



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

PRIMO SEMINARIO

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

<https://switchdiet.eu/>



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the European Union

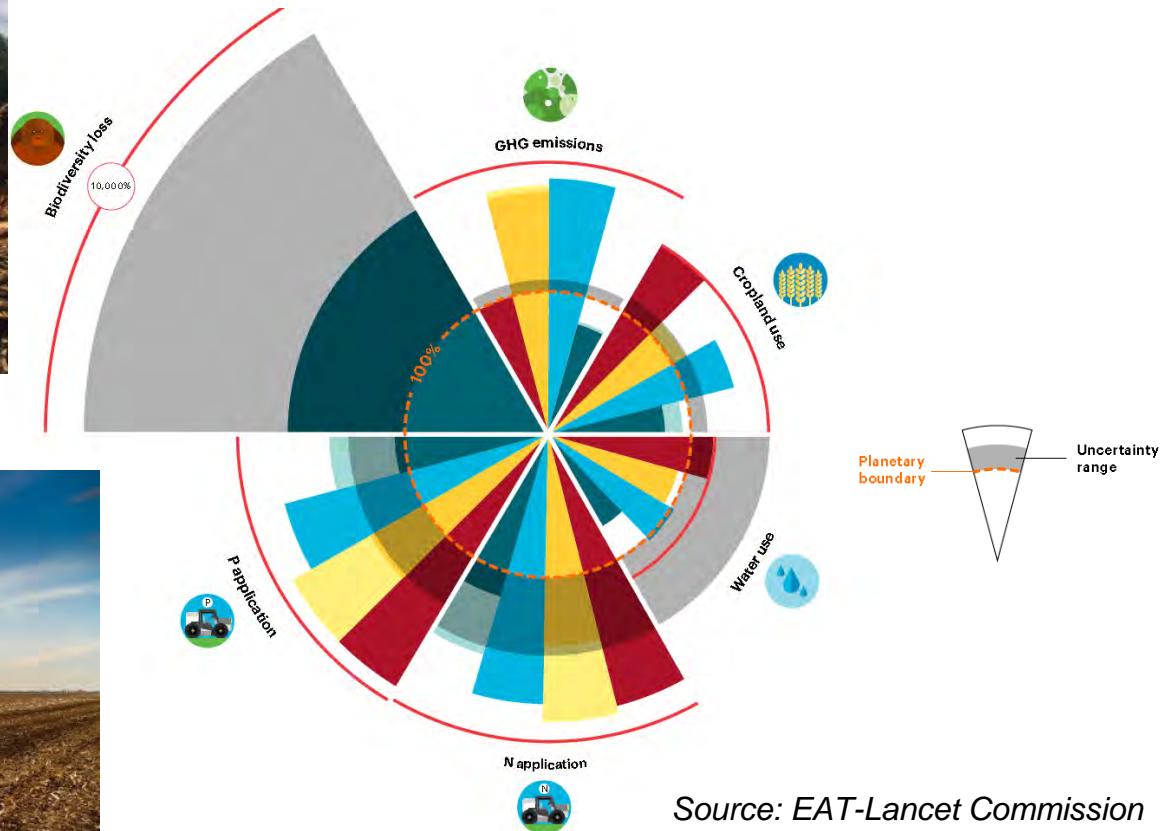


Switching European food systems for a just transition toward healthy and sustainable dietary behavior through knowledge and innovation



