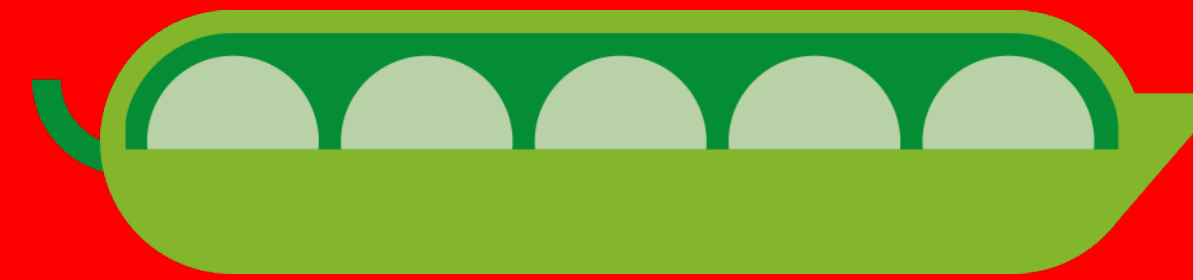
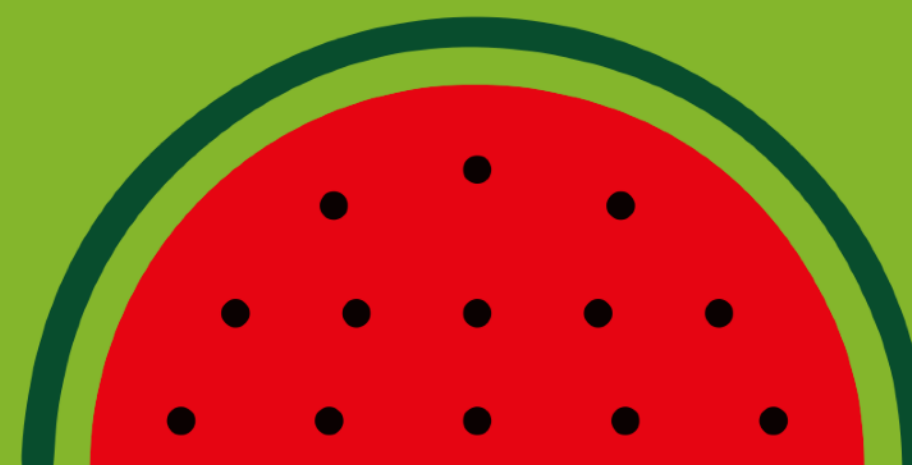
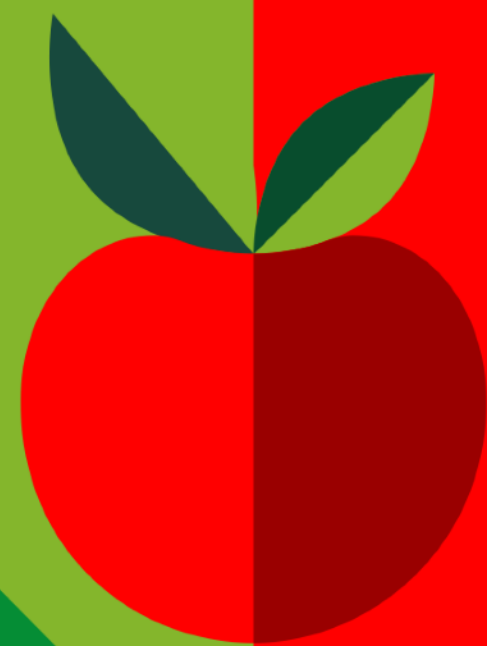


