



## **THE APULIAN LIFESTYLE: FOR A LONG LASTING AND HEALTHY LIFE**

*A multidisciplinary project, several policies dimensions,  
different actors at regional, national and international level*

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Project Coordinator:

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Apulia



## MAIN FIGURES

Capital: **Bari**

Inhabitants: **4,087 mln**

Area: **19,358 km<sup>2</sup>**

GDP per capita (2014):  
**17.400 €**

Less developed region  
(ERDF 2014/2020)

Bari

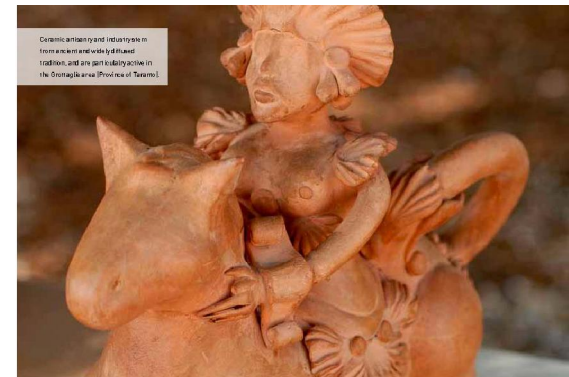


## A rich history ...

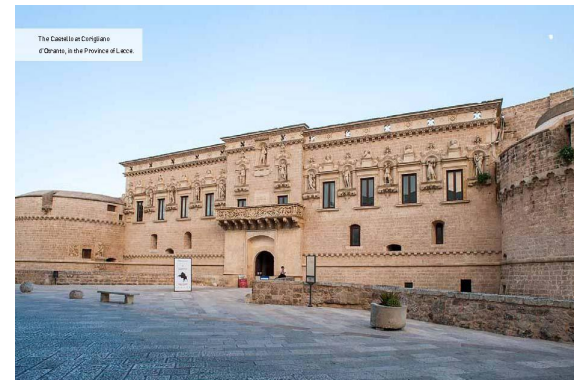




## ... and culture



Ceramic art and related to the tradition, and are particularly active in the Grottole area (Province of Taranto).



The Castello di Corigliano d'Otranto, in the Province of Lecce.



## Nature





## MAIN GOALS OF THE APULIAN LIFESTYLE PROJECT

- Developing Health Innovation Policies aiming at the promotion of a sustainable and healthy lifestyle;
- Promotion and dissemination of the Apulian Sustainable Mediterranean Diet;
- Encouraging the engagement of Apulian citizens through awareness-raising campaigns and training activities inside the Region and abroad.



