

MedDiet - Mediterranean Diet and Enhancement of Traditional Foodstuff Project

Healthy  
Eating  
for Everybody

# The History, the Activities and the Benefits of the MedDiet Project.





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This is the final brochure from the MedDiet Project. The purpose of this brochure is to provide information on the main results achieved by the MedDiet Project. The Med-Diet Project aims at raising consumers' awareness about the importance of the Mediterranean Diet, as an integral part of the Mediterranean lifestyle, and as a vehicle for development, stability and solidarity in the Mediterranean basin. MedDiet Project operates on the whole Mediterranean area. The partnership of MedDiet Project is composed of 13 international bodies belonging to six Mediterranean Countries: Egypt, Greece, Italy, Lebanon, Spain and Tunisia.



# The MedDiet Project

The Mediterranean Diet, throughout the centuries, managed to set an excellent food pattern for health and life.

The rich cultural heritage of the traditional Mediterranean Diet, which combines simplicity and local products, results in a balanced, varied and full of flavours dietary pattern, completely compatible with gastronomic pleasure.

The ancient Greek word “diaita”, from which the word diet derives from, means “lifestyle” and that is exactly what the Mediterranean Diet is: much more than just a list of foods, but a cultural model which also involves the way foods are selected, produced, processed and consumed, such as culinary activities and socialization at meals, regular physical activity, rest in the form of afternoon naps, and a whole way of life that is part of the cultural heritage of the Mediterranean Countries.

Cereals, full of carbohydrates, are the basis of the Mediterranean Diet and are consumed daily, along with fruits and vegetables.



## Purpose

Profound changes have been observed in the Mediterranean Dietary pattern over the last decades, mainly due to the displacement of traditional Mediterranean foods by highly-processed junk food, translated into higher energy and lower nutritional intakes, and eventually into greater prevalence of chronic diseases.

MedDiet aims to raise the awareness of consumers about the importance of preserving healthy food traditions potentially enhancing not only health but also environmental sustainability, and moreover, the Mediterranean economy and cultural heritage.

# Objective

MedDiet aims at increasing the awareness of consumers, in particular young people and children - exposed to the risk of losing Mediterranean healthy eating habits, and of SMEs, in particular restaurants, about the benefits of the MD by reinforcing the capacity of schools, local Authorities, Chambers of Commerce/business organizations and policy making institutions to implement effective and sustainable initiatives for safeguarding the MD in Egypt, Greece, Italy, Lebanon, Spain and Tunisia.

By spreading knowledge about the benefits of the MD, the project aims at providing consumers with the opportunity to understand in an easy way how important is a healthy alimentary regime and how important is to preserve healthy traditions, also in terms of food. Young people seem to be particularly exposed to global trends in terms of diet and habits and for this reason the project has a special focus on them, in particular to pupils from primary and secondary schools.

Schools and Local Authorities play an important role as main actors in education. Med-Diet aims at providing schools and local Authorities with tools and skills to human resources (teachers, school directors and officers) to make them capable to implement nutrition education initiatives on MD addressed to pupils and other kind of consumers. SMEs, especially restaurants, are the other final beneficiaries. The project supports the restaurants interested to offer and promote the authentic MD by creating and pro-



Participants attending some of the numerous informative and tasting events held in all the Countries partners of the project.

moting a MD Quality Label on a Mediterranean area level.

To reach in the most effective way these beneficiaries, Chambers of Commerce and business associations play an important role to support SMEs in achieving these results.

MedDiet aims at providing Chambers of commerce and business associations the ability to promote and implement the MD Quality Label as an instrument for promoting and safeguarding the authentic MD among SMEs.

At last, policy making institutions (Ministries and related bodies) from Egypt, Lebanon and Tunisia are the other target group that need to acquire new capacity for dealing with the challenge of safeguarding the MD. The MedDiet Project aims at providing these policy making institutions with human resources capable to propose and implement policies for safeguarding and promoting MD.

