

MD.net – Mediterranean Diet
When brand meets people
European Territorial Cooperation Project

Kick-off meeting

Pollica – Castello Capano – 2018, 17th of September

The Campania Region - MD.net Lead Partner– in cooperation with the transnational partnership and its associated partners - is pleased to invite you to the **Kick-off Meeting and 2nd Steering Committee of the MD.net project**, which will be held in Campania (Italy) on the 17th and 18th of September 2018 in the National Park of Cilento and Vallo di Diano - UNESCO Emblematic Community.

Scope of the project is to consolidate an international network aimed at exploiting the Mediterranean Diet cultural identity to promote local actions of social cohesion and sustainable development. The transnational cooperation in the production chain of the MD will mainly serve to create new businesses and stimulate creativity and innovation in traditional crafts and productions, while providing contributions and good practices in maintaining ecological balance.

The partnership will implement sharing economy initiatives by integrating local working groups of young entrepreneurs, public bodies, associations with actors in scientific research and international partnerships.

The 16th September working day will provide the Campania Region with the opportunity to bring together transnational partners, Campania Associated partners local Stakeholders, present objectives, state of the art and next steps to move forward the completion of the project.

AGENDA

Working languages: Italian/English (simultaneous translation)

17th September 2018	<i>Capano Castle of Pollica - Cilento</i>
9:00	Registration of local Stakeholders to the workshops
Session 1	Presentation of MD.net to local Stakeholders
10.00 – 10.30	Institutional welcome: Franco Alfieri (Head of the President's Secretariat, responsible for Agriculture Policy – Campania Region), Tommaso Pellegrino (President of the Cilento National Park), Stefano Pisani (Mayor of Pollica)
10.30 -11.00	Introduction - The Mediterranean Diet as Style of Life and opportunity for territorial development . Presentation of the project: Fortunata Caragliano (Director General for Social and Social health Policies Campania Region)
11.00 -12.00	MD.net Partners' introduction: University of Algarve (PT), Regional Development Agency of Split (KR), Region of Crete (GR), University of Mostar ((B&H), Mediterranean Diet Foundation (SP), Chamber of Commerce of Seville (SP), Regione Emilia Romagna (IT), Institute for Comprehensive Development Solutions (SE), COPPEM (IT), Associations of Albanian Municipalities (AL), Prodeca – Region of Catalonia (SP) Troodos Dev. Company (CY)
11.50 – 12.00	Presentation of the workshops' methodology, aim, themes
12.10 – 12.30	Coffee Break
Session 2	Mediterranean Diet parallel Workshops
12.30 -14.00	Workshop 1 - The Mediterranean Diet Tale: Rites, Symbols, Storytelling, Ways of Food and Creativity – Coordinator Michele Capasso (Mediterranean Foundation)
12.30 -14.00	Workshop 2 - Shapes of Territory: Water Resources, Accessibility, Settlement, Agriculture and Landscape – Coordinator Domenico Nicoletti (University of Salerno - Campus Med)

14.00-15.30	LIGHT LUNCH
Session 3	Mediterranean Diet parallel Workshops
15.30 -17.00	Workshop 3 – Branding : International Promotion of local identities - Coordinator Gianfranco Nappi (IDIS Foundation – City of Sciences)
15.30 -17.00	Workshop 4: Products of the Mediterranean Diet between Tradition, Regulations and Innovation - Coordinator Antonio Limone (Director General Experimental Institute Zooprofilattico Mezzogiorno)
17.00-17.20	Coffee Break
17.20-18.00	Plenary Session –Presentation of the workshops’ results by the rapporteurs
18.00 -18.45	The Mediterranean Diet, an international cultural project Meeting / comparison between the workshop participants - For Campania Region: Eliana Liotta (journalist and writer), Aldo Di Russo (author and producer), Stefania Ruggeri (researcher and nutritionist of CREA) - Moderator Enzo d’Errico, Director of the Corriere del Mezzogiorno
18.30 – 19.00	Conclusions and proposals for future actions at local, regional and trans-national level - Franco Alfieri (Advisor for the Campania Region President, responsible for Agriculture Policy)
19.00	End of the meeting
21.00	Dinner buffet at Acciaroli: cooking and testing of the MD products

18th Sept. 2018	2nd Steering Committee
9.00-10.00	WP2 – Internal project repository, Communication Plan and Talia Horizontal Project activities – Presentation by CCSEV