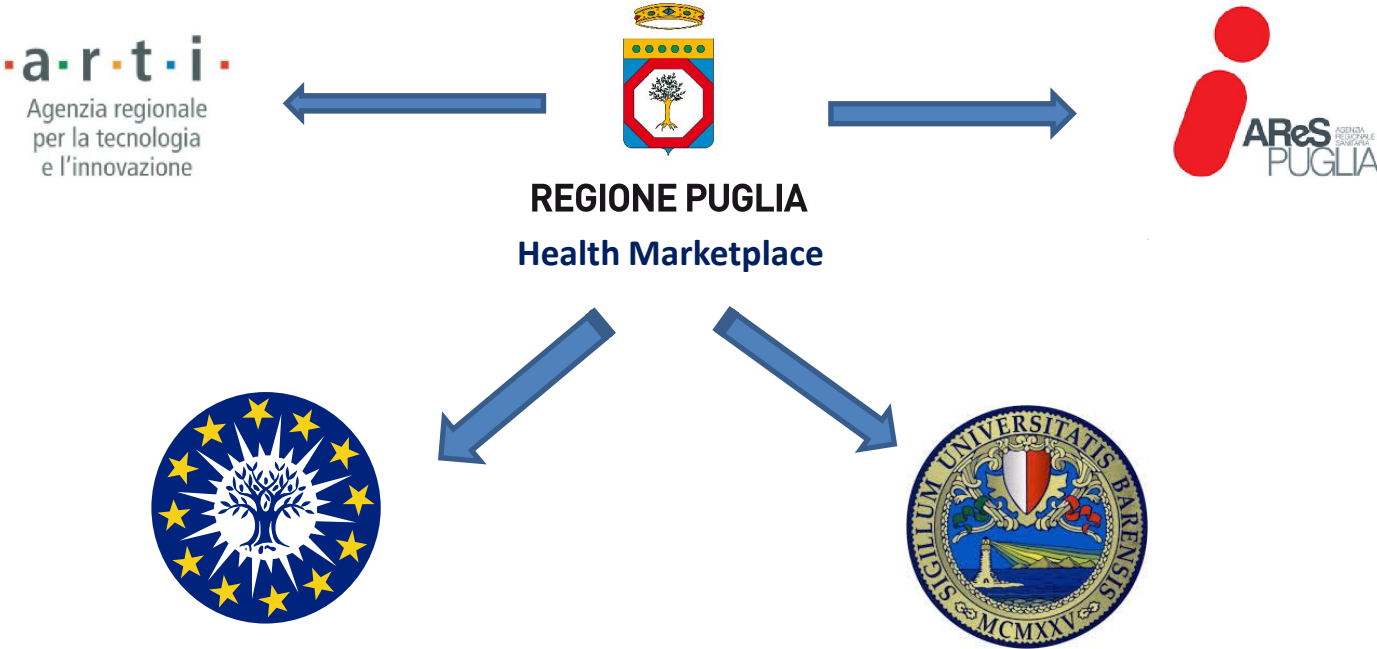


## KEY WORDS

- Well-being, Healthy food for an healthy and sustainable diet, Sport;
- Promotion of the Apulian Diet (as part of the Mediterranean Diet, declared UNESCO “intangible cultural heritage” in 2010 )
- Promotion of Apulian agro-food and bio products via several channels:
  - ✓ the Quality label “Prodotti di Puglia”
  - ✓ the protection of the regional PDO and PGI
  - ✓ an active involvement of the Apulian “Masserie didattiche”.



# KEY ACTORS INVOLVED





## SHORT PROJECT DESCRIPTION

- Approved by the Regional decree 566/2017
- Launch event on 14 September 2017 in Bari
- “Apulian Lifestyle Week”: a “*wellness atelier*” related to food, physical activity, education, agriculture production
- Several actions at the Apulian level and at the EU and International level





## ACTIONS INSIDE APULIA REGION

- Communication campaigns on healthy lifestyles and promotion of the sustainable Mediterranean diet through typical Apulian products (thanks to the *A.L. Promoters*)
- Creation of a territorial network among citizens, local authorities and companies involved in food and wine production, food service and sport sector
- Awareness raising activities in schools, hospitals and other public institutions with a public canteen on the benefits of the consumption of genuine traditional agro-food products instead of pre-cooked and unhealthy snacks or meals





## ACTIONS AT EU AND INTERNATIONAL LEVEL (1/2)

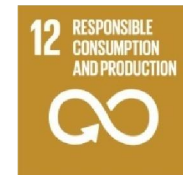
- Promotion at international level of the Apulian Diet in public canteens (mainly schools and hospitals), *in cooperation with the Italian Ministries of Health and of Agricultural Resources*
- Awareness raising activity in the USA on the Apulian Diet and typical/traditional products, *thanks to a cooperation between the University of Bari and the Harvard University*
- Exchange of experiences with the Niguarda Hospital (Milan, Italy) in patients with problems of obesity





## ACTIONS AT EU AND INTERNATIONAL LEVEL (2/2)

- Inclusion of the Project in the ongoing activities of the FAO and in the “Action plan for the Mediterranean by 2025” implementing the UN 2030 SDG *(activities coordinated by the Agronomic Mediterranean Institute of Bari, part of the CIHEAM network)*
- Possible creation of **an Informal working group inside the AREPO Network** working on these topics, on the policy and the project side *(action promoted by the Brussels Delegation of Puglia Region)*





**THANKS FOR YOUR ATTENTION !**

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