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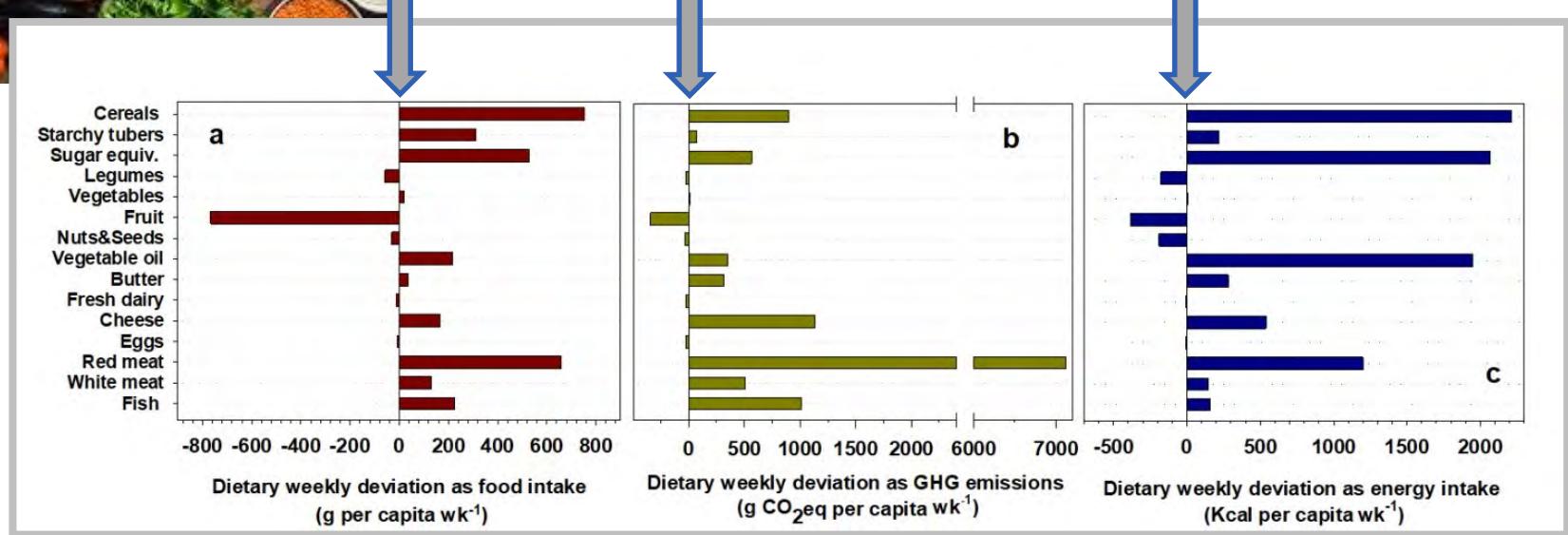
Lo stile alimentare attuale ci porterà a superare tutti i limiti planetari per il 2050



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

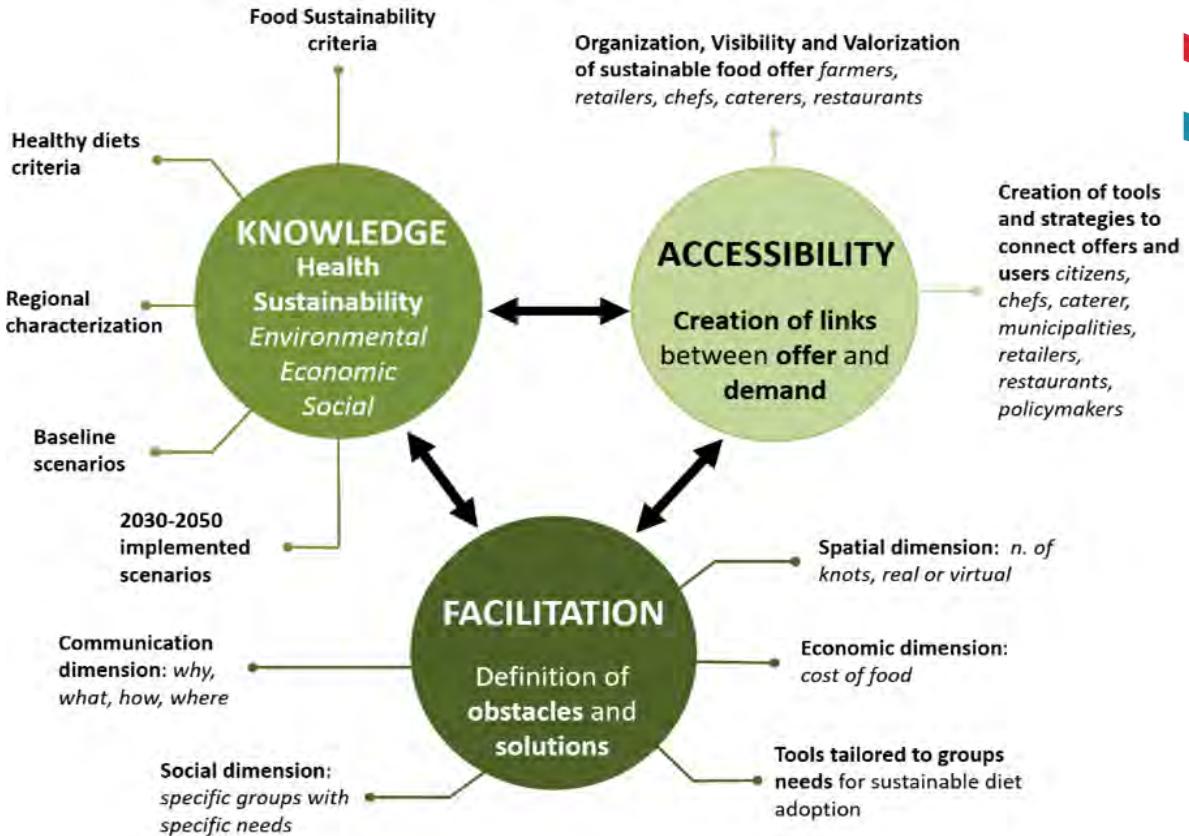


Antistatique

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SWITCHPillars



SWITCH Criteria for the Actions

Criteria to facilitate actionability and effective dietary behavioral changes

01

Knowledge

Increase awareness for H&S food choices

*What is H&S, who produces, how and where H&S food
Education also play a key role*

