



MedDiet Go

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D.2.3.1 LIVING LABS WORKSHOPS REPORT



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*Version 1
December 2025*



DOCUMENT AND PROJECT DETAILS

Project acronym	MedDiet GO
Work Package	2. Promote the capitalisation of MD.net's high-quality results
Activity	A2.3 Implementing Co-creation Living Labs
Deliverable Name	D2.3.1 Living Labs Workshops Report
Deliverable Type	Key deliverable
Responsible Partner	PP3 E-zavod
Lead Partner	LP CCSEV
Due date of Deliverable	31.12.2025
Status	Final version
Submission date	19.12.2025



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SUMMARY

The deliverable presents how the MedDiet GO project implemented seven local Living Labs and set up One-Stop-Shops (OSS) to co-create and test practical solutions for sustainable tourism rooted in Mediterranean Diet values. It consolidates what was discussed, tested, and produced through workshops across seven partner territories.

At the core of the project's approach is a clear division of roles: the Living Labs have a role of the project's "think-and-do engine" where diverse local actors jointly explore problems, generate ideas, and prototype innovations, while the OSS is the structure meant to stabilise and apply those innovations through ongoing services.

The use of the living lab framework is vital for the project, since it enables an open and creative process that brings together producers, consumers, researchers, public bodies, and other stakeholders to combine knowledge and turn it into innovations that can generate several kinds of value, including social, cultural, environmental, and economic value. Each territory used a structured process that included workshops to identify priorities and shape the local OSS.

The Living Labs and OSS are also part of a longer-term governance picture, linked to the Med Diet Euro Cluster's operational framework and its Joint Action Plan. The Living Labs and OSS are intended to support key long-term directions such as skills enhancement, local community empowerment, stronger international relations, and more robust institutional anchoring.

In practical terms, the Living Labs and OSS operate as local "innovation ecosystems" in a recurring cycle of exploration (mapping needs, opportunities, and assets), experimentation (prototyping with stakeholders), and evaluation (testing results and assessing whether they can scale). The intended continuity mechanism is that ideas and lessons generated in Living Labs are transferred to the OSS, which then serves as a permanent hub, delivering business services, training, support for quality and certification schemes, links to tourism markets, and a policy interface aligned with territorial strategies.

Across the seven territories, the Living Labs shared a harmonised methodological framework. Still, each region focused on locally specific tourism and rural-development challenges, such as improving local food sourcing while preserving authentic culinary knowledge, strengthening product distinctiveness and certification, designing better visitor journeys that link gastronomy to heritage sites, improving branding and digital presence, tackling weakening intergenerational transfer of crafts and traditions, and reducing fragmented governance and coordination. The workshops also addressed workforce capacity constraints, gaps



in territory-specific gastronomic offerings, and the need for more “tourism-ready” products to increase farm and SME income.

OVERVIEW ACROSS SEVEN LIVING LAB TERRITORIES

Andalusia, Spain

Andalusia focused strongly on gastronomic practices as a pathway to sustainability and local economic resilience. Workshops in Seville centred on “conscious cooking” and proximity sourcing, with discussions linking seasonal local supply chains, reduced food waste, and eco-friendly kitchen practices to both environmental goals and the competitiveness of local gastronomy.

The living lab outputs include training concepts for culinary professionals, proposals for regional networking among chefs and producers, and the organisation of festivals and campaigns to promote the Mediterranean Diet as a healthy and sustainable model. Further sessions included field visits and good-practice showcases that combined sustainability with social-economy approaches, thereby strengthening relationships among public institutions, producers, and hospitality actors, even when formal new partnerships were not yet recorded.

The final Andalusian workshop reinforced the idea of the Mediterranean Diet as a holistic lifestyle model. It used experiential learning (including an olive-oil heritage visit) to connect cultural heritage, sustainability, and innovation, while also emphasising the Eurocluster's role in scaling collaboration.

Catalonia, Spain

Catalonia's Living Lab mission is to identify opportunities, challenges, and concrete lines of action to strengthen Mediterranean tourism as a driver of rural development, using a sustainable, participatory approach aligned with territorial values and the Mediterranean Diet. Its goals focus on mobilising quadruple-helix stakeholders for cross-sector dialogue, disseminating best practices in Mediterranean Diet, supporting wine and olive oil production, sustainable tourism, and entrepreneurship, and raising awareness of declining adherence to the Mediterranean Diet and the risks of less sustainable lifestyles.

Across three workshops (Madrid, Barcelona, Vilafranca del Penedès), participants highlighted that rural gastronomy-based tourism (oleo/wine tourism) must be built on authentic identity and storytelling, treating olive oil/wine not only as products but as part of the territory's landscape, biodiversity, history and traditions. Major constraints include rural connectivity/transport, uneven digitalisation, and the need for training tourism agents. Discussions in Barcelona reinforced the Mediterranean Diet as a scientifically supported healthy and sustainable model, calling for stronger



education, communication and public policies, with emphasis on local production seasonality, responsible consumption and food waste reduction, and on reconnecting consumers with producers. Vilafranca stressed the Mediterranean Diet as a living cultural heritage and a strategic asset for slow tourism and rural entrepreneurship.

New collaborations emerged with a leading olive oil producers' association (to support the continuation of oleo-tourism work), a commitment to monthly follow-up meetings after the Barcelona session, and VINSEUM positioned as a regional hub for cultural agents to co-develop a unified strategy. Next steps include continuing strategy-building and developing practical solutions, such as sustainable weekly menus, education actions, innovations in packaging and logistics, and waste reduction, as well as communication campaigns or digital tools.

Slovenia

Slovenia defined its Living Lab mission around building an integrated approach to rural tourism development through quadruple-helix cooperation and participatory methods, while explicitly balancing tourism, environment, and local population needs.

The Slovenian workshops were strongly practice oriented. One workshop built concrete skills in fermenting vegetables and fruits so that eco-farms and rural tourism providers could convert seasonal produce into higher-value, branded, shelf-stable products, with attention to food safety and basic labelling. Another workshop tested a full-day prototype tourism product at the Žička Carthusian Monastery, combining guided heritage interpretation with hands-on herb education and distillation experiences, and using citizen feedback to validate the perceived added value and refine operational details such as group size, timing, and retail touchpoints.

The final workshop focused on shaping the future mission and services of the local OSS, drafting a "mission canvas," developing a guided "green corridor" knowledge walk concept, and coordinating a follow-up event to promote further and consolidate earlier pilot results.

Puglia, Italy

Puglia framed its Living Lab around co-creating new services for a future "Med Diet Hub" anchored in the renovated Territorial Museum, with an emphasis on connecting food traditions, culture, and innovation. The Puglia process used a design-thinking and participatory planning approach, and it developed service concepts around several "personas" representing different user needs and ways an OSS-like hub could function. Early outputs included agreement to position the Museum as a narrative space for territorial identity and to develop a first pilot



around a symbolic local food (“Pancotto”) as a culturally rooted, concrete starting point.

Subsequent workshops evolved the concepts into structured proposals, which were collectively evaluated for strengths, criticalities, and development potential. Later sessions brought in a broader set of disciplinary experts (including heritage and architecture specialists connected to the museum redevelopment) to deepen evaluation and strategic fit. The next steps in Puglia were described as moving into operational prototyping, establishing governance, strengthening the digital dimension, and connecting the museum hub more closely to the wider territory, with an explicit ambition to make the model replicable for other museums and contexts.

North Aegean, Greece

North Aegean positioned its Living Lab mission around building clusters and synergies across tourism, food and beverage, producers, and marketing/communication actors, to shape policies and develop an outward-looking culture of innovation.

