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Community and Institutional Dialogue Community**

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Executive Summary

This report presents the conclusions, lessons learnt and recommendations derived from the participation of the MedDiet Go (MDG) project in the Interreg Euro-MED Sustainable Tourism Mission's Thematic Community and Institutional Dialogue activities under Activity 3.3.

Through the active participation in Community4Tourism and Dialogue4Tourism initiatives, MDG contributed to the Euro-MED Results' Amplification Strategy by promoting the Mediterranean Diet as a transversal and transferable lever linking sustainable tourism, local food systems, cultural heritage and territorial identity. The report highlights potential MDG's cooperation with other Thematic Projects—most notably MED-GIAHS—and its alignment with international frameworks related to agricultural heritage, food systems and cultural sustainability.

The analysis confirms the added value of thematic communities and institutional dialogue mechanisms in strengthening the European Territorial Cooperation projects' impact beyond their pilot actions, fostering cross-regional learning, supporting policy uptake and enhancing scalability and replicability of results. Key lessons underline the importance of structured cooperation, shared language and indicators, and continuous engagements for effective result amplification.

Finally, the report formulates forward-looking recommendations for both MDG and the Euro-MED Programme, emphasising the need to further integrate food systems and cultural heritage into sustainable tourism policies, reinforce links between projects and institutional actors, and support long-term Mediterranean cooperation. Overall, the deliverable confirms the strategic relevance of Activity 3.3 in contributing to durable, multi-level and internationally connected sustainable tourism governance in the Mediterranean area.



1. Introduction and Scope of the Report

The Interreg Euro-MED Programme 2021–2027 aims to foster a smarter, greener and more resilient Mediterranean area by promoting cooperation, innovation and capacity building among regional and local actors. Within this framework, the **Sustainable Tourism Mission** addresses the strategic need to transform tourism models in the Mediterranean towards greater environmental sustainability, climate resilience and socio-economic balance, while safeguarding natural resources, cultural heritage and ecosystem services.

The Sustainable Tourism Mission is implemented through a structured ecosystem composed of **Thematic Projects**, a **Thematic Community project (Community4Tourism)** and an **Institutional Dialogue project (Dialogue4Tourism)**. These governance projects work jointly to enhance coordination, capitalisation and policy uptake of project results, ensuring that tested solutions, tools and methodologies **contribute to programme-level objectives** and support public authorities and stakeholders beyond individual project boundaries.

Within this context, MedDiet Go (**MDG**) operates as a Thematic Project contributing to the Sustainable Tourism Mission by **promoting the Mediterranean Diet** as a lever for sustainable tourism development, territorial identity, local food systems and cultural heritage valorisation.

MDG's participation in the activities of the Sustainable Tourism Thematic Community and the Institutional Dialogue project under Activity 3.3 has been instrumental in **strengthening the project's international dimension** and reinforcing the strategic positioning of the MDG network within the wider Euro-MED cooperation framework.

This report presents the conclusions and lessons learnt from MDG's participation in joint thematic and institutional activities organised at programme level. It documents how MDG can contribute to the **Euro-MED Results' Amplification Strategy**, through cooperation with other thematic projects and organisations operating under the mission Enhancing Sustainable Tourism.

The **scope** of the report is threefold:

- to **summarise** MDG's contribution to the Sustainable Tourism Thematic Community and Institutional Dialogue activities;
- to **highlight** synergies and cooperation with other Euro-MED thematic projects addressing sustainable tourism, climate adaptation, biodiversity protection, innovation and circular economy;
- to **identify** key conclusions, transferable lessons learnt and recommendations relevant for the MDG project, the Euro-MED Programme and future Mediterranean sustainable tourism initiatives.



By consolidating evidence from programme-level events, thematic exchanges and joint seminars organised both by the Interreg Euro-MED Programme and within MDG partner regions, this deliverable **supports the capitalisation, mainstreaming and long-term sustainability** of project results in line with the objectives of the Sustainable Tourism Mission and the broader Euro-MED strategic framework.

2. MDG Participation in Euro-MED Thematic and Institutional Activities

Overall, MDG participated in **more than four meetings of the Sustainable Tourism Thematic Community and more than four meetings of the Institutional Dialogue Community**, in line with the commitments set out in the Application Form.

