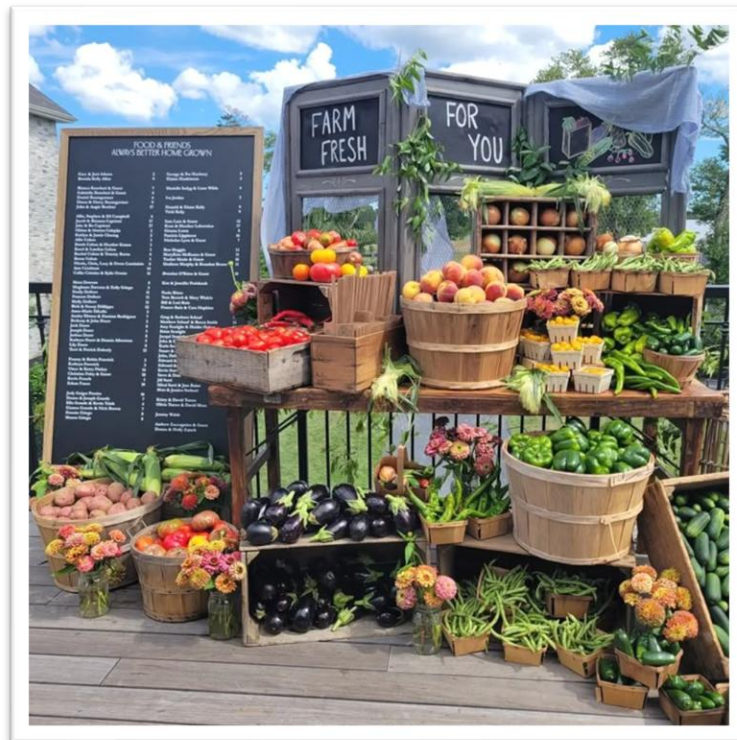




## D.2.2.1 REPORT WITH THE PROOFS OF 7 ONE-STOP SHOPS ESTABLISHED



*Photo source: Pinterest*



## DOCUMENT AND PROJECT DETAILS

Project acronym	MedDiet GO
Work Package	2. Promote the capitalisation of MD.net's high-quality results
Activity	A2.2 Tourism sectors modernisation (one-stop shops)
Deliverable Name	D2.2.1 Report with the proofs of 7 one-stop shops established
Deliverable Type	Key deliverable
Responsible Partner	PP3 E-zavod
Lead Partner	LP CCSEV
Due date of Deliverable	30.06.2025
Status	Final version
Submission date	15.9.2025



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## 1. INTRODUCTION

The MedDiet Go project builds upon the Mediterranean Diet ecosystem strategy initiated in 2018 with the MD.net – Mediterranean Diet: When Brand Meets People project. Implemented by 13 Euro-Mediterranean partners, MD.net placed social innovation at the core of its approach to support the sustainable development of rural communities. It addressed shared challenges across many Mediterranean rural regions, particularly economic and demographic disadvantages stemming from the underutilisation of the Mediterranean cultural identity's socio-economic potential, and the lack of innovative tools to compete in global markets.

Research conducted within MD.net (G. Gramigna, July 2020 – available on the MD.net website) explored how the Mediterranean Diet, culture, and climate could serve as levers for regional economic and enterprise development. Focusing particularly on the United States as a case study, findings indicated a significant potential market for health tourism based on Mediterranean Diet principles. The Mediterranean Diet represents not only a market for quality food products but also a compelling opportunity for niche tourism, contingent on the development of tailored accommodations and complementary services such as education, culture, and sport.

This form of tourism supports a diverse revenue model:

- Export-oriented revenue through high-value, certified Mediterranean food products.
- Import-oriented revenue from incoming tourists, particularly during the warmer seasons.

While export revenues are likely to be stable year-round, tourism-based revenues—though seasonal—offer higher profit margins, creating a well-balanced and resilient economic opportunity for Mediterranean regions.

MedDiet Go offers an opportunity to expand the knowledge and awareness gained through MD.net, thereby further enhancing the recognition of the Mediterranean Diet as a UNESCO Intangible Cultural Heritage. More importantly, it seeks to integrate both tangible and intangible aspects of the Mediterranean Diet into a holistic economic strategy.

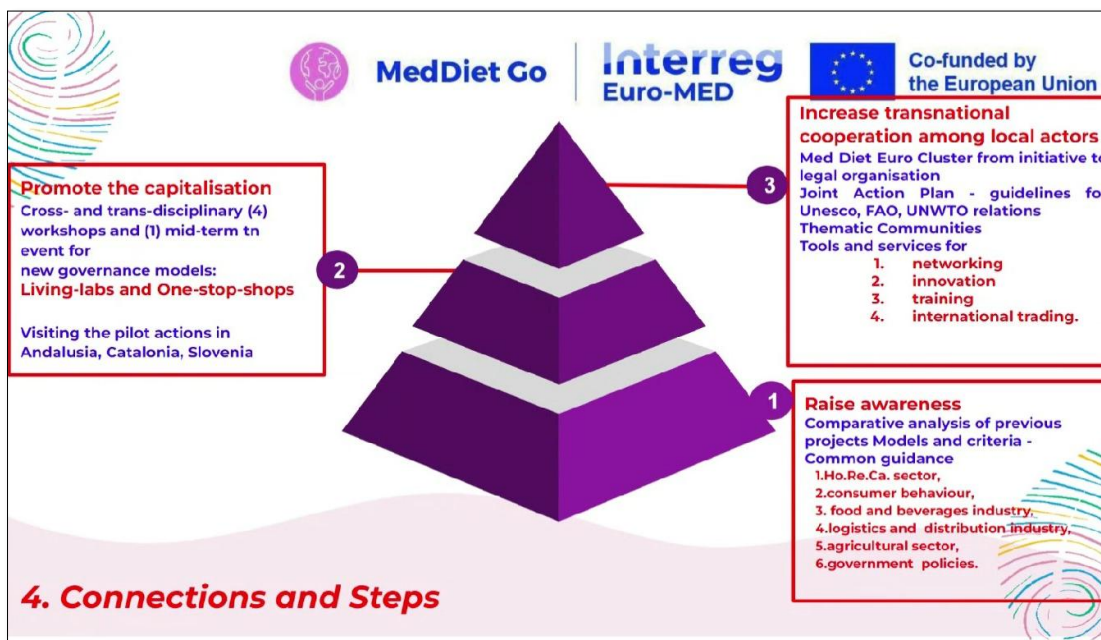
The project outlines two key pathways for transfer and growth:

1. Improving the level, quality, and seasonality of tourism offerings. The replication of Living Labs plays a pivotal role in fostering local cooperation, innovation, and service integration.
2. Enhancing international market access via shared service platforms such as the Euro-cluster, ensuring all partners benefit from common support structures.



## 2. PURPOSE OF WORK PACKAGE 2

The main aim of Work package 2 is to encourage the application of practices and results into local, regional strategies and promote new governance models, strengthening intersectoral dynamics.



Source: Chamber of Commerce, Industry, Services and Navigation of Seville, Project Kick-off meeting, Seville 2024

To achieve the key aim, a strategic leap in work package two is envisioned, involving the development and enhancement of local networks through the establishment of seven local Living Labs and one One-Stop-shop. This approach counters the typical seasonality of Mediterranean tourism, creating a robust, year-round revenue stream to fuel enterprise and rural economic development.

To consolidate and expand the tourism ecosystems initiated under MD.net, the partnership will replicate the Living Labs methodology in new territories. This includes the use of co-creation activities and participatory approaches to engage new communities and co-develop enhanced tourism experiences.

The local networks of Living labs and One-Stop-Shops address the following key challenges related to rural areas and seasonality of tourism in MED areas:

- Despite the EU’s ambitions for a Green Economy, traditional rural sectors—particularly agriculture and related industries—continue to experience job losses. In contrast, most new employment opportunities are projected to emerge in urban sectors such as financial services, construction, customer



- service, and legal and social professions. Nearly half of these job openings will require high levels of qualification, along with innovation in products and processes. While these challenges affect all areas, rural economies are particularly at risk of falling behind. To make these regions more competitive and resilient, the MedDiet GO project focuses on applying the holistic Mediterranean Diet (MD) model as a replicable framework for rural revitalisation. Emphasising innovation, creativity, and diversification of the traditional economy, particularly through the agri-tourism sector, is a key pathway forward.
- In the tourism sector, more than in most other fields, success depends on the ability of local stakeholders to build bridges across sectors—linking mobility services, accommodations, food production, wholesale and retail trade, and hospitality management. Such intersectoral collaboration is crucial to enhancing the quality and appeal of the overall territorial offering. However, achieving this integration is especially challenging in small communities where collaborative work is not yet the norm.

To overcome the mentioned challenges, partners will test methodologies, such as the Living Labs and One-Stop-Shops. These tools connect quadruple-helix stakeholders (public, private, academic, and civil society) to foster local innovation and align strategies with three overarching goals:

- green transformation
- social innovation
- digital transition.

The project's transnational nature is crucial in enhancing each partner's capacity to address local challenges and respond to global pressures. By sharing tools and knowledge, the partnership generates insights and solutions that would be unattainable in isolation.

The transnational approach in the implementation of tasks in WP2 will:

*1. Enable upward convergence:*

Partners will pool their expertise to raise the standard of services offered to local communities, integrating research outcomes into practical business models. This collective learning will foster higher-quality, more resilient local economies.

*2. Address geographic disparities:*

The transnational network plays a critical role in extending the holistic Mediterranean Diet model to diverse rural territories, even those outside the



traditional Mediterranean Diet regions. While countries like Italy, Greece, Portugal, and Spain have cultural ties to the MedDiet, the inclusion of Slovenia and Bulgaria expands the project's reach. In these regions, alternative territorial identities can be supported through similar sustainable development strategies, in line with the EU's Farm to Fork Strategy.

### *3. Support sustainable rural tourism and cohesion:*

By encouraging tourism initiatives in vulnerable territories and promoting social cohesion in small communities, MedDiet GO catalyses integrated rural strategies. The project invests in cross-cutting skills development, with a strong emphasis on digital tools and professional competencies.

### *4. Maximise complementarities:*

The diversity of partner organisations ensures a wide range of expertise is available for all project activities. The transnational structure of the Euro-Cluster brings significant added value compared to local networks alone. It fosters multi-stakeholder perspectives and includes both seasoned experts and younger professionals, creating a dynamic and high-performing partnership.

## **2.1 Scope of the task 2.2: tourism sectors modernisation (one-stop shops)**

In the MedDiet Go Project, Local living labs and One-stop shops will enhance local synergies to improve the quality of tourism and modernise tourism services through the sharing of locations and new technologies.

The project's long-term vision is that One-Stop shops will present a permanent supporting framework to enhance local stakeholder networks interested in supporting sustainable tourism and positively impacting rural economies, considering the Mediterranean Diet, local production/services, culture, and heritage.



### 3. SETTING-UP & OPERATION OF 7 CO-CREATION LABORATORIES & ONE-STOP-SHOPS

To ensure a comprehensive and transnational approach in all seven participating regions, in the framework of “Activity 2.1 Drawing up tourism strategies having impact in rural economies (living-labs)”, we developed a joint set of GUIDELINES FOR SETTING UP AND OPERATING 7 CO-CREATION LABORATORIES.

Guidelines for setting up and operating seven co-creation laboratories (Living Labs and One-stop shops) present the project's common approach for integrated and efficient local tourism development, considering cooperation with quadruple helix stakeholders and participatory methods.

#### 3.1 Using living labs to ensure a participatory approach for setting up and operating one-stop shops

A participatory process is crucial, as it ensures that decision-making incorporates diverse perspectives and fosters social cohesion. This approach fosters a sense of ownership of the outcomes by involving representatives from science, politics, business and civil society in the process. It ensures that the results reflect the needs and wishes of the wider community. Living Labs provide an environment that facilitates interactive schemas and encourages collaboration across different fields of knowledge to test holistically and co-create solutions to real-world problems and complex challenges, creating societal value. In this way, stakeholders are immersed in a creative social space where they can shape and experience their future.

The Living Lab approach<sup>1</sup> includes the following methods that enable stakeholders to develop knowledge-based tools and activities jointly:

- Informing stakeholders through a 'design thinking' approach
- Supporting civic engagement and capacity building
- Development of an impact-by-design research platform involving local stakeholders:
  - ✓ Collective ideation
  - ✓ Co-creation of solutions
  - ✓ Collective implementation.

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<sup>1</sup> The European Network of Living Labs (ENoLL) <https://enoll.org/about-us/what-are-living-labs/> 2017 - 2019 U4IoT Consortium. Living Lab Methodology Handbook. Available at: <https://www.scribd.com/document/366265932/U4IoT-LivingLabMethodology-Handbook>



The concept of 'Living Labs' helps to create an environment where key challenges can be recognised and solutions can be found. Their aim is to:

- jointly develop knowledge-based tools and activities,
- assess improved solutions,
- promote sustainable tourism in connection with the MD Diet opportunities.

The collaborative framework encourages multi-level engagement that combines local action with a global perspective and promotes horizontal exchange between like-minded people and vertical exchange between groups at different levels.

The set-up of Local One-stop shops functions as a social living lab, serving as a methodology, ecosystem, or community. The Social Living Lab serves as a context for informal learning and a process for community problem-solving (community development). People from diverse backgrounds unite to tackle shared concerns and drive innovation through interactive, engaging activities – for instance, practitioners leading experiments and individuals contributing their valuable insights as end-users, public administrators, company representatives, or academic researchers. Living Labs focus on (a) co-creating innovations, (b) in real-world contexts, (c) involving multiple stakeholders, with (d) the goal of creating sustainable value for all stakeholders.

Rather than sticking to a specific format, Social Living Labs are open-ended and organic. Unlike a formal course, there are usually no entry requirements for participation in a Social Living Lab. They are determined by the participants, rather than by external trainers or a general training agenda. Social Living Labs generally thrive on exchanging knowledge and skills among like-minded people. The informed learning approach builds on an apparent synergy between informed learning, social living labs and interprofessional education. These are contemporary approaches to learning that promote collaborative and creative problem-solving.

There is no single Living Lab method; they combine and adapt different user-centred co-creation methods to suit their purpose best. However, three main building blocks can be identified in the phases of innovation development<sup>2</sup> :

- Exploration: getting to know the "current state" and designing possible "future states".
- Experimentation: Testing one or more proposed 'future states' in practice.

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<sup>2</sup> Schuurman, D. 2015. Bridging the gap between Open and User Innovation?: exploring the value of Living Labs as a means to structure user contribution and manage distributed innovation (Doctoral dissertation, Ghent University). Available at <https://biblio.ugent.be/publication/5931264/file/5931265.pdf> (Living Lab Methodology Handbook. 2017 - 2019 U4IoT Consortium)



- Evaluation: Assessing the experiment's impact concerning the 'current state' to iterate the 'future state'.

### 3.2 Scope of Living Labs in the MDG project

In the framework of our project, we understand the Living Labs as an inclusive and creative process between a variety of actors, where knowledge and ideas are captured, integrated, generated and developed into sustainable innovations, and where the values deriving from the process are economic, social, cultural, environmental, experiential, symbolic, democratic and societal. In the MDG model, the Living Lab serves as the "think tank performer" for issues or ideas that OSS will implement.

Table 1: Living labs operate in 7 partner territories

PARTNER IN CHARGE	REGION/COUNTRY
CCSEV - Chamber of Commerce of Seville	Andalusia, Spain
FDM - Mediterranean Diet Foundation	Catalonia, Spain
E-Zavod	Slovenia
PUGLIA	Puglia Region, Italy
ELORIS	North Aegean Region, Greece
ADRAL -Alentejo Regional Development Agency	Alentejo, Portugal
VRATSA - Chamber of Commerce of Vratsa	Vratsa County, Bulgaria

Planned **key activity of Living Labs** according to the Application form:

- ✓ To organise **four workshops** in each region to identify specific priorities and define the structure of the One-Stop Shops.  
Setting up and operating the One-stop shop, which will have a cross-cutting character: connecting diverse fields, like agri-tourism accommodation, eco-transport, cultural events, interactive communication tools, etc.)