The workshops included practical capacity building, live prototyping, and partner coordination. Early sessions focused on food photography skills to address fragmented marketing and promotion, and they reportedly established cooperation among producers and the municipality. Later activities prototyped and refined “guided food walks” in Mytilini that connect gastronomy with heritage sites, and produced concrete tools, including draft guides for organising and costing food walks, as well as media assets to support promotion.

A final workshop shifted toward volunteer training for food events, aiming to formalise recruitment, training, and deployment patterns while aligning sponsors and organisers for consistent visitor experiences during festivals and beyond.

Alentejo, Portugal

Alentejo described a broad, strategic mission that treats the Mediterranean Diet as a catalyst for innovation, identity, and rural resilience, with the OSS serving as a practical support hub offering digital tools, training, and guidance.

The first workshop used the World Café method to prioritise and translate discussions into micro-commitments and pilot directions across three domains: products, food service/hospitality, and experiences/visits. Outputs included proposals for traceability and origin communication through seals or QR codes, sensory validation pathways, a practical target for restaurants to integrate seasonal/local content into menus, and the design of immersive seasonal experiences that connect communities, heritage, and producers.



Further workshops moved into concrete route development and OSS pilot planning by finalising the “One Day in Alandroal” itinerary, agreeing on a first version of an authenticity and quality checklist, defining simple KPIs, and assigning owners and timelines for the first pilots. A subsequent pilot day tested the full route in practice and collected structured feedback through a questionnaire, with the intention of using the analysis report to refine the route and strengthen stakeholder coordination through the OSS.

Vratsa County, Bulgaria

Vratsa County framed its Living Lab mission around sustainable rural regeneration and resilient ecosystems linked to green and digital transitions, with a strong focus on cultural heritage, youth engagement, and digitalisation.

Workshops addressed declining transmission of local crafts and culinary traditions, seasonal tourism demand, weak branding and digital presence, and fragmented coordination among actors. Outputs include concepts for flagship itineraries that combine craft demonstrations, tastings, and folklore; plans for festivals that merge food and music; and designs for youth training and certification models.

Subsequent sessions focused explicitly on digital tools for tourism and storytelling, developing prototype ideas such as QR-enabled routes, video channels, and interactive maps with gamified elements, and they reinforced the need for a unified digital platform supported by the OSS to curate and maintain content over time.

The last workshop concentrated on gastronomy as a bridge between local identity and market-ready tourism products, producing route concepts, a cookbook idea focused on intergenerational knowledge transfer, and a proposal for a regional quality trademark to strengthen visibility and trust.

Across all project regions, the strongest common thread is that sustainable tourism development should not be treated as a single product, but as a connected system that includes local food value chains, skills and training, authentic storytelling, quality assurance, digital communication, and coordination among diverse actors.



1. PURPOSE & SCOPE OF THE LOCAL LIVING LABS AND ONE-STOP-SHOPS

The purpose of the local living labs and one-stop shops is to test the transfer of living lab methodologies and to define the structure of the one-stop shops.

MedDiet Go (MDG) project understands the Living Lab as an open, creative process that brings diverse actors together to capture, combine, and generate knowledge, turning ideas into sustainable innovations.

This process creates multiple forms of value—economic, social, cultural, environmental, experiential, symbolic, democratic, and societal. In the MDG approach, the Living Lab is the “think-and-do engine” that explores issues and ideas, while the One-Stop Shop (OSS) puts the results into practice. To identify priorities and design each OSS, four workshops were held in every region.

1.1 Long-term contribution of the Living Labs and one-stop shops in the operation of the Med Diet Euro Cluster

As presented in the project’s final deliverable *D3.1.1 Med Diet Euro Cluster Joint Action Plan*, the local living labs and one-stop-shop will also have a strategic role in the long-term contribution, supporting the implementation of the key activities identified in the Joint Action Plan:

- ✓ enhancing skills,
- ✓ empowering local communities,
- ✓ expanding international relations,
- ✓ strengthening institutional anchoring.

The Med Diet Euro Cluster identifies local living labs and one-stop shops among five key tools: MD Declaration, Trademark, Living Labs, Web Platform, and Digital/Human Resources, contributing to the further development and operation of the Med Diet cluster. A comprehensive use of the mentioned tools can help preserve the authenticity of the MD, foster innovation and skills development, expand market and institutional connections, and secure a sustainable transnational governance framework.

More specifically, both tools present the Eurocluster’s operational framework—local, cross-border innovation ecosystems where producers, consumers, researchers, and policymakers co-create and test solutions in real settings. Guided by MedDiet Go methods, they run an iterative three-step cycle: exploration (mapping needs, opportunities, and assets), experimentation (prototyping products,



services, and processes with stakeholders), and evaluation (testing results, measuring impacts, and validating scalability).

To ensure continuity, innovations move from Living Labs into One-Stop Shops (OSS)—permanent structures in each partner territory. They provide integrated support for SMEs and communities (business services, digital training, access to PDO/PGI/organic schemes, matchmaking with tourism), act as a visibility hub for consumers and investors, serve as a policy interface aligned with Smart Specialisation and Cohesion tools, and connect transnationally by linking seven OSS into a Eurocluster platform.

The two tools reinforce each other: Living Labs incubate innovation at the grassroots level; OSS stabilise it through ongoing services and governance. During the project implementation, this model has already delivered new itineraries, digital platforms, gastronomic events, and cross-sector business models—tested locally and scaled cluster-wide. Strategically, it sustains co-creation and community empowerment, equips SMEs, channels local innovation into Eurocluster branding and internationalisation, and aligns with EU/global frameworks (European Green Deal, Digital Decade, UNESCO Intangible Heritage, FAO GIAHS, ENoLL). To date, Living Labs have run 80+ co-creation activities and 40+ pilots, with OSS converting these into lasting regional nodes.



2. PRESENTATION OF RESULTS OF 7 LIVING LABS

As already presented in the previously prepared project deliverables:

- ✓ D.2.1.1 Guidelines for setting up seven co-creation laboratories: living labs and operation of one-stop shops (internal deliverable) and
 - ✓ D2.2.1 report with the proofs of 7 one-stop shops established,
- the MedDiet Go Living Labs share a harmonised methodological approach and framework for testing and implementing the key activities. Still, each local living lab addresses specific challenges related to sustainable tourism.

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

Key activities 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 interested in supporting sustainable tourism in the 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.

In the framework of deliverable D2.2.1, the report with proofs of 7 one-stop shops established, we already presented the results of the first local workshops, implemented in each local living lab. In these start-up workshops, partners, together with stakeholders, focused on identifying missions and goals, and on building partnerships for living labs and one-stop shops.

In the following sub-chapters of this deliverable, we present the results of the **living labs workshops** in partners' regions, which were more focused on tackling **specific local challenges** related to sustainable tourism.

At the living lab workshops, local networks addressed the following challenges:

- 1) Enhancing local food sourcing and preserving authentic culinary practices.
- 2) Enhancing product offer development, distinctiveness and certification.
- 3) Improving experience design and visitor journeys, encouraging links between gastronomy and heritage sites.
- 4) Strengthening the branding, marketing, and digital presence of established products and itineraries.
- 5) Declining transmission of heritage and knowledge transmission (local crafts, cuisine).
- 6) Fragmented governance, coordination and networks.
- 7) Lack of workforce capacity, specifically connected with local events and hospitality services.
- 8) Underdeveloped territory-specific gastronomy.
- 9) Farm & SME Upgrading: lack of tourism-ready products that increase farm and SME income.



2.1 Living Lab Andalusia, Spain



2.1.1 The mission and the goals

The mission is to foster sustainable tourism rooted in Mediterranean Diet values by increasing stakeholder cooperation, capitalising on 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.

