

**MD.net**

**Mediterranean Diet - When Brand Meets People**

**Mainstreaming outputs and results  
Capitalization strategy**

**MED Creativity for Inclusive Innovation  
Reggio Calabria, March the 11th, 2019**





MD.net



**Start date**

— 01.02.2018 —



**Partners**

— 13 —



**Countries**

— 9 —



**Budget**

— €3,7M —



**Associated partners**

— 17 —



**Duration**

— 48 months —



# MD.net partnership



# MD common vision and transnational network

## Lead Partner

1. Campania Region (IT)

## Partners

1. University of Algarve (PT)
2. Public Institution RERA S.D. for Coordination and Development of Split Dalmatia County (HR)
3. Region of Crete (GR)
4. University of Mostar - Faculty of Agriculture and Food Technology (BA)
5. Mediterranean Diet Foundation (ES)
6. Official Chamber of Commerce, Industry and Shipping of Seville (ES)
7. Emilia Romagna Region (IT)
8. Institute for Comprehensive Development Solutions – eZAVOD (SI)
9. Standing Committee for the Euromediterranean Partnership of Local and Regional Authorities (IT)
10. Association of Albanian Municipalities (AL)
11. Government of Catalonia- Ministry of Agriculture (ES)
12. Troodos Development Company Ltd (CY)



# ACTIONS



**MD.Data:** knowledge and research transnational networks

**MD.Brain:** Shared methodologies for training and co-creation

**MD.InC:** Innovation and creative products/services

**MD.Brand:** MD stronger promotion in international markets

**MD.Gov:** Improve governance + quadruple-helix participation






**MD.Tnnet:** transnational capitalization





# TARGETED APPROACH to CAPITALIZATION

## RELATED to TARGET GROUPS to be REACHED at DIFFERENT LEVELS

1. Module 1 – **Studying**  **Partners and partnership**
  - a. Results of previous external projects
  - b. Within the partnership previous activities 
2. Module 2 – **Testing/transferring**  **local stakeholders**
  - a. Boosting innovation anchored to specific activities already carried out by local stakeholders in each territory
  - b. Promoting transfer of identified good practices from one partner to another 
3. Module 3 – **Capitalization**  **regional, national, international institutions**
  - a. Select pilot actions to replicate in **Mainstream Programmes**
  - b. **UNESCO** advocacy to Permanent networking



# CAPITALIZATION APPROACH – State of the art 1

## Module 1 – **Studying** (February 2018 – April 2019)

- a. Results of **previous** external projects
- b. Within the partnership **previous** activities
  - I. **Inventory** of MD products (7 tabs: food and culinary uses; traditional food recipes; landscapes; cultural spaces; main products; techniques and trades; festivities and celebrations)
  - II. Study MD market **challenges** (4 tabs).
  - III. Analyse MD **stakeholders** (2 tabs).
  - IV. Review MD **policies** (1 tab).
  - V. Collect all information about MD **best businesses** (1 tab).



# CAPITALIZATION APPROACH – State of the art 2

## 2. Testing/transferring: (January 2019 – October 2020)

- a. Boosting innovation anchored to specific activities already carried out by local stakeholders in each territory
- b. Promoting transfer of identified good practices from one partner to another

### Living Labs (4 in Italy):

1. “The MD tale”
2. “MD Shapes”
3. “MD Branding”
4. “MD Products”

### 8 IT Pilot - actions





# Living Lab 1 “Tale”: Capitalization of Women existing undertakings

**Key word** (to structure the group)

- **Integrating** different topics
- **Women** existing undertakings
- **Youth** entrepreneurs to spin off / spin out

**Living Labs** structure

- **Quadruple helix**
- **CLLD**

**Themes**

- **Educational trainings** with schools and health public agencies
- Supply of school **canteen services**
- **Home restaurant network:** network of tourism reception
- **Vegetable garden:** the best vegetable garden Award
- Mediterranean **Contamination:** immigrant women



# Capitalization in the Living Lab 2 “Shapes of Territory”



## Key words

- MD as territorial **Brand**
- **Place-based** planning and public administrative regulations

## Stakeholders (SH): quadruple helix

- **Planning** and programming experts
- **Public** Institutions
- **Land** owners, agricultural workers, farmers, artisans
- Local **communities**

## Themes

Capitalize MD.net identified **good practices** to address territorial public regulations to boost sustainable **land use**



# Capitalization in the Living Lab 3 “PRODUCTS”



## Key Words

- **AKIS** “*Capitalization of Agricultural Knowledge and Innovation System*” Model - **FEASR**

## Stakeholders

- **quadruple helix**

## Themes:

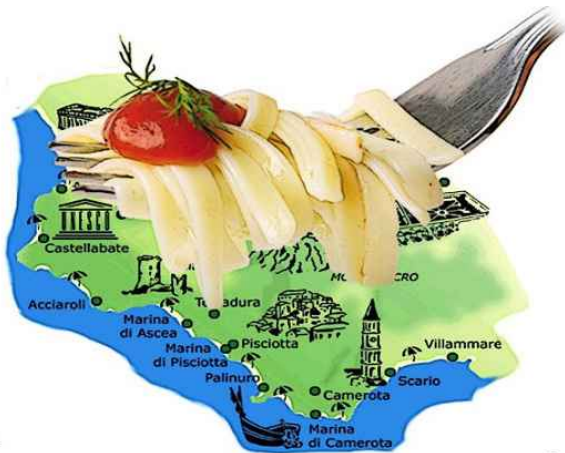
- Set up **information desks**, open to enterprises, consultants, training operators, trade associations and consumers
- Set up **common space** boosting co-design, innovation, creativity and common services and products



# CAPITALIZATION APPROACH – State of the art 3

## Mainstreaming in Living Lab 4 “**BRAND**”

(July 2019 – January 2022)



### Key words

- **EU policies**
- **International marketing** (focus on health tourism)
- **Unesco**

### Stakeholders: quadruple helix

### Themes

- Contribute to the **Unesco MD action plan**
- **Mainstreaming** good practices in **ROP** and International/**EU** initiatives
- **Permanent** networking



# THE CHALLENGE

**Capitalize MD.net** outputs and results in **regional National/EU policies**

- **Internal areas strategies** (ERSF-ESF)
- **Rural Development** (PSR – FEASR)
- **Social policies** (ESF)

1. **Methodology** (Living Labs/CLLD) to change implementation mechanisms (top/down or bottom/up)
2. Improve **creativity** and **innovation** capacity, models technicalities in rural communities
3. **Integrate knowledge** (quadruple helix)

**institutional efforts to capitalize** potential of MD





**Thank you for your attention**

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