#### Complementary activities of Living Labs

- ✓ Presentation of the project-related activities, results and outputs:
  - Transfer of the identified project's good practices and lessons learned.
  - Present and promote the Med Diet Declaration and Brand.
  - Present the interactive tourism map that identifies the MDG circuits.
  - To organise the digital training foreseen by the project.



- ✓ Enhancing local stakeholder networks that are interested in supporting sustainable tourism in the local community.
- ✓ Developing a tourism strategy to impact rural economies positively.
- ✓ Support for developing and testing innovative tourism products/services/ itineraries.
- ✓ Other local and transnational activities that can contribute to local sustainable tourism development are considered.

**QUADRUPLE HELIX STAKEHOLDERS:**

- ✓ Decision makers: representatives of the local communities.
- ✓ Business stakeholders: any business located in the area of intervention connected with providing local products/services, suppliers of touristic services, culture and heritage, etc.
- ✓ Research institutions which are active in supporting local tourism and economies.
- ✓ Civil society: NGOs, societies active in tourism, promoting local heritage, culture, and events.

*Table 2: Time framework for the implementation of living labs workshops*

WORKSHOP	SCHEDULE
Kick-off workshop	In the first semester of 2025
Second workshop	Until June 2025
Third workshop	Until the end of September 2025
Final workshop	Until the end of October 2025



## 4. PARTICIPATORY METHODS AND WORKING TEMPLATES TO SUPPORT THE SET-UP AND OPERATION

To support the set-up and operation of the Living Labs, partners are using the following participatory methods and working templates.

Table 3: Participatory methods and templates

ANNEX	PARTICIPATORY METHOD	TIME FRAME
<b>ANNEX 1:</b> INVITATION TO the KICK-OFF WORKSHOP of "MedDiet Go" LIVING LABS & ONE-STOP-SHOPS	/	The Kick-off workshop should be implemented in the <b>first semester of 2025. Using Annex 4 as a support tool.</b>
<b>ANNEX 2:</b> START-UP REPORT, ONE-STOP-SHOP PLAN ( <b>Input for deliverable D.2.2.1</b> )	Project in a day: design thinking method	To prepare after the kick-off workshop in <b>the first semester of 2025</b>
<b>ANNEX 3:</b> Working sheet World Caffè workshop	World Caffè workshop method	
<b>ANNEX 4:</b> Project in a day, version for the Kick-off workshop	Project in a day, design thinking method or Future workshops	
<b>ANNEX 5:</b> Project in a day, version for co-creating new services/products/ itineraries	Project in a day: design thinking method	
<b>ANNEX 6:</b> Final Report ONE-STOP-SHOP PLAN (It will be prepared later)		To be prepared by the end of <b>October 2025</b>
<b>ANNEX 7:</b> Lesson learned report about Living Labs operation (It will be prepared later), <b>Input for deliverable D2.3.1</b>		Until the end of <b>October 2025</b>
<b>ANNEX 8:</b> Letter of Support for the establishment and operation of OSS <b>after the project's end</b>		Until the end of 2025



## 5. PRESENTATION OF THE BACKGROUND, MISSIONS, GOALS, COMMUNITIES & ACTIVITIES OF 7 ESTABLISHED LIVING LABS & ONE-STOP SHOPS

According to our joint project Living Lab methodological approach, each local Living Lab implemented the following steps to set up their local living lab network:

Step 1: Preparation of the SWOT analysis of the territory.

Step 2: Identifying the mission and goals of the Living Lab.

Step 3: Key stakeholders of the Living Labs presented their capacities and motivations for cooperation.

Step 4: Partners and stakeholders identified key Living lab activities to be implemented in the MedDiet GO project.

### 5.1 Summary of the backgrounds of testing territories based on SWOT analysis

All living lab partner territories identified key strengths, opportunities, weaknesses and threats related to the support of sustainable tourism at the Living Lab Kick-off workshop, in the form of SWOT analysis. The analysis presents the first step in the process of identifying the key focus of the Living Lab cooperation in each territory.

#### Living Lab Andalusia, Spain

STRENGTHS	OPPORTUNITIES
<ul style="list-style-type: none"> <li>• Strong institutional support from regional actors.</li> <li>• Presence of committed stakeholders with prior experience in Mediterranean Diet (MD.net) projects.</li> <li>• Existing infrastructure and event frameworks (e.g., EcologicaKOK) to support Living Lab activities.</li> <li>• Strong cultural alignment with Mediterranean Diet principles.</li> </ul>	<ul style="list-style-type: none"> <li>• Synergies with high-impact EU-funded projects.</li> <li>• Broadening international visibility through UNESCO, FAO, and UfM.</li> <li>• Engagement of stakeholders through events like ecologicaKOK.</li> <li>• Development of Living Labs in rural areas to boost local economies.</li> </ul>



<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Limited time stakeholders spend in rural regions (e.g., Alentejo).</li> <li>• There is a need for harmonisation across partner regions regarding deliverables.</li> <li>• Reduced the number of outputs compared to the original proposal.</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Risk of uneven stakeholder participation across regions.</li> <li>• Dependency on external international institutions (UNESCO, FAO) for key outputs.</li> <li>• The complexity of coordinating bilateral meetings and reporting across multiple regions is significant.</li> </ul>
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### Living Lab Catalonia, Spain

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Large product-centred food industry.</li> <li>• The Mediterranean Diet is well known.</li> <li>• The world's biggest international tourist destination.</li> <li>• Rich natural and cultural heritage, with varied landscapes and regional activities and festivities.</li> </ul>	<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Redirecting the city-focused tourism to the rural areas.</li> <li>• Rural areas have many small producers that may benefit from diversifying through tourism.</li> <li>• Statewide knowledge and agreement on the rural depopulation situation, along with general concern about it.</li> </ul>
<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Low-budget tourism.</li> <li>• Few tourist destinations attract the majority of visitors.</li> <li>• The sustainable tourism practices are not widely followed.</li> <li>• Depopulation of rural areas due to a lack of employment.</li> <li>• Local producers cannot invest in diversification (new products or tourist opportunities).</li> <li>• There is too much bureaucracy for developing any new enterprise.</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• The negative impact of non-sustainable tourism expanding to the rural areas could destroy the local biodiversity and ecosystems (natural and social).</li> <li>• The economic impact of tourism could discourage traditional occupations and production activities.</li> </ul>



## Living Slovenia

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• A destination with a strong product profile and a clear motive for arrival (thermal spa and health resort product).</li> <li>• A year-round product with the lowest seasonality rate in Slovenia</li> <li>• Knowledge of people, based on tradition.</li> <li>• The diversity of cultural landscapes, cultural heritage, historical attractions, natural beauties and authentic local experiences.</li> <li>• Recognised for its rich wine culture and the tradition of producing high-quality food, the landscape is famous for its wine and traditional cuisine.</li> <li>• Preserved, peaceful, and safe rural environment, with local communities very supportive of tourism development.</li> </ul>	<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Increased awareness of the importance of health and well-being.</li> <li>• Introducing sustainable business models in the operation of spa resorts (and spa destinations) and developing the "local-vital" concept.</li> <li>• Turning away from crowds and busy tourist destinations, towards smaller local communities that manage tourism well and provide a safe, authentic experience.</li> <li>• Intensifying the inclusion of cultural content and settings, as well as contemporary culinary and oenological portfolios in tourism products and spa programmes.</li> <li>• Targeting more demanding market segments with more differentiated products.</li> </ul>
<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Market attractiveness of the destination is lagging.</li> <li>• Micro-providers mostly adopt a low-price positioning strategy and do not engage in destination development.</li> <li>• The lack of distinctive products with higher value-added and the absence of sales products provide a basis for more successful marketing.</li> <li>• The touristic infrastructure requires new investments to both renew and expand the tourism portfolio.</li> <li>• There remains an insufficient connection with the local environment, and urban planning is poor.</li> <li>• Significant differences within the macro destination in terms of</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Further decline in the competitiveness vis-à-vis competitors in Eastern and Central Europe.</li> <li>• Business strategy based on prices rather than differentiation (further competition in the generic beach tourism or guesthouse market).</li> <li>• Fierce competition among service providers in a limited domestic market.</li> <li>• Long-term provision of staff, competencies and innovation.</li> <li>• Delays in urgently needed investments occur due to the depletion of companies' assets.</li> <li>• Absence of regional development shifts in public transport, related products and public tourism infrastructure.</li> </ul>



organisation, management and support environment.	
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### Puglia Region, Italy

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Relevant cultural and natural venues.</li> <li>• People (local operators with a deep know-how about the territory).</li> <li>• Food and traditions.</li> </ul>	<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• New and innovative valorisation activities.</li> <li>• Existing collaborations and connections among operators.</li> <li>• Potential expansion of the territory as a tourist destination.</li> </ul>
<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Connections among operators in different sectors.</li> <li>• Communication/promotion of the territory as a destination.</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Unsustainable tourism.</li> <li>• Loss of identity.</li> </ul>

### North Aegean Region, Greece

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Still authentic.</li> <li>• No overtourism issues.</li> <li>• Self-sufficient in terms of food products.</li> <li>• An increasing number of successful social cooperative enterprises.</li> </ul>	<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• The Mediterranean diet is increasing in popularity.</li> <li>• Ideal destination for “Experience” tourism.</li> <li>• An increasing number of educated young people return to land cultivation.</li> <li>• There is an increasing number of educated young people involved in the food sector.</li> </ul>
<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Inadequate tourism infrastructure.</li> <li>• Inadequate and expensive air and sea transportation.</li> <li>• Fragmented marketing and promotion approaches.</li> <li>• Absence of Destination Management Organisation (DMO) in the region.</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Overheating during the summer months.</li> <li>• Extreme weather conditions destroy local cultivations and crops.</li> <li>• Absence of long-term strategy.</li> <li>• Limited coordination between associations and local authorities.</li> </ul>



### Alentejo, Portugal

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Strong cultural and gastronomic identity rooted in the Mediterranean Diet (e.g., Talha wine, acorn bread, certified products, traditional festivals like the River Fish Festival)</li> <li>• Authentic tourism experiences connected to agriculture, nature, local know-how, and gastronomy</li> <li>• Active involvement of local stakeholders (producers, municipalities, associations, universities)</li> <li>• Existing place-based projects such as gastronomic routes, local markets, and rural tourism</li> <li>• High-value natural capital – Montado landscapes, biodiversity, protected areas</li> </ul>	<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Creation of integrated thematic routes based on the Mediterranean Diet</li> <li>• Regional certification and MedDiet branding to enhance the value of local products and services</li> <li>• Use of digital technologies and AI to connect producers, consumers, and tourists (e.g., marketplace, concierge app)</li> <li>• Digital training and upskilling of local actors supported by educational and R&amp;D institutions</li> <li>• Support from EU and international networks, such as the MedDiet Euro-Cluster, FAO GIAHS, Smart Villages, etc.</li> <li>• Youth engagement through rural entrepreneurship, innovation, and the circular economy</li> </ul>
<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Low digital maturity among small businesses and rural producers</li> <li>• Lack of coordination between local projects and absence of strategic integration</li> <li>• Weak international visibility of the "Mediterranean Alentejo" brand in tourism markets</li> <li>• Logistical constraints and limited product distribution infrastructure</li> <li>• Lack of shared data platforms and integrated business support services</li> <li>• Dependence on voluntary efforts or non-professionalised initiatives</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• An ageing rural population and loss of traditional knowledge</li> <li>• Rural depopulation and limited generational renewal</li> <li>• Limited public funding and administrative complexity</li> <li>• Competition from more established tourist destinations with similar offerings</li> <li>• Highly seasonal tourism with low off-season impact</li> <li>• Risk of superficial use of the Mediterranean Diet concept without true community engagement</li> </ul>



### Vratsa County, Bulgaria

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Rich culinary and agricultural heritage (e.g. cheese, wine, traditional recipes).</li> <li>• Strong connection between culture, food, and tourism.</li> <li>• Active engagement of local communities and producers.</li> <li>• Existing successful practices include "Slow Food", "Cheese Cult", and "Oleo tourism".</li> <li>• Cultural authenticity and identity are deeply rooted in local traditions.</li> <li>• Existing networks of stakeholders from previous initiatives.</li> </ul>	<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Development of agri-tourism and eco-tourism.</li> <li>• Use of digital technologies – mobile apps, online marketing.</li> <li>• Educational programs and tourist-inclusive events.</li> <li>• Support from EU initiatives and projects (e.g. MD Euro-Cluster, FAO GIAHS).</li> <li>• Creating synergies with academic institutions for innovation and research.</li> <li>• Engaging Youth in Rural Innovation and Entrepreneurship.</li> </ul>
<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Low digital maturity of local businesses.</li> <li>• Limited accessibility for people with disabilities.</li> <li>• Weak international marketing and brand recognition.</li> <li>• Limited availability of data to inform strategic planning.</li> <li>• Underdeveloped brand identity in international markets.</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Limited public funding and investment.</li> <li>• Insufficient coordination between institutions and stakeholders.</li> <li>• There is a risk of losing traditional knowledge and practices without timely support.</li> <li>• Migration and population decline in rural communities.</li> <li>• Over-dependence on seasonal tourism leads to instability.</li> </ul>



## 5.2 Identified missions and goals of MDGs Living Labs

The second step in the process of establishing the local Living Labs was connected to setting up the Living Labs' mission and goals. Partners, in collaboration with quadruple helix stakeholders, identified the aims of supporting sustainable tourism.

Table 4: Identified missions

Living Lab	Identified mission
Andalusia, Spain	The mission is to foster sustainable tourism rooted in Mediterranean Diet values by increasing stakeholder cooperation, promoting the capitalisation of best practices from previous MD.net results, and raising awareness of the MDG strategy through regional branding.
Catalonia, Spain	Identifying opportunities, challenges, and lines of action to strengthen wine tourism as a tool for rural development, with a sustainable and participatory approach aligned with the values of the territory and the Mediterranean Diet.
Slovenia	To establish a common approach for integrated and efficient local tourism development, considering cooperation with quadruple helix stakeholders using participatory methods.
Puglia Region, Italy	The mission is to collaborate on creating new services that promote the Mediterranean Diet and support sustainable tourism by connecting various sectors, including agriculture, culture, transport, and innovation, in the Province of Foggia.
North Aegean Region, Greece	The main mission is to create clusters between interrelated sectors, including tourism businesses, the food and beverage sector, producers, and communication & marketing businesses.
Alentejo, Portugal	To foster sustainable regional development in Alentejo by promoting the Mediterranean Diet as a catalyst for innovation, cultural identity, and rural resilience — through the integration of local production, sustainable tourism, education, and digital transformation.
Vratsa County, Bulgaria	To enhance sustainable rural development by promoting the Mediterranean Diet as a



	<p>tool for cultural, economic, and social regeneration, while fostering innovation and cooperation through Living Labs and One-Stop-Shops. The mission aligns with the EU green and digital transitions and focuses on building resilient, inclusive, and competitive rural ecosystems.</p>
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Table 5: Identified goals

Living Lab	Identified goals
Andalusia, Spain	<ul style="list-style-type: none"> <li>The goal is to implement co-creation workshops (Living Labs), international collaboration, and community engagement to produce tangible socio-economic benefits for rural and Mediterranean communities.</li> </ul>
Catalonia, Spain	<ul style="list-style-type: none"> <li>Utilising the quadruple helix stakeholders to facilitate a cross-sectoral discussion on the current state of the wine production industry and its potential benefits from sustainable tourism.</li> <li>Disseminate best practices related to the Mediterranean Diet, wine production, sustainable tourism, and entrepreneurship.</li> <li>Raise awareness about the state of Mediterranean Diet adherence and the danger of it being substituted by other, less sustainable and unhealthy ways of life.</li> <li>Help stakeholders access the information, funding, certifications, or connections they need to further their businesses.</li> <li>Establish a One-Stop-Shop to support local Mediterranean Diet-focused SMEs in their digitalisation, internationalisation, and overall development.</li> <li>To share with participants knowledge about the Mediterranean Diet and sustainability that can serve as an asset, increasing the value of their initiatives.</li> </ul>