2.1.2 The results of the workshops

WORKSHOP: "CONSCIOUS COOKING: PROXIMITY, RESPONSIBILITY, SUSTAINABILITY", 17th June 2025, Seville

PURPOSE

The discussions focused on the key challenges and opportunities of integrating proximity-based cooking, environmental responsibility and sustainability into modern gastronomic practices. Participants engaged in productive brainstorming sessions to identify concrete ideas and actions for implementation at the local and regional levels.

The discussions emphasised the importance of proximity-based cooking in strengthening connections with local producers, of environmental responsibility in



reducing food waste and lowering the carbon footprint, and of sustainability practices in implementing eco-friendly culinary techniques. These themes were regarded as essential pillars for shaping modern gastronomy in a way that respects cultural traditions and environmental needs.

The event's mission was to strengthen connections among local producers, chefs, and consumers while promoting the Mediterranean diet as a model for healthy, sustainable, and economically viable food practices. The initiative aims to establish a network of conscientious culinary professionals dedicated to preserving Mediterranean culinary traditions.

KEY STAKEHOLDERS

- ✓ Fundación MAS — venue & coordination.
- ✓ EcologicaKoK — communications support.
- ✓ Seville Chamber of Commerce — workshop implementation.
- ✓ Restaurant Sobretablas — implementation support; hospitality expertise.
- ✓ Hospitality School Fundación Cruzcampo — implementation support, culinary training expertise.

KEY CHALLENGES ADDRESSED AT THE WORKSHOP

- ✓ Proximity-based cooking: Strengthening connections with local producers.
- ✓ Environmental responsibility: Reducing food waste and carbon footprint.
- ✓ Sustainability practices: Implementing eco-friendly culinary techniques.

PARTICIPATORY METHODS USED

1. Future workshops: Some possible topics for workshops to achieve the objectives were discussed.

- ✓ Sustainable sourcing: building partnerships with local producers and planning seasonal menus.
- ✓ Zero-Waste Kitchens: Practical methods to reduce food waste and improve resource efficiency.
- ✓ Eco-Friendly Cooking: Training on energy-efficient techniques and the use of sustainable equipment.
- ✓ Promotion of the Mediterranean Diet – Strategies for community engagement and consumer education.

2. Brainstorming session: the session focused on practical solutions that could be implemented at local and regional levels. It resulted in concrete proposals to promote the Mediterranean diet as a model for healthy, sustainable and economically viable food practices.

KEY OUTPUTS OF THE WORKSHOP

- ✓ Developing training programs for culinary professionals in sustainable cooking techniques.
- ✓ Organising local food festivals and markets that celebrate Mediterranean cuisine and traditions.



- ✓ Setting up a regional network of culinary professionals committed to sustainability to share knowledge and best practices.
- ✓ Design regional campaigns that promote the health and sustainability benefits of the Mediterranean diet.
- ✓ Introduce eco-friendly kitchen practices such as using energy-efficient equipment and reducing single-use plastics.

NEW PARTNERSHIPS FORMED DUE TO WORKSHOP

Engagement with Hospitality School consultants specialising in quality and sustainability for ongoing collaboration and program delivery.

EXPECTED IMPACT & NEXT STEPS

- ✓ Implement food waste reduction initiatives, such as composting and portion control.
- ✓ Community-supported agriculture schemes can be established to connect consumers directly with local producers.
- ✓ Collaborative projects involving schools, restaurants and producers aim to educate communities about healthy eating.
- ✓ Guidelines for planning sustainable menus that highlight seasonal Mediterranean produce.
- ✓ Proposals for funding or incentives to encourage small-scale producers to adopt eco-friendly farming methods.
- ✓ Commitment to preserving traditional recipes and cooking techniques while adapting them to modern, sustainable practices.

WORKSHOP: CULTIVATING SUSTAINABILITY: STRENGTHENING TIES WITH LOCAL FOOD PRODUCERS", 23rd September 2025, Seville

PURPOSE

The workshop began with a welcome reception at the Ciudad del Conocimiento (Knowledge City), the municipal building of the Dos Hermanas City Council. María del Carmen Gil Ortega, the Councillor for Economic Promotion and Innovation, opened the session with a welcome address. This was followed by presentations from all the participating stakeholders, who shared insights into their main activities and areas of action. Participants also attended a session on good practices in sustainability and the social economy, featuring the experience of Flor de Doñana, a benchmark in sustainable agriculture.

After this, the field visit began with a transfer to BioAlverde in Montequinto, Dos Hermanas. Upon arrival, participants took part in a guided tour of this inspiring initiative, which Cáritas Sevilla supports. BioAlverde combines decent and fair employment for vulnerable individuals, organic farming, local trade, sustainable



fashion, reuse and environmental education and awareness, showcasing a holistic approach to social inclusion and sustainability.

KEY STAKEHOLDERS

- ✓ Dos Hermanas City Council- venue and site of coordination.
- ✓ Seville Chamber of Commerce- implementor of the workshop.
- ✓ Bioalverde- a company dedicated to eco-friendly production, local sourcing, and responsible consumption.
- ✓ Flor de Doñana Biorganic- agri-food company.
- ✓ Marqués de Caicena- support in the implementation of the workshop. Olive oil producer.
- ✓ AGAPA- support in the implementation of the workshop. Andalusian Agricultural and Fisheries Management Agency.

KEY CHALLENGES ADDRESSED AT THE WORKSHOP

- ✓ Sustainable agriculture and local development: encouraging environmentally friendly farming and strengthening rural economies.
- ✓ Community engagement: building partnerships between producers, institutions and end consumers.
- ✓ Education and awareness for sustainability: promoting responsible consumption and environmental stewardship through local initiatives.

PARTICIPATORY METHODS USED

As usual, we implement the workshops by taking into consideration the main takeaways from previous workshops. Following this method, possible workshops were discussed in this session to achieve the objectives exposed.

- ✓ Education for Sustainable Consumption: Designing community workshops and school programmes to promote responsible eating habits and environmental awareness.
- ✓ Showcasing local success stories: Organising field visits and exchanges to showcase the best practices of initiatives such as Flor de Doñana and BioAlverde.
- ✓ Sustainable Value Chains: Developing short supply chains that combine environmental responsibility with community well-being.
- ✓ Building Local Food Networks: Strategies to strengthen the cooperation of producers, consumers and public institutions to create resilient local food systems.
- ✓ Good practice sharing. The session showcased a prime example of regenerative and organic farming, demonstrating how environmentally responsible agricultural practices can generate local value while safeguarding biodiversity.
- ✓ Field visit. The aim was to showcase a model of sustainable and inclusive agriculture that demonstrates how ecological production and short supply chains can promote environmental responsibility and community well-being.



KEY OUTPUTS OF THE WORKSHOP

- ✓ Promoting regenerative and proximity agriculture as a means of achieving environmental sustainability, food resilience and rural development.
- ✓ Strengthening collaboration between local producers, institutions and communities to foster sustainable local food systems.
- ✓ Showcasing Flor de Doñana Biorganic as a leading example of integrating regenerative practices and biodiversity protection within the agri-food sector.
- ✓ Highlighting BioAlverde as a model of social inclusion that combines ecological farming, local trade and environmental education.
- ✓ Encouraging knowledge exchange and the sharing of good practices among stakeholders in sustainability and the social economy.
- ✓ Promoting circular economic principles to reduce environmental impact and support responsible consumption.
- ✓ Raising awareness of the social dimension of sustainability and its link to ecological production, inclusion, and community well-being.
- ✓ Reinforcing the role of education and field visits in demonstrating practical, real-life examples of sustainable and socially responsible initiatives.