2.1 Participation in the Euro-MED Thematic Community on Sustainable Tourism

MedDiet Go (MDG) participated in the activities of the Sustainable Tourism Thematic Community, coordinated by the **Community4Tourism (C4T)** project, contributing to thematic exchange, peer learning and cross-fertilisation among projects in line with the Euro-MED Results' Amplification Strategy.

MDG's engagement started with the **1st Community Meeting** and MED Clusters Annual Meeting, held in **Rome on 9–10 April 2024**, which marked the formal integration of MDG within the Sustainable Tourism Mission. During this event, MDG was presented to the other Thematic Projects and actively participated in discussions structured around the **three MED Clusters**: Circular Economy, Innovation and Technology Capacities, and Climate Change, Nature and Biodiversity. These exchanges were framed by the official **Orientation Papers** produced by Community4Tourism, which provided a shared analytical and policy background for thematic alignment and cooperation among projects.

Within this framework, MDG presented its perspective on the **Mediterranean Diet as a transversal asset** linking sustainable food systems, territorial identity, rural development and tourism diversification, identifying **complementarities with other projects** of the Community addressing digital tools (Libeccio), niche tourism routes (Turismo), innovation ecosystems and agricultural heritage (Med-Giahs). These initial exchanges prepared the groundwork for sustained cooperation and knowledge sharing throughout the project lifecycle.

MDG continued its participation in thematic capacity-building actions organised by the Community4Tourism project during 2025. MDG took part in the guided online training sessions



on **Tourism Regional Climate Action Plans**, held between January and February 2025, which focused on the implementation of the Blueprint for Tourism Climate Action Plans and its associated toolkit, developed under the Sustainable Tourism Mission. These sessions strengthened MDG's understanding of climate-oriented governance tools and reinforced the partners' awareness of the links between sustainable tourism, food systems and territorial resilience.

A further key milestone was MDG's participation in the **II Sustainable Tourism Community Meeting, held in Tirana on 1-2 October 2025**, which brought together governance projects, Thematic Projects, associated organisations and the Joint Secretariat. During this meeting, MDG contributed to project pitching sessions, thematic cluster discussions and co-creation activities, supporting the identification of synergies among an expanded community of projects within the **Innovation and Technology Capacities Cluster**.

In parallel, MDG engaged with Community-level knowledge production processes, including its contribution to the **Survey on Innovative Strategies for Sustainable Tourism in the Mediterranean**, jointly developed with other innovation-oriented Thematic Projects. The survey results fed into a comparative scientific publication focusing on innovation, governance, cultural anchoring and replicability of sustainable tourism models, strengthening the analytical and dissemination dimension of the Mission.

In addition, MedDiet Go (MDG) participated in the **Community4Tourism/ MED Cluster Innovation & Technology Capacities - 3rd online meeting**, held on **6 February 2026**. The meeting was coordinated by **AIE and CPMR-IMC** and focused on the preparatory work for the first Cluster Thematic Paper on *"Smart and Data-Driven Destination Management for Sustainable Tourism in the Mediterranean"*.

During this meeting, MDG contributed to the **cluster members' session on transferable solutions**, presenting its **final project results**, with a specific focus on the **MedDiet Go Euro-Cluster and Digital Platform** as tools supporting innovation, data-driven governance and sustainable tourism in rural Mediterranean territories. MDG's contribution was positioned alongside other thematic projects (including TOURISMO, LIBECCIO and SMITOUR), confirming the relevance of the Mediterranean Diet as a transversal asset connecting innovation capacities, cultural heritage and territorial sustainability within the Sustainable Tourism Mission.

MDG's participation also will feed the **initial screening phase of the Cluster Thematic Paper**, aimed at identifying integrations among mature, replicable and policy-relevant outputs of the Cluster projects to be further analysed and disseminated at programme level through MED Clusters, the Interreg Euro-MED Academy and Programme Library channels.



2.2 Participation in the Institutional Dialogue Project

Alongside its thematic engagement, MDG followed the activities promoted under the Institutional **Dialogue Project Dialogue4Tourism (D4T)** within the Sustainable Tourism Mission.

A central area of engagement concerned the Interreg **Euro-MED Network of Sustainable Tourism Observatories (NSTO)**, promoted by Dialogue4Tourism in cooperation with Community4Tourism. MDG participated in a sequence of online institutional meetings and working sessions held in **March and May 2025**, including the online participation in the **Brussels** meeting dedicated to strengthening the role of observatories in sustainable tourism governance, data sharing and policy planning. These sessions addressed the strategic use of indicators, evidence-based decision-making and alignment with EU and international frameworks such as the **EU Transition Pathway for Tourism** and the **Glasgow Declaration for Climate Action in Tourism**.