Slovenia	<ul style="list-style-type: none"> <li>• Strengthening the network and cooperation of local quadruple helix stakeholders in the field of supporting rural tourism.</li> <li>• Raising awareness, capacities and sharing new knowledge in the field of rural tourism, to support the strengthening of the destination’s product development, management, positioning and market attractiveness.</li> <li>• Improvement of tourism-environment-population balance. Including environmental sustainability and circular economy approaches into the existing and potential new products.</li> <li>• Transfer of MedDietGO Project Results: Good Practices and Lessons Learned. Present and promote the Med Diet Declaration and Brand, and organise the digital training foreseen by the project.</li> </ul>
Puglia Region, Italy	<p>The Living Lab aims to determine the types of services a “hub” dedicated to the Mediterranean Diet should offer. This hub will be in the Territorial Museum, which is being renovated.</p> <p>The goals are:</p> <ul style="list-style-type: none"> <li>• To define the map of the local values in terms of food and traditions.</li> <li>• To stimulate new connections and possibilities, to encourage contaminations between a plurality of perspectives, between traditional knowledge and innovative visions.</li> <li>• To promote the co-creation of new services that promote the Mediterranean Diet and support sustainable tourism.</li> </ul>
North Aegean Region, Greece	<ul style="list-style-type: none"> <li>• To build synergies with common goals.</li> <li>• To work together, create bonds and identify opportunities and threats.</li> <li>• To shape policies.</li> <li>• To exchange expertise.</li> </ul>



	<ul style="list-style-type: none"> <li>• To build an outward-looking culture of innovation and entrepreneurship.</li> </ul>
Alentejo, Portugal	<ul style="list-style-type: none"> <li>• Promote the Mediterranean Diet as a key driver of sustainable development, cultural preservation, and regional branding.</li> <li>• Establish the Living Lab as a collaborative platform for co-creation, knowledge exchange, and stakeholder engagement.</li> <li>• Develop the One-Stop-Shop (OSS) as a support hub offering digital tools, training, and guidance to rural businesses and communities.</li> <li>• Enhance local value chains by integrating food production, gastronomy, tourism, and culture into cohesive territorial offerings.</li> <li>• Support certification processes and the development of a MedDiet label to boost trust, visibility, and competitiveness.</li> <li>• Stimulate digital innovation by connecting producers, consumers, and tourism services through user-friendly platforms.</li> <li>• Encourage youth engagement and entrepreneurship, especially in rural and depopulated areas.</li> <li>• Foster partnerships among municipalities, academia, businesses, and civil society to scale impact and share resources.</li> <li>• Enhance access to funding, data, and training, fostering inclusive growth and capacity-building throughout the territory.</li> <li>• Contribute to European and international strategies, including the Green Deal, sustainable food systems, and cultural heritage protection.</li> </ul>
Vratsa County, Bulgaria	<ul style="list-style-type: none"> <li>• Establish and operationalise Living Labs as participatory innovation environments for co-creation and knowledge sharing.</li> </ul>



	<ul style="list-style-type: none"><li>• Develop one-stop shops as practical support hubs to provide digital services, training, and capacity-building for local SMEs.</li><li>• Strengthen collaboration between local producers, institutions, academia, and tourism operators.</li><li>• Promote local identity and biodiversity through gastronomy, storytelling, and cultural heritage.</li><li>• Facilitate access to funding, certification processes, and international cooperation networks.</li><li>• Integrate environmental sustainability and digital innovation in the rural tourism offer.</li><li>• Enhance public awareness and education around the values of the Mediterranean Diet and rural resilience.</li></ul>
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### 5.3 Communities: key stakeholders of MDGs Living Labs and their roles

Step three in the process of setting up local living labs and one-stop shops refers to each key stakeholder of local Living Labs expressing their capacities and motivations to join the Living Lab framework.

#### Living Lab Andalusia, Spain

Name of organisation	Sector area	Potential role	Motivation/ Benefits
University and Higher Education in Andalusia (EUSA)	Private University Centre in Seville	Educational partner supporting training activities and stakeholder engagement.	Access to innovation in training, collaboration with regional stakeholders, and visibility
Regione Campania - Scabec	UNESCO Immaterial Heritage	Strategic partner contributing expertise on Mediterranean heritage and MD.net capitalisation.	Support the valorisation of Mediterranean heritage and policy alignment.
PRODETUR - Diputación de Sevilla	The Province of Seville (through its Development Agency, PRODETUR), which is associated with the project	Institutional partner facilitating regional cooperation and promotion of sustainable tourism.	Leverage OSS as a development tool for regional economy and tourism actors.
Marqués de Caicena S.L.	A company concerning agricultural products	Local producer offering input on agri-food traditions and supply chains.	Enhance visibility, leverage networking opportunities, and align with MDG's strategic objectives.
Consejo Regulador de las IGP Aceitunas Manzanilla y Gordal de Sevilla	An associated partner that represents 40 businesses.	Sector representative contributing industry-specific knowledge and network access.	Promote PDO/ PGI products, enhance market positioning, and expand stakeholder base.
Seville City Tourism Office	Tourism Development	Local public actor promoting tourism initiatives and supporting regional branding.	Support sustainable tourism and gain visibility in the MDG framework.



Gastromium, International School of Hotel Management	Hospitality and Culinary Education	The training institution delivers specialised hospitality and MD-related skills.	Enhance curriculum and internationalisation through practical project engagement.
La Cultivada	A company that produces oil	Model SME promoting high-quality olive oil aligned with Mediterranean Diet values.	Promote sustainable production and expand reach via project dissemination.
El Comensal	A company that creates a gastronomic guide of Seville	Media partner supporting the dissemination of gastronomic content and visibility.	Gain exposure, contribute to the gastronomic tourism industry, and reach new audiences.
Insuleur	Insular Chambers of Commerce and Industry of the European Union	Networking partner offering connections with other insular regions and chambers.	Foster interregional cooperation and promote insular development strategies.
Fundación Cruzcampo	Youth employment	Social actor promoting youth employability through OSS-related training activities.	Contribute to youth empowerment and align with inclusive employment strategies.
Rocío Porfirio	CEO ACH Consulting	Local consultant supporting coordination and stakeholder mobilisation.	Facilitate project implementation and strengthen territorial connections.



### Living Lab Catalonia, Spain

Name of organisation	Sector area	Potential role	Motivation / Benefits
General Secretary of Food Quality and Sustainability of the Ministry of Agriculture, Fisheries and Food.	Public Institution	As the highest-level public body regarding agriculture and the food industry, they can influence the current situation with the needs of the producers and consumers through the One-stop shop.	The food sector is one of the most valuable in Spain.  Modernising the production process will improve the economy of the country.
Spanish Wine Federation	Statewide Wine Producers Association	Support for wine producers throughout Spain, with significant influence in the industry, can help develop a unified strategy for the wine tourism sector statewide.	Modernisation of the wine sector and diversification of the wine companies through tourism
Bodegas Masaveu	Wine Producer	Producer POV, and Know-how	Business growth and promotion
Wine Tourism Master (UNIR)	Gastronomy-Tourism Education	Wine Tourism Knowledge	Improving the Wine Tourism offer
Abadía Retuerta	Wine Producer	Producer POV, and Know-how	Business growth and promotion
Enate	Wine Producer & Wine Tourism Agent	Producer POV, and Know-how	Business growth and promotion
Dinamiza Asesores	Wine tourism itineraries developers	Developers of the La Rioja wine tourism itinerary, renowned throughout Spain, should be used as a	Bettering the wine tourism experiences by applying their success stories



		Best practice experience by other initiatives.	and furthering their initiatives
Vallformosa Foundation	Wine producers & local economy dynamizer	Producer POV, and Know-how	Business growth and promotion
CBA (Circular Bioeconomy Alliance)	Sustainability platform	Sustainability experts	Improving the knowledge of sustainability and its adoption by local producers and tourism agents
Global Institute for the future of Tourism (GIFT)	Tourism industry international association	Sustainable tourism experts	Improving the knowledge of sustainability and its adoption by local producers and tourism agents
FDM Mediterranean Diet Foundation	NGO focused on the Mediterranean Diet	Coordinator, Mediterranean Diet experts	Boosting the Mediterranean Diet through Sustainable Tourism and Local Products

### Living Slovenia

Name of organisation	Sector area	Potential role	Motivation / Benefits
Regional development agency Podravje	Regional authority responsible for regional development	Networking and communication	Improved collaboration between local stakeholders
ZRS Bistra-Scientific Research Centre Ptuj	Scientific research and development institutions are involved in	Linking science and the economy	Acting as a mediator for the better development of



	empowering development with knowledge and excellence, in both the public and private sectors.		the region, based on knowledge, innovation, and expertise, thus opening possibilities to create an innovative region.
Development agency Pomurje	Acts as a business support development institution for municipalities, other partners and the population in rural areas of Pomurje	Planning, implementation, coordination and management of local development projects in the fields of entrepreneurship, infrastructure, space, ecology, agriculture and others.	Improved collaboration between local stakeholders
Chamber of Commerce and Industry of Slovenia – Chamber of Agricultural and Food Enterprises	The biggest representative organisation for the food industry in Slovenia	Support and knowledge transfer	Support and promotion
Municipality of Maribor	Local authority	Networking and communication	Improved collaboration between local stakeholders
Academia	The College of Applied Sciences focused on the education of media production.	Education and training in the field of digital support	Raise knowledge in the field of digital media
Arborist	The company is active in the conservation of natural habitats	Know-how and expertise in the field of natural habitats	Raise the knowledge in the field of natural habitats



Local tourist center Slovenske Konjice	Tourism promotion support	Promotion	Promotion of existing and potential services
Family farm Majnik	An eco and biodynamic farm is offering a workshop on herb cultivation and harvesting.	Education and workshops implementation	SMEs and citizens' training
Family farm Meglič	Eco farm offering herbal products from the monastery Žička Kartuzija.	Education and workshops implementation	SMEs and citizens' training
Fermentarnica d.o.o.	The company uses science and technology to develop alternative plant products that are tastier, more nutritious, more affordable, and more sustainable for our planet.	Education and workshops implementation	SMEs and citizens' training

### Puglia Region, Italy

Name of organisation	Sector area	Potential role	Motivation / Benefits
Distretto del cibo Daunia rurale	Food	Food and wine sector experts	Knowledge of local products
Fedeli alla vigna	Wine	Experts in the promotion of local products	Different and original experiences
Archeologica SRL	Operators and companies in the cultural heritage field	Cultural and archaeological services for all (adults, children, schools)	Involvement of users



Phoenix SRLS	Restaurant	Food and wine sector experts	Knowledge of local products
Chef del Mediterraneo	Chef	Food and wine sector experts	Knowledge of local products
Polo biblio-museale di Foggia	Museum	Cultural centre, location for events and hub	Official location
UNIFG	University	Researchers	Study of the territory
Azienda agricola Gallo SRL/Agriturismo Moschella	Educational farm	Location for experiences and events	Different and original experiences
Rete del Mediterraneo	Group of companies	Enhancement of the Mediterranean area	Network
Birrificio Rebeers	Beer	Experts in promotion of local products	Knowledge of local products
ASP Zaccagnino	Well-being of the person	Enhance the Mediterranean diet for well-being	Network/welfare

### North Aegean Region, Greece

Name of organisation	Sector area	Potential role	Motivation / Benefits
Northern Aegean Tourism Directorate – North Aegean Region	Public Sector - Tourism	Coordination	Effective promotion policy planning
Visit Lesvos	Municipality of Mytilene	Promotion	Effective promotion policy planning
Molyvos Tourism Association	Tourism	Education and Training	SMEs staff training
Welcome to Lesvos	Municipality of West Lesvos for Lesvos Island.	Promotion	Effective promotion policy planning
Lesvos Food Fest	Food Festival	Communication and Clustering	Effective networking



			between locals and visitors
Visit Agiasos	Culture & Tourism	Education and Training	SMEs staff training
Limnos Philema	Food Festival	Communication and Clustering	Effective networking between locals and visitors
Tastes like Chios	Food promotion initiative	Communication and Clustering	Effective networking between locals and visitors
United Winemaking Agricultural Cooperative of Samos	Wine producer	Know-how and expertise	Raise awareness among local communities
The Chios Gum Mastic Growers Association	Mastic Growers	Know-how and expertise	Raise awareness among local communities
Lesvos Association of Distillers	Spirits and ouzo producers	Know-how and expertise	Raise awareness among local communities

### Alentejo, Portugal

Name of organisation	Sector area	Potential role	Motivation / Benefits
ADRAL	Regional Development Agency	Regional coordination, stakeholder engagement, support with funding and innovation	Strengthen territorial cohesion and foster sustainable entrepreneurship.
CEBAL	R&D – Biotechnology and Agro-food	Provide scientific expertise, support in innovation and food system sustainability.	Apply research to real-life territorial challenges and strengthen agri-food systems.
Mercearia de Portugal	Local Retail / Gastronomic Promotion	Promote certified MedDiet products and support local producers	Increase product visibility, attract conscious consumers, support short value chains



Enlaight	Digital Technology / Data Solutions		
Município de Alandroal	Local Government / Cultural & Tourism Promotion	Host workshops, promote routes, support local producers and festivals	Enhance the local economy through tourism and identity-based promotion
CARMIM			
ISQ	Training & Certification / Technology Transfer	Support with training, certification schemes, and technical assistance	Expand capacity-building in rural areas and apply technical know-how to sustainable practices
EDIA	Public Infrastructure / Water & Land Management	Support sustainable land use and integrate environmental data	Align irrigation/agriculture infrastructure with sustainable tourism and agri-food systems
Castro & Neto, Lda	Landscape Architecture / Rural Development	Technical support in territorial planning and tourism integration	Link ecological design with tourism; promote multifunctional land use and a sustainable territorial identity
Paisagindo BIO	Organic Farming / Ecological Landscape Management	Supply products, share good practices, and participate in tourism-agriculture circuits.	Promote biodiversity, support sustainable practices, and increase access to niche consumers
CCDR Alentejo	Regional Public Authority / Strategic Coordination	Institutional support, alignment with regional policies and funding frameworks	Ensure policy coherence and long-term integration into regional development strategies
Terramay		Sustainable Tourism / Agroecology & Retreats	Pilot immersive MedDiet experiences and host thematic workshops



### Vratsa County, Bulgaria

Name of organisation	Sector area	Potential role	Motivation / Benefits
CCI-Vratsa	Public Institution	Local coordination, training	Empowering rural development and visibility
Union of Fruit and Vegetable Processors (SPPZ)	Agri-food Processing / Industry Association	Support for local producers and processors, advocacy, and technical assistance in the fruit and vegetable preservation industry	Strengthen the link between producers and processors, improve the quality and competitiveness of local products, and promote sustainable development in the sector.
Pendara.bg	Rural Tourism / Gastronomy / Digital Platform	Facilitating authentic rural experiences, culinary tourism, and cultural preservation through a digital platform connecting travellers with local hosts	Promoting sustainable rural development by empowering local communities, preserving traditional Bulgarian heritage, and enhancing the visibility of rural destinations
DSI Ltd	Software Development / IoT	Development of digital tools and smart solutions for rural tourism	Enhance digital transformation and provide innovative IoT solutions to support



			sustainable tourism initiatives
HRC Culinary Academy	Culinary Education / Hospitality Training	Providing culinary education, training, and capacity-building for local food and tourism professionals	Enhancing the quality and competitiveness of the local culinary and hospitality sectors through internationally accredited programs and practical training opportunities
ProXuman Digital World Foundation	Education / Digital Inclusion	Delivering digital skills training and youth empowerment programs	Promoting inclusive digital transformation and supporting vulnerable groups in rural areas
Individual Young Entrepreneurs	Agriculture and crafts	Innovation drivers, local business development, and community engagement	Fostering entrepreneurship among youth to stimulate economic growth, promote sustainable practices, and enhance the vitality of rural areas
Local producer	Agriculture/Food	Product supply and tourism integration	Business growth and promotion
Pecheli.NET	Digital Services	Digital engagement and promotional strategies	Enhance digital outreach and provide data-



			driven insights for local tourism.
MURGASH 88 LTD	Food Distribution and Logistics	Providing distribution and logistics services for local food producers, expanding market reach, and supporting brand development	Enhancing the visibility and competitiveness of local food products through an established distribution network and expertise in brand development
Chef Viktor Zhechev	Culinary Arts / Gastronomy / Culinary Education	Culinary innovation, mentorship, and promotion of Bulgarian gastronomic heritage	Benefits: Leveraging international experience to enhance local culinary practices, support emerging chefs, and elevate Bulgaria's food culture on the global stage



### 5.4 Key activities of MDG Living Labs

The final step in setting up local Living Labs and One-stop shops was drafting the key Living Lab activities to be implemented within the framework of the MedDiet Go project.

