



# CICLO DI INCONTRI SU «L'ETICA DELLA COMUNICAZIONE PER LA TRANSIZIONE VERSO STILI ALIMENTARI PIU' SALUTARI E SOSTENIBILI

PRIMO SEMINARIO

**PROF. SIMONA CASTALDI**

UNIVERSITA' DEGLI STUDI DELLA CAMPANIA LUIGI VANVITELLI/PROGETTO SWITCH



**SWITCH**

Switching European food systems for a just, healthy and sustainable dietary transition through knowledge and innovation

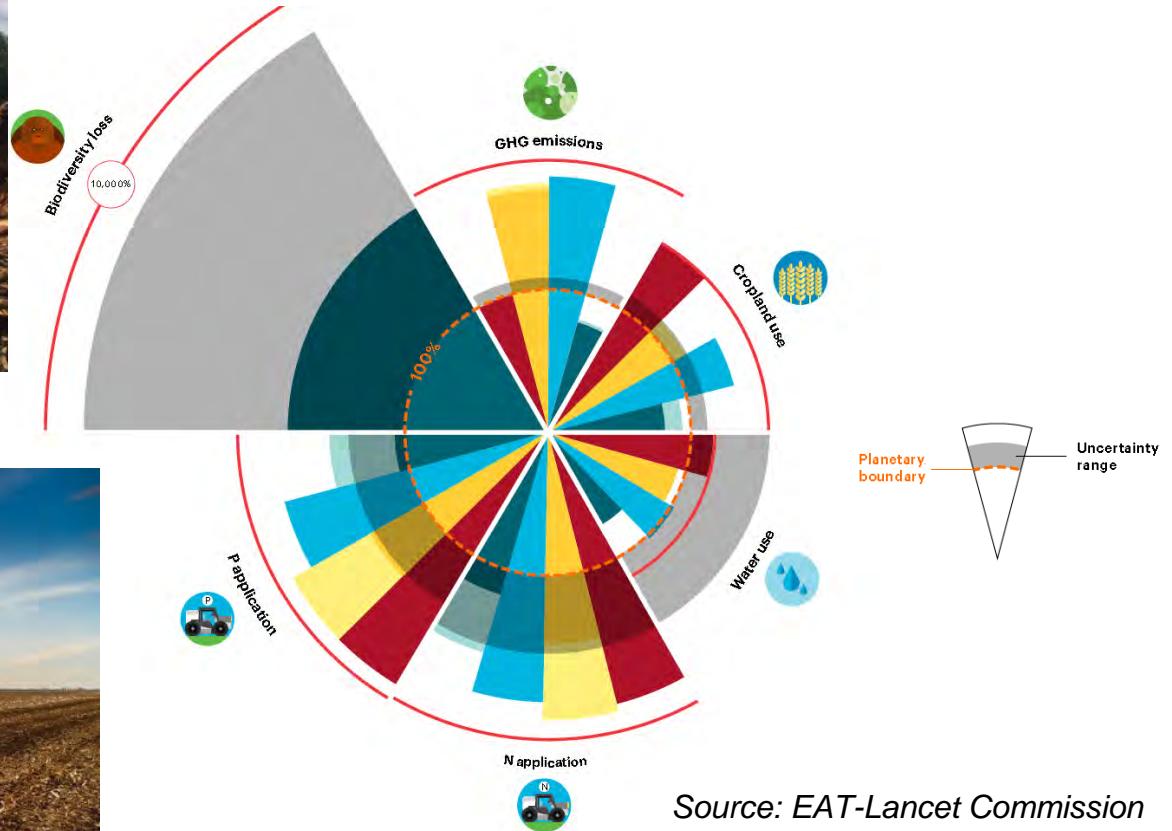
<https://switchdiet.eu/>

Switching European food systems for a just transition  
toward healthy and sustainable dietary behavior through  
knowledge and innovation