NEW PARTNERSHIPS FORMED DUE TO WORKSHOP

No, but it could happen soon, given that the participating organisations have now increased their number of contacts and their knowledge of companies working in similar or complementary sectors.

EXPECTED IMPACT & NEXT STEPS

- ✓ Elevated regenerative and proximity agriculture as pillars for environmental sustainability and food resilience.
- ✓ Stronger intent to collaborate with producers, institutions, and communities to build local food networks.

WORKSHOP: “FROM TRADITION TO ACTION: STRATEGIES TO PROMOTE THE MEDITERRANEAN DIET”, 24th September 2025, Seville

PURPOSE

The 4th Living Lab, titled “From Tradition to Action: Strategies to Promote the Mediterranean Diet”, explored how the Mediterranean diet encompasses not just culinary practices, but also a holistic lifestyle embracing health, culture, sustainability and community well-being.

The session featured presentations of good practices and innovative projects in sustainable agriculture and gastronomy. A key topic of discussion was MedDietGo! project, which promotes the Mediterranean diet as a model for healthy living and encourages environmentally responsible farming and gastronomy. The project also fosters the creation of an international MDG Euro-cluster, connecting enterprises, researchers, and communities across Europe.



Experts and local initiatives shared examples of how Mediterranean principles can inspire sustainable business models, tourism experiences and educational activities, thereby reinforcing the project's potential to drive innovation and collaboration at regional and European levels. The day concluded with a visit to the ancient and recent facilities of the Hacienda Guzmán, a walk among the variety of olive trees and a tasting of extra virgin olive oil. This was followed by a convivial lunch celebrating Mediterranean flavours, culture, and exchange.

KEY STAKEHOLDERS

- ✓ Hacienda Guzmán (Fundación Juan Ramón Guillén)- Speaker and venue of the event.
- ✓ Seville Chamber of Commerce- Speaker and implementor of the workshop.
- ✓ ACH Consulting- Speaker. Consultancy in quality and sustainability in the food industry.
- ✓ EUSA (University Campus)- Support in the implementation of the workshop.
- ✓ Marqués de Caicena- Support in the implementation of the workshop. Olive oil producer.
- ✓ AGAPA (Andalusian Agricultural and Fisheries Management Agency)- Support in the implementation of the workshop.
- ✓ Regulatory Council of PGI Manzanilla and Gordal Olives from Seville- Support in the implementation of the workshop.
- ✓ Dos Hermanas City Council- Support in the implementation of the workshop.

KEY CHALLENGES ADDRESSED AT THE WORKSHOP

- ✓ Mediterranean lifestyle: A way of life that integrates health, culture and sustainability through food and community well-being.
- ✓ Cultural heritage and education: Preserving Mediterranean traditions, such as olive cultivation, and raising awareness through experiential learning.
- ✓ Collaboration and innovation: Creating networks such as the MDG Eurocluster to connect enterprises, researchers and communities.

PARTICIPATORY METHODS USED

- ✓ **Sharing Knowledge.** The Living Lab promoted a rich exchange of ideas through presentations and discussions featuring experts, local initiatives, and the MedDietGo! project. Stakeholders shared examples of good practices in sustainable agriculture and gastronomy, emphasising the Mediterranean diet as a framework for health, innovation and community well-being. This approach encouraged cross-sector collaboration and learning, enabling participants to identify synergies and explore joint opportunities within the emerging MDG Eurocluster. By combining local expertise and real-world experience, the session fostered a shared understanding of how Mediterranean values can inspire more sustainable and inclusive regional development.



- ✓ **Field visit.** The field visit to Hacienda Guzmán offered participants an immersive, firsthand experience of Mediterranean agricultural heritage. Through guided tours of the olive groves and traditional and modern oil production facilities, as well as a tasting session of extra virgin olive oil, stakeholders witnessed firsthand how centuries-old practices coexist with innovative approaches to sustainability. This hands-on exploration provided valuable insights into the connections between cultural preservation, environmental responsibility and local economic development. The visit also fostered informal dialogue and reflection, reinforcing the idea that tangible experiences are essential for understanding and promoting the Mediterranean lifestyle as a sustainable model.
- ✓ **Future workshops** (the unthinkable and how to make it happen)
Looking ahead, it was considered to continue implementing workshops for stakeholders, with the aim of strengthening cooperation, sharing expertise, and designing joint strategies to promote the Mediterranean diet and sustainable practices. In parallel, training sessions for citizens, entrepreneurs and local communities will focus on raising awareness and encouraging responsible behaviours relating to food, culture and sustainability.

KEY OUTPUTS OF THE WORKSHOP

- ✓ Continuing to promote the Mediterranean diet as a holistic lifestyle that encompasses health, culture, sustainability and community well-being.
- ✓ Encouraging sustainable farming and gastronomy through environmentally responsible and regenerative practices.
- ✓ Collaborating with the MDG Eurocluster to encourage cooperation and knowledge exchange between businesses, researchers and communities.
- ✓ Highlighting innovation and local development through sustainable business models.
- ✓ Preserving Mediterranean heritage and culture, including traditional olive cultivation and culinary practices.
- ✓ Raising awareness and educating people about sustainability, healthy living and community engagement through experiential learning.

NEW PARTNERSHIPS FORMED DUE TO WORKSHOP

Not yet, but it could happen soon, as the participating organisations have expanded their networks and gained greater awareness of companies operating in similar or complementary sectors.

EXPECTED IMPACT & NEXT STEP

- ✓ Continued promotion of the Mediterranean Diet as a comprehensive lifestyle and development model.
- ✓ Emphasis on environmentally responsible, regenerative farming and sustainable gastronomy.



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- ✓ Commitment to collaborate via the MDG Eurocluster for knowledge exchange and joint action.
- ✓ Highlighting innovation and local development through sustainable business models and education.
- ✓ Reinforced heritage preservation (olive cultivation, culinary practices) through hands-on learning.



2.2 Living Lab Catalonia, Spain



2.2.1 The mission and the goals

The mission of the living lab is to identify 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.

Key goals:

- ✓ 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.
- ✓ Disseminate best practices related to the Mediterranean Diet, wine production, sustainable tourism, and entrepreneurship.
- ✓ Raise awareness of the state of Mediterranean Diet adherence and the danger of substituting it for other, less sustainable and unhealthy ways of life.
- ✓ Help stakeholders access the information, funding, certifications, or connections they need to further their businesses.
- ✓ Establish a One-Stop-Shop to support local Mediterranean Diet-focused SMEs in their digitalisation, internationalisation, and overall development.
- ✓ To share with participants knowledge about the Mediterranean Diet and sustainability that can serve as an asset, increasing the value of their initiatives.



2.2.2 The results of the workshops

WORKSHOP: OLEO TOURISM AND RURAL DEVELOPMENT, 5th June 2025.

Madrid

PURPOSE

The workshop was held to identify opportunities, challenges, and lines of action to strengthen oleo tourism as a tool for rural development, with a sustainable, participatory approach aligned with the values of the territory and the Mediterranean Diet.

KEY STAKEHOLDERS

- ✓ Mediterranean Diet Foundation- workshop organisation.
- ✓ Fundación Patrimonio Comunal Olivarero (Olive Groves Communal Heritage Foundation)- venue and key stakeholder in the production of olive oil. Helped contact the participants.

KEY CHALLENGES ADDRESSED AT THE WORKSHOP

The session revolved around the olive oil industry and how it could benefit from oleo tourism. Some of the participants were large oil producers that saw an opportunity to diversify their businesses through rural tourism; however, the transportation and connectivity issues in rural areas are an obstacle. Also, digitalisation is still an ongoing process across Spain's inland territories, so it should be a priority to capture tourists' interest and attention.