# MEDDiETMENUSCAMPUS: INTEGRATING VIEWS FROM NUTRITION, MARKETING AND PSYCHOLOGY TO IMPROVE DiETS



EAT LOCAL  
EAT SEASONAL  
EAT REAL



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# Summary

01



Food service

02



Mediterranean Diet

03



The Project

# Food service



# Food service





# Food service



# Food service

**67** millions consumers / day

**1** in 4 meals is eaten **out of home**

**1** in 2 meals is eaten at the **workplace**

More than **1** in four 4 meals is eaten at **school**

More than **1** in four 10 is eaten at the **social / health** sector



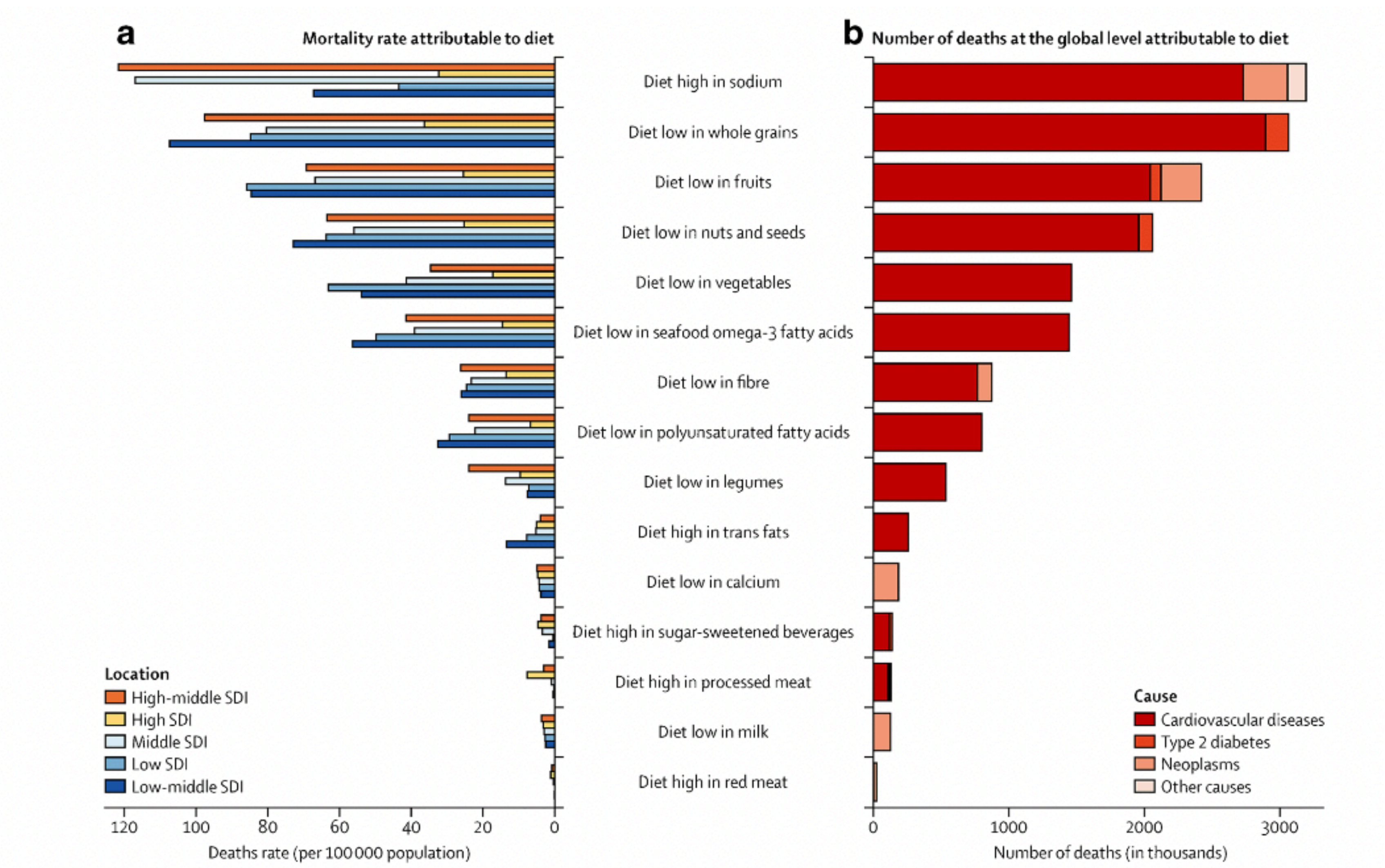