#### Living Lab Andalusia, Spain

Title & Description	Participating Stakeholders	Next steps
Organisation and implementation of the 1 <sup>st</sup> Living Lab workshop: "MedDiet Go Launching Seminar - EcologicaKoK"	All	Planning the next meetings.
Organisation and implementation of the 2 <sup>nd</sup> Living Lab workshop: "Conscious Cooking: Proximity, Responsibility, Sustainability"	All	Preparation of the programme for the next workshop and implementation.
Organisation and implementation of the 3 <sup>rd</sup> Living Lab Workshop.	All	Preparation of the programme for the next workshop and implementation.
Organisation and implementation of the 4 <sup>th</sup> Living Lab Workshop.	All	Strategic planning related to the future role of the One-Stop Shop.
Identify governance, policies and tools to ensure the possibility of a future sustainability of the MD.	All	Draft an Action Plan with a policy and governance brief to align stakeholder strategies.
Communication Strategy Roll-out: Create a Google Drive, WhatsApp group, posters, and social media channels	All	Launch the tools and train stakeholders on using shared communication channels.
Elaboration of Dissemination materials: roll-up, brochures, factsheets, etc.	All	Produce and distribute materials across events and local networks.



### Living Lab Catalonia, Spain

Title & Description	Participating Stakeholders	Next steps
Developing local governance	FDM	Through the next LL, gathering more in-depth information on the needs that the OSS can fill
Training Programmes and professionalisation	All	Gathering existing and (if needed) developing training opportunities for the food & gastronomy tourism sectors, to share them through the OSS
Designing whole tourist products	All	Going further than visits to a winery, developing a common strategy and itinerary for the whole territory
Promote transversal collaboration of producers.	All	Connecting local producers that can create networks containing producers of the whole scope of products (wine, oil, honey, gastronomy, nature)
Creation of a territorial experience network	All	Boosting the rural areas' tourist offer
Encourage a Strategy for gastronomic tourism for the whole country	All	Connecting the different regional authorities to generate synergies between them and building a common roadmap for the sector

### Living Slovenia

Title & Description	Participating Stakeholders	Next steps
Focus group meetings	ALL	Planning the next meeting
Organisation and implementation of the 2 <sup>nd</sup> Living lab workshop: raising capacities, workshop	Fermentarnica d.o.o., Regional development agency Podravje and Chamber of	Preparatory meeting and implementation



to learn how to ferment home-grown vegetables	Commerce and Industry of Slovenia – Chamber of Agricultural and Food Enterprises	
Organisation and implementation of the 3 <sup>rd</sup> Living Lab Workshop: PILOT TESTING OF AN INTEGRATED TOURISTIC PRODUCT	ZRS Bistra Ptuj, Local tourist centre Slovenske Konjice, Family farm Majnik, Family farm Meglič, Monastery Žička Kartuzija	Preparation of the programme for the workshop and implementation of testing + feedback survey
Organisation and implementation of the 4th Living Lab Workshop	ALL	Strategic planning related to the One-stop-shop future role.

### Puglia Region, Italy

Title & Description	Participating Stakeholders	Next steps
Definition of “ <b>personas</b> ” potentially interested in the Med Diet in the tourism sector.	All	Co-create new services for citizens and tourists to be provided by the Med Diet Hub starting from the needs of some specific “personas” identified; Prototype and test the new services.
Workshops with experts in specific sectors aim to enhance knowledge and develop new services.	All	

### North Aegean Region, Greece

Title & Description	Participating Stakeholders	Next steps
Focus Group meeting	All	Global Food Trends workshop
Global Mediterranean Diet Food Trends workshop	All	Food Experience events/Brainstorming Survey



Food Experience events/Brainstorming survey	All	Strategic Planning for future food trends in the tourism sector
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### Alentejo, Portugal

Title & Description	Participating Stakeholders	Next steps
Stakeholder Mapping & Needs Assessment - Identification of key regional actors and their needs in relation to rural tourism and the Mediterranean Diet.	All	Finalise stakeholder database; update based on new local inputs; define engagement priorities.
Workshop 1 – Diagnosis & Strategic Vision - Co-creation session with local actors to identify shared challenges and potential solutions	All	Synthesise conclusions; define priority themes for follow-up workshops; share findings with broader network.
Digital Tools Planning - Design of a digital platform (OSS prototype) to support matchmaking between needs and solutions (marketplace logic).	Enlaight, ISQ, ADRAL, CEBAL, Mercearia de Portugal, Castro & Neto	Map platform features; prepare a co-design workshop to validate the architecture with users.
Certification Awareness & Route Concept - Discussion on MedDiet certification and creation of integrated territorial tourism routes.	CARMIM, Mercearia de Portugal, Terramay, Municípios, ISQ, Paisagindo BIO	Organise Workshop 2 on certification; draft concept note for regional MedDiet route; engage more local operators.
Collaborative Mapping & Territorial Branding - Apply participatory methods to define points of interest, identity markers, and	Castro & Neto, Terramay, Municípios, CCDR Alentejo, ADRAL	Conduct Workshop 4; compile cartographic outputs; define one or more pilot itineraries with selected stakeholders.



experiences for route development.		
Data Integration & Knowledge Sharing - Identify relevant research, funding, and policy data to inform OSS and support informed decision-making.	CEBAL, ISQ, CCDR Alentejo, ADRAL	Build shared repository; explore integration with national/international datasets (e.g. GIAHS, MD Euro-Cluster).
Youth & Community Engagement	- Involve younger generations and civil society in OSS development, communication, and educational actions.	ADRAL, ISQ, Terramay, Municipalities, community associations



### Vratsa County, Bulgaria

Title & Description	Participating Stakeholders	Next steps
Destination management planning	All	Develop unique regional tourism packages
Digital tools training	DSI Ltd, ProXuman Digital World Foundation, Pecheli.NET	Organise digital literacy and IoT applications
Business support services	CCI-Vratsa, MURGASH 88 LTD	Provide consultation on funding access, logistics, and tourism business models.
Organisation of themed events	Local producers, Pendara.bg, HRC Culinary Academy, Chef Viktor Zhechev	Plan and launch culinary festivals and regional food events
Youth entrepreneurship workshops	Individual Young Entrepreneurs, ProXuman Digital World Foundation	Mentor youth and promote start-up development in rural areas
Culinary education and mentoring	HRC Culinary Academy, Chef Viktor Zhechev	Deliver training modules and mentoring for aspiring chefs



## 6 REFERENCES

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**MedDiet Go**

**Interreg  
Euro-MED**



**Co-funded by  
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## **7 ANNEXES**

Seven reports of established local Living labs and One-stop shops with supporting documentation.



**MedDiet Go**

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**ANNEX 2:**

# **START-UP REPORT: ONE-STOP-SHOP PLAN**

**SEVILLE CHAMBER OF COMMERCE**





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## 1. SUMMARY BACKGROUND ABOUT LIVING LAB TERRITORY

The first meeting for the creation of the One-Stop-Shop (OSS) in Seville took place on 12 March 2024 and marked the formal start of local Living Lab activities. The event brought together a wide range of stakeholders, including institutional actors, private companies, training institutions, and civil society representatives. Through presentations, roundtables, and open discussion, participants explored the strategic role of the Mediterranean Diet in promoting sustainable tourism, rural development, and cultural identity. The meeting also introduced the core objectives of the OSS: to serve as a central hub for stakeholder engagement, promote best practices from MD.net, and facilitate access to tools, training, and visibility opportunities under the MDG strategy. During the session, participants identified priority themes for co-creation workshops, explored synergies with existing initiatives like EcologicaKOK and the IGP Aceitunas Manzanilla y Gordal de Sevilla, and expressed commitment to contributing to the OSS roadmap. The event confirmed the strong local commitment and the readiness to operationalise the OSS as a key driver of regional innovation and international collaboration.

SWOT ANALYSIS: Identify key Strengths, Opportunities, Weaknesses and Threats considering perspective: Boosting regional development through Mediterranean Diet, developing sustainable tourism (built on local production/services, culture, heritage) contributing to positive impact on rural economies.

<b>STRENGTHS</b>	<b>OPPORTUNITIES</b>
<ul style="list-style-type: none"> <li>-Strong institutional support from regional actors.</li> <li>-Presence of committed stakeholders with prior experience in Mediterranean Diet (MD.net) projects.</li> <li>-Existing infrastructure and event frameworks (e.g., EcologicaKOK) to support Living Lab activities.</li> <li>-Strong cultural alignment with Mediterranean Diet principles</li> </ul>	<ul style="list-style-type: none"> <li>-Synergies with high-impact EU-funded projects.</li> <li>-Broadening international visibility through UNESCO, FAO, UfM.</li> <li>-Engagement of stakeholders through events like ecologicaKOK.</li> <li>-Development of Living Labs in rural areas to boost local economies.</li> </ul>





WEAKNESSES	THREATS
<ul style="list-style-type: none"> <li>-Limited time stakeholders spend in rural regions (e.g., Alentejo).</li> <li>-Need for harmonisation across partner regions regarding deliverables.</li> <li>-Reduced number of outputs compared to original proposal.</li> </ul>	<ul style="list-style-type: none"> <li>-Risk of uneven stakeholder participation across regions.</li> <li>-Dependency on external international institutions (UNESCO, FAO) for key outputs.</li> <li>-Complexity of coordinating bilateral meetings and reporting across multiple regions.</li> </ul>

## 2. MISSION AND GOALS OF SET-UP OPERATION OF LIVING LABS AND ONE-STOP-SHOP (OSS)

Prepare a short overview description of the main mission and identified goals.

The mission of the Living Lab and OSS is to foster sustainable tourism rooted in Mediterranean Diet values by increasing stakeholder cooperation, promoting the capitalisation of best practices from previous MD.net results, and raising awareness of the MDG strategy through regional branding. The goal is to implement co-creation workshops (Living Labs), international collaboration, and community engagement to produce tangible socio-economic benefits for rural and Mediterranean communities.

## 3. PARTNERSHIP

Please describe your stakeholders and their roles in the pilot project. Insert rows according to your needs.

Name of organization	Sector area	Potential role	Motivation/ Benefits
<b>University and Higher Education in Andalusia (EUSA)</b>	Private University Center in Seville	Educational partner supporting training activities and stakeholder engagement.	Access to innovation in training, collaboration with regional stakeholders, visibility
<b>Regione Campania - Scabec</b>	UNESCO Immaterial Heritage	Strategic partner contributing expertise on Mediterranean heritage and MD.net capitalisation.	Support the valorisation of Mediterranean heritage and policy alignment.





<b>PRODETUR - Diputación de Sevilla</b>	The Province of Seville (through its Development Agency, PRODETUR) who is Associated to the project	Institutional partner facilitating regional cooperation and promotion of sustainable tourism.	Leverage OSS as a development tool for regional economy and tourism actors.
<b>Marqués de Caicena S.L.</b>	A company concerning agricultural products	Local producer offering input on agri-food traditions and supply chains.	Increase visibility, benefit from networking and MDG strategic alignment.
<b>Consejo Regulador de las IGP Aceitunas Manzanilla y Gordal de Sevilla</b>	Associated partner and represents 40 businesses	Sector representative contributing industry-specific knowledge and network access.	Promote PDO/ PGI products, enhance market positioning, and expand stakeholder base
<b>Seville City Tourism Office</b>	Tourism Development	Local public actor promoting tourism initiatives and supporting regional branding.	Support sustainable tourism and gain visibility in MDG framework
<b>Gastromium, International School of Hotel Management</b>	Hospitality and Culinary Education	Training institution delivering specialised hospitality and MD-related skills.	Enhance curriculum and internationalisation through practical project engagement.
<b>La Cultivada</b>	A company that produces oil	Model SME promoting high-quality olive oil aligned with Mediterranean Diet values.	Promote sustainable production and expand reach via project dissemination.
<b>El Comensal</b>	A company that creates a gastronomic guide of Seville	Media partner supporting dissemination of gastronomic content and visibility.	Gain exposure, contribute to gastronomic tourism, and access new audiences.
<b>Insuleur</b>	Insular Chambers of Commerce and Industry of the European Union	Networking partner offering connections with other insular regions and chambers.	Foster interregional cooperation and promote insular development strategies.
<b>Fundación Cruzcampo</b>	Youth employment	Social actor promoting youth	Contribute to youth empowerment and align





		employability through OSS-related training activities.	with inclusive employment strategies.
<b>Rocío Porfirio</b>	CEO ACH Consulting	Local consultant supporting coordination and stakeholder mobilisation.	Facilitate project implementation and strengthen territorial connections.

#### 4. KEY ACTIVITIES IMPLEMENTED BY ONE-STOP-SHOP (OSS)

Identification of key activities, which will contribute to mission and goals.

Title & Description	Participating Stakeholders	Next steps
<b>Give the title and/or short description of the activity (identification process, focus group meeting, survey, testing... etc.).</b>	<b>According to the Partnership table above. You can write "All" if all of the stakeholders participate in activity</b>	<b>What will be the next steps?</b>
Organisation and implementation of the 1 <sup>st</sup> Living Lab workshop: "MedDiet Go Launching Seminar - EcologicaKoK"	All	<b>Planning the next meetings.</b>
Organisation and implementation of the 2 <sup>nd</sup> Living Lab workshop: "Conscious Cooking: Proximity, Responsibility, Sustainability"	All	<b>Preparation of the programme for the next workshop and implementation.</b>
Organisation and implementation of the 3 <sup>rd</sup> Living Lab Workshop.	All	<b>Preparation of the programme for the next workshop and implementation.</b>





Organisation and implementation of the 4 <sup>th</sup> Living Lab Workshop.	All	<b>Strategic planning related to the future role of the One-Stop Shop.</b>
Identify <b>Governance</b> , policies and tools to ensure the possibility of a future sustainability of the MD.	All	<b>Draft an Action Plan with policy and governance brief to align stakeholder strategies.</b>
<b>Communication</b> Strategy Roll-out: Create Google Drive, WhatsApp group, posters, and social media channels	All	<b>Launch the tools and train stakeholders on using shared communication channels.</b>
Elaboration of <b>Dissemination</b> materials: roll-up, brochures, factsheets, etc.	All	<b>Produce and distribute materials across events and local networks.</b>

## 5. SYNERGIES WITH OTHER LOCAL/ REGIONAL AND NATIONAL INITIATIVES OR EU PROJECTS

Can you identify local/regional/national/ EU initiatives which can contribute to the operation of Living labs and Open-Stop-Shop.