The training of the tourism agents was also highlighted as a weakness and maybe an opportunity for developing this kind of tourist route.

PARTICIPATORY METHODS USED

- ✓ Open discussion.

KEY OUTPUTS OF THE WORKSHOP

It was stressed that oil should not be conceived only as an agricultural product, but as the backbone of the territory. The emotional and symbolic value of the landscape, biodiversity, history and traditions are key to building an attractive story for the visitor.

Due to a growing trend towards tourism that seeks authentic experiences, contact with the environment, gastronomy and native people and with storytelling as a strategic tool: real and meaningful stories that connect the visitor with the territory, it is possible to sell oil through emotion and experience, not only the final product.

NEW PARTNERSHIPS FORMED DUE TO WORKSHOP

The Mediterranean Diet Foundation's partner in organising this event is one of the main associations of olive oil producers, and the workshop's subject is one of their



future strategies for rural development and business strengthening. Therefore, they are very interested in continuing the discussion and collaborating with the stakeholders.

EXPECTED IMPACT & NEXT STEPS

To continue to build the identity of the territory upon real and meaningful stories that connect the visitor with the territory.

WORKSHOP: MEDITERRANEAN DIET: EATING PATTERNS AND SUSTAINABILITY, **2nd of October 2025, Barcelona**

PURPOSE

A 3-hour discussion in which every participant shared their point of view, and we then reached a common standpoint on how the Mediterranean Diet can boost the sustainability and health of our lifestyles.

KEY STAKEHOLDERS

- ✓ Mediterranean Diet Foundation- workshop implementor.
- ✓ IDIBAPS (August Pi Sunyer Biomedical Research Institute)- research-related support.
- ✓ Paralelo 40- World Mediterranean Diet Surveillance System- Mediterranean Diet, Health, and Sustainability support.
- ✓ UB Chair on the Mediterranean Diet, Health, Sustainability and Culture.

KEY CHALLENGES ADDRESSED AT THE WORKSHOP

The Mediterranean Diet, the issues currently making it difficult to maintain a sustainable eating pattern in the Mediterranean, the problems with nutritional education, the availability of fresh, sustainable, and local products, and the habits of consumers and cooks.

PARTICIPATORY METHODS USED

- ✓ Open discussion.

KEY OUTPUTS OF THE WORKSHOP

The Mediterranean Diet continues to be a healthy and sustainable dietary model, both for its scientific evidence on health and for its potential to reduce the environmental impact of food. The participants agreed that it is an international benchmark that must be reinforced through education, communication and public policies. Sustainability is a central axis, especially around local production, seasonality, responsible consumption, and reducing food waste. It is important to support the primary and producer sectors and strengthen the link between consumers and producers.



NEW PARTNERSHIPS FORMED DUE TO WORKSHOP

The workshop participants will continue meeting monthly to gather more information and develop new strategies to disseminate the benefits of the Mediterranean Diet.

EXPECTED IMPACT & NEXT STEPS

Possible solutions proposed by the participants were:

- ✓ Preparation of sustainable weekly Mediterranean menus.
- ✓ Educational actions for families, schools or companies.
- ✓ Innovation in packaging, logistics and food waste reduction.
- ✓ Communication campaigns or digital tools (apps, guides).

WORKSHOP: MEDITERRANEAN DIET, CULTURAL HERITAGE, 24th of October 2025, Vilafranca del Penedès

PURPOSE

A 4-hour discussion session in which the Mediterranean Diet was valued as a cultural asset that may boost tourism in rural areas.

KEY STAKEHOLDERS

- ✓ Mediterranean Diet Foundation- workshop organiser.
- ✓ Vinseum (Museum of the Wine Cultures of Catalonia) - venue and local agent that help select and contact participants (stakeholders in the area's cultural scene).

KEY CHALLENGES ADDRESSED AT THE WORKSHOP

The Mediterranean Diet as heritage and its potential for local and rural entrepreneurship. The intensive tourism model of the main cities and most visited destinations is seen as both a weakness and an opportunity for slow-paced tourism.

PARTICIPATORY METHODS USED

- ✓ Open discussion.

KEY OUTPUTS OF THE WORKSHOP

The Mediterranean Diet is one of the most universal cultural values that we project to the world. It represents a way of life that unites health, sustainability and a deep respect for our environment and our traditions and identifies us internationally. Mediterranean Diet as a living heritage, as a lifestyle that unites tradition, well-being, sustainability and culture. During the session, it was highlighted that the Mediterranean Diet is much more than a dietary pattern: it is a way of life that combines local and seasonal ingredients, community traditions, celebrations, the transmission of knowledge, physical activity practices, and a close relationship with the environment and landscape.



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NEW PARTNERSHIPS FORMED DUE TO WORKSHOP

The event was held at the [VINSEUM museum](#), which will become a basepoint where all cultural agents of the territory can gather and develop a unified strategy, serving as a hub to boost collaboration in the region.

EXPECTED IMPACT & NEXT STEPS

To continue the set-up cooperation and to continue creating a comprehensive strategy for Mediterranean Diet as a cultural asset that may contribute to the tourism of rural areas.



2.3 Living Lab Slovenia



2.3.1 The mission and the goals

The mission of the living lab is to establish a common approach to integrated, efficient local tourism development, with cooperation among quadruple-helix stakeholders through participatory methods.

Key goals:

- ✓ Strengthening the network and cooperation among local quadruple-helix stakeholders to support rural tourism.
- ✓ 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.
- ✓ Improvement of tourism-environment-population balance. Including environmental sustainability and circular economy approaches into the existing and potential new products.
- ✓ 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.



2.3.2 The results of the workshops

WORKSHOP: KNOWLEDGE TRANSFER WORKSHOP — HOW TO FERMENT VEGETABLES & FRUITS, 12th April 2025, Kamnik

PURPOSE

Build practical skills for eco-farms and rural tourism actors to turn local produce into higher-value fermented products, aligning with Living Lab Slovenia's goals of sustainable rural tourism and circular economy practices.

KEY STAKEHOLDERS

- ✓ Erika Gioahin s.p. (Microbiology research activity) — workshop lead & trainer.
- ✓ Regional Development Agency Podravje — communications support.
- ✓ Chamber of Commerce & Industry of Slovenia – Chamber of Agricultural and Food Enterprises — communications support.

KEY CHALLENGES ADDRESSED AT THE WORKSHOP

How to sustainably use local food to create distinctive, tourism-ready products that increase farm income and strengthen the regional offer.

PARTICIPATORY METHODS USED

Method: co-creation method and preparation of the fermented vegetables.

KEY OUTPUTS OF THE WORKSHOP

- ✓ Participants learned step-by-step techniques to convert seasonal products into shelf-stable, branded items.
- ✓ Clear guidance on food safety, labelling basics, and use cases (tastings, farm shops, breakfast baskets, gift packs).
- ✓ Roadmap for eco-farms to develop a small, fermented product line (recipes, batch sizing, cost notes).
- ✓ Direct link to Living Lab objectives: higher added value, reduced waste, and authentic visitor experiences.
- ✓

NEW PARTNERSHIPS FORMED DUE TO WORKSHOP

New collaboration between Fermentarnica d.o.o. and participating eco-farm owners for mentoring, sourcing, and potential co-branding.

EXPECTED IMPACT & NEXT STEPS

Since one of the weaknesses of the existing tourism rural offer is a lack of distinctive products with higher value added, the purpose of the training was to train the representatives of eco-farms, which present a valuable rural tourism offer, on how to use their local production of vegetables and provide products with higher added value.



