



**MD.net**

**Mediterranean Diet - When Brand Meets People**

**BRIEF INTRODUCTION**

**MED Creativity for Inclusive Innovation**  
**Roma, December 4th, 2018**

Project co-financed by the European Regional Development Fund.





**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)



## THE CHALLENGE

**Mediterranean rural regions** suffer severe natural and demographic problems...

**The Mediterranean Diet can turn around this trend,**

- **More institutional efforts** to exploit the potential of MD
- Innovative approaches to change **implementation mechanisms** (top/down or bottom/up)
- Improve **creativity and innovation** capacity, models and techniques in rural communities
- Integration and synthesis of knowledge (**quadruple helix**)
- Combine **technical** and **non-technical** innovation tools





# OUR APPROACH

## Through Mediterranean Diet

- Boost **innovation** anchored to the specific territories's **heritage** and **culture**.
- Develop the capacity to **innovate processes, networking** people and **multi-disciplinary** cooperation.
- **Blend** high-tech with traditional practices
- Merge quadruple-helix knowledge and develop innovative **business models**
- Transmitting sustainable **healthy lifestyle**
- Develop a territorial **Brand** to promote sustainable **health tourism**



# 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



# LOCAL TERRITORIAL FOCUS

**Rural areas** which recognise MD as opportunity for smart economic growth, through...



- **Transnational cooperation.**
  - **Platform** to transfer Regional level quadruple helixes
- **Living Labs** Community Led Local Development groups as methodological outline

**1° step** (KoM in Pollica (SA-IT) on 17-18 Sept. 2018)

## **4 Open workshops**

- The Mediterranean Diet **Tale**
- **Shapes** of Territory
- **Branding**
- **Products** of the Mediterranean Diet

**2° step** (January 2019)

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