MDG also participated in **thematic webinars** and policy-oriented events addressing innovation, digitalisation and skills. Notably, MDG followed the webinars **“AI in Tourism: Transforming Destinations, Skills and Strategy”**, and **“Awareness raising on education and training opportunities needed for the twin transition”** organised on 12 November and 15 December 2025 in cooperation with the Commission Expert Group **“Together for EU Tourism”**, which explored the implications of artificial intelligence for tourism governance, workforce skills and regulatory frameworks.

In addition, MDG is contributing to **macro-regional dialogue processes** linked to the **EU Strategy for the Adriatic-Ionian Region (EUSAIR)**. This includes the participation in conceptual activities for the EUSAIR **workshop “Sustainable and Innovative Food Systems: The Mediterranean Diet as a Tool for Tourism and Local Development”**, held in **Bari in September 2025**. These activities positioned the Mediterranean Diet as a strategic lever for sustainable tourism, rural development and cultural heritage within Pillar 4 of the revised EUSAIR Action Plan, explicitly recognising the contribution of Interreg Euro-MED projects, including MedDiet Go, to policy capitalisation and flagship initiatives.

Finally, MDG proposed to be engaged with the **Interreg Euro-MED Academy** processes, following updates and co-creation activities presented during the Sustainable Tourism Mission meetings. This engagement could support the future transfer and reuse of MDG knowledge and outputs through training modules and learning resources, contributing to long-term result amplification beyond the project duration.



3. Cooperation with Other Thematic Projects and Organisations

3.1. Synergies with Other Interreg Euro-MED Thematic Projects

MedDiet Go (MDG) carried out activities that can **trigger synergies** with other Interreg Euro-MED Thematic Projects operating under the Sustainable Tourism mission. These synergies emerged through joint participation in Thematic Community meetings, MED Clusters activities and shared analytical and policy-oriented processes promoted by Community4Tourism and Dialogue4Tourism. While each project addresses specific dimensions of sustainable tourism, strong **areas of convergence** were identified, enabling mutual reinforcement and result amplification at programme level.

Areas of convergence

Sustainable tourism governance

MDG shares a common governance-oriented approach with projects such as **TOURISMO**, **SMITOUR**, **NaTour4CChange**, **HERIT ADAPT** and **MEDGIAHS**, all of which focus on strengthening territorial capacities, decision-making tools and stakeholder coordination for sustainable tourism development. MDG's work on territorial food systems and community-based tourism aligns with governance models developed by **NaTour4CChange**, **HERIT ADAPT** and **MEDGIAHS**, and with **Libeccio** which promote data-driven destination management and innovation ecosystems, as well as with **MAST's** focus on sustainability protocols and policy recommendations for tourism SMEs.

Cultural and natural heritage valorisation

A strong thematic convergence was identified with **MED-GIAHS**, **MedRoutes**, **HERIT ADAPT**, which all recognise cultural landscapes, agricultural heritage and natural assets as core drivers of sustainable tourism. MDG's positioning of the Mediterranean Diet as living cultural heritage intersects directly with MED-GIAHS' work on **Globally Important Agricultural Heritage Systems** and with MedRoutes' focus on cultural itineraries and territorial narratives. Similarly, HERIT ADAPT and NaTour4CChange provide complementary approaches linking heritage conservation, climate adaptation and tourism resilience, reinforcing MDG's narrative on the interdependence between food, culture, ecosystems and tourism attractiveness.

Local food systems and short supply chains

MDG shows a particularly strong convergence with **MED-GIAHS**, as both projects explicitly address the role of traditional agricultural systems, agrobiodiversity and local food production in shaping sustainable tourism models. This convergence extends to the valorisation of short supply chains, producer–consumer proximity and rural–urban linkages, which are also relevant for projects such as **MAST** and **TOURISMO** when addressing sustainability in tourism services



and accommodation. Through this shared focus, MDG contributes to reinforcing the visibility of food systems as a strategic pillar of sustainable tourism within the Euro-MED framework.