WORKSHOP: TESTING NEW TOURIST PRODUCT WITH CITIZENS IN ŽIČKA CARTHUSIAN MONASTERY, 24th and 25th of May 2025, Žiče

PURPOSE

Evaluate whether an integrated, full-day program that blends cultural heritage with hands-on herb experiences creates a more distinctive, higher-value offer than the current guided tour alone, informing product development, destination management, and marketing.

KEY STAKEHOLDERS

- ✓ Local Touristic Centre Slovenske Konjice — tourism promotion; cultural-historical guiding at the Monastery (implementer).
- ✓ ZRS Bistra Ptuj — program design, test implementation, and feedback survey.
- ✓ Family Farm Majnik — herb education & workshop.
- ✓ Family Farm Meglič — herb education & workshop.
- ✓ Aroma Atelier — herb distillation workshop (aromatherapy).
- ✓ 60 citizens — test participants (split into four groups across two days).

KEY CHALLENGES ADDRESSED AT THE WORKSHOP

- ✓ Need to strengthen destination product development, coordinated management, market positioning, and overall attractiveness.
- ✓ Current rural offer lacks distinctive, higher-value products and integrated visitor journeys.

PARTICIPATORY METHODS USED

Method: co-creation; citizens actively participated in the workshops and the feedback survey.

KEY OUTPUTS OF THE WORKSHOP

- ✓ The integrated full-day concept shows clear potential to deliver higher perceived value: heritage, hands-on learning, and sensory experiences.
- ✓ A prototype day program emerged (guided tour → herb education → distillation demo → tasting/retail moment) suitable for packaging and pricing.
- ✓ Practical insights for operations: group sizing, time blocks, guide-artisan handovers, and on-site retail touchpoints (teas, hydrosols, salves).
- ✓ Evidence-based (surveys) to inform positioning and marketing: storylines around monastic traditions, local herbs, and well-being.

NEW PARTNERSHIPS FORMED DUE TO WORKSHOP

New collaboration between Family Farm Majnik, Local Touristic Centre Slovenske Konjice, and Aroma Atelier to co-deliver the integrated product (content, logistics, and sales).



EXPECTED IMPACT & NEXT STEPS

Testing with citizens confirmed that a curated mix of cultural heritage + herb craftsmanship can transform Žička Carthusian Monastery from a single-activity visit into a signature, higher-value day experience.

WORKSHOP: FUTURE PURPOSE OF THE OOS AND FURTHER NETWORK DEVELOPMENT (11th November 2025, Maribor)

PURPOSE

- ✓ To define mission, goals and key activities for future operation of the One-stop shop.
- ✓ To implement a knowledge-guided tour of a new pilot project, where we can jointly develop a green knowledge corridor excursion, "Pekrski potok," for local beneficiaries.
- ✓ To coordinate the programme, the event related to the results of the first pilot project testing Žička Carthusian Monastery and herbs is planned for 10th December 2025.

KEY STAKEHOLDERS

- ✓ Regional development agency Podravje- Regional authority responsible for regional development.
- ✓ Municipality of Maribor- Local authority
- ✓ Academia d.o.o.- The College of Applied Sciences focused on the education of media production
- ✓ Decorino d.o.o.- The company is implementing education about project management and facilitating networking.
- ✓ Arborist Tanja Grmovšek s.p.- Know-how and expertise in the field of natural habitats.
- ✓ Citizens.

KEY CHALLENGES ADDRESSED AT THE WORKSHOP

- ✓ What should be the future mission, goals and activities of the One-stop shop?
- ✓ Design a route for the guided knowledge tour of the green corridor, Pekrski potok.
- ✓ How to further promote the new tourism product: Žička Carthusian Monastery and herbs.

PARTICIPATORY METHODS USED

- ✓ Co-creation discussion to prepare Mission Canvas.
- ✓ Testing walking tour.



KEY OUTPUTS OF THE WORKSHOP

- ✓ Defined a mission canvas for the future operation of the OOS.
- ✓ Designed a draft plan of the guided knowledge tour of the green corridor, Pekrski potok.

NEW PARTNERSHIPS FORMED DUE TO WORKSHOP

One of the goals is to continue to build our network of stakeholders.

EXPECTED IMPACT & NEXT STEPS

- ✓ To continue the cooperation and involvement of new stakeholders due to the new testing project.
- ✓ Co-implementation of the event on 10th December 2025.



2.4 Puglia Region, Italy



2.4.1 The mission and the goals

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.

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 currently undergoing renovation.

The key goals:

- ✓ 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.



2.4.2 The results of the workshops

WORKSHOP: INNESCARE Living Lab (2), 17th June 2025, Foggia

PURPOSE

To co-create new services for citizens and tourists, to be provided by the Med Diet Hub, starting from the needs of specific “personas” identified.

To imagine the Museum of the Territory, which will be renewed in the next months, as the hub to promote and to valorise the Mediterranean Diet by proposals that are culturally rooted, socially desirable, technically feasible and economically sustainable. The main challenge was to respond to the needs of the “personas” and to relate everything to the identified potential hub for the Mediterranean Diet.

KEY STAKEHOLDERS

- ✓ Museum of the Territory, Foggia- cultural centre, location for events and hub.
- ✓ Museum of Natural History, Foggia- a cultural and naturalistic place.
- ✓ Archeologica SRL- Cultural services for all (adults, children, schools).
- ✓ Polo Biblio-museale di Foggia- Library and museum center.
- ✓ Demanio Armentizio of Puglia Region- Enhancement of ancient routes linked to transhumance (tratturi).

KEY CHALLENGES ADDRESSED AT THE WORKSHOP

How to 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.

To imagine the Museum of the Territory, which will be renewed in the next months, as the hub to promote and to value the Mediterranean Diet by proposals that are culturally rooted, socially desirable, technically feasible and economically sustainable. The main challenge was to respond to the needs of the “personas” and to relate everything to the identified potential hub for the Mediterranean Diet.

These are the “personas” and their proposals. They represent four potential services to be provided:

- 1- Greta - Young activist: hub as a place where young people can co-design experiences.
- 2- Ermenegildo - Experience builder, Tour Operator: hub as a network and content engine for creating original itineraries.
- 3- Sommelier - storyteller: experiential hub, with micro-events and formats in which to involve trade associations and to activate dedicated calls.
- 4- Farmer – Guardian of agricultural knowledge: hub as a network node for producers, consumers and tourists.



PARTICIPATORY METHODS USED

The participatory design process is based on an integrated methodological approach that combines elements of design thinking, participatory planning, creative facilitation, and qualitative research applied to territorial contexts.

KEY OUTPUTS OF THE WORKSHOP

Participants agreed on the following points:

- ✓ The identification of the Museum as a place narrating territorial identity, where the Mediterranean Diet can be described as a living culture rooted in the community.
- ✓ Focus on a symbolic food, such as “Pancotto” - a typical food of the Capitanata (Foggia) - from which to start to plan a first pilot, concrete and representative product/service of the territorial identity linked to the Mediterranean Diet.

NEW PARTNERSHIPS FORMED DUE TO WORKSHOP

A network is forming among public institutions, museums, and local operators.

EXPECTED IMPACT & NEXT STEPS

To plan a first pilot, a concrete and representative product/service of the territorial identity linked to the Mediterranean Diet.

WORKSHOP: INNESCARE Living Lab (3), 12th of November 2025, Foggia

PURPOSE

The third meeting of the Living Lab dedicated to the Mediterranean Diet represented a decisive moment in the co-design process begun in the previous months. If in the first two sessions the focus had been on defining the personas and developing the first service ideas, this meeting would have allowed the transformation of those ideas into structured proposals, discussed and evaluated collectively.

