

## WP 6 – SOCIAL INFLUENCE, COMMUNICATION AND DISSEMINATION

**D6.1: Training materials: available videos for  
massive open online open courses and in  
person training**

Assoc. Prof. Dr. Fatih Mehmet YILMAZ

(ADU)



# DOCUMENT SUMMARY INFORMATION

|                                 |                                                             |
|---------------------------------|-------------------------------------------------------------|
| <b>Project Name</b>             | <b>More on the adoption of a healthy Mediterranean diet</b> |
| <b>Project Acronym</b>          | MoreMedDiet                                                 |
| <b>Project No</b>               | Grant Agreement No. 101102316                               |
| <b>Type of Action</b>           | PRIMA Call 2022/ Section 2                                  |
| <b>Topic</b>                    | Consortium Meeting                                          |
| <b>Starting Date of Project</b> | 01 June 2023                                                |
| <b>Duration of the Project</b>  | 36 months                                                   |
| <b>Project Website</b>          | -                                                           |



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## Task 6.1: Development of training content

- Lead: IBE
- Involved: UEX, DMU
- M18 – M24
- **Status:** Completed (May 2025) ●
- ✓ **Deliverable 6.1:** Training materials: available videos for massive open online open courses and in person training

## Task 6.1

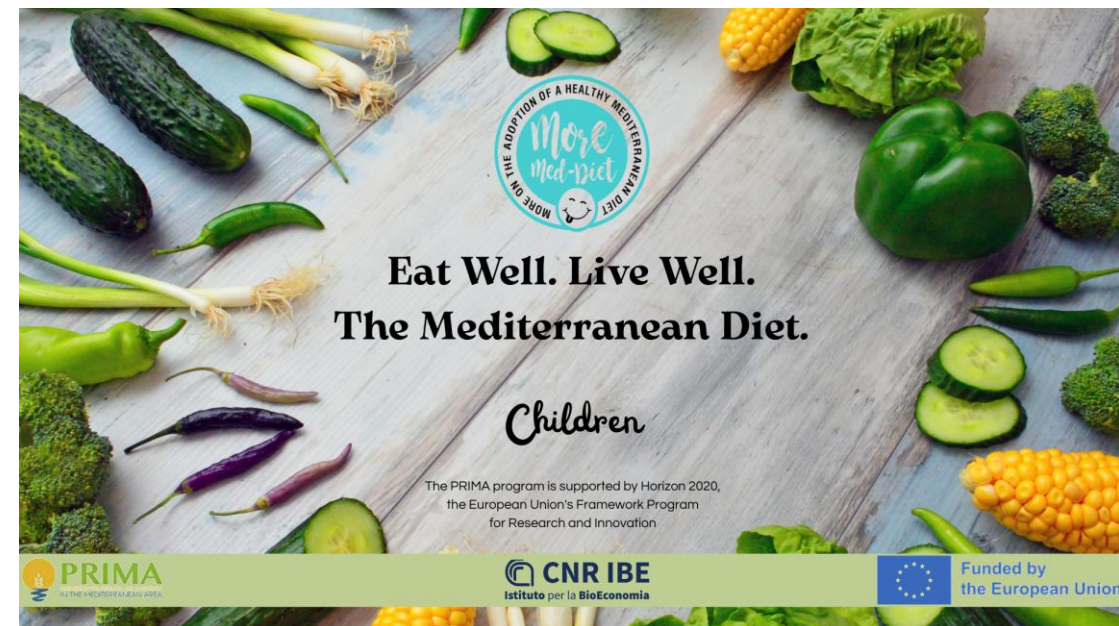
4 small multilingual educational videos were elaborated by partners involved, each one oriented to one specific age target group:

- children ( $\leq 9$  years old)  $\rightarrow$  IBE
- teenagers (10-17 years old)  $\rightarrow$  UEX
- adults (18-64 years old)  $\rightarrow$  should have been made by DMU, but eventually created by IBE
- seniors ( $\geq 65$  years old)  $\rightarrow$  IBE

The content was based on the **Mediterranean pyramid**, including information on:

- individual **nutritional needs**
- **cooking** practices
- **examples** of Mediterranean dishes

The 4 videos also **included some footages from the previous tasks as authentic testimonies.**



The common home screen that was created for the 4 videos.

The link for the 4 videos produced by IBE:



[https://cnrsc-my.sharepoint.com/:f:/g/personal/elenabuonafede\\_cnr\\_it/EiOE8x114etLit0NqeTNerUBF0zwrwye\\_eM2r25XoXRrsg?e=ZOueUs](https://cnrsc-my.sharepoint.com/:f:/g/personal/elenabuonafede_cnr_it/EiOE8x114etLit0NqeTNerUBF0zwrwye_eM2r25XoXRrsg?e=ZOueUs)

## Task 6.2: Develop an online multilingual digital training

- Lead: ADU
- Involved: CICYTEX, UTM, IPLEIRIA, DMU, TSP, UNIFI
- M18 – M24
- MOCC Courses
- **Status:** In progress ●
- **Deadline:** 5 October 2025