10.00-11.30	WP2 - Training session on Communication tools and next steps - Q&A by the partners
11.30 – 11.45	Coffee break
11.45 – 13.00	WP3 - Presentation of the state of the art (20m each of the five deliverables) – FDM and discussion with partners
13.00-13.30	Decisions to finish the WP3 (scheduled by end October)
13.30-14.30	Light lunch
14.30-15.00	WP1 – Administrative issues – Campania Region Approval of the first SC minutes - Project Action Plan and Templates approval
15.00-16.00	Financial issues - Schedule for First period certification and payment claim
16.00-16.30	Decision on the next Steering Committee End of the session

WORKSHOPS' STRUCTURE

All WS follow a common working scheme:

1. Presentation of the WS methodology:
 - a. Role of the WS coordinator (representative of an Associated Partner)
 - b. The animator to boost local stakeholders
 - c. The rapporter to synthesise and reporting in the plenary session
 - d. Role of the MD.net partners: extrapolate correspondences, complementarities, elements of common identity
 - e. Role of local stakeholders: witnessing the state of the art, expressing needs, perceived opportunities
 - f. Technical assistance: minutes, synthesis, video
2. Presentation of the WS specific theme and objective within the MD.net project: stressing the promotion of innovation and creativity within youth enterprises
3. Detection of needs, opportunities, good practices
4. Proposals for MD.net next steps – Creation of Living labs

WORKSHOPS' THEMES

WORKSHOP 1 - The Tale of the Mediterranean Diet: Rites, Symbols, Storytelling, Ways of Food and Creativity

Coordinator: Michele Capasso – Fondazione Mediterraneo

Animator: Fabrizio Mangoni – Federico II University – Architect, urbanist, expert in MD

The Mediterranean Diet is example of "living" cultural heritage and driver of social cohesion.

To appreciate the Mediterranean Diet tale as life style a lot of creative work and research is still required to make the relationship between words and things, between stories of people and products of the earth, between saying and doing, between taste and emotions. The Mediterranean Diet food has methods of processing, preservation and maturing practiced in certain territories in a homogeneous manner, according to traditional rules and protracted over time. We speak about limited yield, entrusted to the tenacity of some operators, direct farmers and entrepreneurs.

The tradition factor confers, among other things, to the productions different useful characteristics:

- historicity (origins of local communities and their close relationship with environment and territory)
- familiarity (memory and vocations of one's historical roots)
- rediscovery (search for quality, taste, details)
- excellences (peculiar organoleptic characteristics).

The narration of the MD - using all available tools and technologies – can be an indispensable tool for companies to disseminate information on food safety, production techniques, control and guarantee systems, implementation of tourism linked to the emotional paths of food.

It is also desirable to reach a "universal philosophy" of the Mediterranean Diet able to support km "0" agro-products.

An appropriate narration can enhance the role of soil in the circular economy, especially referring to the main products of the Mediterranean Diet and the diffusion of EFH (Environment, Food and Health) methodologies that aims to promote aging in health and the fight against obesity.

Experts: Rossella Galletti – University Suor Orsola Benincasa; Roula Papadopoulou – Region of Crete; Rossana Mari – Emilia Romagna Region; Donatella Tramontano – University Federico II e Gens ONG; Ferdinando Gandolfi – Campania Region; Marco Dianti, Ombretta Sciandra – Province of Trento; Elena Tsangaridi (Communication Officer of Troodos Dev. Company – Unesco Global Geopark)

Contributions by the participants (5 min/each), discussion and synthesis with: citizenship, local authorities, consumer associations, professional institutes, companies; nutritionists; gastronomes; historians of gastronomy and local traditions

WORKSHOP 2 - Shapes of Territory: Water Resources, Sustainable Mobility and Settlement, Agriculture and Landscape Management

Coordinator: Domenico Nicoletti – Campus Med University of Salerno

Animator: Valeria Pezza – University Federico II - Naples

Territorial distinctive features influence lifestyles and nutritional models. If the MD theme exists, it is because there are sites where a positive balance exists between environment and models of life, defining human behaviour in using, transforming land and products. This approach belongs to the "*emblematic community*" concept, revealing the ability to generate *places*, renew their perception, incorporate local economies into self-sustainability perspectives, autonomously manage decision-

making processes, elaborate critical visions on the territorial government, counteract the domination of global economic flows.

Understanding these approaches, identifying their characteristics, codifying their elements are essential for the creation of sustainable jobs.

MD.net investigates the essential elements in the shape of the territory, characterizing and preserving the MD as global practice, with the aim to stimulate Local Systems. The main objective is the implementation of eco-sustainable networks for deseasonable and high quality activities. Health tourism is, among others, opportunity for new economy activities.