Name of the initiative	Potential contribution (to activities, events, capacity, network,...)
<b>EcologicaKok Gastronomy Forum</b>	<p><b>EcologicaKok</b> is a major local initiative fostering ecological and sustainable gastronomy practices. It creates a space for dialogue among chefs, producers, educators, and food activists. It can host Living Lab events, offer thematic inputs, and amplify outreach among eco-gastronomic communities. The <b>Forum on Ecological and Sustainable Cuisine</b> brings together professionals from the hospitality and agri-food sectors, educators, and food safety experts, while also welcoming anyone passionate about these topics, to explore trends and habits that foster responsible production and consumption.</p> <p>This event provides an opportunity to bring together national, regional and local stakeholders, and to promote networking and the activities implemented in the Living Labs.</p>





<b>MD.net network</b>	<b>MD.net (the Mediterranean Diet Network)</b> Offers a structured platform for the capitalisation of past results, especially from Interreg Med. Connects MDG stakeholders to a broader network of tourism, food, and health actors across the Mediterranean. Useful for knowledge transfer, co-branding, and policy dialogue. Provides training materials, toolkits, and validated practices. MD.net can support MDG Living Labs on local food, traditional gastronomy and cultural preservation. It provides access to best practices, training and tools that integrate sustainability into tourism offerings. Through its international network, MD.net connects projects (as MDG) and communities so they can share experiences and develop joint initiatives that increase visibility, reduce environmental impact and strengthen cultural identity in responsible tourism.
<b>UNESCO initiatives</b>	<b>UNESCO can support the MDG Living Labs and OSS</b> by providing global frameworks, expertise, and networks that promote <b>cultural and natural heritage preservation</b> , education for sustainability, and intercultural dialogue. Through its programs like the World Heritage Convention and the Sustainable Development Goals, UNESCO helps align initiatives with international standards while empowering local communities to benefit socially and economically from tourism, fostering a model that respects diversity, traditions, and the environment. The UNESCO Creative Cities and World Heritage programmes offer further potential for linking culture and sustainable tourism.
<b>FAO initiatives</b>	FAO’s Globally Important Agricultural Heritage Systems (GIAHS) and its Urban Food Agenda offer entry points for Living Labs that promote resilient local food systems. FAO also works on nutrition-sensitive tourism, food education, and agroecology, providing tools and research for integrated rural development.
<b>SDGs Agenda 2030</b>	The OSS and Living Labs align with multiple SDGs: SDG 3 (Good Health and Well-being), SDG 8 (Decent Work and Economic Growth), SDG 11 (Sustainable Cities and Communities), and SDG 12 (Responsible Consumption and Production). These can guide the design of indicators and outcomes for the project.





<b>Union for the Mediterranean (UfM)</b>	UfM's Sustainable Urban Development and Tourism Strategy and Blue Economy Agenda offer synergies for dissemination and regional cooperation. UfM can support visibility, networking, and policy alignment across Mediterranean countries, reinforcing MDG's transnational scope.
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## 6. MOST RELEVANT COMMUNICATION CHANNELS FOR OPERATION AND COMMUNICATION

List the existing communication channels, which you will use to support the operation of Living labs and One-Stop-Shop.

Communication channel	Purpose
Email and videocalls	To keep the stakeholders informed about the activities implemented in the Living Labs and One-Stop-Shop, and to ensure a good engagement strategy.
Dissemination events	To update stakeholders on the MDG strategy and possible synergies and novelties at transnational, regional or local levels through virtual or physical events within the Living Labs framework.
MDG Tourism interactive map	The aim of this platform is to engage stakeholders and offer them the opportunity to discover transnational itineraries, attractions, landscapes, HORECA and tourism facilities, as well as useful information and interesting facts about the territories involved in the project and potential connections (culture, calendar events, etc.).
Official Website of the MDG project	Dissemination of the main objectives and results of the project, upcoming events and news aligned to the purpose of the Living Labs and One-Stop-Shop.
MDG Social Media (LinkedIn, Instagram, X, Facebook)	Dissemination of the upcoming events and stakeholder engagement.
Promotional materials (MDG video, rollup and A3 poster)	Visibility and project awareness.





## 7. ANNEXES

This section includes information about the first Living Lab implemented in Seville, which took place on 12 March 2024. The following documents are included:

- ✓ PPT presentations
- ✓ PARTICIPANT LIST
- ✓ PHOTOS





List of Attendees

MedDiet Go Launching Seminar - EcologicaKOK

**Place and date:** Seville, March 12<sup>th</sup> 2024 @ 16:30h

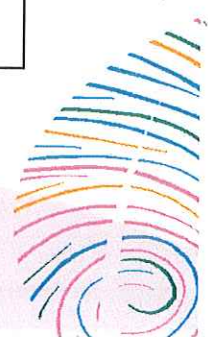
**Venue:** Paseo Alcalde Marqués de Contadero s/n, 41001 Sevilla

Name and Surname	Organisation	Signature
Alfonso Bonet	Fundación Dieta Mediterránea	
Anna Introna	PUGLIA REGION	
Ángeles González Cobreros	EUSA	
Anja Prislan	E-zavod	
Camille Theo Cejalvo	EUSA	
Carmela Cotrone	Cámara Oficial de Comercio, Industria, Servicios y Navegación de Sevilla	
Carmen Carreras García	EUSA	



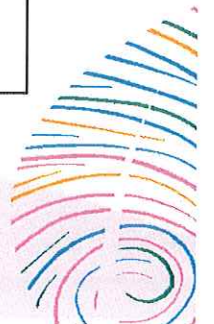


Name and Surname	Organisation	Signature
Carmen Fernández	Cámara Oficial de Comercio, Industria, Servicios y Navegación de Sevilla	
Claudia Ibabe	Cámara Oficial de Comercio, Industria, Servicios y Navegación de Sevilla	
Darko Ferčej	E-zavod	
Dimitrios Lamprou	ELORIS	
Elena Macho	Gastromiun	
Gerardo Gasdía Fernández	EUSA	
Iciar Pérez Hernández	EUSA	
Iliana Filipova	CCI-Vratsa	



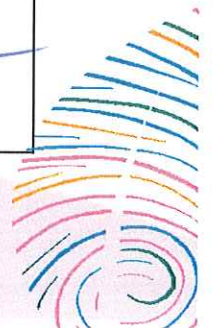


Name and Surname	Organisation	Signature
José Manuel Carrillo	Marqués de Caicena SL	
José Luis Caballero Sánchez	EUSA	
Macarena Roldán Muñoz	EUSA	
Maria Kaplanelli	ELORIS	
Maria Konstantoglou	ELORIS	
María Tomás Terol	EUSA	
Maria Stylianou	ELORIS	
Maya Milova	CCI-Vratsa	





Name and Surname	Organisation	Signature
Miguel Jiménez	Marqués de Caicena SL	
Michele Cera	PUGLIA REGION	
Pablo Morales	Cámara Oficial de Comercio, Industria, Servicios y Navegación de Sevilla	
Rocio Gallardo Orihuela	EUSA	
Sofia Cardoso	ADRAL	
Telmo Pena	ADRAL	
Valerie Rosa Zélie Pélissier	EUSA	
Verena Cuevas	Gastromiun	





Name and Surname	Organisation	Signature
CEJALVO Theo	EUSA	
PEUSSIEN Zélie	EUSA	
Joni Díez Nidal	GUSA	
CARMEN LUQUE	EUSA	
RODRIGO DOSTO	ASOCIACIÓN DEBITUND DEULLAND	
SHARON PACHE	LA CULTIVADA	
MOMIA TRUJILLANO LOPEZ	EL CONSENSO	





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Name and Surname	Organisation	Signature









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**ANNEX 2:**

# **START-UP REPORT: ONE-STOP-SHOP PLAN**

**FDM: MEDITERRANEAN DIET FOUNDATION**





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## 1. SUMMARY BACKGROUND ABOUT LIVING LAB TERRITORY

SWOT ANALYSIS: Identify key Strengths, Opportunities, Weaknesses and Threats considering perspective: Boosting regional development through Mediterranean Diet, developing sustainable tourism (built on local production/services, culture, heritage) contributing to positive impact on rural economies”.

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>- Large product centred food industry</li> <li>- Mediterranean Diet is well known</li> <li>- International biggest touristic destination</li> <li>- Rich natural and cultural heritage, with varied landscapes and regional activities and festivities</li> </ul>	<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>- Redirecting the city-focused tourism to the rural areas</li> <li>- Rural areas have many small producers that may benefit from diversifying through tourism</li> <li>- State-wide knowledge and accord of the rural depopulation situation, and general concern about it</li> </ul>
<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>- Low budget tourism</li> <li>- Few touristic destinations focus most of the visitors</li> <li>- The sustainable tourism practices are not widely followed</li> <li>- Depopulation of rural areas due to lack of employment</li> <li>- Local producers cannot invest in diversification (new products or touristic opportunities)</li> <li>- Too much bureaucracy for developing any new enterprise</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>- Negative impact of non-sustainable tourism expanding to the rural areas could destroy the local biodiversity and ecosystems (natural and social)</li> <li>- The tourism economic impact could discourage traditional occupations and production activities</li> </ul>





## 2. MISSION AND GOALS OF SET-UP OPERATION OF LIVING LABS AND ONE-STOP-SHOP (OOS)

Prepare a short overview description of main mission and identified goals.

*Mission:*

Identifying opportunities, challenges and lines of action to strengthen wine tourism as tools for rural development, with a sustainable, participatory approach and aligned with the values of the territory and the Mediterranean Diet.

*Goals:*

- Using the quadruple helix generate a cross-sectorial discussion on the state of the wine production industry and how it can benefit from sustainable tourism.
- Disseminate best practice related to Mediterranean Diet, wine production, sustainable tourism, and entrepreneurship.
- Raise awareness around the state of Mediterranean Diet adherence and the danger of it being substituted by other ways of life less sustainable, and healthy.
- Help stakeholders get the information, funding, certifications, or connexions they could need to further their businesses.
- Stablish a One-Stop-Shop that could aid local Mediterranean Diet focused MSEs in their digitalization, internationalisation, and generally in their development.
- Share with the participants the Mediterranean Diet and sustainability knowledge that may serve them as an asset to increase the value of their initiatives.

## 3. PARTNERSHIP

Please describe your stakeholders and their roles in the pilot project. Insert rows according to your needs.

Name of organization	Sector area	Potential role	Motivation / Benefits
<b>General Secretary of Food Quality and Sustainability of</b>	Public Institution	As the highest-level public body regarding agriculture and food industry, they can influence the current	Increasing the food producing sector, one of the most valuable in Spain.





<b>the Ministry of Agriculture, Fisheries and Food.</b>		situation with the needs of the producers and consumers through the OSS	Modernizing the production process will improve the economy of the country
<b>Spanish Wine Federation</b>	State-Wide Wine Producers Association	Support for wine producers all over Spain, high influence in the industry, can help develop a common strategy for the wine tourism sector state-wide	Modernization of the wine sector, and diversification of the wine companies through tourism
<b>Bodegas Masaveu</b>	Wine Producer	Producer POV, and Know-how	Business growth and promotion
<b>Wine Tourism Master (UNIR)</b>	Gastronomy-Tourism Education	Wine Tourism Knowledge	Improving the Wine Tourism offer
<b>Abadía Retuerta</b>	Wine Producer	Producer POV, and Know-how	Business growth and promotion
<b>Enate</b>	Wine Producer & Wine Tourism Agent	Producer POV, and Know-how	Business growth and promotion
<b>Dinamiza Asesores</b>	Wine tourism itineraries developers	Developers of the La Rioja wine tourism itinerary, famous in all of Spain, that should be used as a Best practice experience by other initiatives	Bettering the wine tourism experiences by applying their success stories and furthering their initiatives
<b>Vallformosa Foundation</b>	Wine producers & local economy dinamizer	Producer POV, and Know-how	Business growth and promotion
<b>CBA (Circular Bioeconomy Alliance)</b>	Sustainability platform	Sustainability experts	Improving the knowledge of sustainability and its adoption by local producers and tourism agents



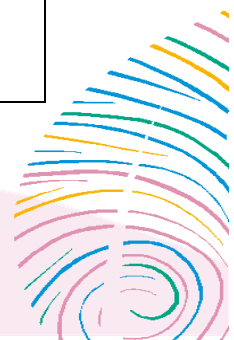


<b>Global Institute for the future of Tourism (GIFT)</b>	Tourism industry international association	Sustainable tourism experts	Improving the knowledge of sustainability and its adoption by local producers and tourism agents
<b>FDM Mediterranean Diet Foundation</b>	NGO focused on Mediterranean Diet	Coordinator, Mediterranean Diet experts	Boosting Mediterranean Diet, through Sustainable Tourism and Local Products

#### 4. KEY ACTIVITIES IMPLEMENTED BY ONE-STOP-SHOP (OOS)

Identification of key activities, which will contribute to mission and goals.

Title & Description	Participating Stakeholders	Next steps
Give the title and/or short description of the activity (identification process, focus group meeting, survey, testing... etc.).	According to the Partnership table above. You can write "All" if all of the stakeholders participate in activity	What will be the next steps?
<b>Developing local governance</b>	FDM	<b>Through the next LL, gathering more in-depth information on the needs the OSS can fill</b>
<b>Training Programmes and professionalization</b>	All	<b>Gathering existing and (if needed) developing training opportunities for the food &amp; gastronomy tourism sectors, to share them through the OSS</b>
<b>Desing whole touristic products</b>	All	<b>Going further than visits to a winery, developing a common strategy and itinerary for the whole territory</b>





Promote transversal collaboration of producers	All	Connecting local producers that can create networks containing producers of the whole scope of products (wine, oil, honey, gastronomy, nature...)
Creation of a territorial experiences network	All	Boosting Rural areas touristic offer
Encourage a Strategy for gastronomic tourism for the whole country	All	Connecting the different regional authorities to generate synergies between them and building a common roadmap for the sector

## 5. SYNERGIES WITH OTHER LOCAL/REGIONAL AND NATIONAL INITIATIVES OR EU PROJECTS

Can you identify local/regional/national/ EU initiatives which can contribute to operation of Living labs and Open-Stop-Shop.

Name of the initiative	Potential contribution (to activities, events, capacity, network,...)
FAO GIAHS	Sustainable agriculture
UNESCO MD safeguard	Heritage protection and valorisation
MED DIET Euro-cluster	Transnational governance and support services
European Green Deal	Sustainability as socioeconomic development tool
UNWTO (UN World Tourism Organization)	Sustainable Tourism as rural diversification economic asset, & biodiversity safeguarding

## 6. MOST RELEVANT COMMUNICATION CHANNELS FOR OPERATION AND COMMUNICATION

List the existing communication channels, which you will use to support operation of Living labs and One-Stop-Shop.

Communication channel	Purpose
-----------------------	---------





<b>MEDDIET GO App</b>	<b>Gathering the OSS experiences all over the Mediterranean</b>
<b>Social Media</b>	<b>The Stakeholders will reach their audiences through the usual channels with short appealing messages</b>
<b>Stakeholders' websites</b>	<b>The whole information about the LL and OSS will be available for the public</b>
<b>Traditional Media</b>	<b>Relevant events developed by the OSS will be disseminated to the public through traditional media such as newspapers, TV, or Radio stations.</b>
<b>MEDDIET GO Communication Channels</b>	<b>The project's Communication channels will be available for the OSS news, messages or events.</b>

## 7. ANNEXES

- ✓ WORK SHEETS
- ✓ PARTICIPANT LIST
- ✓ PHOTOS





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## **Enoturismo y desarrollo rural: Un modelo basado en la Dieta Mediterránea**

**4 DE JUNIO DE 2025. MADRID**

### **PARTICIPANTES:**

- Maria Monje, jefa del Área de Experiencias Turísticas de la Subdirección Gral. De Desarrollo y Sostenibilidad Turística. Ministerio de Industria y Turismo.
- Elena O'Hanlon García de Castro de la Secretaria Gral. de Calidad y Sostenibilidad Alimentaria del MAPA.
- Eduardo de Diego, director de Comunicación de la FEV
- Chelo Miñana, directora de enoturismo de Bodegas Masaveu y directora del Máster de Enoturismo de UNIR – Universidad Internacional de la Rioja.
- David Rosillo, retail manager de Abadía Retuerta.
- Manuel Blasco, director de enoturismo de Enate.
- Manuel Romero, director de Dinamiza Asesores.
- Josep Ma. Pelegrí, director de Vallformosa Foundation y miembro de CBA (Alianza para la Bioeconomía Circular).
- Jorge Brown, presidente de Global Institute for the future of Tourism (GIFT).
- Dr. Gregorio Varela, Catedrático de Nutrición y Bromatología y director del Instituto Universitario CEU Alimentación y Sociedad.
- Pilar Bonet, Directora Ejecutiva de la Fundación Dieta Mediterránea.
- Hosteltur.