The workshop saw the active participation of several people, including cultural and agri-food sector workers, local professionals, young designers, and community representatives.

Divided into four groups, participants analysed and tested the four ideas developed in the second meeting:

- ✓ Mediterranean Atlas of Experiences.
- ✓ Mediterranean Lab – Active Food Hub.
- ✓ Vinea Narrans -The Museum of Wine and Emotions.
- ✓ School of Mediterranean Taste – The Network of Custodians.

Through the service sheets and evaluation track, each group discussed strengths, critical elements, potential, and evolutionary suggestions, providing a rich picture of observations and insights.



KEY STAKEHOLDERS

- ✓ Museum of the Territory, Foggia- cultural centre, location for events and hub.
- ✓ Polo Biblio-museale di Foggia- Library and museum center.
- ✓ Foggia Civic Museum- Cultural centre.
- ✓ University of Foggia-research centre.
- ✓ Local schools.
- ✓ Local cultural associations.

KEY CHALLENGES ADDRESSED AT THE WORKSHOP

- ✓ Involve citizens, institutions, companies, universities and associations in co-creation and experimentation paths; the laboratory activity promotes the emergence of innovative ideas, services and solutions capable of integrating culture, landscape and production chains.
- ✓ Comparing the ideas of local communities, local professionals and university students around the four service proposals dedicated to the valorisation of the Mediterranean Diet.

In this context, the Mediterranean diet is interpreted not only as a healthy eating model but also as an articulated and dynamic cultural system, a shared heritage that combines memory and innovation, and can serve as a driver of local development when activated through collaborative processes and integrated strategies.

PARTICIPATORY METHODS USED

The entire methodological path is based on an integrated approach that combines design thinking principles, collaborative design practices, creative facilitation techniques, and qualitative research tools applied to the territories.

KEY OUTPUTS OF THE WORKSHOP

The four different service proposals represent four gateways to a broader idea of a museum: a place that produces knowledge, generates experiences, activates community, and builds bridges between the educational, productive, and cultural worlds. The multidisciplinary discussion strengthened this vision, showing how each proposal can evolve through interaction among different perspectives.

This will be the initial vision for the future Museum of the territory, also intended to serve as the hub for the Mediterranean diet.

NEW PARTNERSHIPS FORMED DUE TO WORKSHOP

A network between public institutions, museums, universities, research centres and local operators.

EXPECTED IMPACT & NEXT STEPS

To continue with the initial vision for the future Museum of the territory, also intended to serve as the hub for the Mediterranean diet.



WORKSHOP: INnescare Living Lab (4), 13th November 2025, Foggia

PURPOSE

- ✓ Multidisciplinary multi-voice comparison.
- ✓ This meeting was attended by archaeologists, anthropologists, art professors, history professors, cultural heritage experts, and architects responsible for the redevelopment project of the Museo del Territorio.
- ✓ This meeting broadened the design perspective, bringing new sensitivities, new questions, and new evaluation criteria that strengthened and, in some cases, transformed the reading of the four service hypotheses.
- ✓ For each of the four proposals, the group identified five strengths and five criticalities, producing even more in-depth and strategic evaluation material.

KEY STAKEHOLDERS

- ✓ Museum of the Territory, Foggia- cultural centre, location for events and hub.
- ✓ Polo Biblio-museale di Foggia- Library and museum center.
- ✓ University of Foggia-research centre.
- ✓ Politecnico di Bari-research centre.
- ✓ ASSET Puglia- Agency for the Sustainable Development of the Territory.

KEY CHALLENGES ADDRESSED AT THE WORKSHOP

- ✓ To develop service hypotheses to be integrated into the future Mediterranean Diet Hub, helping to give structure and vision to the next phases of the project.
- ✓ Have a broader, more solid vision, more anchored in the real potential of the area, and a broader idea of a museum: a place that produces knowledge, generates experiences, activates communities, and builds bridges between the educational, productive, and cultural worlds.

PARTICIPATORY METHODS USED

The entire methodological path is based on an integrated approach that combines design thinking principles, collaborative design practices, creative facilitation techniques, and qualitative research tools applied to the territories.

KEY OUTPUTS OF THE WORKSHOP

This latest meeting opens a new and decisive phase for the evolution of the Living Lab dedicated to the Mediterranean Diet.

The four service proposals, despite their functional and narrative diversity, demonstrate a high level of conceptual maturity and significant adherence to the Museo del Territorio's development guidelines and the ongoing redevelopment project.

The work prospects that emerge are not limited to refining the concepts, but outline a true project ecosystem capable of generating concrete impacts across culture, education, tourism, and social innovation.



NEW PARTNERSHIPS FORMED DUE TO WORKSHOP

A network between museums and cultural centres, local associations and scientific research centres.

EXPECTED IMPACT & NEXT STEPS

Perspectives during the meeting that emerged to follow:

- ✓ Operational prototyping: the transformation of ideas into real micro-experiments.
- ✓ The construction of governance.
- ✓ The development of the digital dimension.
- ✓ The connection between the Museum and the territory.
- ✓ The model's replicability: the work carried out demonstrates how the Living Lab can serve as a methodological reference for other territorial museums in Puglia and the Mediterranean.



2.5 North Aegean Region, Greece



2.5.1 The mission and the goals

The main mission is to create clusters between interrelated sectors, including tourism businesses, the food and beverage sector, producers, and communication & marketing businesses.

- ✓ 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.

2.5.2 The results of the workshops

WORKSHOP: FOOD PHOTOGRAPHY 1 LIVING LAB, 22nd of March 2025

PURPOSE

- ✓ 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.



KEY STAKEHOLDERS

Local food producers, wine and ouzo producers, mastic growers, and the local community and the Municipality of Mytilene.

KEY CHALLENGES ADDRESSED AT THE WORKSHOP

- ✓ Fragmented marketing and promotion approaches.

PARTICIPATORY METHODS USED

- ✓ Practical demonstrations of photography.

KEY OUTPUTS OF THE WORKSHOP

- ✓ To facilitate knowledge about food photography
- ✓ To exchange information and experience.

NEW PARTNERSHIPS FORMED DUE TO WORKSHOP

A new partnership has been established between local food producers, wine and ouzo producers, mastic growers, the local community, and the Municipality of Mytilene.

EXPECTED IMPACT & NEXT STEPS

- ✓ Quality training for SMEs.
- ✓ Effective promotion policy planning.
- ✓ Effective networking between local visitors.

WORKSHOP: FOOD PHOTOGRAPHY LIVING LAB, GUIDED FOOD WALKS — Mytilini, Lesvos (3rd July 2025)

PURPOSE

Prototype and refine food-walk experiences that connect Mytilini's gastronomy with heritage sites—building reusable guides, media assets, and local partnerships for scalable, bookable tours.

- ✓ Benchmarking & storytelling: insights from Athens food-walk experiences (Mrs Balafouti; Mr Rousounelos) to sharpen narrative arcs and stop selection
- ✓ Assets for promotion: creation of a professional photo gallery to market current and future walks.
- ✓ How-to toolkits. Drafted two practical guides:
 1. Organising a Food Walk (route design, partner roles, guest flow).
 2. Costing a Food Walk (pricing, margins, partner compensation).
- ✓ Rapid feedback. MedDiet Go partners completed a live quiz to capture what worked and what to improve (route length, pacing, tasting mix, interpretation).