The WS considers the physical characteristics of the MD areas: geomorphology (nature and soil shape, water structure), topography (division and land use), types of properties (conformal size), types of crops, types of dwellings, typology of settlements (report city countryside, archaeological and monumental structures, tourist attractions); demographic and land use dynamics: abandoned and uncultivated areas, owners' census, recovery policies.

It also aims to bring out the characteristics of the masterly use of the MD territory - the Cilento case: identifying the primary objectives and proposals of local governments (compatibility / discrepancy, effective / ineffective) in relation to the observation points previously listed; good practices: traditions, cooperative presences for the maintenance and active defense of the soil (cleaning of riverbeds, cleaning paths), promotion of cultural activities, sharing economy

Participants: cultural associations / school network / libraries, cinema / proloco/ local authorities, schools, companies, professional associations

Experts: Anabela Romano – University of Algarve; George Skoulikaris – Region of Crete; Simonetta Volpe – Regione Campania, in charge of Cilento's inner areas strategies; Stefania Capaldo - Federalberghi Terme Contributions by the participants (5 min/each), and synthesis: public local administrations, territorialists, geologists, agronomists, cultural promoters and benchmarking

WORKSHOP 3 - Branding: International Promotion of Local Identities

Coordinator: Gianfranco Nappi – Città della Scienza

Animator: Pablo Morales – Official Chamber of Commerce, Industry and Shipping of Seville

In a scenario in which systems for food production are increasingly characterized by large industrial companies, serial and intensive, creating imbalances both in territorial development and food quality, cultural heritage in producing, typical of Mediterranean Diet territories, related to environmental systems and social issues, is an extraordinary opportunity in terms of development.

In competitive terms, “Small” is not a misfortune if accompanied by big ambitions.

The demand for food quality (nutritional, taste, culture) is absolutely growing and destined to grow even more. There is an equally increasing demand for curiousness, understanding of experiences, territories and stories behind agri-food excellences.

To both questions, Small can strongly answer through the capacity to build local integrated networks, at the same time creating permanent international relations with territorial systems, similar in the richness of biodiversity, as those gathered in the MD.net Project communities.

Possible common tools for enhancing the products of the Mediterranean Diet:

- formulation of voluntary disciplinary measures for the recognition of products (food and artisan products) and services (environmental, tourism, catering) ascribable to the MD local systems; evaluating the possibility to implement a brand to be proposed for EU recognition.
- Impact on health of adherence to the MD, highlighting the positive effects of the short chain.

Contributions: Partners MD.net: Pablo Morales CCSEV; Maura Mingozzi, RER; Gemma Moliner Sanchez (Prodeca – Catalonia Region); Eva Castro Roman (Prodeca–Catalunia Region); Ana Lùcia Cruz (University of Algarve); Elena Tsangaridi (Communication Officer of Troodos Dev.Company – Unesco Global Geopark); Roula Papadopoulou – Region of Crete; Guido Iaccarino, Dept of Medicine University of Salerno,

Contributions by the participants (5 min/each): trade associations, catering and hospitality companies, Experts in branding, benchmarking and territorial marketing

WORKSHOP 4 - Products of the Mediterranean Diet between Tradition, Normative and Innovation

Coordinator: Antonio Limone – Director General of the Experimental Institute Zooprofilattico Mezzogiorno

Animatore: Ferdinando Gandolfi – Campania Region

The fundamental problem of small productions characterizing the Mediterranean Diet concerns the observance of general criteria for safeguarding hygiene and food safety. Article. 13 of the EC Regulation n. 852/2004 provides for exemptions granting to small enterprises, in order to facilitate their activities and use of traditional methods for production, transformation or distribution of food.

The European Union's structural policies also support the development, competitiveness and sustainability of businesses in rural areas through the so-called AKIS (Agricultural Knowledge and Innovation System) for professional training, consultancy, promotion, dissemination and transfer of innovations.

In support of these strategies, the Campania Region proposes an AKIS based model of living labs - realized through periodic fora, supported by an information desk, open to enterprises, consultants, training operators, trade associations and consumers; these are “experiential” places where users live in a common space boosting co-design, innovation, creativity and common services and products are born (sharing economy).

Experts: Anabela Romano – University of Algarve; George Skoulikaris – Region of Crete; Rossana Mari –Emilia Romagna Region; Maddalena Illario, Campania Region; Domenico Liotto – Representative of Regione Campania in Interreg.Med National Committee; Concetta Menna – CREA Centre of Policies and Bio-economy Luigi Barrea, AOU Federico II; Sara Diamare, ASL Naples researchers.

Participants: companies in the agri-food sector, ASL officials and the Department of Agriculture, Professional Associations