# The MedDiet Partnership

**UC** Unioncamere - Unione italiana delle Camere di commercio, industria, artigianato e agricoltura - Italy (Coordinator) **CSPI** Centro Servizi per le Imprese - Azienda Speciale della CCIAA di Cagliari - Italy **ANCO** Associazione Nazionale Città dell'Olio - Italy **FDM** Fundación Dieta Mediterránea - Spain **CCIT** La Chambre de Commerce et d'Industrie de Tunis - Tunisia **FROT** The Routes of Olive Tree - Greece **MCCI** Messinian Chamber of Commerce & Industry - Greece **AICFORUM** Forum delle Camere di commercio dell'Adriatico e dello Ionio - Italy **AEMO** Asociación Española de Municipios del Olivo - Spain **ASCAME** Association of the Mediterranean Chambers of Commerce and industry - Spain **CEEBA** Confederation of Egyptian European Business - Egypt **INRAT** Institut National de la Recherche Agronomique de Tunisie - Tunisia **CCIA BML** Chamber of commerce, Industry and Agriculture of Beirut and Mount Lebanon - Lebanon

## Associates

**Autonomous Region of Sardinia** Italy **Region of Liguria** Italy **Catalunya Region** Spain **Andalusian Agricultural And Fisheries Management Agency** - European Institute For Mediterranean Food Spain **Region of Peloponnese** Greece **Union of Hellenic Chambers of Commerce** Greece **Olive Tree Institute** Tunisia **UMCE-Businessmed** Tunisia **Federation of Egyptian Industries** Egypt **Agro Industry Department/Ministry of Agriculture** Lebanon.

The project logo.



# Executive Summary

## What has been done?

### Increased capacity of local Authorities to promote MD

- Establishment of a Technical Committee
- Implementation of a Mediterranean Knowledge System of MD for local Authorities
- Implementation of a Digital Library for local Authorities
- Training activities for local Authorities
- Implementation of promotional instruments.

### Awareness raising activities among consumers

- Promotional campaigns web-based
- Promotional campaigns at national and local level
- Leaflets and brochures widespread during each event
- Six-monthly newsletter published and distributed to press and local Authorities
- Taste workshops at local level
- Cooking courses at local level
- Promotional events at local level
- Implementation of a web app for searching the MedDiet restaurants.

### Increased capacity of schools to promote MD

- Establishment of a Technical Committee, Implementation of a Mediterranean Knowledge System of MD for schools
- Implementation of a Digital Library for local Authorities
- Training activities for school directors and teachers
- Implementation of didactical toolkits.

### Awareness raising activities among pupils

- Promotional campaigns web based
- Promotional campaigns at national and local level
- Six-monthly newsletter published and distributed to schools
- Implementation of MD taste laboratories for pupils
- Farms and factories visits
- Direct experiences in farming activities
- Games and competitions ideas on MD
- School canteens suited to MD
- Educational course on MD.

### Increased capacity of restaurants to promote MD

- Establishment of a Technical Committee
- Implementation of a MedDiet Quality Label for restaurants
- Implementation of a MedDiet Restaurants Website
- Implementation of a mobile webapp for MedDiet restaurants
- Training activities for restaurants
- Implementation of promotional instruments.

### Awareness raising activities among restaurants

- Promotional campaigns web based
- Promotional campaigns at national and local level
- Six-monthly newsletter published and distributed to restaurants and local Authorities
- Cooking show at local level
- Promotional events at local level.

### Increased capacity of policy making institutions to promote MD

- Implementation of seminars in Egypt, Lebanon and Tunisia
- Implementation of study visits in Greece, Italy and Spain
- Exchange experiences about policies, measures and initiatives to protect MD and local products
- Implementation of a Declaration for the Safeguard and Promotion of MD.

### Proposed interventions to promote MD in Egypt, Lebanon and Tunisia (MPC)

- Proposals for a legal definition of traditional food products and adoption of EU regulations (PDOs, PGIs)
- Proposals for wider food safety laws in MPC
- Proposals for inclusion of MPC in Unesco's intangible cultural heritage list of MD
- Involvement of ministries and communities in promoting local products
- Support for the creation of itineraries and routes associated to the best productions.

During the week of the Mediterranean Diet that took place at Expo 2015 in the week between September 14th and 20th, MedDiet organized a rich program of events, cooking show, projections, personal testimonials and scientific studies, all aimed at making the attendees understand the nutritional, social and economic value of the MD, understood in broader terms as a healthy "lifestyle". MedDiet concluded the Mediterranean Diet week with a conference to present the project results to some Ministers of the partner Countries and with a cooking show that animated the Bio-Mediterranean Cluster and that allowed the Expo visitors to taste the various interpretations of the fundamental principles of the MD through the food proposals of 6 chefs from Egypt, Greece, Italy, Lebanon, Spain and Tunisia.