02

Accessibility

Co-creation of links among actors

*Farmers, restaurants, canteens, food industry, citizens,
retailers + healthcare, social, environmental, economic
experts + municipalities, schools, policymakers, national
authorities*

03

Facilitation

Minimize the obstacles and barriers

*related to specific local social, cultural, geographical
and economic aspects.*



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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

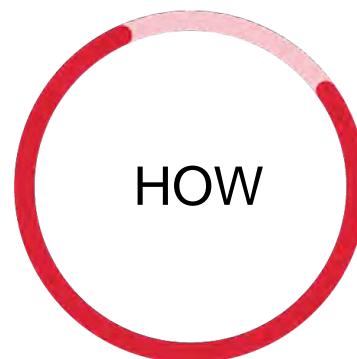
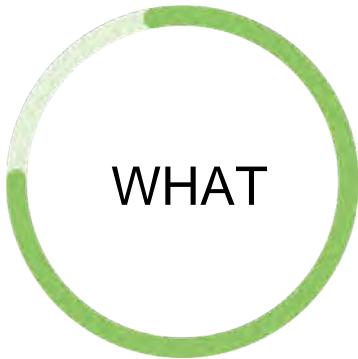
- social, cultural, physical and economic relevance and accessibility for all

03

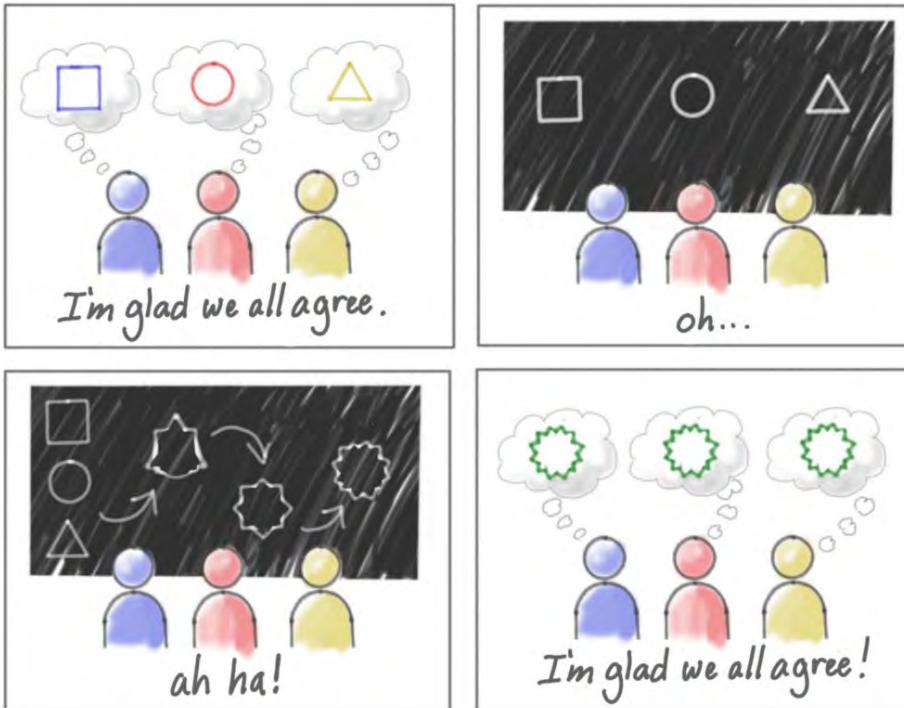
participation

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

Which challenges?



Creating a shared understanding

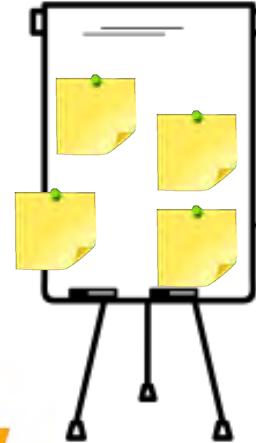


LAVORIAMO INSIEME



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?

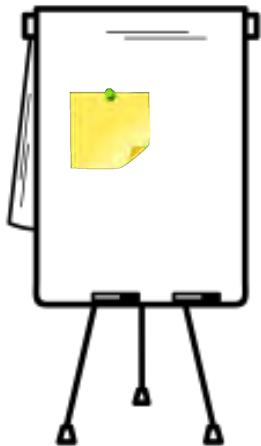
How can we create synergy?





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