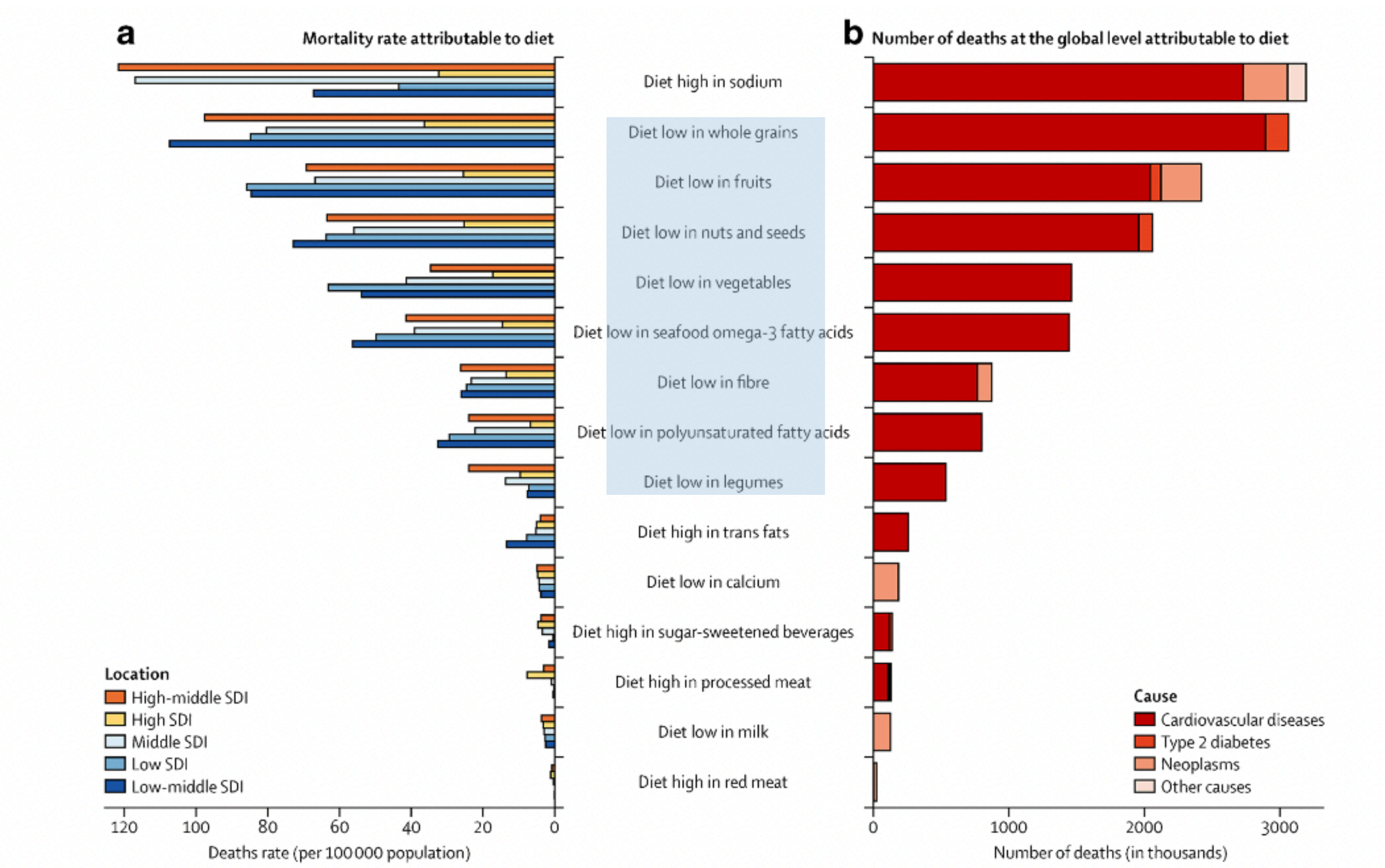


# Diet related health problems





# Diet related health problems





## Sustainable Development Goals



The required shift to healthy diets by 2050 will imply a **50% reduction** or more in the consumption of **unhealthy foods**, and a greater than **100% increase** in the consumption of **healthy foods**.



# Mediterranean Diet

Healthy lifestyle







p=portion      Serving or portion size based on frugality and local habits

Regular physical activity  
Adequate rest  
Conviviality  
Wine (and other alcoholic fermented beverages) in moderation and respecting social beliefs

