

# Federico II and Tecno together for a healthy lifestyle and against obesity

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The "Health Campus" is born. The goal is ambitious: to promote prevention initiatives focused on metabolic pathologies and potentially related to the environment (obesity, dysmetabolism, diabetes, thyroid dysfunction, osteoporosis and related diseases such as respiratory diseases, neoplasms and frailty). It is a metamodel that can be replicated in other Italian and foreign cities, the

realization of epidemiological studies with biomonitoring in areas with high rates of childhood and adult obesity and high environmental pressure, with the aim of offering a paradigmatic model for other Italian regions and foreign countries to increase knowledge on the health status of resident populations.

The initiative was born thanks to the agreement between the Unesco Chair on "Health Education and Sustainable Development" of the Federico II University of Naples, represented by the Chairholder Annamaria Colao, and the Tecno business group, founded by Giovanni Lombardi.

The objectives are as follows: the Unesco and Tecno Chair will be committed to working together to define and present, at the first useful event, the sustainable meal in line with the principles of the Mediterranean diet. Tecno's resources (with proven knowledge on digital and sustainability, also with the support of its partners) will be responsible for developing, in collaboration and with the support of the scientific expertise of the Unesco Chair, a sustainable meal project. The Unesco and Tecno Chair also propose to set up projects to combat childhood obesity and the dissemination of the culture of sustainable nutrition.

"Obesity – explains the chairholder of the Unesco Chair Annamaria Colao – is the real pandemic of the last twenty years. As all the scientific data show, obesity is the cause of cardiovascular, neoplastic and degenerative diseases

which are the main causes of death of our population. The battle against obesity will reduce the impact of diseases on the population and reduce the costs of medical and surgical procedures. The prevention of obesity must proceed along educational lines and on the prospect of offering healthy food at sustainable costs considering that obesity is prevalent in the most disadvantaged social groups “.

“9% of healthcare spending in Italy – says the president of the Tecno Group, Giovanni Lombardi – is directly and indirectly linked to poor nutrition: obesity or overweight. Furthermore, there is a precise and stringent correlation between income and educational qualification with overweight. From this need arises the agreement with the Unesco Chair which intends to integrate, with a view to sustainable development, the environmental moment with the social one, and the start of the Sustainable Meal project. Today, in everyday life, sustainability is declined as an environmental impact, but not yet so widely from a social and food point of view, while the two sectors are closely linked: just think how the environmental impact determined by intensive farming is linked to the impact of supply. Yet in the SDG indices, 3 (Health and Wellbeing which aims to ensure health and well-being for all and for all ages and 12 Responsible Consumption and Production which aims to ensure sustainable production and consumption models provide for the reference to food and sustainable nutrition and the responsible use of

resources) ”.

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To raise awareness and disseminate the birth of this convention, Tecno will be involved in determining the CO2 footprint in the elements making up a “meal”, including the water footprint, raw materials, storage, processing and cooking. The Unesco Chair will deal with validating the nutritional aspect and the impact on health ”.

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