**SWITCH**

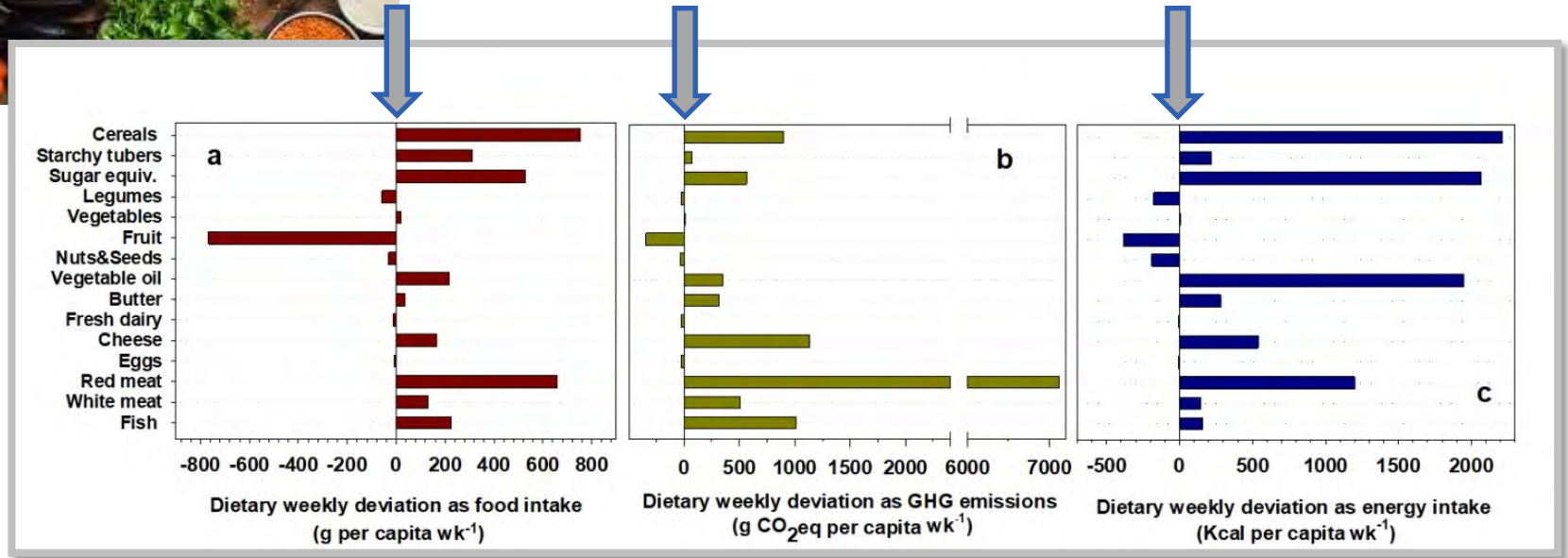
# Lo stile alimentare attuale ci porterà a superare tutti i limiti planetari per il 2050



Source: EAT-Lancet Commission Summary report Food Planet Health



# Quanto ci discostiamo dalla dieta Mediterranea?

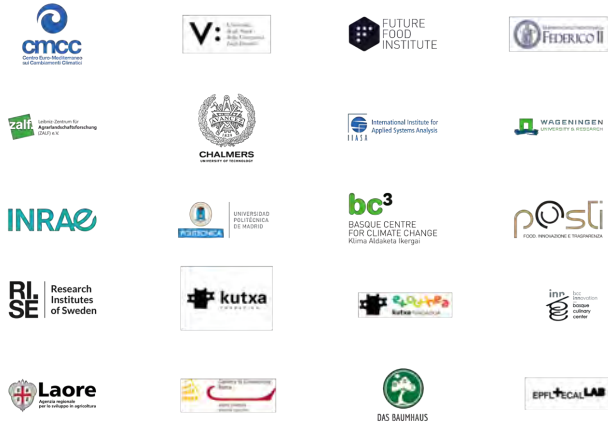


The positive climate impact of the Mediterranean diet and current divergence of Mediterranean countries towards less climate sustainable food consumption patterns