# Outcomes

With all project initiatives we successfully realised:

1 pyramid of the MD shared among Countries of the two coasts of the Mediterranean sea  
 1 shared system of knowledge on the MD  
 1 library of the MD  
 1 MedDiet Quality Label  
 20 Mediterranean Diet Info Points  
 140 subscriptions of the Declaration for the safeguard and promotion of the MD  
 161 nutrition education initiatives for schools and consumers  
 40.847 MedDiet tool kits distributed  
 1 MedDiet website  
 6 Facebook channels  
 1 MedDiet Restaurant website  
 1 MedDiet Restaurant web app  
 1 MedDiet app ("Chef MedDiet") for children.

With all project initiatives we successfully reached:

More than 130.000 consumers  
 6.861 pupils  
 1.282 teachers  
 210 school directors  
 319 restaurateur  
 509 local Authorities officers  
 455 officers from national institutions and Authorities  
 62 MPC institutions  
 66 officers from Chambers of Commerce  
 124.362 unique visitors of the MedDiet portal  
 662.247 page views on MedDiet portal  
 13.284 likes Facebook pages  
 22.500 newsletter readers.

The MedDiet website, rich in information and news about the project and the Mediterranean Diet.



# MedDiet for Local Authorities

Consumers seem to be particularly exposed to global trends in terms of diet and habits and for this reason the project has a special focus on them. A Technical Committee was established for defining a shared Mediterranean Knowledge System of MD. Composed by experts in food and nutrition, education, pedagogy, psychology, anthropology and governmental technicians, the Committee designed useful Guidelines, tools and supporting material to spread and strengthen the knowledge about MD. These common schemes and guidelines were established and adopted by all partners to be applied to each national context of the project.

A Chef while preparing some Mediterranean Diet recipes during a tasting event.



Mediterranean Knowledge System for Local Authorities includes:

- List of products and food of the MD
- List of good practices/principles of the MD
- Digital library of studies about health benefits of the MD
- Tool-kit of MD for promotional activities



In particular, the tool-kit is composed by:

Guidelines about the organization of events for the promotion of MD • Communication and promotional instruments (gadgets, brochures)

### Steps taken

Firstly, a training for trainers activity was implemented to allow staffs of local Authorities to acquire knowledge and competences on how to implement initiatives promoting MD in their territories. At this purpose, the shared Mediterranean Knowledge System of MD and its tools represented the main source for acquiring knowledge and competences during the courses.

Secondly, by the cooperation of the trained promoters of local Authorities, pilot projects were implemented in local Authorities in order to involve the highest number of consumers.

### Workshops on “MedDiet taste”

The workshop program activities were for all audiences and were aimed at making participants experience the MD through tasting, preparing, and dialoguing. Thus, practical sessions and active methodology were designed to get to know the foods of the MD, their sensory aspects, history and curiosities, nutrition facts and culinary uses.



### Cooking courses

The aim of the courses was to promote knowledge and skills to the participants in order to know how to choose foods of the MD. Two types of cooking courses were available:

- Cooking courses for homemakers
- Cooking courses for the whole family

Practical sessions and active methodology were designed to enjoy and acquire knowledge about the different food groups of the MD.

### Mediterranean Diet Competition Ideas

The competition ideas were games organised for the family, to work together to achieve a common goal, making each victory everyone's accomplishment and to learn about MD principles.



Live cooking and tasting during a local event: an engaging and appetizing way to inform consumers.



## Local events

Local gatherings were a critical component of the Mediterranean basin and the MD identity. By organizing local event and involving whole communities, citizens were educated and encouraged to acquire awareness about the benefits of the MD.

## Lessons learnt and outcomes

The awareness campaigns for consumers on values and benefits of the MD have all achieved great success in terms of participation, mostly due to the ability to involve the local administrations and to their full adherence to the initiatives promoted by project partners. More than 509 officers from local Authorities were involved in training courses and 27.035 tool-kits were provided.

Based on the knowledge acquired and the informative material provided, local Authorities' officers have collaborated with project partners to the realization of more than 43 pilot projects involving more than 127.300 consumers.

According to specific needs of each local authority and of each project Country, each pilot project organised experiential and meaningful learning activities: taste workshops, cooking courses, competition ideas on MedDiet and local events.