3.2 Forms of cooperation

Exchange of methodologies

Cooperation among Thematic Projects primarily took the form of methodological exchange facilitated by MED Clusters activities, orientation papers and thematic workshops. Nevertheless, MDG could also benefit after the project life cycle, and contributes to, exchanges on **sustainability assessment tools** (MAST), **destination governance models** (LIBECCIO, SMITOUR), **climate adaptation** planning (NaTour4CChange) and **heritage-based tourism strategies** (HERIT ADAPT, MED-GIAHS). These exchanges support mutual learning and help position MDG results within a broader set of tested approaches and transferable methodologies.

Alignment of narratives and policy insights

Through participation in the Sustainable Tourism Thematic Community, MDG aligned its narratives with other projects around shared policy messages related to climate resilience, cultural heritage, innovation and territorial governance. Alignment with **MED-GIAHS** strengthened the **integration of agricultural heritage and food systems into sustainable tourism policy discussions**, while exchanges with innovation-oriented projects supported convergence towards EU-level frameworks such as the **EU Transition Pathway for Tourism and the Glasgow Declaration** for Climate Action in Tourism.

Mutual visibility and dissemination

Opportunities for exchange between MDG and the mentioned projects could be activated through joint events, project pitching sessions, surveys, scientific contributions and dissemination activities promoted at Community level even after the MDG lifecycle and create benefit from mutual visibility mechanisms. The inclusion of MDG perspectives in cross-project surveys on innovative strategies for sustainable tourism and in MED Clusters communication materials enhances the visibility of MDG results and ensures their integration into programme-wide dissemination channels.

3.3 Cooperation with External Organisations and Networks

Beyond cooperation within the Interreg Euro-MED Thematic Community, MedDiet Go (MDG) engaged with a broader ecosystem of external organisations and multilevel networks operating in the fields of sustainable tourism, cultural heritage, food systems and territorial development. These interactions were particularly reinforced through thematic convergence



with **the MD.net previous relations**, which act as a strategic interface in international heritage and food-system frameworks.

3.3.1 Collaboration with:

Research bodies

MDG interacted with research institutions and academic partners, including universities and specialised research organisations participating in the MDG local activities (Universities of Seville, Barcelona, CIHEAM of Bari). This engagement supported the integration of **scientific perspectives** on sustainable tourism governance, innovation, heritage resilience and food systems, contributing to the evidence-based framing of MDG outputs and recommendations.

Cultural and tourism organisations

Through projects such as MedRoutes, HERIT ADAPT and MED-GIAHS, MDG can engage with cultural institutions, destination management bodies and tourism organisations responsible for the valorisation of cultural landscapes, heritage sites and rural territories. These exchanges can reinforce MDG's approach to a living cultural heritage, embedded in local practices and closely linked to sustainable tourism experiences rooted in territorial identity and community participation.

Mediterranean and international networks (UNESCO and FAO frameworks)

A particularly significant dimension of MDG's external cooperation emerged through its thematic alignment with MED-GIAHS. **MedDiet Go (MDG) and MED-GIAHS** show a strong strategic alignment around the recognition of traditional agricultural systems, food cultures and landscapes as key drivers for sustainable tourism, territorial resilience and local development in the Mediterranean area.

MED-GIAHS operates in direct coherence with the **FAO Globally Important Agricultural Heritage Systems (GIAHS) Programme**, which promotes the safeguarding of evolving agricultural systems characterised by agrobiodiversity, traditional knowledge, cultural values and sustainable livelihoods. Through its focus on sustainable agricultural tourism and the creation of a Mediterranean GIAHS network, MED-GIAHS provides a structured interface between Interreg Euro-MED actions and FAO-level international policy frameworks.

Within this context, MDG complements MED-GIAHS by positioning the **UNESCO Mediterranean Diet Intangible Heritage** as a living expression of these agricultural systems, linking food production, dietary practices, cultural identity and tourism experiences. This thematic convergence reinforces the role of local food systems and short supply chains as strategic assets for sustainable tourism models rooted in community participation and territorial specificity. In parallel, MDG's narrative aligns with **UNESCO frameworks cultural**



landscapes, particularly in relation to the safeguarding and transmission of **social practices** and cultural expressions. While MDG does not operate under UNESCO governance, its cooperation with MED-GIAHS and other heritage-oriented projects strengthens conceptual and policy coherence with UNESCO's approach to living heritage and sustainable cultural tourism.