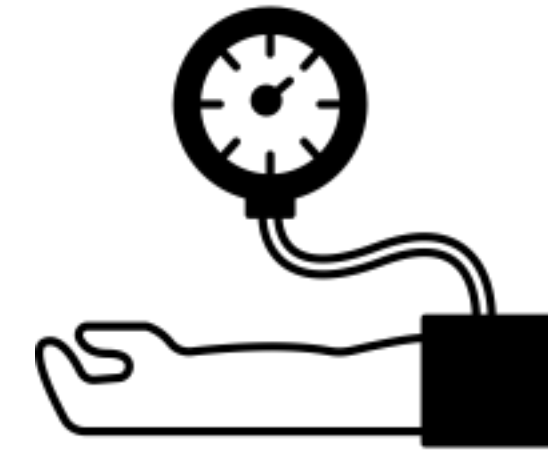
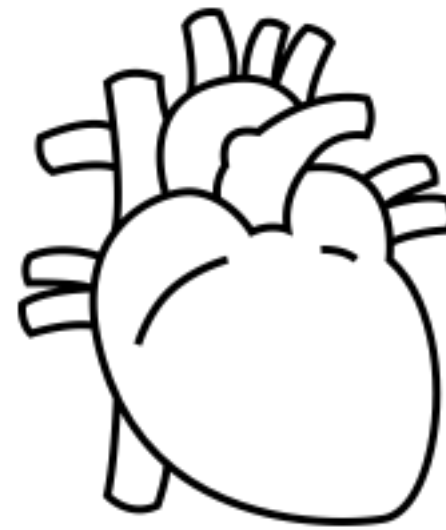


Biodiversity and seasonality  
Traditional, local and eco-friendly products  
Culinary activities



# Mediterranean Diet

Disease prevention and management



...



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increase **compliance** of food service menus with the  
Mediterranean Diet (MD)

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increase **compliance** of food service menus with the Mediterranean Diet (MD)



increase **adherence** to meals in canteen universities through **Social Marketing** strategies