By the development and the spread of a Mediterranean Knowledge System of MD, at the end of the project many local Authorities are now equipped with tools and human resources capable to implement promotional initiatives on MD addressed to consumers.

The clearest result of the initiatives promoted by local Authorities is the substantial awareness by the same Authorities of the MD value as pivotal consolidation tool of our most common cultural and food traditions, as precious tool to promote citizen awareness on topics related to nutrition and healthy lifestyle and, lastly, as strategic and competitive factor to promote and support the local development. In this view, many of involved administrations showed interest to permanently incorporate MD in their public agenda and to include MD in the local development policies.

## Communication activities

The information and communication strategy of MedDiet aimed at creating visibility through selected media in the involved Countries and at Mediterranean level, gaining

credibility by publicizing the undertaken activities and the results. The MedDiet communication strategy included the elaboration of a corporate image and all possible tools that could allow the best visibility of the project activities and outputs. By the way, the corporate image of the network has been utilized in every promotional materials spread by the website portal and during the other promotion activities. A multi-language website has been realized thinking that it could be essential for a larger penetration of the messages in the partners Countries. The website has been linked with the principal social networks on the web (e.g. Facebook) in order to assure a better diffusion of the MedDiet action. To better explain the objectives and activities foreseen by MedDiet, a multi-language leaflet has been elaborated and widespread during each public event and activity. A six-monthly Newsletter has been elaborated, published in the website, sent via e-mail and distributed to press and during press conferences. Furthermore, Editorials on the project have been sent to specialized press. Press conferences have been organised before public events and activities. The promotional campaigns related to all project initiatives and to all MedDiet restaurants were made out to over 820.000 consumers.

An institutional event to inform and provide local authorities with the tools for promoting the Mediterranean Diet.



The communication activities contributed to increase significantly number of consumers involved in MedDiet:

more than **1.200.000** total number of consumers reached by communication activities • **124.362** number of unique visitors of the MedDiet portal • **662.247** page views on MedDiet portal **9.577** Number of Likes on Facebook pages **24.540** Number of distributed leaflet **6.000** Number of distributed brochures **90.000** Number of distributed newsletter **130.000** Number of consumers involved by communication activities **130.000** Number of consumers involved in capitalization events.

# MedDiet for Schools

The Project has increased the awareness of pupils of primary and secondary schools about the benefits of the MD by reinforcing the capacity of educators, teachers and school directors to implement nutrition education activities in schools.

The Technical Committee, composed by experts in food and nutrition, education, pedagogy, psychology, anthropology and governmental technicians, designed useful Guidelines, tools and supporting material to spread and strengthen the knowledge about MD.

## **Mediterranean Knowledge System of MD for Schools includes:**

- List of products and food of the MD
- List of good practices / principles of the MD
- Digital library of studies about health benefits of the MD for education activities
- Tool-kit of MD for education activities

## **In particular, the tool-kit is composed by:**

- Guidelines for the alimentary education for schools
- Communication and promotional instruments (e.g. gadgets, brochures)
- Didactical supports for schools

A Tasting Workshops for children:  
an immersive experience thanks to  
the close contact with products  
and cooked dishes.



## Steps taken

Firstly, a training for trainers activity was implemented to allow directors and teachers of schools to acquire knowledge and competences concerning how to promote nutrition education initiatives promoting MD in schools. The shared Mediterranean Knowledge System of MD and its tools have represented the main source for acquiring knowledge and competences during the courses.

Secondly, by the cooperation of trained directors and teachers, pilot projects were implemented in primary and secondary schools in order to involve the highest number of students.

## Laboratory on Mediterranean taste

The Taste Laboratory was an experiential and meaningful learning activity with the aim at experiencing the MD through the senses; experimentation through the senses and learning through emotions.

## Guided tours to farms and Companies

Guided tours were organised to encourage school children and their families to revive this diet's local variation at home.

The objective was achieved through a one-day visit to a farm, food processing plant, local city market or food establishment. Since farms are right at the beginning of the food supply chain, children got an opportunity to learn more about the MD's most common ingredients – the origins of its taste.



Children while reading the informatives explaining the Mediterranean Diet in a simple, clear and direct way.

Children visiting a farm and discovering the raw food and products for a health eating.



## Teaching gardens in school

The main objectives of this activity was to help students to understand how food is grown, to provide students with hands on opportunities to plant a garden, ultimately to teach students on how to use fresh produce and to encourage healthy eating through the first step of plant-based food production: planting.