Overall, the MDG–MED-GIAHS alignment contributes to:

- bridging Euro-MED project results with international heritage and food-system agendas
- reinforcing the policy relevance of sustainable tourism models based on agricultural heritage and food culture
- enhancing the international visibility, coherence and transferability of MDG results within the Mediterranean and beyond.

4. Added value of MDG to MED Results' Amplification Strategy

MDG's multi-regional partnership, encompassing diverse Mediterranean territories and institutional contexts, provides a strong foundation for engaging with international and multilevel frameworks such as those promoted by **FAO and UNESCO**. This territorial diversity enables MDG to **translate global heritage and sustainability principles into locally grounded practices**, connecting rural areas through food systems, cultural identity and tourism development.

By operating at the intersection between local implementation and international policy alignment, within Euro-MED Amplification Strategy, MDG enhances the transferability and scalability of its results. The project can act as a connector between Mediterranean territories and global agendas on sustainable tourism, agricultural heritage and cultural diversity, thereby **contributing concretely to the Euro-MED Results' Amplification Strategy** and to long-term impact beyond the project lifecycle.

In line with the Results' Amplification Strategy, MDG's actions combine capitalisation of knowledge, cross-project cooperation and **engagement with governance and institutional dialogue mechanisms**, contributing to amplification both within and beyond the Programme area.

4.1 Strategic Contribution

MDG supports the Results' Amplification Strategy through a set of complementary contributions that respond directly to the three general objectives of the Strategy: facilitating



exploitation and reuse of results, encouraging transfer and integration into policies, and increasing coordination among Mediterranean actors.

Transferable models linking Mediterranean Diet and tourism

MDG develops and tests a **transferable model** that positions the Mediterranean Diet as a cross-sectoral lever connecting sustainable tourism, local food systems, cultural heritage and territorial identity. This model generates evidence-based knowledge and practices that can be **adapted and reused by other territories and projects**, contributing to the Strategy's objective of facilitating the exploitation, sharing and reuse of results across the Euro-MED space.

Cross-regional learning

Through its participation in the Sustainable Tourism Thematic Community and Institutional Dialogue activities, MDG interaction enables the **comparison of territorial contexts, governance approaches and implementation models**, reinforcing the Strategy's emphasis on continuous dialogue, peer review and coordination between actors operating at different territorial levels.

Evidence-based narratives grounded in local practices

MDG strengthens the Programme's evidence base by linking analytical work to **concrete local practices** observed in partner regions. This approach supports the Strategy's focus on capitalisation of evaluated experiences and validated results, ensuring that amplified messages are credible, grounded and **relevant for policy integration and territorial governance**.

4.2 Amplification Channels Activated by MDG

In coherence with the Strategy's guidelines for a joint Amplification–Communication work plan, MDG activated multiple channels to support the dissemination, transfer and integration of results .

Participation in Euro-MED events and seminars

MDG actively participated in online and in presence Programme-level events, thematic community meetings, training sessions and institutional dialogue initiatives promoted by **Community4Tourism and Dialogue4Tourism**. These events represent key amplification mechanisms identified by the Strategy, as they facilitate **knowledge sharing, coordination and visibility of results** within the Euro-MED circuit.

Organisation of MDG-Living Laboratories and workshops in partner regions

In line with the Strategy's emphasis on multi-level governance and territorial outreach, MDG contributed to and organised workshops and stakeholders' meetings in partner regions focusing on the links between Mediterranean Diet, sustainable tourism and local development.



These activities support the transfer of results to regional and local stakeholders and enhance the integration of Euro-MED knowledge into territorial practices.

Integration of Euro-MED messages into MDG communication and networking activities

MDG systematically integrated **Euro-MED Programme messages, priorities and policy frameworks into its communication**, dissemination and networking actions. This alignment reinforces the coherence between project-level outputs and Programme-level narratives, as envisaged by the Results' Amplification Strategy.

4.3 Dissemination Events

In line with Activity 3.3 objectives and the Euro-MED Results' Amplification Strategy, MedDiet Go implemented key dissemination events at both project launch and closure stages, ensuring visibility, stakeholder engagement and long-term capitalisation of results.

Kick-off Meeting and Launching Seminar – Seville (12–13 March 2024)

The MedDiet Go project was officially launched through a two-day Kick-off Partnership and Steering Committee Meeting in Seville, combined with a public **Launching Seminar integrated within the EcológicaKOK – Organic and Sustainable Gastronomy Forum**. The event gathered all project partners, associated stakeholders and regional actors, introducing MDG objectives, work plan, governance structure and expected impacts.