# How

1. Index to evaluate compliance of menus with the MD



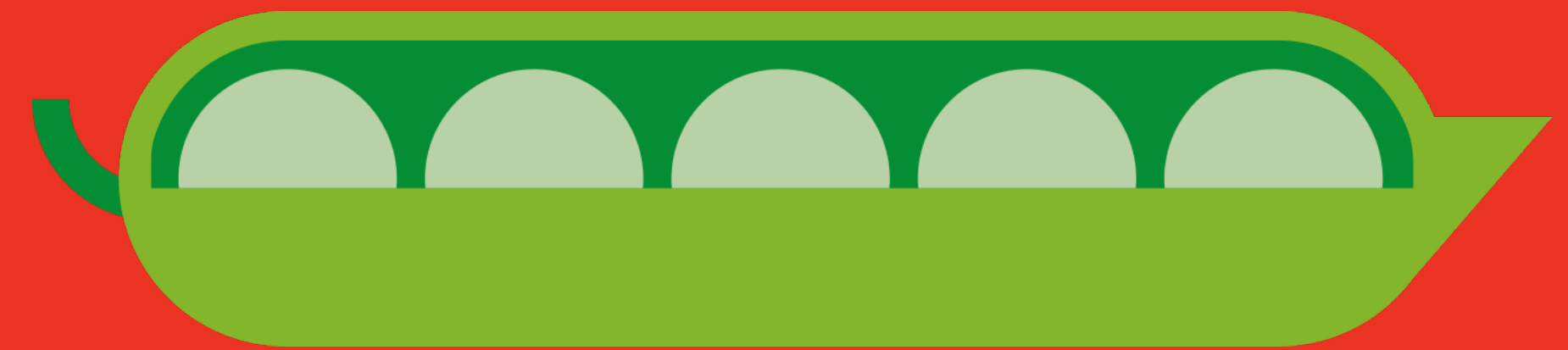
# How

1. Index to evaluate compliance of menus with the MD
2. Priority stakeholders / methodology for engagement



# How

1. Index to evaluate compliance of menus with the MD
2. Priority stakeholders / methodology for engagement
3. Evaluate perceptions, barriers and facilitators





# How

1. Index to evaluate compliance of menus with the MD
2. Priority stakeholders / methodology for engagement
3. Evaluate perceptions, barriers and facilitators
4. Meal plan



# How

1. Index to evaluate compliance of menus with the MD
2. Priority stakeholders / methodology for engagement
3. Evaluate perceptions, barriers and facilitators
4. Meal plan
5. New food concept "student bag"

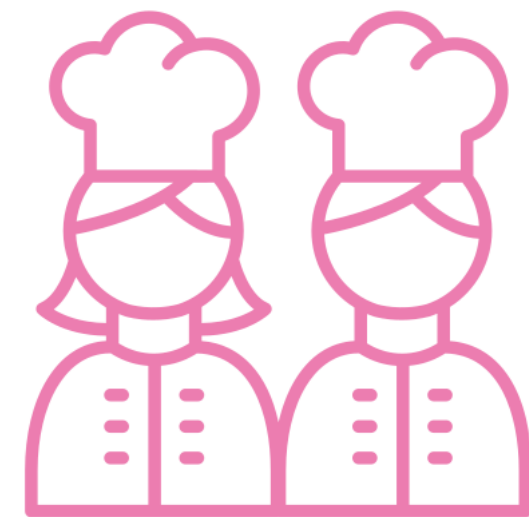
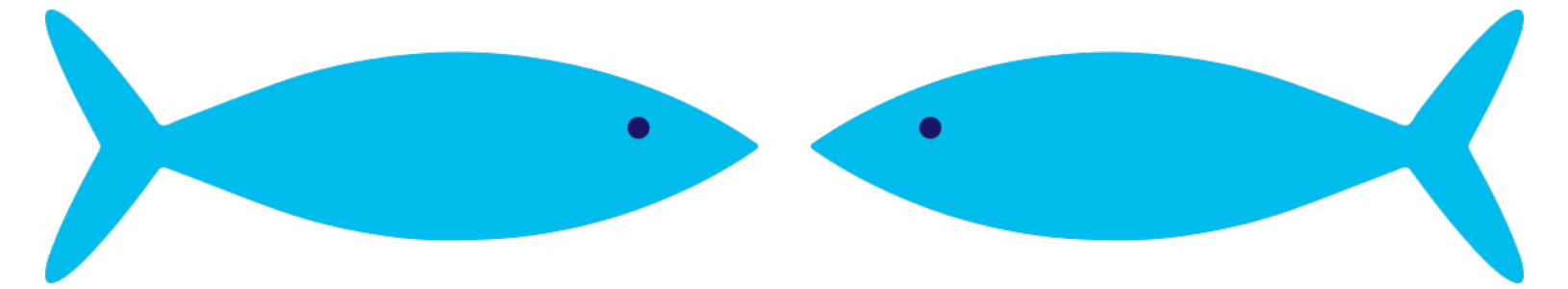


