add the wine, water, bay leaf and thyme.
5. Cover the pot with a lid, transfer to the preheated oven, and braise for 2 hours.
6. Remove the pot from the oven and the chopped carrots and potatoes. Cover and place back in oven for about an hour more, or until the vegetables are cooked, the broth is thickened, and the meat is tender.
7. **TIP:** Add more beef stock and cook for a few minutes.

**Type of dish:** Main dish

**Description:**
Jardineira de carne com batata, ervilha, cenoura e feijão verde
### Servings weekly

**For how many servings?**

<table>
<thead>
<tr>
<th>Servings per day</th>
<th>Week days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon</td>
<td></td>
</tr>
<tr>
<td>Tue</td>
<td></td>
</tr>
<tr>
<td>Wed</td>
<td></td>
</tr>
<tr>
<td>Thu</td>
<td></td>
</tr>
<tr>
<td>Fri</td>
<td></td>
</tr>
<tr>
<td>Sat</td>
<td></td>
</tr>
<tr>
<td>Sun</td>
<td></td>
</tr>
</tbody>
</table>

**General**
- 12 servings

**Kids**
- 112

**Adults**
- 50

**Celiacs**
- 12 servings

**Kids**
- 12

**Adults**
- 0

**Total**
- 174 servings

[Continue button]
"Castellana" Soup

This Spanish Bread & Garlic Soup, known in Spanish as Sopa de Ajo or Sopa Castellana, is one of Spain's most classic dishes. It's packed with so many great flavors, made with the most humble ingredients and comes together in about 30 minutes.

Ingredients

- baguette
- head garlic
- sweet smoked Spanish paprika 2.30 grams
- extra virgin olive oil 40 ml
- vegetable broth 1 litre
- bay leaf
- eggs
- sea salt & black pepper
- freshly chopped parsley

Directions

1. Cut baguette into thick slices (1 cm thick) and place them between 2-3 pieces of bread, then stand the baguette slices upright in a pan. Pour in the broth, 1 litre of water and add the vegetables. Boil for 30 minutes. Remove from the pan and let the bread slices stand for at least 20 minutes.

2. After simmering, blend with a hand blender until smooth. Then, add eggs and blend again.


Recipe tags

- Spanish
- soup
- garlic
Mobile Application Rating Scale (MARS)

The MARS scale includes 19 items categorised under four domains:

1. **engagement** (entertainment, interest, customisation, interactivity and target group)

2. **functionality** (performance, ease of use, navigation, gestural design)

3. **aesthetics** (layout, graphics, visual appeal)

4. **information** (accuracy of app description, goals, quality of information, quantity of information, visual information, credibility, evidence base)
Integration of personal background variables, physical activity and nutritional needs and sustainability data on a digital platform to deliver weekly meal plans in school canteen and individual user mobile phones.
Textbooks are adapted to children age and 5 different categories are made based on age range (6-8, 8-10, 10-12, 12-14, 14-16 yo)

Educational material for the first three age categories will be based on a “game-based learning” approach.

First two categories have textbooks with literature characters that present weekly challenges to children, introducing problematics on diet and sustainability, reinforcing attitudes towards healthy habits and, ultimately, improving their adherence to MD, all through metacognition techniques.

Children between 10-12 yo will receive gamed-based educational material related to other activities of DELICIOUS project, such as physical activity, reformulated recipes, new healthy snacks, new MD-based toys-games, …
SCHOOL BOOKS FOR PRIMARY AND SECONDARY (6-16) II

La pirámide de la dieta mediterránea

**Actividades**

1. Nombre todos los alimentos que aparecen en la pirámide y que debemos consumir todos los días.
2. Después, señala todos los alimentos que sólo debemos consumir de vez en cuando.
3. Cereales variados. Los cereales están altamente en los productos del grano. ¿Qué significa que deban cocinarse más a menudo? Se puede dividir en una pirámide de granos para poder clasificar en un menú y corregirlo.
4. ¿En qué consiste? Nombre, primero, los cereales que te resultan familiares; después, investiga aquellos que no te habías comido. En último, pon un ejemplo de algún alimento que contenga cada uno de los cereales y que esté relacionado a parte de algunas de tus comidas.

**Pirámide real.** Con ayuda de tu familia, haz una pirámide alimentaria para que se entiendan. Delimita en el grano, los vegetales, las frutas, las carnes y los pescados, los lácteos y los grasos, los dulces y las bebidas, los cereales. Los cereales que forman parte de las hablas alimentarias, aunque algunos no se correspondan con las recomendaciones dales. Después, contéstale a las preguntas.