## Competitive ideas on Mediterranean diet

Teamwork was a very effective pedagogical resource as it promotes cooperation, positive interdependence, and social learning. Students worked together to achieve a common goal, and each victory was a triumph for all of them.

## Pilot initiatives on meals and school canteens

Thinking that a major part of children have their main meal of the day at school five days a week, school canteens constituted one of the most effective areas to promote healthy lifestyle in children and adolescents. Many meals and school canteens have been modified integrating health principles of MD.

Children learning the secrets of the Mediterranean Diet: together and playing.



## Lessons learnt and outcomes

Promotion and awareness activities for pupils from primary and secondary schools on values and benefits of MD have achieved great success.

Training activities for school operators, aimed at favouring the acquisition of tools, of knowledge and skills useful for the realisation of the training activities for pupils, involved more than 210 schools' directors and 1.282 teachers. During training courses for school operators, 6.500 teaching materials have been provided to school operators. Based on the knowledge acquired and the teaching materials provided, school operators collaborated with project partners to the realization of more than 118 pilot projects. 6.537 tools included in the MD tool-kit have been used and distributed to pupils during all the activities.

According to specific needs of each school and of each project Country, each pilot project have concerned one of the following activities: MD taste laboratory, farms and factories visits, school vegetables gardens, competitions ideas on MD and MD school canteens check-up.

Pupils involved in these initiatives were more than 6.861.

By the development and the spread of a Mediterranean Knowledge System of MD, at the end of the project many schools are now equipped with tools and human resources (teachers and school directors) capable to implement nutrition education initiatives on MD addressed to pupils.

In addition, many of the involved schools showed real interest to permanently incorporate teaching modules on MD within teaching programs and to modify school canteens integrating health principles of MD.

# MedDiet for Restaurants

MD, besides representing a balanced and healthy alimentary model, can constitute a great opportunity of promotion and development for the territory and for the business chains of reference, as well as an important competitive resource that can find place and spread in the foreign markets. For this reason, MedDiet has considered highly strategic the involvement of restaurateurs in their own promotional activities.

By offering and promoting the authentic MD, restaurants may have a key role in order to preserve a healthy dietary pattern and its quality, in terms of nutritional value of its traditional foodstuff, but also to “tell” and transmit the value of Mediterranean traditions to the new generations worldwide.

In order to promote an authentic MD offer in restaurants a MedDiet Quality Label has been designed and launched: a collective label to increase the visibility of the restaurants that support the MD. To this purpose, a Technical Committee has been established for designing:

- a shared MedDiet Quality Standard, containing the specifications that restaurants should respect to obtain the Label
- the logo and coordinated image of the Quality label
- the regulation of the certification system, where rules for auditing and certification are defined and all necessary application instruments are conceived.

Common schemes have been established between partners and then the system has been adapted to each national context of the project.

The collective MedDiet Quality Label guarantees the following items:

- menu with selection of local products
- menu consists of dishes made with traditional recipes and / or in line with the MD
- transparency on food information
- share information and awareness on the MD

## Steps taken

Firstly, a training for trainers activity was implemented by Chambers of Commerce and business organisations in order to establish a team of trainers (3 officers for each Country belonging to project partners) and acquire knowledge and competences concerning how to involve restaurants in promotion activities and apply the MedDiet Quality Label among restaurants.

Secondly, MedDiet has developed some communication tools for the promotion of the restaurants (TV spots, radio spots, national and local advertising campaigns, leaflets.).

Finally, based on requests of subscription by restaurateurs, almost all the partners have started the activities of assistance and training for restaurateurs.

To issue the certificates, the restaurateurs had to demonstrate they could offer menus based mainly on the use of vegetables, fruits and cereals, accompanied by olive oil of the Mediterranean area (with a preference for fish dishes with respect to meat dishes).

## Lessons learnt and outcomes

Promotion and awareness campaigns of restaurateurs on the opportunity of contributing to the promotion of the MD, through the adoption of the MedDiet mark, have already achieved a discreet feedback in terms of certifications, although they are still in progress.

