

Activities

The Project approach consists of different blocks of activities never tried before in Mediterranean Diet sectors:

MD.Data

Sharing scientific knowledge and research on the Mediterranean Diet through a transnational network platform.

MD.Brand

Strengthen Mediterranean Diet identity and steady cooperation between regions to apply common methodologies to foster SMEs in the international market competition.

MD.InC

Innovation and creativity of products and services through a permanent platform.

MD.Brain

Shared methodology of courses and workshops for information and co-creation of Mediterranean Diet professionals.

MD.GOV

Strengthening of partnerships among Quadruple-helix actors.

MD.TN.net

Enlarged MD.net transnational capitalisation: successful transferring and capitalisation of MD tools, achievements and knowledge to MED regions.

Partnership

Project Coordinator

Campania Region (IT)

Partners

University of Algarve (PT)

Public Institution RERA S.D. for Coordination and Development of Split Dalmatia County (HR)

Region of Crete (GR)

University of Mostar - Faculty of Agriculture and Food Technology (BA)

Mediterranean Diet Foundation (ES)

Official Chamber of Commerce, Industry and Shipping of Seville (ES)

Emilia Romagna Region (IT)

Institute for Comprehensive Development Solutions – eZAVOD (SI)

Municipality of Caltanissetta (IT)

Association of Albanian Municipalities (AL)

PRODECA – Government of Catalonia (ES)

Troodos Development Company Ltd (CY)

More information



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www.mdnet.interreg-med.eu



Mediterranean Diet: When Brand Meets People



Project co-financed by the European Regional Development Fund

The project

Inscribed on the Representative List of the Intangible Cultural Heritage of Humanity, Mediterranean Diet is an integral part of the Mediterranean identity. It involves a set of skills, knowledge, rituals, symbols and traditions concerning cultures, landscape, lifestyle and ways to work characterising a powerful industry.

Nevertheless, some Mediterranean rural regions seems to underestimate these mechanisms and suffer natural and demographic handicaps caused by the lack of awareness of the economic potential of this part of the Med cultural identity.

MD.net Project challenges the problems of currently neglected and undeveloped opportunities of the Mediterranean Diet.

The main objective of the project is to strengthen exploration of the Mediterranean Diet according to the UNESCO Med Diet Convention, blending comprehensive Mediterranean Diet concepts with innovative tools.

The project will use both traditional and creative measures (as sharing economy) starting cooperation of quadruple helix stakeholders in order to lift the MD economy to new quality levels.



Start date
— 01.02.2018 —



Budget
— €3,7M —



Partners
— 13 —



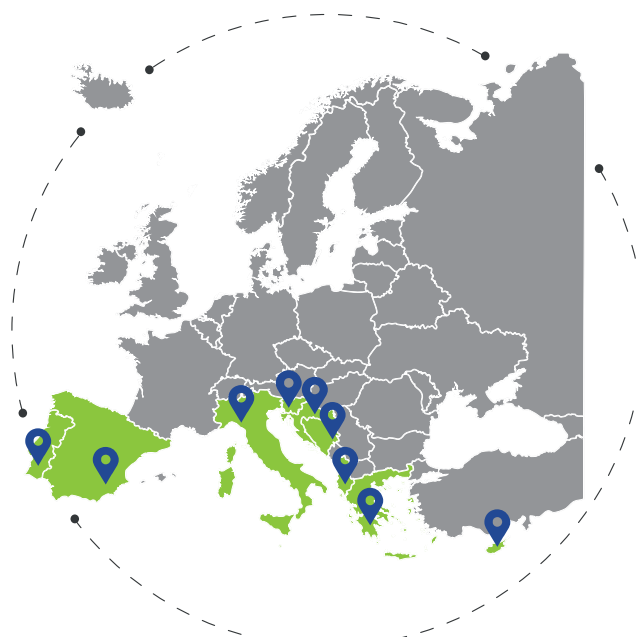
Associated partners
— 17 —



Countries
— 9 —



Duration
— 48 months —



Objectives

01. Strengthen exploration of the Mediterranean Diet MD according to the UNESCO Med Diet Convention, blending comprehensive MD concepts with innovative tools, and to recognise MD as an opportunity for smart economic growth of remote rural areas.
02. Strengthening the exploitation of the MD, through the UNESCO MD regions and enlarging the territories subscribing the UNESCO Med Diet Convention;
03. Promoting the Med Diet in the international market by addressing the whole MD systems of its distinctive products around which to build an innovative integrated branding for marketing and hi-tech networked complementary services.
04. Conjugating the MD with offers targeting specific communities through slow tourism.
06. Creating a durable network between users, local communities, enterprises, research and public administrations to promote new opportunities of MD products and services for young generations.