**¿Cómo crees que son las hablas alimentarias?**

**¿Qué debemos comer en esa pirámide para conseguir una alimentación más saludable?**

**Actividad física constante mejora tu resistencia, fuerza y flexibilidad**

La actividad física, como caminar, dar largos caminados, practicar deporte, es lo que más beneficia tu corazón y pulmones, puesto que se hacen parar existencia. ¿Te gustaría seguirlo cuando corren, sin correr? Pero para ganar esa fuerza es necesario también realizar algún tipo de actividad física de manera específica. ¿Cómo conseguirlo? Medida ejercicios que trabajan varios grupos de músculos: serializados, abdominales. Si estás afincándote ejercicios de esmeralda, calentamiento y estiramiento, además de proteger los músculos de posibles lesiones, estamos ganando flexibilidad muscular.

Las actividades de salud recomendamos practicar una hoja de ejercicios más. El objetivo es que podamos un poco promoverlos, lo mejor es comenzar de forma gradual.
FURTHER STEPS AT WP6

- Task 6.2. Games to increase awareness of the MD adherence benefits:
  - To be developed during the 2nd year of DELICIOUS, these games will be designed to be played at school but also at home with the rest of the family.
  - Designed by experts (AIJU) in cognitive development and learning and scientifically tested before implementing them.

- Task 6.3. Food systems & cooking educational activities:
  - Talks and seminar about nutrition and physical education.
  - School gardens, Visits to farmers, Cooking workshops and Gastronomic contest, Gastronomic days/weeks, …

Kids should be familiar with where food comes from and what it takes for our products to grow.
Within the Sustainable development education project, a beehive was relocated in Champville during the month of May.

All Summer long, bees were busy collecting pollen and packing into their corbiculae (pollen basket).

In October, students visited the beehive location and upon the instructions of the beekeeper, they pulled the frames out and learned how to extract the honey from the honeycomb.
This session was addressed to Grades 8 & 9 students. They were introduced to the importance of food balance in order to avoid obesity which hinders great health risk factors.

They were also taught how can Obesity be prevented or treated with adequate and balanced nutrition, as well as with regular physical exercise.

An introduction to the 7 principles of the Mediterranean Diet and its effectiveness, as it was chosen as the best diet to follow in 2021.
As part of the educational project, students aged 4 and 5 learned how to prepare the apple jam, following Grandma’s recipe and cooking it as per the tradition.
HEALTHY DIET .... HEALTHY TEETH

- Awareness session for grade 4 and grade 5 students about the importance of having healthy teeth while preserving a healthy diet.

www.champville.edu.lb
In order to prepare the ground for the students’ planting project, terraces were built to guarantee a larger space for cultivation.
Explaining the importance of growing their own fruits and vegetables, students of grade 4 and 5, as well as grades 10 and 11, were guided by an agriculture engineer to experiment the plantation of aromatic, fruits and vegetables sprouts.

Students were also taught on the importance of planting and taking care of the seasonal fruit trees they planted carefully in the school garden.
THE MARIST BROTHERS SCHOOLS PROVINCE OF ITALY

DELICIOUS ITALY CASE STUDY
GIUGLIANO IN CAMPANIA, NAPLES
• No. 4 nursery schools
• No. 4 primary schools
• No. 5 I grade secondary school;
• No. 2 II secondary school.
• No. 3 educational and social centres
• No. 1 Child Safeguarding Policy, called “Protocol for the Good of Minors"
Basque Culinary Center (BCC) visit to Giugliano in Campania.

Interviews of the staff of the school canteens and students’ parents about:

- What do children and adolescents choose as a snack?
- Do they eat food that IS not typical of the Mediterranean diet?
- If so, which one?
- What does the 'Mediterranean diet' mean to them?
WHAT IS NEXT?

- School garden
- Sports event dedicated to DELICIOUS project
- Student and families' meetings with a nutritionist
- Mediterranean snack at school
COMMUNICATION AND DISSEMINATION (WP8)
- We still have 2 more years ahead and we have a lot of work to do, important research to perform and more analysis of data in the lab but also in the schools.
- The web and app will have to be ready soon and the books will be implemented in the 2023-2024 school year.
- The 2nd annual meeting will be organized in October 2023 right here, at Carcavelos (Portugal) and the 3rd and last one in Catania together with an important internacional academic congress.
- Our Exploitation plan will make sure that DELICIOUS lives on and that all the partners can continue with the research and that this doesn’t end at the end of the 3rd year.
- The project management is led by EDELVIVES but with support from all the partners.
Thanks for your time.

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