At the moment, over 319 restaurants in the Mediterranean basin have already obtained the MedDiet Quality Label: 52 Restaurants in Egypt, 50 Restaurants in Tunisia, 62 Restaurants in Lebanon, 73 Restaurants in Spain, 42 Restaurants in Italy, 40 Restaurants in Greece

## The web app for promoting all MedDiet restaurants

A large part of consumers search for a restaurant using a web browser or a mobile app. Also for this reason, MedDiet has realised a new web app dedicated to consumers interested in finding a MedDiet restaurant. This new web app includes all the restaurants of the Mediterranean basin which have already obtained the MedDiet Quality Label.

The MedDiet restaurant APP (<http://www.med-dietrestaurant.eu/>) allows all consumers to search for the nearest MedDiet restaurants (GPS technology) choosing

among three different kinds of search query: by Country, by list, by map. Furthermore, the QR code that restaurants can show through the window stickers allows all consumers to connect to a MedDiet website page with details about the Mediterranean Diet and all MedDiet restaurants.



A chef at work in one of the promotional events on the Mediterranean Diet.

A tasty and simple example of a Mediterranean recipe.



# MedDiet for Policy Making Institutions

Raising awareness on the health benefits of Mediterranean Diet (MD) and protecting the traditional products in the Euro Med Countries has become a crucial part of identity, culture, life-style and eating habits of each nation. MedDiet aimed at improving the capacity of policy making institutions of Egypt, Lebanon, and Tunisia (MPC) in developing policies, measures and instruments concerning the safeguard of the Mediterranean Diet and traditional products.

In order to exchange experiences about policies, measures and initiatives promoted by European national, regional and local Authorities with the Southern Mediterranean Countries partners, 3 study visits were organized in Europe (Greece, Italy and Spain).

Representatives of the involved Countries while comparing their experiences and initiatives for protecting the Mediterranean Diet in occasion of Expo 2015.



The study visits were focused on best practices concerning the protection and safeguard of MedDiet products and food (denominations of origin; geographical indication; traditional products; organic agriculture) and the promotion of MedDiet nutrition education.

These exchange of experiences were targeted to the representatives of national in-



stitutions of the involved MPC Countries (Tunisia, Egypt and Lebanon) concerned with traditional food, agriculture and health.

In detail the activity was articulated into:

- A study visit to Italy (10 people from national Authorities for each MPC Country, i.e. 30 MPC people)
- A study visit to Spain (10 people from national Authorities for each MPC Country, i.e. 30 Med people)
- A study visit to Greece (10 people from national Authorities for each MPC Country, i.e. 30 MPC people)

A training course on traditional food, agricultural products and healthy eating for the representatives of Tunisia, Egypt and Lebanon.



## Steps taken

Firstly, 10 representatives for each MPC Country (Lebanon, Egypt, Tunisia) concerned with agro-food, traditional products, protection and promotion of agro-food products, participated to some introductory seminars in the three Southern Mediterranean Countries: Tunisia, Egypt and Lebanon.

Secondly, some study visits, responding to the status and needs of the Southern Mediterraneans' Countries, were scheduled in Kalamata (Greece), Rome (Italy) and Cordoba (Spain): 29 September – 2 October 2014 in regards to legislation and implementation of promoting traditional Mediterranean food items.

After finalizing the last study visit to Spain, participants of the study trips of all MPC Countries met several times in order to discuss the project proposals with their experts and the project coordinators.

Following the above activity, among the participants to the study visits, 5-10 officers for each Country were selected for participating to the development of 3 project works (one for each MPC Country). On the basis of the best practices of the study visits, the project works were implemented by a participatory methodology with the aim of involving public officers of MPC Countries in promotional activities for the Safeguard of traditional product of the Mediterranean Diet.

## Lessons learnt and outcomes

The local products, typical or under protection of geographical indications (AOC or IP) represent a promising alternative for local, viable and sustainable development, particularly in marginal and difficult areas. The international experiences show that local products are a new way of development especially in underdeveloped regions. For example; Countries of the Northern side of the Mediterranean basin had created

value and growth by labelling these products.

Within this framework, MedDiet planned the study visits to partner Countries (Greece, Italy, and Spain). The main objective was to exchange experiences about policies, measures and initiatives promoted by European national, regional and local Authorities with the partners from the South of the Mediterranean sea. These visits were focused on best practices to protect and safeguard the Med Diet products and Food and promote the MedDiet nutrition education.

Overall, participants gained important new knowledge which they have successfully transferred to their Countries.