Fundación  
Dieta  
Mediterránea







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**ANNEX 2:**

# **START-UP REPORT: ONE-STOP-SHOP PLAN**

**E-zavod**





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## 1. SUMMARY BACKGROUND ABOUT LIVING LAB TERRITORY

SWOT ANALYSIS: Identify key Strengths, Opportunities, Weaknesses and Threats considering perspective: Boosting regional development through Mediterranean Diet, developing sustainable tourism (built on local production/services, culture, heritage) contributing to positive impact on rural economies”.

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>-A destination with a strong product profile and the clear motive for arrival (thermal spa and health resort product)</li> <li>-A year-round products with the lowest seasonality rate in Slovenia</li> <li>-Knowledge of people, based on tradition</li> <li>-The diversity of cultural landscapes, cultural heritage, historical attractions, natural beauties and authentic local experiences</li> <li>-Recognised for its rich wine culture and the tradition of producing high-quality food — a landscape famous for its wine and traditional cuisine.</li> <li>-Preserved, peaceful, safe rural environment and local communities very supportive of tourism development.</li> </ul>	<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>-Increased awareness of the importance of health and well-being</li> <li>-Introducing sustainable business models in the operation of spa resorts (and spa destinations) and developing the "local-vital" concept</li> <li>-Turning away from crowds and busy tourist destinations — towards smaller local communities that manage tourism well and provide a safe, authentic experience.</li> <li>-Intensifying the inclusion of cultural content and settings as well as contemporary culinary and oenological portfolios in tourism products and spa programmes.</li> <li>-Targeting more demanding market segments with more differentiated products.</li> </ul>
<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>- Market attractiveness of the destination is lagging behind.</li> <li>-micro-providers mostly adopt a low price positioning strategy, and do not engage in destination development</li> <li>-Lack of distinctive products with higher value added, lack of sales products providing the basis for the marketing to be more successful.</li> <li>-the touristic infrastructure is in need of new investments both in renewing and expanding the tourism portfolio</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>-Further decline in the competitiveness vis-à-vis competitors in Eastern and Central Europe</li> <li>-Business strategy based on prices rather than differentiation (further competition on the generic beach tourism or guesthouse market)</li> <li>-Fierce competition of service providers on a limited domestic market.</li> <li>-Long-term provision of staff, competencies and innovation</li> </ul>





<p>-Still insufficient connection with the local environment and poor urban planning.</p> <p>-Significant differences within the macro destination in terms of organisation, management and support environment.</p>	<p>-Delay in urgently needed investment due to the depletion of companies' assets.</p> <p>-Absence of regional development shifts in public transport, related products and public tourism infrastructure.</p>
--	--

## 2. MISSION AND GOALS OF SET-UP OPERATION OF LIVING LABS AND ONE-STOP-SHOP (OOS)

Prepare a short overview description of main mission and identified goals.

MISSION: is to establish common approach for integrated and efficient local tourism development, considering cooperation with quadruple helix stakeholders using participatory methods.

GOALS:

- Strengthening network and cooperation of local quadruple helix stakeholders in the field of supporting rural tourism.
- Raising awareness, capacities and sharing new knowledge in the field of rural tourism, to support the strengthening destination's product development, management, positioning and market attractiveness.
- Improvement of tourism-environment-population balance. Including environmental sustainability and circular economy approaches into the existing and potential new products.
- Transfer of MedDiet GO project results: good practices and lessons learned, present and promote the Med Diet Declaration and Brand, organising the digital training foreseen by the project.





### 3. PARTNERSHIP

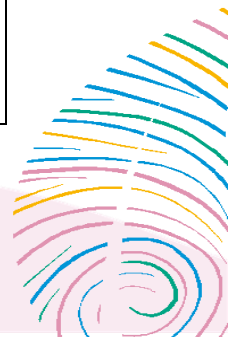
Please describe your stakeholders and their roles in the pilot project. Insert rows according to your needs.

Name of organization	Sector area	Potential role	Motivation / Benefits
<b>Regional development agency Podravje</b>	Regional authority responsible for regional development	Networking and communication	Improved collaboration between local stakeholders
<b>ZRS Bistra-Scientific Research centre Ptuj</b>	Scientific research and development institution involved in empowering development with knowledge and excellence, in the public and private sectors	Linking science and economy	Acting as a mediator for a better development of the region, based on knowledge, innovations and expertise, thus opening possibilities to create a region of innovations.
<b>Development agency Pomurje</b>	Acts as a business support development institution for municipalities, other partners and the population in rural areas of Pomurje	Planning, implementation, coordination and management of local development projects in the fields of entrepreneurship, infrastructure, space, ecology, agriculture and others.	Improved collaboration between local stakeholders
<b>Chamber of Commerce and Industry of Slovenia - Chamber of</b>	The biggest representative organization for food industry in Slovenia	Support and knowledge transfer	Support and promotion





<b>Agricultural and Food Enterprises</b>			
<b>Municipality of Maribor</b>	Local authority	Networking and communication	Improved collaboration between local stakeholders
<b>Academia</b>	College of Applied Sciences focused on education of media production	Education and training in the field of digital support	Raise knowledge in the field of digital media
<b>Arborist</b>	Company is active in conservation of natural habitats	Know-how and expertise in the field of natural habitats	Raise the knowledge in the field of natural habitats
<b>Local touristic center Slovenske Konjice</b>	Tourism promotion support	Promotion	Promotion of existing and potential services
<b>Family farm Majnik</b>	Eco and biodynamic farm offering workshop of herb cultivation and harvesting.	Education and workshops implementation	SMEs and citizens training
<b>Family farm Meglič</b>	Eco farm offering herbal products from monastery Žička Kartuzija.	Education and workshops implementation	SMEs and citizens training
<b>Fermentarnica d.o.o.</b>	Company uses science and technology to develop alternative plant products that are tastier, more nutritious, more affordable and more sustainable for our planet.	Education and workshops implementation	SMEs and citizens training





#### 4. KEY ACTIVITIES IMPLEMENTED BY ONE-STOP-SHOP (OOS)

Identification of key activities, which will contribute to mission and goals.

Title & Description	Participating Stakeholders	Next steps
Give the title and/or short description of the activity (identification process, focus group meeting, survey, testing... etc.).	According to the Partnership table above. You can write "All" if all of the stakeholders participate in activity	What will be the next steps?
Focus group meetings	ALL	Planning the next meeting
Organization and implementation of the 2 <sup>nd</sup> Living lab workshop: raising capacities, workshop to learn how to ferment home grown vegetables	Fermentarnica d.o.o., Regional development agency Podravje and Chamber of Commerce and Industry of Slovenia – Chamber of Agricultural and Food Enterprises	Preparatory meeting and implementation
Organization and implementation of the 3 <sup>rd</sup> Living Lab Workshop: PILOT TESTING OF AN INTEGRATED TOURISTIC PRODUCT	ZRS Bistra Ptuj, Local touristic center Slovenske Konjice, Family farm Majnik, Family farm Meglič, Monastery Žička Kartuzija	Preparation of the programme for the workshop and implementation of testing + feedback survey
Organization and implementation of the 4 <sup>th</sup> Living Lab Workshop	ALL	Strategic planning related to the One-stop-shop future role.





## 5. SYNERGIES WITH OTHER LOCAL/REGIONAL AND NATIONAL INITIATIVES OR EU PROJECTS

Can you identify local/regional/national/ EU initiatives which can contribute to operation of Living labs and Open-Stop-Shop.

Name of the initiative	Potential contribution (to activities, events, capacity, network,...)
<b>REVIVE</b> - Developing community based innovative business models for the revival of the internal areas in the Mediterranean	Participation in project's events, networking of stakeholders, exchange of information, building synergies
<b>NUDGES</b> - Novel Support tools to Mediterranean Governments Exploiting Behavioral Incentives	Joint event organization, networking of stakeholders, exchange of information, building synergies
<b>ADVANCE CIRCULAR</b> - Linking Tourism Industry with VET to embrace circularity	Participation in project's events, networking of stakeholders, exchange of information, building synergies
<b>TourXpeRience</b> - Nurturing Entrepreneurial Teaching and Learning for VET Excellence in Tourism Education	Participation in project's events, networking of stakeholders, exchange of information, building synergies
<b>Exploring the Roman Legacy:</b> Creation of a theme region and cultural route along the Roman Danube Limes to empower the socio-economic development of shared European heritage	Participation in project's events, networking of stakeholders, exchange of information, building synergies
<b>#RomansWineDanube:</b> A marketing framework for the sustainable	Participation in project's events, networking of stakeholders, exchange of information, building synergies





development of cultural  
tourism.

## 6. MOST RELEVANT COMMUNICATION CHANNELS FOR OPERATION AND COMMUNICATION

List the existing communication channels, which you will use to support operation of Living labs and One-Stop-Shop.

Communication channel	Purpose
Project and stakeholders' websites	To raise awareness, to connect, to facilitate cooperation
Project and stakeholder's social media	To raise awareness, to connect, to facilitate cooperation
Meetings and workshops	To raise knowledge, to connect, to facilitate cooperation

## 7. ANNEXES

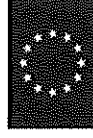
- ✓ WORK SHEETS
- ✓ PARTICIPANT LIST
- ✓ PHOTOS





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## List of Attendees

### SLOVENIA LIVING LAB ACTIVITIES

Place & Date: Maribor, Slovenia, 04.04.2025

Venue (address): RRA Podravje

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## ANNEX 2:

# START-UP REPORT: ONE-STOP-SHOP PLAN

**PP4 Puglia region**





## 1. SUMMARY BACKGROUND ABOUT LIVING LAB TERRITORY

SWOT ANALYSIS: Identify key Strengths, Opportunities, Weaknesses and Threats considering perspective: Boosting regional development through Mediterranean Diet, developing sustainable tourism (built on local production/services, culture, heritage) contributing to positive impact on rural economies”.

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>- Relevant cultural and natural venues</li> <li>- People (local operators with a deep know-how about the territory)</li> <li>- food and traditions</li> </ul>	<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>- new and innovative valorization activities</li> <li>- Existing collaborations and connections among operators</li> <li>- potential increasing of the territory as touristic destination</li> </ul>
<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>- Connections among operators in different sectors</li> <li>- Communication/promotion of the territory as a destination</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>- unsustainable tourism</li> <li>- loss of identity</li> </ul>





## 2. MISSION AND GOALS OF SET-UP OPERATION OF LIVING LABS AND ONE-STOP-SHOP (OOS)

The mission is to work together to create new services that promote the Mediterranean Diet and support sustainable tourism by connecting different sectors like agriculture, culture, transport, and innovation in the Province of Foggia.

The Living Lab offers open and collaborative workshops for citizens, businesses, public and private organizations, innovators, non-profits, and schools. They discuss and develop real projects that combine tourism, agriculture, and culture, also from a Euro-Mediterranean perspective.

The Living Lab aims to decide what kind of services a “hub” dedicated to the Mediterranean Diet should provide. This hub will be located in the Territorial Museum, which is being renovated.

The goals are

- to define the **map of the local values** in terms of food and traditions
- To stimulate new **connections and possibilities**, to encourage contaminations between a plurality of perspectives, between traditional knowledge and innovative visions
- To promote the co-creation of new services that promote the Mediterranean Diet and support sustainable tourism.

## 3. PARTNERSHIP

Please describe your stakeholders and their roles in the pilot project. Insert rows according to your needs.

Name of organization	Sector area	Potential role	Motivation / Benefits
Distretto del cibo Daunia rurale	Food	Food and wine sector experts	Knowledge of local products
Fedeli alla vigna	Wine	Experts in promotion of local products	Different and original experiences
Archeologica SRL	Operators and companies in the cultural heritage field	Cultural and archeological services for all (adults, children, schools)	Involvement of users





Phoenix SRLS	Restaurant	Food and wine sector experts	Knowledge of local products
Chef del Mediterraneo	Chef	Food and wine sector experts	Knowledge of local products
Polo biblio-museale di Foggia	Museum	Cultural center, location for events and hub	Official location
UNIFG	University	Researchers	Study of the territory
Azienda agricola Gallo SRL/Agriturismo Moschella	Educational farm	Location for experiences and events	Different and original experiences
Rete del Mediterraneo	Group of companies	Enhancement of the Mediterranean area	Network
Birrificio Rebeers	Beer	Experts in promotion of local products	Knowledge of local products
ASP Zaccagnino	Well-being of the person	Enhance the Mediterranean diet in relation to well-being	Network/welfare





#### 4. KEY ACTIVITIES IMPLEMENTED BY ONE-STOP-SHOP (OOS)

Identification of key activities, which will contribute to mission and goals.

Title & Description	Participating Stakeholders	Next steps
<b>Give the title and/or short description of the activity (identification process, focus group meeting, survey, testing... etc.).</b>	<b>According to the Partnership table above. You can write "All" if all of the stakeholders participate in activity</b>	<b>What will be the next steps?</b>
Definition of “personas” potentially interested in Med Diet in the touristic sector	All	Co-create new services for citizens and tourists to be provided by the Med Diet Hub starting from the needs of some specific “personas” identified;  Prototype and test the new services
Workshops with experts in specific sectors to improve the knowledge and define the new services	All	





## 5. SYNERGIES WITH OTHER LOCAL/REGIONAL AND NATIONAL INITIATIVES OR EU PROJECTS

Can you identify local/regional/national/ EU initiatives which can contribute to operation of Living labs and Open-Stop-Shop.

Name of the initiative	Potential contribution (to activities, events, capacity, network,...)
<b>CREATIVITY (ETC project)</b>	<b>renovation of the local museum that will become the cultural "Hub"</b>

## 6. MOST RELEVANT COMMUNICATION CHANNELS FOR OPERATION AND COMMUNICATION

List the existing communication channels, which you will use to support operation of Living labs and One-Stop-Shop.

Communication channel	Purpose
<b>Puglia Partecipa</b>	<b>Official regional website to promote the co-design processes</b>
<b>Social media PACT</b>	<b>Promotion</b>
<b>Social media MedDietGo</b>	<b>Promotion</b>

## 7. ANNEXES

- ✓ WORK SHEETS
- ✓ PARTICIPANT LIST
- ✓ PHOTOS





## MedDiet Go! – INNESARE Living Lab

Progetto: MedDiet Go! - Med Diet identities - from territorial networking to cluster organization

Data: 22/05/2025 – Location: Foggia, Galleria di Palazzo Dogana - Piazza XX Settembre, 22

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ANNEX 2:

# START-UP REPORT: ONE-STOP-SHOP PLAN

TEMPLATE





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3. PARTNERSHIP .....	4
4. KEY ACTIVITIES IMPLEMENTED BY ONE-STOP-SHOP (OOS).....	5
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6. MOST RELEVANT COMMUNICATION CHANNELS FOR OPERATION AND COMMUNICATION	7
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## 1. SUMMARY BACKGROUND ABOUT LIVING LAB TERRITORY

SWOT ANALYSIS: Identify key Strengths, Opportunities, Weaknesses and Threats considering perspective: Boosting regional development through Mediterranean Diet, developing sustainable tourism (built on local production/services, culture, heritage) contributing to positive impact on rural economies”.