The public seminar session, dedicated to *"The Mediterranean Diet as a driver of sustainable tourism and its international projection"*, allowed MDG to position the Mediterranean Diet as a living cultural heritage and strategic lever for sustainable tourism, fostering early dialogue with local institutions, professionals and civil society.

Final Conference – Barcelona (17–18 November 2025)

The Final Conference of MedDiet Go was held in Barcelona in the framework of the **15th Anniversary of the Mediterranean Diet's recognition as UNESCO Intangible Cultural Heritage of Humanity**. During this event, representatives from six European countries signed a **Memorandum of Understanding**, formally consolidating the **Mediterranean Diet Cluster** as a permanent transnational cooperation platform.

The conference marked the culmination of MDG dissemination activities, presenting project achievements, tools and governance outcomes, and ensuring continuity beyond the project lifecycle by anchoring results within institutional, professional and territorial networks at Mediterranean level.



4.4 Added Value for the Euro-MED Programme

MDG generates added value for the Euro-MED Programme by reinforcing the strategic objectives of the Results' Amplification Strategy:

Strengthening the international dimension of sustainable tourism policies

By linking Mediterranean Diet, agricultural heritage and sustainable tourism to international frameworks (notably through alignment with FAO GIAHS and UNESCO heritage approaches), MDG supports the Strategy's objective of **increasing coordination with initiatives and policies operating at Mediterranean and international level.**

Bridging local practices and programme-level objectives

MDG acts as a connector between local implementation and Programme-level objectives, translating Euro-MED priorities into territorially grounded actions and feeding local evidence back into thematic and institutional dialogue processes. This bridging role directly supports the Strategy's **governance-oriented approach.**

Supporting scalability and replicability of results

Through its partnership, engagement in thematic communities and contribution to shared analytical and policy processes, MDG enhances the scalability, adaptability and replicability of its results. This contributes to the Strategy's overarching goal of increasing the reach, relevance and long-term usability of Euro-MED project **outcomes** beyond individual project lifecycles.

5. Key Conclusions from MDG Participation

The participation of MedDiet Go (MDG) in the activities of the Sustainable Tourism Thematic Community and the Institutional Dialogue processes generated a set of **cross-cutting conclusions** that are relevant both for the project itself and for the wider Euro-MED Programme objectives.

Relevance of cultural and food heritage for resilient tourism models

MDG's exchanges with other Thematic Projects confirmed that **cultural and food heritage** are not ancillary elements of sustainable tourism, but **core components of destination resilience.** Traditional food systems, agricultural landscapes and associated cultural practices contribute simultaneously to environmental sustainability, economic diversification and social cohesion. Their integration into tourism strategies strengthens the **capacity of destinations to adapt to external shocks**, climate pressures and market volatility, reinforcing long-term resilience.



Mediterranean Diet as a transversal policy lever for sustainable tourism

MDG's participation highlighted the Mediterranean Diet as a transversal policy lever capable of **bridging multiple thematic dimensions** addressed by the Sustainable Tourism Mission, including cultural heritage, public health, local economies and environmental sustainability. The Mediterranean Diet emerged as an integrative framework that can support coherent policy narratives and operational strategies, linking food systems and tourism development in a way that is both territorially grounded and transferable across Mediterranean regions.

Importance of multi-level governance (local-regional-Mediterranean)

The interaction between MDG, other Thematic Projects and governance actors underlined the necessity of **multi-level governance approaches for sustainable tourism**. Local practices and pilot actions gain relevance and durability when connected to regional strategies and Mediterranean-wide policy frameworks. Conversely, programme-level objectives and international agendas benefit from being informed by **concrete territorial evidence**. MDG's experience confirms that effective result amplification depends on continuous dialogue and alignment across governance levels.

Value of thematic communities for strengthening projects' impact

Finally, MDG's participation within the Sustainable Tourism Thematic Community demonstrated the added value of thematic communities as **spaces for capitalisation, learning and coordination** beyond individual pilot actions. Thematic communities enable projects to **position their results within broader policy** and strategic debates, enhance visibility, and contribute to collective narratives and recommendations. This **collective dimension** significantly strengthens project impact and supports the long-term sustainability and reuse of results beyond the project lifecycle.