Each MPC Country (Egypt, Tunisia and Lebanon) has realised a project work that describes a proposal for a legal framework aiming at the protection and promotion of the Mediterranean Diet and all traditional products at national level.

The signature of the declaration for the safeguard and promotion of the Mediterranean Diet during Expo 2015.

One of the workshop organised to discuss measures for protecting and promoting the Mediterranean Diet.



These activities have permitted the realization of an interesting phenomenon of emulation: Egypt, Tunisia and Lebanon are now working on legislation on the PDO, the production regulations, the recognition of traditional foodstuffs and their candidacy to be enlisted with the UNESCO's list of intangible cultural heritage of the Med Diet.

In addition, in order to strengthen the strategic role of the Mediterranean Diet as competitive and development factor, all the partner Countries contributed to the drawing up of a Declaration for the safeguard and promotion of the Mediterranean Diet, that at present has been subscribed by 140 different institutional subjects.

To improve the visibility of the initiatives and gather a wider political interest, MedDiet has also attended and promoted the week of the Mediterranean Diet that took place at Expo 2015 in the week between September 14th and 20th.

The initiatives of MedDiet contributed to increase the attention level paid by the political class in relation to the topic of the Mediterranean Diet, not only in the Countries of the South coast of the Mediterranean sea, where significant initiatives of alignment of the tools to safeguard the heritage of the respective typical productions, but also in the Countries of the North coast. In Italy, thanks also to the activities of MedDiet, in the months the approval of a law to safeguard the Mediterranean

Diet has been speeded up and the “National Day of the Mediterranean diet - a humankind heritage” has been established.

## Proposed interventions

The following project proposals have been brought to the attention of institutions and Authorities in order to promote the Mediterranean Diet and traditional food-stuff.

### Egypt

- Legal definition agreement with EU adopting EU regulations (PDOs, PGIs) in a project format
- Inclusive procedures for identification and listing of traditional products and processes
- Encompassing committees, procedures, guidelines, protection and enforcement
- Fast enactment of the food safety law by developing a survey of novel enforcements methods and civil society participation as well as capacity building of enforcement bodies
- Upgrading the infrastructure of culinary, eco and agro-tourism
- Supporting the creation of new itineraries based on agro, culinary and eco-tourism inside the policy and strategic plan of ministry of tourism
- Including culinary, eco and agro-tourism in the international promotion campaigns
- Creation of a culinary, eco and agro-tourism division in the tourism chamber and ministry of tourism
- Building for the cooperatives or farmer associations
- Focus on regions which produce typical traditional products like Assuit which produces pomegranate, Behera which produces artichoke and Saini which produces wild herbs and aromatic plants
- Development of tools introducing MedDiet in relevant curricula of primary, secondary and technical schools and developing awareness campaigns in schools, through soap operas etc.
- Egypt included in UNESCO's intangible cultural heritage list of the Mediterranean Diet

### Tunisia

- Creation of a real dynamic for local products between the Ministries of Agriculture, Tourism and Culture to enhance agri-tourism, cultural-tourism and consumption of local products
- Establishment of institutional structures specialized in the conservation and enhancement of local products in the considered ministries: the Ministry of Agriculture for inventory, encouragement and promotion - the Ministry of Tourism for integration in the sector and make special circuits the - Ministry of Culture for conservation and registration at the Med Diet as a cultural heritage
- Establishment of a national label “Tunisian Local Product” to give more value to Tunisian products, protecting against unfair competition and safeguarding the traditional know-how of Tunisian farmers
- Development of agri-tourism around local products and nature in a dynamic integrated local development and enhancement of Tunisian agricultural and culinary civilization heritage
- Development of routes linked to regional products and integration of these routes in tourist circuits
- Creation of Controlled Appellations of Origin and Indications of Source olive oils regarding the diversity of varieties and areas of the product
- Realization of a wider inventory of typical and local products
- Involvement of ministries (Education, Health, ...) and communities in promoting the consumption of regional products as the basis of the Mediterranean Diet
- Promotion of advertising campaigns highlighting regional products at the entry points and through various advertising media

- Development of specific incentives to farmers producing local products and adopt their specifications
- Tunisia included in UNESCO's intangible cultural heritage list of the Mediterranean Diet.