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>-Still authentic</li> <li>-No overtourism issues</li> <li>-Self-sufficient in terms of food products</li> <li>-Increasing number of successful Social Cooperative enterprises</li> </ul>	<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>-Mediterranean diet increasing popularity</li> <li>- Ideal destination for “Experience” tourism</li> <li>- Increasing number of educated young people return to land cultivation</li> <li>- Increasing number of educated young people involved in food sector</li> </ul>
<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>-Inadequate tourism infrastructure</li> <li>-Inadequate and expensive air and sea transportation</li> <li>-Fragmented marketing and promotion approaches</li> <li>-Absence of Destination Management Organization (DMO) in the region</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>-Overheating during summer months</li> <li>-Extreme weather conditions destroy local cultivations and crops</li> <li>-Absence of long-term strategy</li> <li>- Limited coordination between associations and local authorities</li> </ul>





## 2. MISSION AND GOALS OF SET-UP OPERATION OF LIVING LABS AND ONE-STOP-SHOP (OOS)

Prepare a short overview description of main mission and identified goals.

Main mission is to create clusters between interrelated sectors of tourism businesses, food and beverage sector, producers and communication & marketing businesses.

Identified Goals:

- To build synergies with common goals
- To work together, create bonds and identify opportunities and threats
- To shape policies
- To exchange expertise
- To build an outward-looking culture of innovation and entrepreneurship.

## 3. PARTNERSHIP

Please describe your stakeholders and their roles in the pilot project. Insert rows according to your needs.

Name of organization	Sector area	Potential role	Motivation / Benefits
<b>Northern Aegean Tourism Directorate - North Aegean Region</b>	Public Sector - Tourism	Coordination	Effective promotion policy planning
<b>Visit Lesvos</b>	Municipality of Mytilene	Promotion	Effective promotion policy planning





<b>Molyvos Tourism Association</b>	Tourism	Education and Training	SMEs staff training
<b>Welcome to Lesvos</b>	Municipality of West Lesvos for Lesvos island.	Promotion	Effective promotion policy planning
<b>Lesvos Food Fest</b>	Food Festival	Communication and Clustering	Effective networking between local and visitors
<b>Visit Agiasos</b>	Culture & Tourism	Education and Training	SMEs staff training
<b>Limnos Philema</b>	Food Festival	Communication and Clustering	Effective networking between local and visitors
<b>Taste like Chios</b>	Food promotion initiative	Communication and Clustering	Effective networking between local and visitors
<b>United Winemaking Agricultural Cooperative of Samos</b>	Wine producer	Know-how and expertise	Raise awareness between local communities
<b>The Chios Gum Mastic Growers Association</b>	Mastic Growers	Know-how and expertise	Raise awareness between local communities
<b>Lesvos Association of Distillers</b>	Spirits and ouzo producers	Know-how and expertise	Raise awareness between local communities

#### 4. KEY ACTIVITIES IMPLEMENTED BY ONE-STOP-SHOP (OOS)

Identification of key activities, which will contribute to mission and goals.





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Title & Description	Participating Stakeholders	Next steps
Give the title and/or short description of the activity (identification process, focus group meeting, survey, testing... etc.).	According to the Partnership table above. You can write "All" if all of the stakeholders participate in activity	What will be the next steps?
<b>Focus Group meeting</b>	All	<b>Global Food Trends workshop</b>
<b>Global Mediterranean Diet Food Trends workshop</b>	All	<b>Food Experience events/Brainstorming Survey</b>
<b>Food Experience events/Brainstorming survey</b>	<b>All</b>	<b>Strategic Planning for future food trends in the tourism sector</b>





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## 5. SYNERGIES WITH OTHER LOCAL/REGIONAL AND NATIONAL INITIATIVES OR EU PROJECTS

Can you identify local/regional/national/ EU initiatives which can contribute to operation of Living labs and Open-Stop-Shop.

Name of the initiative	Potential contribution (to activities, events, capacity, network,...)
<p><a href="https://livingheritage.net.gr/">https://livingheritage.net.gr/</a></p> <p>This dynamic network coordinated by the Greek Ministry of Culture acts as an augmented communication tool with innovative features for all members of the self-managed Living Cultural Heritage Network.</p>	<p>Participation in the 2<sup>nd</sup> Conference 21-23/2/2025, Athens Greece</p> <p>Networking with Greek cultural and tourism initiatives <a href="https://livingheritage.net.gr/news/2networkmeeting-programme/">https://livingheritage.net.gr/news/2networkmeeting-programme/</a></p>
<p>North Aegean Food Paths</p> <p>An informal networking initiative between Chios, Samos, Lesbos, Limnos and Canakale (Turkey)</p>	<p>Building exchange synergies across the Aegean</p>

## 6. MOST RELEVANT COMMUNICATION CHANNELS FOR OPERATION AND COMMUNICATION

List the existing communication channels, which you will use to support operation of Living labs and One-Stop-Shop.

Communication channel	Purpose
-----------------------	---------





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<b>Stakeholders</b>	<b>Raise Awareness</b>
<b>Press Releases</b>	<b>Publicity</b>
<b>Workshop and Living Labs Participants</b>	<b>Spread the word</b>





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## 7. ANNEXES

✓ PARTICIPANT LIST

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Food Photography I & II

Μόλυβος, Λέσβος

21 Μαρτίου 2025

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ELORIS S.A.  
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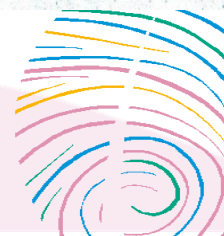
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Food Photography I & II

Μόλυβος, Λέσβος

22 Μαρτίου 2025

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THE  
OTHER  
AEGEAN®

α/α	Όνοματεπώνυμο	Email	Ιδιότητα/Φορέας	Τηλέφωνο	Υπογραφή
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17.					
18.					
19.					
20.					





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✓ PHOTOS





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**ANNEX 2:**

# **START-UP REPORT: ONE-STOP-SHOP PLAN**

**ADRAL**





## CONTENT

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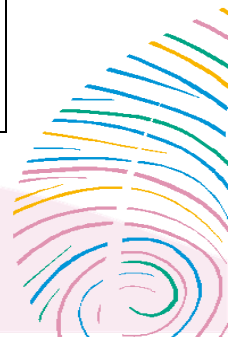




## 1. SUMMARY BACKGROUND ABOUT LIVING LAB TERRITORY

SWOT ANALYSIS: Identify key Strengths, Opportunities, Weaknesses and Threats considering perspective: Boosting regional development through Mediterranean Diet, developing sustainable tourism (built on local production/services, culture, heritage) contributing to positive impact on rural economies”.

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Strong cultural and gastronomic identity rooted in the Mediterranean Diet (e.g., Talha wine, acorn bread, certified products, traditional festivals like the River Fish Festival)</li> <li>• Authentic tourism experiences connected to agriculture, nature, local know-how, and gastronomy</li> <li>• Active involvement of local stakeholders (producers, municipalities, associations, universities)</li> <li>• Existing place-based projects such as gastronomic routes, local markets, and rural tourism</li> <li>• High-value natural capital – Montado landscapes, biodiversity, protected areas</li> </ul>	<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Creation of integrated thematic routes based on the Mediterranean Diet</li> <li>• Regional certification and MedDiet branding to enhance the value of local products and services</li> <li>• Use of digital technologies and AI to connect producers, consumers, and tourists (e.g., marketplace, concierge app)</li> <li>• Digital training and upskilling of local actors supported by educational and R&amp;D institutions</li> <li>• Support from EU and international networks, such as the MedDiet Euro-Cluster, FAO GIAHS, Smart Villages, etc.</li> <li>• Youth engagement through rural entrepreneurship, innovation, and the circular economy</li> </ul>
<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Low digital maturity among small businesses and rural producers</li> <li>• Lack of coordination between local projects and absence of strategic integration</li> <li>• Weak international visibility of the "Mediterranean Alentejo" brand in tourism markets</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Aging rural population and loss of traditional knowledge</li> <li>• Rural depopulation and limited generational renewal</li> <li>• Limited public funding and administrative complexity</li> <li>• Competition from more established tourist destinations with similar offerings</li> </ul>





- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• Logistical constraints and limited product distribution infrastructure</li><li>• Lack of shared data platforms and integrated business support services</li><li>• Dependence on voluntary efforts or non-professionalized initiatives</li></ul> | <ul style="list-style-type: none"><li>• Highly seasonal tourism with low off-season impact</li><li>• Risk of superficial use of the Mediterranean Diet concept without true community engagement</li></ul> |
|---|--|

## 2. MISSION AND GOALS OF SET-UP OPERATION OF LIVING LABS AND ONE-STOP-SHOP (OOS)

Prepare a short overview description of main mission and identified goals.

### *Mission:*

To foster sustainable regional development in Alentejo by promoting the Mediterranean Diet as a catalyst for innovation, cultural identity, and rural resilience — through the integration of local production, sustainable tourism, education, and digital transformation.

### *Goals:*

- Promote the Mediterranean Diet as a key driver of sustainable development, cultural preservation, and regional branding.
- Establish the Living Lab as a collaborative platform for co-creation, knowledge exchange, and stakeholder engagement.
- Develop the One-Stop-Shop (OSS) as a support hub offering digital tools, training, and guidance to rural businesses and communities.
- Enhance local value chains by integrating food production, gastronomy, tourism, and culture into cohesive territorial offerings.
- Support certification processes and the development of a MedDiet label to boost trust, visibility, and competitiveness.



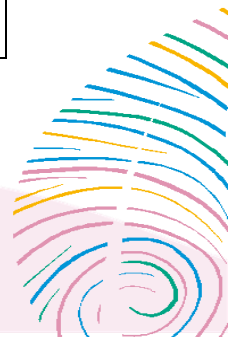


- Stimulate digital innovation by connecting producers, consumers, and tourism services through user-friendly platforms.
- Encourage youth engagement and entrepreneurship, especially in rural and depopulated areas.
- Foster partnerships among municipalities, academia, businesses, and civil society to scale impact and share resources.
- Improve access to funding, data, and training, ensuring inclusive growth and capacity-building across the territory.
- Contribute to European and international strategies, including the Green Deal, sustainable food systems, and cultural heritage protection.

### 3. PARTNERSHIP

Please describe your stakeholders and their roles in the pilot project. Insert rows according to your needs.

Name of organization	Sector area	Potential role	Motivation / Benefits
ADRAL	Regional Development Agency	Regional coordination, stakeholder engagement, support with funding and innovation	Strengthen territorial cohesion and foster sustainable entrepreneurship
CEBAL	R&D – Biotechnology and Agro-food	Provide scientific expertise, support in innovation and food system sustainability	Apply research to real-life territorial challenges and strengthen agri-food systems





Mercearia de Portugal	Local Retail / Gastronomic Promotion	Promote certified MedDiet products and support local producers	Increase product visibility, attract conscious consumers, support short value chains
Enlighth	Digital Technology / Data Solutions	Develop digital tools and data platforms (e.g. OSS marketplace)	Apply technology for social impact and rural development
Município de Alandroal	Local Government / Cultural & Tourism Promotion	Host workshops, promote routes, support local producers and festivals	Enhance the local economy through tourism and identity-based promotion
CARMIM	Wine Cooperative / Agri-food	Promote certified Mediterranean products, develop wine tourism	Add value to the region's wine tradition and increase international visibility
ISQ	Training & Certification / Technology Transfer	Support with training, certification schemes, and technical assistance	Expand capacity-building in rural areas and apply technical know-how to sustainable practices
EDIA	Public Infrastructure / Water & Land Management	Support sustainable land use and integrate environmental data	Align irrigation/agriculture infrastructure with sustainable tourism and agri-food systems
Castro & Neto, Lda	Landscape Architecture / Rural Development	Technical support in territorial planning and tourism integration	Link ecological design with tourism; promote multifunctional land use and a



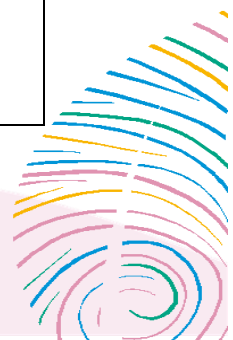


			sustainable territorial identity
Paisagindo BIO	Organic Farming / Ecological Landscape Management	Supply products, share good practices, participate in tourism-agriculture circuits	Promote biodiversity, support sustainable practices, increase access to niche consumers
CCDR Alentejo	Regional Public Authority / Strategic Coordination	Institutional support, alignment with regional policies and funding frameworks	Ensure policy coherence and long-term integration into regional development strategies
Terramay	Sustainable Tourism / Agroecology & Retreats	Pilot immersive MedDiet experiences and host thematic workshops	Demonstrate regenerative agriculture and tourism models, and promote biodiversity, wellness, and cultural identity

#### 4. KEY ACTIVITIES IMPLEMENTED BY ONE-STOP-SHOP (OOS)

Identification of key activities, which will contribute to mission and goals.

Title & Description	Participating Stakeholders	Next steps
Give the title and/or short description of the activity (identification process, focus group)	According to the Partnership table above. You can write "All" if all of the stakeholders participate in activity	What will be the next steps?





meeting, survey, testing... etc.).		
Stakeholder Mapping & Needs Assessment - Identification of key regional actors and their needs in relation to rural tourism and the Mediterranean Diet.	All	Finalize stakeholder database; update based on new local inputs; define engagement priorities.
Workshop 1 - Diagnosis & Strategic Vision - Co-creation session with local actors to identify shared challenges and potential solutions	All	Synthesize conclusions; define priority themes for follow-up workshops; share findings with broader network.
Digital Tools Planning - Design of a digital platform (OSS prototype) to support matchmaking between needs and solutions (marketplace logic).	Enlaight, ISQ, ADRAL, CEBAL, Mercearia de Portugal, Castro & Neto	Map platform features; prepare a co-design workshop to validate architecture with users.
Certification Awareness & Route Concept - Discussion on MedDiet certification and creation of integrated territorial tourism routes.	CARMIM, Mercearia de Portugal, Terramay, Municípios, ISQ, Paisagindo BIO	Organize Workshop 2 on certification; draft concept note for regional MedDiet route; engage more local operators.





<p>Collaborative Mapping &amp; Territorial Branding</p> <p>- Apply participatory methods to define points of interest, identity markers, and experiences for route development.</p>	<p>Castro &amp; Neto, Terramay, Municipios, CCDR Alentejo, ADRAL</p>	<p>Conduct Workshop 4; compile cartographic outputs; define one or more pilot itineraries with selected stakeholders.</p>
<p>Data Integration &amp; Knowledge Sharing</p> <p>- Identify relevant research, funding, and policy data to feed into OSS and support decision-making.</p>	<p>CEBAL, ISQ, CCDR Alentejo, ADRAL</p>	<p>Build shared repository; explore integration with national/international datasets (e.g. GIAHS, MD Euro-Cluster).</p>
<p>Youth &amp; Community Engagement</p> <p>- Involve younger generations and civil society in OSS development, communication, and educational actions.</p>	<p>ADRAL, ISQ, Terramay, Municipalities, community associations</p>	<p>Design engagement formats (micro-workshops, challenges, training); integrate educational tools into OSS.</p>





## 5. SYNERGIES WITH OTHER LOCAL/REGIONAL AND NATIONAL INITIATIVES OR EU PROJECTS

Can you identify local/regional/national/ EU initiatives which can contribute to operation of Living labs and Open-Stop-Shop.

Name of the initiative	Potential contribution (to activities, events, capacity, network,...)
FAO GIAHS	Framework for sustainable agricultural heritage tourism
UNESCO MD Safeguard	International visibility and certification
MED DIET Euro-Cluster	Transnational governance and support services
Regional tourism strategy	Alignment with public policies and local initiatives
Smart Villages Initiative	Introduction of digital technologies and smart services in rural areas
European Green Deal	Promoting sustainability and climate neutrality in rural tourism development
LEADER/CLLD Programmes	Local action group engagement and funding opportunities for grassroots initiatives
Erasmus+	Capacity-building and mobility projects for tourism and sustainability professionals
Horizon Europe	Research collaboration opportunities related to food systems, sustainability, and rural innovation
PRR – Plano de Recuperação e Resiliência (Portugal)	Support for innovation, digital transformation and sustainable agriculture at regional level
ENRD – European Network for Rural Development	Knowledge exchange, project examples and policy dialogue on sustainable rural innovation
Rota dos Vinhos do Alentejo	Regional wine tourism route; integration with MedDiet experiences and certification





Festival do Peixe do Rio / Congresso das Açordas	Regional events promoting gastronomy, sustainability, and local identity; testbed for OSS outreach and MedDiet branding
Territórios Sustentáveis (e.g. Marca Natural.pt)	Reinforcement of place-based identity, valorisation of local products, connection with national sustainability labels

## 6. MOST RELEVANT COMMUNICATION CHANNELS FOR OPERATION AND COMMUNICATION

List the existing communication channels, which you will use to support operation of Living labs and One-Stop-Shop.