# How

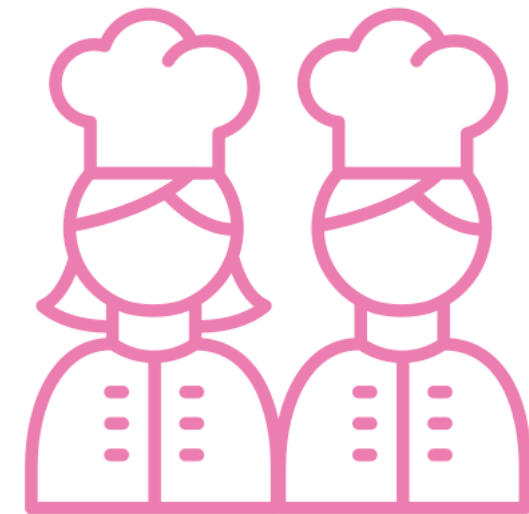
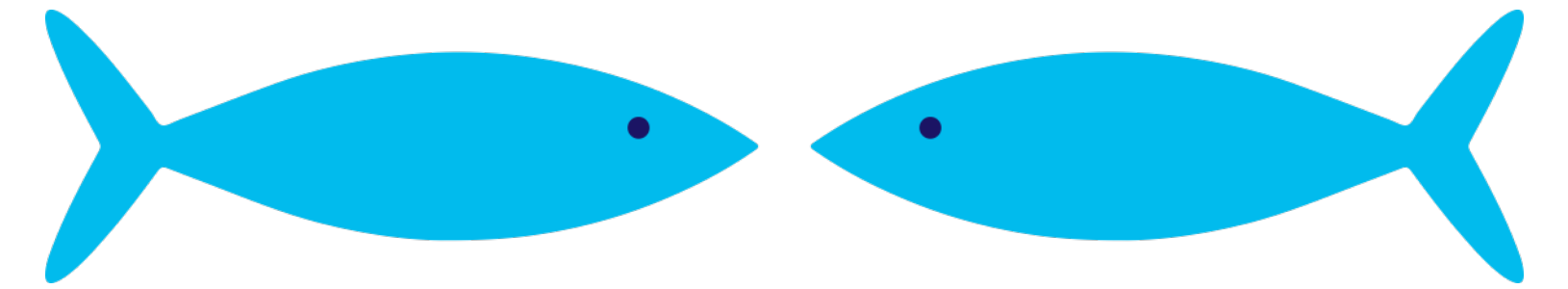
1. Index to evaluate compliance of menus with the MD
2. Priority stakeholders / methodology for engagement
3. Evaluate perceptions, barriers and facilitators
4. Meal plan
5. New food concept "student bag"
6. Social marketing strategies