## Task 6.2 – MOCC Courses

- **Module 1 – Individual Nutritional Needs**

- 1.1 The Fundamentals of Nutrition and Nutrients in the Context of the Mediterranean Diet – UEX / Spain
- 1.2 Digestive Physiology and Metabolism of Mediterranean Diet Nutrients – UEX /Spain
- 1.3 Factors Influencing Diet and Application of the Mediterranean Diet – UNIFI /Italy

- **Module 2 – Cooking Practices**

- 2.1 Healthy Culinary Technologies and Practices – ADU / Türkiye
- 2.2 Promoting Healthy Culinary Habits – ADU / Türkiye

- **Module 3 – Household Shopping Planning**

- 3.1 Fresh, Local, and Seasonal Foods – IPLEIRIA / Portugal
- 3.2 Seasonal Shopping Calendars – IPLEIRIA / Portugal

## Task 6.3: Contribution to extended and available eating decision-making digital tools with the scientific results obtained in the project

- Lead: UNIFI
- Involved: JASSP
- M24 – M36
- **Status:** In progress ●
- **Deliverable 6.3:** Report on the 8 Scientific publications sent for revision to scientific journals (M36; ADU)

## Task 6.4: Production of the policy recommendation papers

- Lead: CICYTEX
- Involved: UNIPR, ADU, UTM, DMU, UNIFI, IPLEIRIA, IBE
- M24 – M36
- **Status:** In progress ●
- **Deliverable 6.4:** Policy recommendations papers (M36; CICYTEX)

## Task 6.5: Communication and dissemination tools and materials

- Lead: ADU
- Involved: UEX, CICYTEX, JASSP
- M01 – M12
- **Status:** Completed 
- ✓ **Deliverable 6.2:** Communication and dissemination kick off package: a set of tools to disseminate the project (M6; ADU)

## Task 6.6: Awareness raising campaign

- Lead: UTM
- Involved: All
- M01 – M36
- **Status:** In progress ●
- **Deliverable 6.5:** Awareness campaigns results report (M36; UTM)

# Task 6.6: *Eat well. Live well. The Mediterranean Diet.*

As part of this task, a conference on the Mediterranean Diet – called *Eat well. Live well. The Mediterranean Diet.* – was held in the National Research Council of Florence by the IBE team (Raffaella Petruccelli, Cristiana Giordano, Carla Benelli, Elena Buonafede, and Tolga Izgü).

During this event, IBE hosted experts such as doctors, researchers, historians, and a representative of the Italian foundation *Fondazione Dieta Mediterranea.*

**Mangiare bene. Vivere bene.  
La Dieta Mediterranea.**

7 luglio 2025  
Area della Ricerca, CNR, Via Madonna del Piano 10, Sesto Fiorentino (FI)

9:00 Registrazione partecipanti  
9:30 Saluti del Direttore IBE  
Presentazione della Fondazione Dieta Mediterranea  
Presentazione del progetto PRIMA - prof. Gianni Galaverna (Dip. di Scienze degli Alimenti e del Farmaco, UNIPR)  
10:00 Effetti della Dieta Mediterranea sulla salute - prof. Stefano Gitto (Dip. di Medicina Sperimentale e Clinica, UNIFI)  
10:20 Effetto dei fattori socioeconomici e demografici nell'adesione alla Dieta Mediterranea negli adulti - dr.ssa Perla Degli Innocenti, dr.ssa Audrey Cavalieri (Dip. di Scienze degli Alimenti e del Farmaco, UNIPR)  
10:40 La frutta fa bene... - prof. Rosario Muleo (Dip. di Scienze Agrarie e Forestali, UNITUS)  
11:00 Coffee Break  
11:30 Dieta Mediterranea: ritorno al futuro? - prof.ssa Donatella Lippi (Dip. di Medicina Sperimentale e Clinica, UNIFI)  
11:50 Longevità in buona salute, ruolo della Dieta Mediterranea - prof. Roberto Volpe (ASR - Unità Prevenzione e Protezione, CNR)  
12:10 Le caratteristiche di composizione dell'olio EVO in funzione varietale e tecnologica - prof. Angelo Cichelli (Dip. di Tecnologie Innovative in Medicina e Odontoiatria, UNIV. CH-PE)  
12:30 Valorizzazione dell'olio EVO e dei sottoprodotti come ingredienti innovativi per la formulazione di alimenti a carattere funzionale - dr.ssa Francesca Ieri (Istituto di Bioscienze e Biorisorse, CNR)  
12:50 Il ruolo degli alimenti di origine animale nella tutela della biodiversità e della sostenibilità ambientale - prof.ssa Carolina Pugliese (Dip. di Scienze e Tecnologie Agrarie, Alimentari, Ambientali e Forestali, UNIFI)  
13:10 Discussione aperta  
13:30 Light Lunch

Organizzato da IBE-CNR:  
Raffaella Petruccelli, Cristiana Giordano, Carla Benelli, Elena Buonafede, Tolga Izgü

Per iscriversi all'evento, inviare una mail entro il 30 giugno a:  
elena.buonafede@ibe.cnr.it  
tolga.izgu@ibe.cnr.it

FONDAZIONE DIETA MEDITERRANEA  
101  
ACCADEMIA DEI GEORGOPOLI

## Task 6.6:

### ***Eat well. Live well. The Mediterranean Diet.***

Photos of the event:

- Above: researchers from University of Parma exposing their results on local determinants for food choice in Italy.
- Below: the IBE team with the speakers.