6. Lessons Learnt Relevant for MDG and Future Actions

MDG's participation in the Sustainable Tourism Thematic Community and Institutional Dialogue activities, combined with the broader Programme-level experience accumulated under the Interreg Euro-MED Sustainable Tourism Mission, generated a set of **operational and strategic lessons** that are relevant for the ongoing implementation of MDG and for future actions beyond the project lifecycle. These lessons are **consistent with the governance and capitalisation principles** promoted by the Programme and reflect the evolution of sustainable tourism cooperation in the Mediterranean area.



6.1 Operational Lessons

Benefits of a structured cooperation among thematic projects

The experience of MDG confirms that structured cooperation among Thematic Projects—facilitated through **MED Clusters, thematic working groups and shared analytical tools**—significantly enhances the quality, relevance and usability of project results. Programme-level coordination mechanisms enable projects to **avoid fragmentation**, identify complementarities early and build on existing knowledge and methodologies, reinforcing the collective impact of individual actions.

Importance of early alignment with institutional dialogue mechanisms

MDG's exchange within Institutional Dialogue processes from an early stage with governance projects, public authorities and policy-oriented platforms (such as **NSTO-related activities**) supports the translation of technical outputs into policy-relevant messages and facilitates the **future uptake and reuse of results**. This lesson is fully aligned with the Programme's emphasis on advocacy, transfer and policy mainstreaming as core components of MDG sustainable tourism strategy.

Need for common language and indicators across projects

The Programme-level experience highlights the **need for a shared language, harmonised concepts and common indicators** across projects. MDG's participation in thematic exchanges and data-related discussions confirms that interoperability of data, alignment of sustainability indicators and coherence in terminology are essential to enable meaningful comparison, aggregation and reuse of results, particularly within networks such as the **Network of Sustainable Tourism Observatories (NSTO)**.

6.2 Strategic Lessons

Result amplification requires continuous engagement, not single events

A key strategic lesson emerging from Thematic Community's experience is that result amplification is a **continuous process** rather than a one-off dissemination activity. Ongoing participation in thematic communities, governance platforms, capacity-building actions and labs is necessary to ensure that results remain visible, relevant and adaptable over time. This confirms the **Programme's right approach** of sustained engagement through periodic fora, working groups and long-term networks.



Thematic positioning strengthens project visibility and policy uptake

MDG's clear thematic positioning—linking Mediterranean Diet, food systems and sustainable tourism—proved essential for effective integration within the Sustainable Tourism Mission. **Strong thematic focus** facilitates recognition within the Programme ecosystem, supports alignment with policy frameworks (such as the EU Transition Pathway for Tourism and the Glasgow Declaration), and **enhances the project's capacity** to contribute to shared narratives and policy recommendations.

Networks are key assets for sustainability beyond project lifetime

Finally, MDG's experience confirms that networks are among the most valuable **long-term assets** generated by Interreg Euro-MED cooperation. Participation in transnational and **Mediterranean-wide networks**—such as the Thematic Community, NSTO, Academy and related governance structures—creates conditions for continuity beyond project funding, enabling further transfer, reuse and evolution of results. This network-based approach is central to ensuring that sustainable tourism initiatives and the Programme strategic approach **contribute to long-term territorial transformation** rather than projects' remaining isolated pilot actions.

7. Recommendations from Thematic Community and Institutional Dialogue activities

Building on MDG's active participation in the Sustainable Tourism Thematic Community and Institutional Dialogue activities and considering the Programme-level guidance and operational experience consolidated beyond the Community projects, a set of recommendations emerges to strengthen both the MDG network and the overall effectiveness of Euro-MED Sustainable Tourism actions.

7.1 Recommendations for MDG Network Empowerment

Strengthening internal coordination for external representation

MDG would benefit from further strengthening internal coordination mechanisms to ensure coherent and continuous external representation **within the Thematic Community, MED Clusters and Institutional Dialogue platforms**. A clear internal articulation of roles and messages would facilitate more effective engagement with other projects, governance bodies and policy actors, and support the strategic positioning of MDG within the Sustainable Tourism Mission.



Capitalising on thematic events for long-term partnerships

MDG should continue to capitalise on thematic events, cluster meetings and MED Conventions as opportunities to establish and consolidate long-term partnerships. **Targeted follow-up actions**—such as bilateral or small-group online meetings—could further develop cooperation pathways with projects like **MED-GIAHS, LIBECCIO and TOURISMO**, transforming thematic convergence into sustained collaboration beyond single events.

