

EAT HEALTHY, LIVE HEALTHY, DONATE HEALTHY: TOWARDS A CORRECT AND SUSTAINABLE EATING STYLE FOR THE FUTURE OF HUMANITY AND THE PLANET

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INTRODUCTION

As defined by the FAO ("Food and Agriculture Organization") a "sustainable" food model is characterized by two essential elements: a low environmental impact and healthy food choices for current and future generations.

Even if the Mediterranean diet is generally considered healthy and sustainable, in Italy adherence to this eating style is declining in favour of diets often irrational and sometimes even harmful to health.

AIM

The aim of this project is to evaluate, and possibly improve, the eating style of the Italian population, from a perspective of both chronic disease prevention and environmental sustainability.

METHODS

We realized a **web application**, conceived as a survey questionnaire, able to perform an accurate daily food intake analysis, as well as to highlight health quality and environmental impact of the nutritional habits of each visitor.

We chose **blood donors** as the first recipients and testimonials of the project, since they are perceived by common people as an example of healthy and generous subjects, able to raise awareness on the general population.

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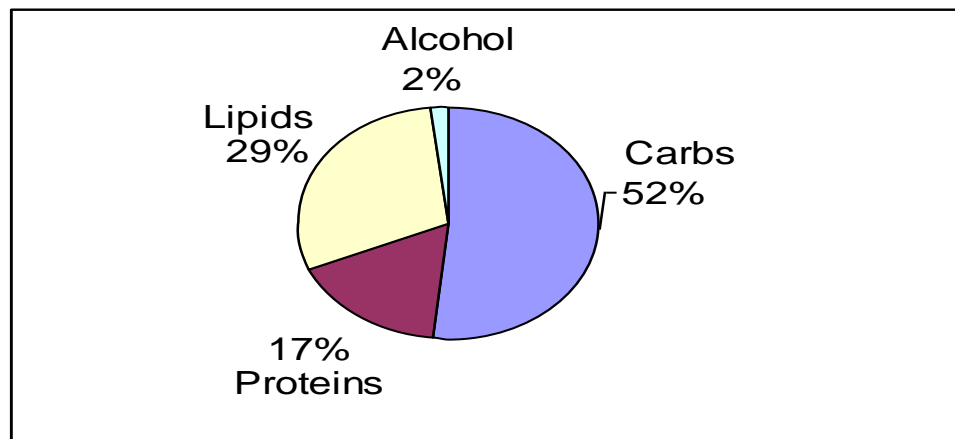
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RESULTS

Preliminary data show a positive nutritional profile, fairly related to the Mediterranean diet cultural model.

On the other hand, the environmental impact of the examined dietary styles is less satisfactory, mainly due to an excessive consumption of animal products.

NUTRITIONAL PROFILE



ENVIROMENTAL SUSTAINABILITY

<u>Parameter</u>	<u>Unit</u>	<u>Mean value/day</u>
Carbon Footprint	g CO2e/kg	3123 (±1867)
Water Footprint	L H2O	2421 (±1222)
Ecological Footprint	global m²/Kg	22 (±8.1)

CONCLUSIONS

In the last decades, considerable effort has been devoted to helping people make healthier food choices, in order to prevent chronic diseases and their common risk factors.

The preliminary results of our project highlight the importance of raising public awareness not only on the quality but also on the sustainability of dietary choices, so to achieve a positive impact on both health and environment.

Thank you for your attention