<https://www.nature.com/articles/s41598-022-12916-9>

# 6 Food Hubs

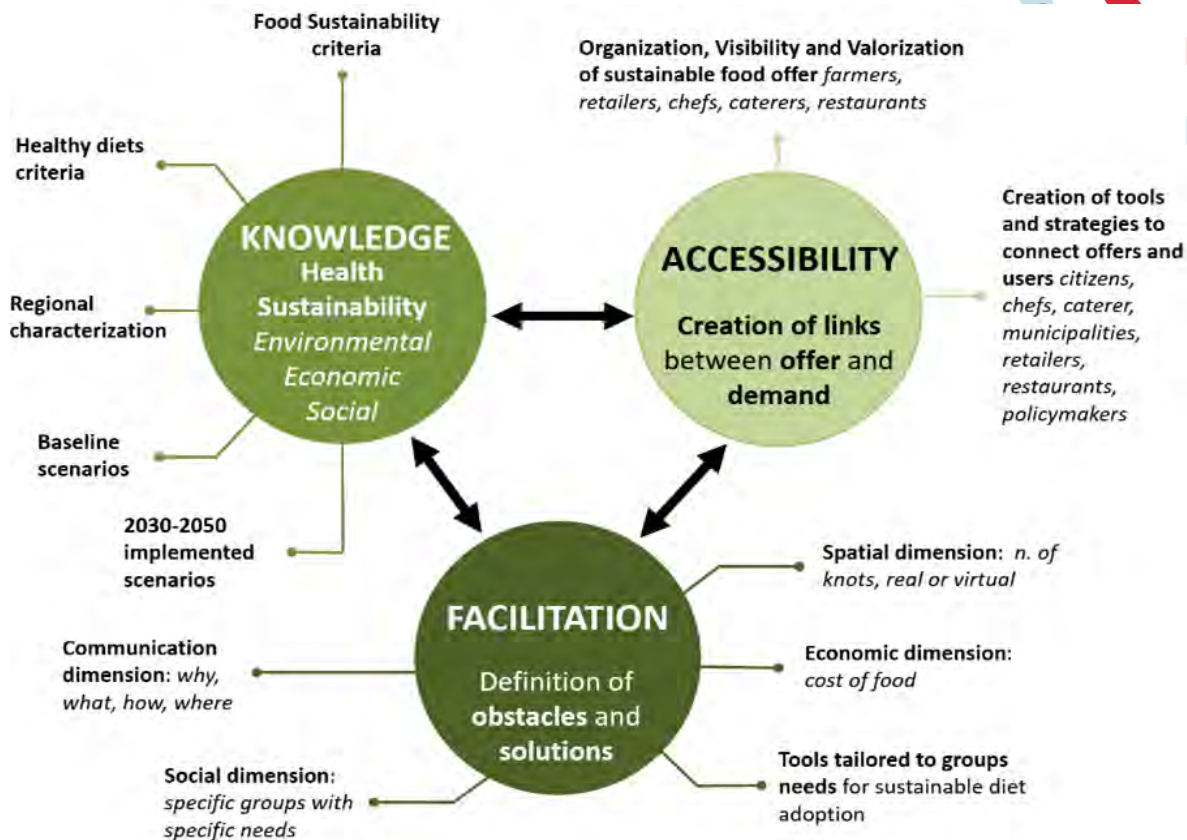
- 21 partners
- 8 European Countries



Antistatique

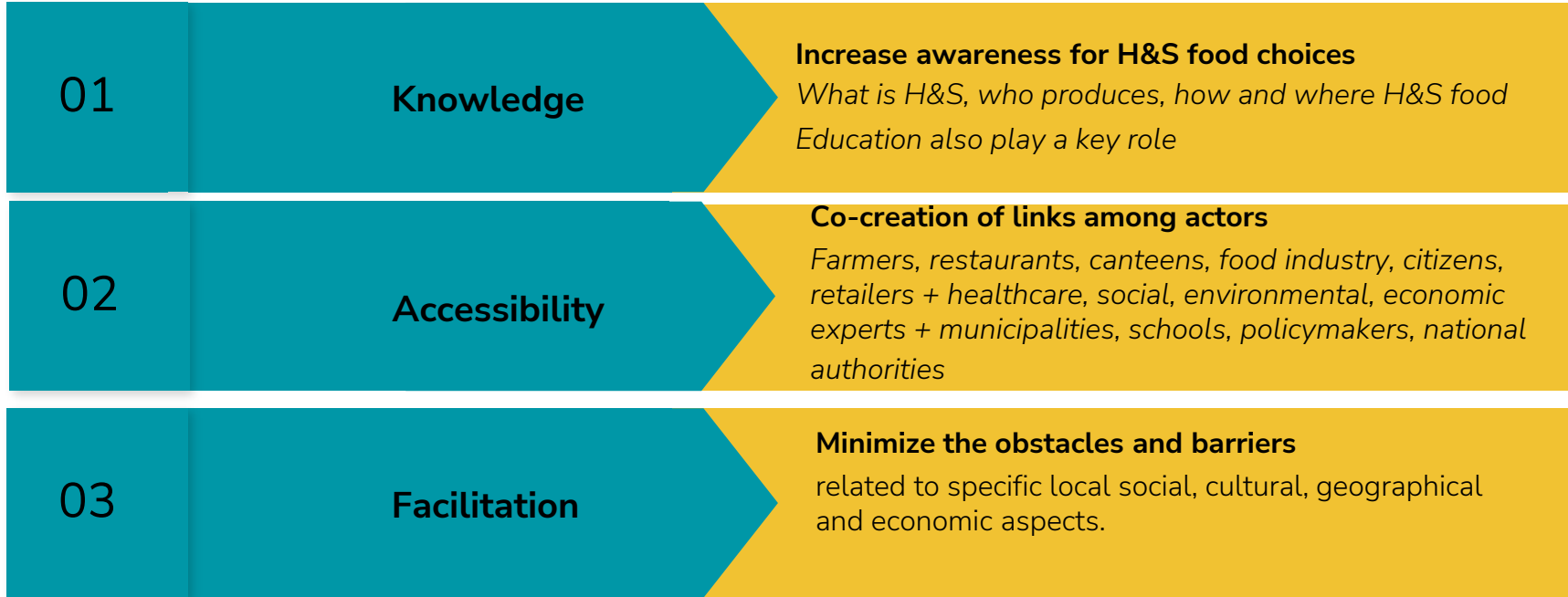


# SWITCHPillars



# SWITCH Criteria for the Actions

Criteria to facilitate actionability and effective dietary behavioral changes



# Theory-based Criteria for Hub activities

01

multidimensionality

- multi level strategies
- diverse actors in diverse settings
- socially embedded = from learning about producing, selecting to cooking, consuming and selecting food