Expanding the MedDiet EuroCluster and stakeholder base

The expansion of the MedDiet EuroCluster represents a key opportunity to **increase the number of stakeholders adhering to the Med Diet Declaration**, originally developed under the MD.net project. Strengthening this cluster would enhance MDG's capacity to mobilise public authorities, tourism operators, food-system actors and civil society around shared Mediterranean Diet values and sustainable tourism objectives.

7.2 Recommendations for Euro-MED Sustainable Tourism Actions

Further integration of food systems and cultural heritage

Euro-MED Sustainable Tourism actions would benefit from a stronger and more systematic integration of food systems, gastronomy and cultural heritage **into tourism governance and policy frameworks**. MDG's experience demonstrates that these dimensions are powerful drivers of tourism diversification, rural development and socio-cultural integration, and should be **more explicitly embedded** in future thematic calls, strategies and policy labs.

Reinforcing links between thematic projects and institutional actors

The Programme should continue to reinforce structured links between Thematic Projects and institutional actors **through Institutional Dialogue activities**. Facilitating access to platforms such as Join the MED, the European Tourism Transition Platform and policy-oriented working groups would **support the transfer of project results into strategies and decision-making processes** at regional, national and Mediterranean levels.

Supporting transnational replication of successful models

To maximise long-term impact, Euro-MED actions should further support the transnational replication of successful models developed by projects such as MDG. This includes promoting the **reuse** of methodologies, governance models, Living Labs approaches, digital and non-digital tools, and policy guidelines, as well as ensuring enabling conditions for **replication**, such as access to funding, skills, data, monitoring systems and stakeholder engagement mechanisms.

Strengthening dissemination and visibility mechanisms

Finally, reinforcing dissemination mechanisms—through **inclusion of project platforms in Programme-level repositories and best-practice portals**, and by offering dedicated



presentation slots during cluster meetings and MED Conventions—would enhance the visibility, usability and scalability of project results. This would contribute directly to the Euro-MED Results' Amplification Strategy and to the long-term sustainability of Sustainable Tourism initiatives beyond the project lifecycle.

8. Conclusions

This deliverable has documented the contribution of MedDiet Go (MDG) to the Interreg Euro-MED Sustainable Tourism Mission through its participation in the activities of the Thematic Community and the Institutional Dialogue under Activity 3.3. The analysis of MDG's engagement confirms the strategic relevance of this activity in strengthening cooperation, capitalising results and supporting long-term impact beyond the implementation of individual project actions.

Summary of MDG's contribution to the Euro-MED mission

Through its active participation in thematic exchanges, capacity-building actions and institutional dialogue processes, MDG has contributed to advancing a shared vision of sustainable tourism in the Mediterranean. By positioning the **Mediterranean Diet** as a transversal lever linking food systems, cultural heritage, territorial identity and tourism development, MDG has **enriched the Sustainable Tourism Mission with a concrete, evidence-based and transferable model**. Its cooperation with other Thematic Projects, in particular MED-GIAHS, and its engagement with governance and policy-oriented platforms can reinforce the integration of cultural and agricultural heritage into sustainable tourism narratives and practices at programme level.

Confirmation of the relevance of Activity 3.3 for long-term impact

The experience of MDG clearly confirms that the Community-level Activity plays a central role in ensuring long-term impact of Euro-MED projects. Participation in Thematic Community and Institutional Dialogue activities enabled MDG to move **beyond isolated pilot actions**, embedding its results within a broader ecosystem of projects, institutions and networks. Activity 3.3 proved essential for result amplification, policy alignment and transferability, facilitating **continuous learning, coordination** and **visibility** throughout the project lifecycle and beyond.

Link to future Euro-MED and Mediterranean cooperation perspectives

Looking ahead, MDG's experience highlights the **potential of Euro-MED thematic communities and governance mechanisms to act as long-term cooperation platforms for the Mediterranean**. The strengthened links with institutional actors, macro-regional strategies (such as EUSAIR), international frameworks (FAO and UNESCO-related) and **emerging tools**



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such as the Euro-MED Academy and NSTO create favourable conditions for future collaboration, replication and scaling-up of successful models. In this perspective, MDG's contribution supports the evolution of the Sustainable Tourism Mission towards a durable, integrated and multi-level cooperation framework capable of addressing shared Mediterranean challenges through coordinated, evidence-based and culturally grounded solutions.