# Stakeholders



# Stakeholders

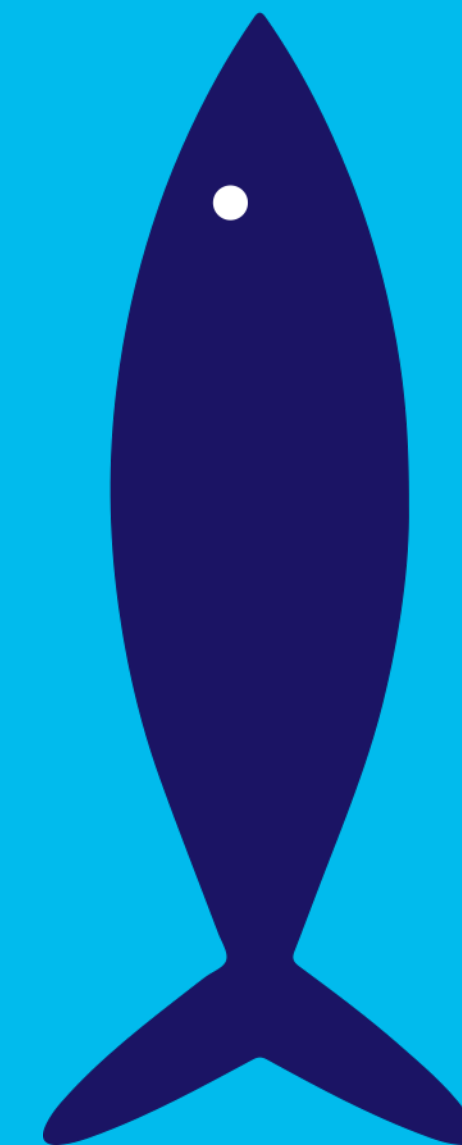
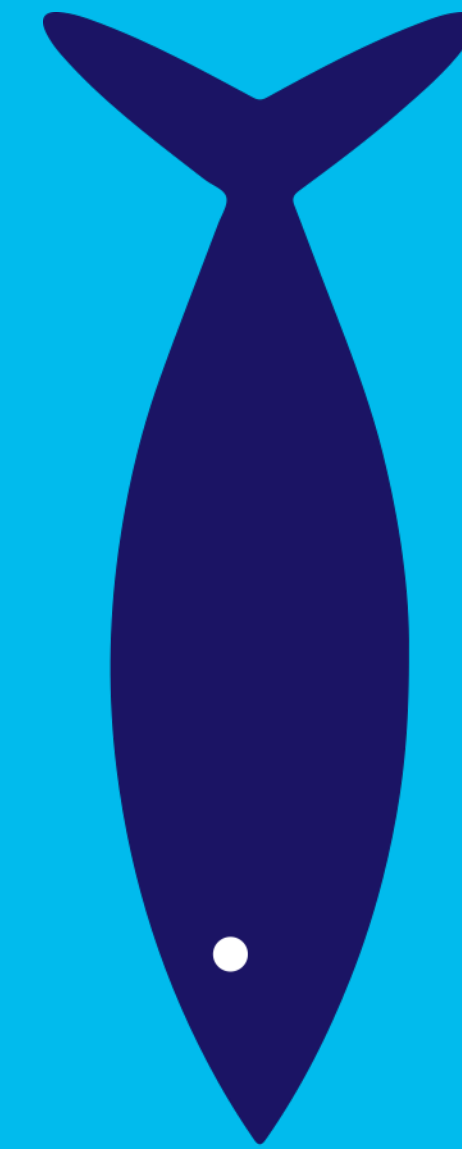


## Social marketing strategies



# New Healthy Sustainable

## Food service concept



“KNOWING IS NOT ENOUGH,  
WE MUST APPLY  
WILLING IS NOT ENOUGH,  
WE MUST DO”



# OUR TEAM





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**U. PORTO**



FACULDADE DE CIÊNCIAS DA  
NUTRIÇÃO E ALIMENTAÇÃO  
UNIVERSIDADE DO PORTO



ESCOLA SUPERIOR DE  
TECNOLOGIA DA SAÚDE  
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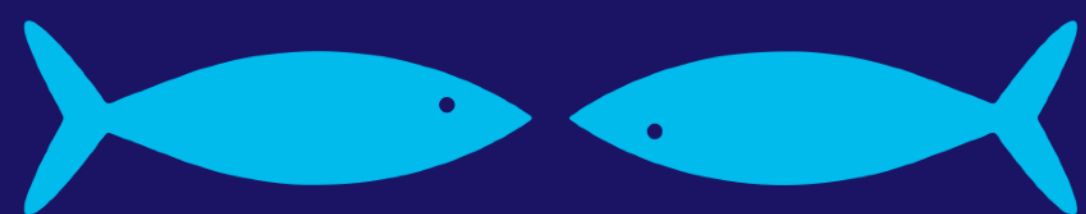


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