02

inclusiveness

- social, cultural, physical and economic relevance and accessibility for all

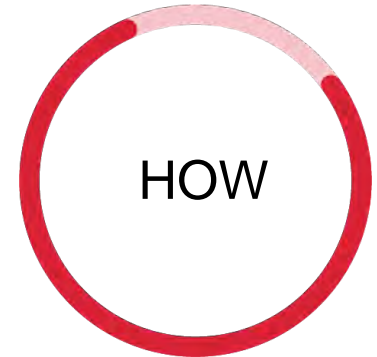
03

participation

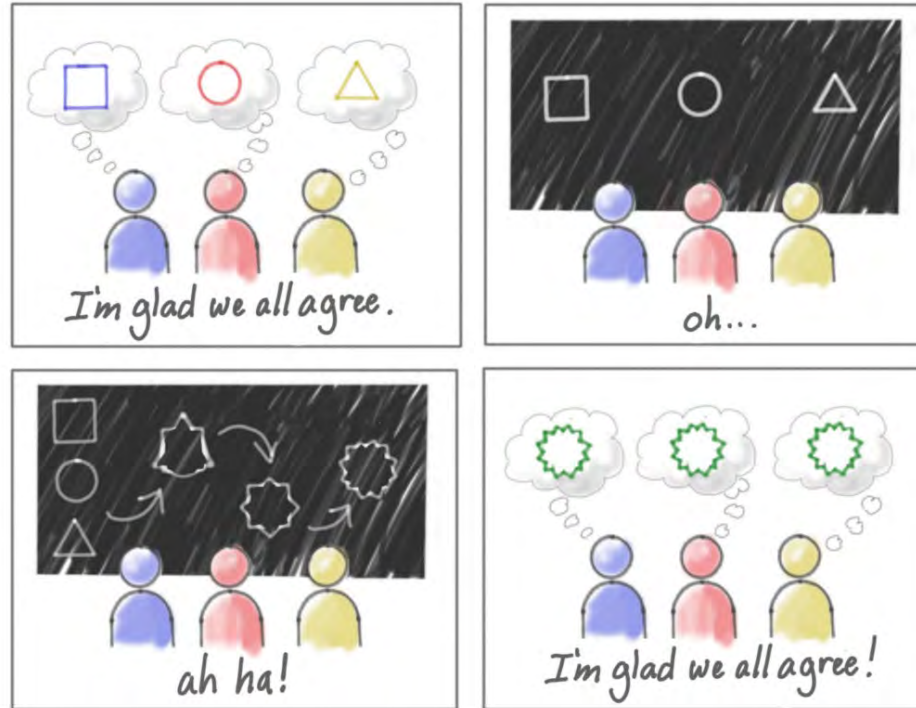
- meaningful actor engagement and relations
- co-production of knowledge



# Which challenges?



# Creating a shared understanding

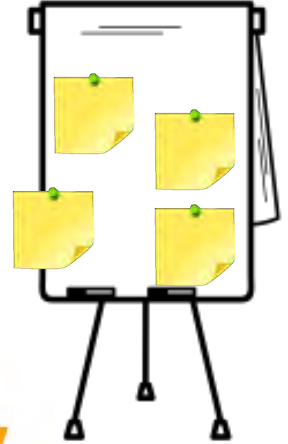




# LAVORIAMO INSIEME

## Creiamo una visione condivisa

- Momento di analisi personale
- Le nostre idee sulla lavagna
- Presentiamole e discutiamole insieme





Why are YOU here?

How do YOU view sustainability?

What barriers do YOU experience?

What opportunities do YOU see?

What resources do YOU bring?

What resources do YOU need?

How can we create synergy?

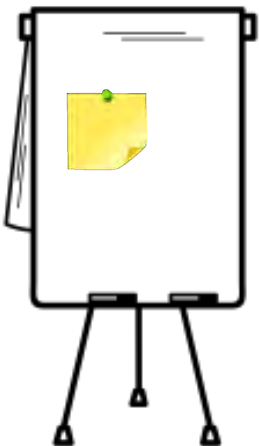


# 3 temi chiave

**MOTIVAZIONE:** Cosa ti spinge/motiva ad interessarti/occuparti di cibo, salute e sostenibilità?

**CONOSCENZA:** Come definiresti un sistema alimentare sano e sostenibile?

**BARRIERE E RISORSE:** Che barriere identifichi nella comunicazione che impediscono la transizione in generale e particolare nella nostra regione?  
Di cosa ci sarebbe bisogno?  
E quali risorse metteresti in campo per contribuire al cambiamento?





Come possiamo creare  
sinergia?



# Grazie per la partecipazione