### Lebanon

The following project proposals have been brought to the attention of institutions and Authorities and carried out successfully:

- Official Definition of Traditional Food Products adopted by Government of Lebanon
- Law on protection of traditional food products drafted in consultation with concerned ministries and bodies
- Two traditional food products from each of four main regions in Lebanon piloted for "protected designation of origins"
- MedDiet Values promoted as healthy and sustainable Lifestyle
- Mobile Library for MedDiet set up and rotated among public and private schools
- Guideline on Safety of Traditional Foods Produced
- Awareness of Consumers on food safety issues increased
- Quality seal developed for traditional food products
- Collaboration between public institutions reinforced
- Joint cooperation between Ministries and municipalities reinforced for inspection services
- MedDiet principles and values promoted in schools
- MedDiet Festival organized on annual basis in February, coinciding with Shopping Festival
- Rural guesthouses promoted as destination stop for culinary tourism
- Culinary Routes developed jointly with municipalities
- Lebanon included in UNESCO's intangible cultural heritage list of the Mediterranean Diet.

# The Heritage of MedDiet

Extrapolating the Mediterranean Diet from the history and traditions means leaving out the most relevant part of its values: our cultural identity.

Therefore, it becomes pivotal promoting actions that drive the attention on the agriculture of the territory and its productions, not only as primary source of food, but also as a marker of cultural identity.

The most significant work of MedDiet was realised considering this aspect: first in the research and then in the building process of a body of knowledge and tools shared among all the Countries of the Mediterranean basin. A common language and scientific basis were set up. MedDiet has expressed a univocal view of the MD.

Along with a hard work of promotion on the territory, MedDiet has carried out a hard work of sharing with the political class, trying to trigger institutional processes of

valorisation and safeguard of our heritage of typical and local productions: processes that today inspire the certification and the acknowledgement of the meaning of the protected marks of the productions also in the Countries of the South coast of the Mediterranean sea.

Qualification and identification of the origin are levers that we are using not only to reinforce and increase the value of the deep meanings of the Mediterranean Diet and of our product of excellence, but also to strengthen and give a new input to the competitive potential of our own economies.

The “heredity” of this work today consists of:

- a pyramid of the Mediterranean Diet finally shared by the Countries of the two coasts of the Mediterranean sea
- a shared body of knowledge on the Mediterranean Diet, rich of scientific documents and tools, that has taken the shape of a precious library of the Mediterranean Diet
- a shared framework of legislation to protect the Mediterranean Diet, that has systematized the logical and legal regulations for a better safeguard of our heritage of agrifood excellence
- a declaration for the safeguard and promotion of the Mediterranean Diet, that at present has been subscribed by 140 different institutional subjects
- a promotion and intervention system on the territory coordinated in the end, able of spreading permanently the principles and values of the Mediterranean Diet, that can take advantage of a widespread and capillary institutional network and that has been further reinforced through the creation of a network of 20 Info Point on the Mediterranean Diet
- a MedDiet quality mark issued to all those restaurants proposing the most authentic expression of the Mediterranean Diet, respecting its essential principles; a network of more than 300 MedDiet restaurants that represent an additional promotional tool for the Mediterranean Diet
- a communication system (a website and 6 Facebook channels) that is a strategical information system for the dissemination of the Mediterranean Diet values.

Mediterranean Diet: from the past,  
present and future.



#### Disclaimer

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#### Statement about the Programme

The 2007-2013 ENPI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation initiative funded by the European Neighbourhood and Partnership Instrument (ENPI). The Programme objective is to promote the sustainable and harmonious cooperation process at the Mediterranean Basin level by dealing with the common challenges and enhancing its endogenous potential. It finances cooperation projects as a contribution to the economic, social, environmental and cultural development of the Mediterranean region. The following 14 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestinian Authority, Portugal, Spain, Syria, Tunisia. The Joint Managing Authority (JMA) is the Autonomous Region of Sardinia (Italy). Official Programme languages are Arabic, English and French.

#### General statement on the European Union

The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.

#### The MedDiet Project

The project "Mediterranean diet and enhancement of traditional foodstuff - MedDiet" is implemented under the ENPI CBC Mediterranean Sea Basin Programme ([www.enpicbmed.eu](http://www.enpicbmed.eu)). Its total budget is 4,99 million Euro and it is financed, for an amount of 4,49 million Euro, by the European Union through the European Neighbourhood and Partnership Instrument. The ENPI CBC Med Programme aims at reinforcing cooperation between the European Union and partner countries regions placed along the shores of the Mediterranean Sea.