Communication channel	Purpose
Mobile applications	Provide tourists with access to local products and tours
Social media platforms	Promote events, experiences, and educational activities
Local info kiosks	Offline tourist engagement and support
Websites of partners	Dissemination of reports and updates
Newsletters and mailing lists	Ongoing stakeholder engagement

## 7. ANNEXES

- Workshop Materials
- Participant List
- Photos from the Workshop





List of Attendees

Living Labs Alandroal, Alentejo (Portugal). March 14<sup>th</sup> 2025

NAME	COMPANY	SIGNATURE
Telmo Sousa	AJANT	
União Europeia	DRDL	
Cláudio Gusmano	CEBAL	
Fúze Patrício	Morueira rePovoa	
Filipe Páscoa	Evolsight	
Adelina Ivanova	ARED	





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Irena Kiri'lova - Popova	Municipality Bozrodny	
MAYA Milova	CCI - VRATSA	
Joaquim Almeida	Município Alandal	
Francisco Canhoto	CARMIM REGUENBOS	
HELENA GOUVEIA	ISEQ	
João MARTINS	EDIA	
HELENA NETO	CASTRO E NETO	





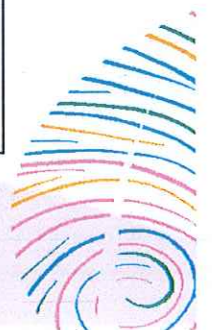
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Angel Amot	PAISACINDO.BIO	
DARKO FERCIC	E-ZAVOD	
ANJA PRISLAN	E-ZAVOD	
Bill Christodoulou	ELORIS SA	
Lamprou Dimitris	ELORIS SA	
Mouly Constantinoble	ELORIS SA	
Sara Cruz	CCDR Alentejo	





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DAVID DE BRITO	TENNARUM	
gabriel casco	Municipio Abaduel	
PABLO MARTES	CHAMBER OF COMMERCE OF SEVILLE	
Carmela Cotrone	chamber of Commerce of Seville	Cotrone
ALONSO BONET	FUNDACION DIETA MEDITERRANEA	
Noraet Galvez	Seville Chamber of Commerce	











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**ANNEX 2:**

# **START-UP REPORT: ONE-STOP-SHOP PLAN**

**CCI-Vratsa**





## CONTENT

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2. MISSION AND GOALS OF SET-UP OPERATION OF LIVING LABS AND ONE-STOP-SHOP (OOS) .....	4
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## 1. SUMMARY BACKGROUND ABOUT LIVING LAB TERRITORY

SWOT ANALYSIS: Identify key Strengths, Opportunities, Weaknesses and Threats considering perspective: Boosting regional development through Mediterranean Diet, developing sustainable tourism (built on local production/services, culture, heritage) contributing to positive impact on rural economies”.

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Rich culinary and agricultural heritage (e.g. cheese, wine, traditional recipes)</li> <li>• Strong connection between culture, food, and tourism</li> <li>• Active engagement of local communities and producers</li> <li>• Existing successful practices: "Slow Food", "Cheese Cult", "Oleo tourism"</li> <li>• Cultural authenticity and identity deeply rooted in local traditions</li> <li>• Existing networks of stakeholders from previous initiatives</li> </ul>	<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Development of agri-tourism and eco-tourism</li> <li>• Use of digital technologies – mobile apps, online marketing</li> <li>• Educational programs and tourist-inclusive events</li> <li>• Support from EU initiatives and projects (e.g. MD Euro-Cluster, FAO GIAHS)</li> <li>• Creating synergies with academic institutions for innovation and research</li> <li>• Engaging youth in rural innovation and entrepreneurship</li> </ul>
<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Low digital maturity of local businesses</li> <li>• Limited accessibility for people with disabilities</li> <li>• Weak international marketing and brand recognition</li> <li>• Limited availability of data to inform strategic planning</li> <li>• Underdeveloped brand identity in international markets</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Limited public funding and investment</li> <li>• Insufficient coordination between institutions and stakeholders</li> <li>• Risk of losing traditional knowledge and practices without timely support</li> <li>• Migration and population decline in rural communities</li> <li>• Over-dependence on seasonal tourism leading to instability</li> </ul>





## 2. MISSION AND GOALS OF SET-UP OPERATION OF LIVING LABS AND ONE-STOP-SHOP (OOS)

Prepare a short overview description of main mission and identified goals.

*Mission:*

To enhance sustainable rural development by promoting the Mediterranean Diet as a tool for cultural, economic, and social regeneration, while fostering innovation and cooperation through Living Labs and One-Stop-Shops. The mission aligns with EU green and digital transitions and focuses on building resilient, inclusive, and competitive rural ecosystems.

*Goals:*

- Establish and operationalize Living Labs as participatory innovation environments for co-creation and knowledge sharing
- Develop One-Stop-Shops as practical support hubs to provide digital services, training, and capacity-building for local MSMEs
- Strengthen collaboration between local producers, institutions, academia, and tourism operators
- Promote local identity and biodiversity through gastronomy, storytelling, and cultural heritage
- Facilitate access to funding, certification processes, and international cooperation networks
- Integrate environmental sustainability and digital innovation in the rural tourism offer
- Enhance public awareness and education around the values of the Mediterranean Diet and rural resilience

## 3. PARTNERSHIP

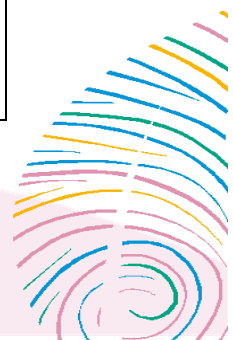
Please describe your stakeholders and their roles in the pilot project. Insert rows according to your needs.

Name of organization	Sector area	Potential role	Motivation / Benefits
CCI-Vratsa	Public Institution	Local coordination, training	Empowering rural development and visibility
Union of Fruit and Vegetable Processors (SPPZ)	Agri-food Processing / Industry Association	Support for local producers and processors,	Strengthen the link between producers and





		advocacy, and technical assistance in the fruit and vegetable preservation industry	processors, improve the quality and competitiveness of local products, and promote sustainable development in the sector
Pendara.bg	Rural Tourism / Gastronomy / Digital Platform	Facilitating authentic rural experiences, culinary tourism, and cultural preservation through a digital platform connecting travelers with local hosts	Promoting sustainable rural development by empowering local communities, preserving traditional Bulgarian heritage, and enhancing the visibility of rural destinations
DSI Ltd	Software Development / IoT	Development of digital tools and smart solutions for rural tourism	Enhance digital transformation and provide innovative IoT solutions to support sustainable tourism initiatives
HRC Culinary Academy	Culinary Education / Hospitality Training	Providing culinary education, training, and capacity-building for local food and tourism professionals	Enhancing the quality and competitiveness of the local culinary and hospitality sectors through internationally accredited programs and practical training opportunities





ProXuman Digital World Foundation	Education / Digital Inclusion	Delivering digital skills training and youth empowerment programs	Promoting inclusive digital transformation and supporting vulnerable groups in rural areas
Individual Young Entrepreneurs	Agriculture and crafts	Innovation drivers, local business development, and community engagement	Fostering entrepreneurship among youth to stimulate economic growth, promote sustainable practices, and enhance the vitality of rural areas
Local producer	Agriculture/Food	Product supply and tourism integration	Business growth and promotion
Pecheli.NET	Digital Services	Digital engagement and promotional strategies	Enhance digital outreach and provide data- driven insights for local tourism
MURGASH 88 LTD	Food Distribution and Logistics	Providing distribution and logistics services for local food producers, expanding market reach, and supporting brand development	Enhancing the visibility and competitiveness of local food products through an established distribution network and expertise in brand development



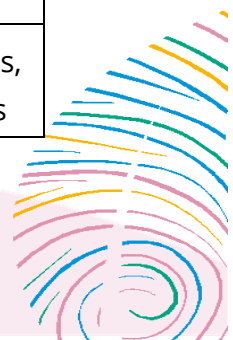


<p>Chef Viktor Zhechev</p>	<p>Culinary Arts / Gastronomy / Culinary Education</p>	<p>Culinary innovation, mentorship, and promotion of Bulgarian gastronomic heritage</p>	<p>Benefits: Leveraging international experience to enhance local culinary practices, support emerging chefs, and elevate Bulgaria's food culture on the global stage</p>
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#### 4. KEY ACTIVITIES IMPLEMENTED BY ONE-STOP-SHOP (OOS)

Identification of key activities, which will contribute to mission and goals.

Title & Description	Participating Stakeholders	Next steps
<p>Give the title and/or short description of the activity (identification process, focus group meeting, survey, testing... etc.).</p>	<p>According to the Partnership table above. You can write "All" if all of the stakeholders participate in activity</p>	<p>What will be the next steps?</p>
<p>Destination management planning</p>	<p>All</p>	<p>Develop unique regional tourism packages</p>
<p>Digital tools training</p>	<p>DSI Ltd, ProXuman Digital World Foundation, Pecheli.NET</p>	<p>Organize digital literacy and IoT application</p>
<p>Business support services</p>	<p>CCI-Vratsa, MURGASH 88 LTD</p>	<p>Provide consultation on funding access, logistics, and tourism business models</p>





Organization of themed events	Local producers, Pendaro.bg, HRC Culinary Academy, Chef Viktor Zhechev	Plan and launch culinary festivals and regional food events
Youth entrepreneurship workshops	Individual Young Entrepreneurs, ProXuman Digital World Foundation	Mentor youth and promote startup development in rural areas
Culinary education and mentoring	HRC Culinary Academy, Chef Viktor Zhechev	Deliver training modules and mentoring for aspiring chefs





## 5. SYNERGIES WITH OTHER LOCAL/REGIONAL AND NATIONAL INITIATIVES OR EU PROJECTS

Can you identify local/regional/national/ EU initiatives which can contribute to operation of Living labs and Open-Stop-Shop.

Name of the initiative	Potential contribution (to activities, events, capacity, network,...)
FAO GIAHS	Framework for sustainable agricultural heritage tourism
UNESCO MD Safeguard	International visibility and certification
MED DIET Euro-Cluster	Transnational governance and support services
Regional tourism strategy	Alignment with public policies and local initiatives
Smart Villages Initiative	Introduction of digital technologies and smart services in rural areas
European Green Deal	Promoting sustainability and climate neutrality in rural tourism development
LEADER/CLLD Programmes	Local action group engagement and funding opportunities for grassroots initiatives
Erasmus+	Capacity-building and mobility projects for tourism and sustainability professionals
Horizon Europe	Research collaboration opportunities related to food systems, sustainability, and rural innovation

## 6. MOST RELEVANT COMMUNICATION CHANNELS FOR OPERATION AND COMMUNICATION

List the existing communication channels, which you will use to support operation of Living labs and One-Stop-Shop.

Communication channel	Purpose
Mobile applications	Provide tourists with access to local products and tours





Social media platforms	Promote events, experiences, and educational activities
Local info kiosks	Offline tourist engagement and support
Websites of partners	Dissemination of reports and updates
Newsletters and mailing lists	Ongoing stakeholder engagement

## 7. ANNEXES

- Workshop Materials
- Participant List
- Photos from the Workshop
- Survey Results
- Training Presentations





# MedDiet Go! Event Bulgaria

Location: Sofia, Bulgaria

Duration: 12-14 November 2024

## Agenda

Monday, 11 November 2024: Travel time and accommodation

Metropolitan Hotel Sofia

<https://metropolitanhotelsofia.com/en/home/>

Tuesday, 12 November 2024

Partners meeting

Venue: Hall Madrid, Metropolitan Hotel Sofia

09:00-09:15	Registration
09:15 - 09:30	Welcome and technical issues
09:30 – 10:45	Partners meeting and Steering Committee
10:45 – 11:15	Coffee break
11:15 – 12:30	Partners meeting and Steering Committee
12:30 – 14:00	Lunch
14:00	Sofia Cultural Tour
19:00	Dinner

Wednesday, 13 November 2024

Workshop

Attracting rural tourism through sustainable food manufacturing

Venue: Hall 6, Inter Expo and Congress Center (<https://en.iec.bg/>)

09.00-09.15	Registration and welcome coffee
09.15-09.30	Welcome and technical issues (CCI-Vratsa)
09.30-09.45	<b>Presentation of the project (CCSEV)</b> <ul style="list-style-type: none"><li>✓ European and International terms of reference</li><li>✓ General and specific objectives</li><li>✓ Results to achieve</li></ul>
09.45-10.15	<b>Practical training (MDF)</b> <ul style="list-style-type: none"><li>✓ Sharing information, lessons learned, models and good practices focusing on rural tourism and food attractiveness: the presentation should aim at equipping rural communities to prepare well-designed governance models, in terms of smooth, practical and rational cooperation among relevant public and private stakeholders.</li></ul>



	<p><i>Deliverables 1.1 Comparative analysis of previous projects and Deliverables 1.2 Good practice catalogue</i></p> <ul style="list-style-type: none"> <li>✓ MDG prototype multi-platform, multi-lingual, digital information service Med Diet Cluster Web portal.</li> <li>✓ Definition of the app via mobile phones freely available on the Web</li> </ul> <p><i>Deliverables 1.3 Common guidance - "MD circuits" - Tourism interactive map</i></p>
10.15-10.30	<p><b>Preparing the LLs (E-zavod)</b></p> <ul style="list-style-type: none"> <li>✓ Guidelines (taking into account the former good practices), sharing methodologies for co-creation activities and preparing the One-stop-shop.</li> </ul>
10.30-11:00	Promoting rural tourism through sustainable food production (CCI-Vratsa' lecturer)
11.00-12.30	<p>Involving local communities: discussion with public institutions, associated partners, economic stakeholders, others (Moderator CCI-Vratsa, Coordinator E-zavod, contribution by all partners and associated)</p> <ul style="list-style-type: none"> <li>✓ Identifying complementary activities, both in transnational and local network</li> <li>✓ Identifying local products of excellence</li> <li>✓ Identifying potential local itineraries (as proposal for new GIAHS)</li> <li>✓ Promotion in information kiosks, travel agencies or directly to tourists on their mobile phones.</li> <li>✓ Proposing role of the partners, associated partners, local stakeholders</li> </ul>
12:30-13.00	Final considerations and decisions
13:00-15:00	<b>Lunch</b>
15:00	Exploring the International Food Expo

Thursday, 14 November 2024 - Travel time

International Food Exhibitions 2024 includes:

- **INTERFOOD & DRINK** (sustainable food manufacturing - Food, drinks, packaging, machinery and technology)
- **MEATMANIA** (meat industry)
- **THE WORLD OF MILK** (milk industry)
- **BULPEK** (bakery and confectionary industry - Bread and bakery products, raw materials, additives, machinery, equipment and technology, packaging)
- **WINE SPIRITS** (wine industry)





MedDiet Go

Interreg  
Euro-MED



Co-funded by  
the European Union

Location:	Sofia
Country:	Bulgaria
Date:	12.11.2024

EVENT: 3rd Steering Committee meeting  
Sofia Cultural Tour

Participant's list

No.	Name	Company/Organization	e-mail	Photography	Lunch, dinner, coffee break	Signature / Подпис
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MedDiet Go "Med Diet identities - from territorial networking to cluster organization"

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MedDiet Go

Interreg  
EURO-MED



Co-funded by  
the European Union

Location:	Inter Expo and Congress Center Sofia
Country:	Bulgaria
Date:	13.11.2024

Workshop  
Attracting rural tourism through sustainable food manufacturing

Participant's list

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