KEY STAKEHOLDERS

- ✓ ELORIS SA (coordination)
- ✓ Molyvos Tourism Association.
- ✓ Lebades, "Parea sti Lesvo" Social Co-operative (licensed guides).
- ✓ SMEs/local producers (Ouzo Samara Distillery, "Ifaisteio Anemotias," "Koukoulas" Dairy, Pantazis Pastry, Filia Gi),
- ✓ Media (ERT AIGAIYOU, AIOLOS TV, Proto Thema, Gastronomos, travel.gr photographer).
- ✓ International partners (ADRAL, Seville Chamber of Commerce, Vratsa Chamber of Commerce, FDM), and ELORIS team participants.

KEY CHALLENGES ADDRESSED AT THE WORKSHOP

To prototype and refine a food-walk experience that connects Mytilini's gastronomy with heritage sites.

PARTICIPATORY METHODS USED

- ✓ Brainstorming.
- ✓ Hands-on coordination during the live walk.
- ✓ Guided heritage tour of a private mansion.
- ✓ SWOT of the food-walk model.
- ✓ Project-in-a-Day (design thinking); planning future walks.
- ✓ Facilitated food discussions (wine & ouzo).
- ✓ Food-experience quiz.

KEY OUTPUTS OF THE WORKSHOP

- ✓ Formation of a light coordination cell (guides + producers + cafés) to schedule pilot walks and agree on quality standards.
- ✓ Package a bookable itinerary (clear duration, stops, inclusions) and test with multiple visitor segments.
- ✓ Use quiz insights to adjust pacing, storytelling, and tasting balance; collect simple KPIs (bookings, satisfaction, partner revenue).

NEW PARTNERSHIPS FORMED DUE TO WORKSHOP

New partnership between guides, producers, and the tourism association.

EXPECTED IMPACT & NEXT STEPS

Finalise and publish the organising and costing guides; attach photo assets for partner use.



WORKSHOP: FOOD PHOTOGRAPHY LIVING LAB- VOLUNTEER TRAINING FOR FOOD EVENTS — Molyvos, Lesvos (4th July 2025)

PURPOSE

Close the Living Lab series by building a capable, multi-age volunteer team and aligning sponsors and organisers to deliver high-quality, guest-friendly food events during Lesvos Food Fest and beyond.

KEY STAKEHOLDERS

- ✓ Coordinators: Molyvos Tourism Association, Molyvos Wine & Dine Association.
- ✓ Sponsors & product partners: UWC Samos (EOS Samos, wine), Ouzo Plomari, EVA Distillery, Congas All Day Bar, Chatzellis Eggs (barn & free-range), Gerontaras Bakery, Coral Gas, Selahas AVEE (meat).

KEY CHALLENGES ADDRESSED AT THE WORKSHOP

1. Core Values of volunteer work.
2. Volunteering in Food Events.
3. Volunteer Code of Conduct.
4. Building a volunteer community.
5. Communicating the essence of local cuisine to local and foreign visitors.
6. How to create positive experiences for food event visitors.

PARTICIPATORY METHODS USED

- ✓ Discussion.
- ✓ Product Presentations.
- ✓ Raising awareness for the positive impact of voluntarism.
- ✓ Task allocation based on volunteer profile, skills, and qualifications.
- ✓ Project in a day- design thinking method.
- ✓ Future workshops for upcoming events.

KEY OUTPUTS OF THE WORKSHOP

- ✓ To build and develop a dynamic team of volunteers aged 16-80.
- ✓ To praise volunteers who joined in 2017.
- ✓ To attract new volunteers to join the team.
- ✓ To communicate information on the local gastronomy profile.
- ✓ To acknowledge and promote the sponsor's contribution.
- ✓

NEW PARTNERSHIPS FORMED DUE TO WORKSHOP

- ✓ Volunteer team building.
- ✓ Connections between volunteers, sponsors and visitors.
- ✓ Effective product promotion.



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EXPECTED IMPACT & NEXT STEPS

To formalise a volunteer pathway (recruit → train → deploy → recognise).



2.6 Alentejo, Portugal



2.6.1 The mission and the goals

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.

Key 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



- ✓ Enhance access to funding, data, and training to foster inclusive growth and capacity-building throughout the territory.
- ✓ Contribute to European and international strategies, including the Green Deal, sustainable food systems, and cultural heritage protection.

2.6.2 The results of the workshops

WORKSHOP: MEDITERRANEAN DIET LIVING LAB — ÉVORA (PORTUGAL), 30th of September 2025.

PURPOSE

The purpose of the workshop is to align regional actors around concrete, pilot-ready actions that weave Mediterranean Diet principles into products, food service/hospitality, and experiences/visits, with clear governance and measurable outcomes.

KEY STAKEHOLDERS

- ✓ ADRAL — organiser and facilitation
- ✓ Universidade de Évora — host venue & framing
- ✓ Município de Alandroal — partner, pilot location candidate.

KEY CHALLENGES ADDRESSED AT THE WORKSHOP

- ✓ Products: traceability/origin; certification incl. sensory quality; simpler procedures; better communication and capacity-building.
- ✓ Food Service/Hospitality: access to seasonal/local products; realistic local-sourcing targets; clear guest-facing storytelling; demystifying “Mediterranean Diet”; legal pathways for using endogenous products.
- ✓ Experiences/Visits: seasonal, immersive design; linking community–heritage–producers; “hub-and-spoke” model (one municipal base + satellite visits); network governance and adoption/funding risks.

PARTICIPATORY METHODS USED

The World Café method was used (3 tables: products, food, service, hospitality and experiences/visits). The goal: prioritisation and synthesis; identifying micro-commitments and pilots; discussion; and closing on funding and inter-regional collaboration.

KEY OUTPUTS OF THE WORKSHOP

Products

1. Raw-material traceability (seal/QR with lot & producer).
2. Sensory validation/certification via tasting panel



3. Communication & training tracks for producers/consumers (schools, markets, health).

Food Service/Hospitality

1. Short-term 30% seasonal/local menu offer (indicative target).
2. Simpler display of PDO/PGI on menus (avoid clutter).
3. Visitor-centric communication/marketing plan.
4. Clarified **legal route** to use endogenous products.

Experiences/Visits

1. Seasonal sensory/immersive experiences.
2. Deep community integration (“be part of the place”).
3. Network governance among municipalities.
4. Metrics: traffic, bookings, satisfaction.

Pilot directions: structured experiences under a common umbrella, valorisation of traditional products (e.g., bread) with named owners and KPI sets agreed in the micro-commitments phase.

NEW PARTNERSHIPS FORMED DUE TO WORKSHOP

- ✓ Cross-actor alignment (municipalities, ADRAL, hospitality/foodservice, producers, associations).
- ✓ Willingness to set up area-based co-creation committees (Products; Food Service; Experiences) with shared criteria and pilot pipelines.
- ✓ Agreement to design a specific pilot for Alandroal, building on the “Alentejo Com Sentidos” experience.

EXPECTED IMPACT & NEXT STEPS

- ✓ Stand up the three co-creation committees and assign owners.
- ✓ Finalise traceability + sensory certification workflow and test with 1–2 product categories.
- ✓ Roll out a 30% local/seasonal menu target with a light toolkit for restaurants.
- ✓ Co-design seasonal immersive experiences under a shared brand; adopt common metrics.
- ✓ Launch the Alandroal pilot as an early demonstrator and blueprint for scale.

WORKSHOP: FINAL ROUTE “ONE DAY IN ALANDROAL” AND ONE-STOP-SHOP (OSS), 3rd November 2025, Alandroal

PURPOSE

A hands-on session to finalise the “One Day in Alandroal” route and launch the One-Stop-Shop (OSS) Pilot inside the municipality. The workshop aligns stakeholders around operations, authenticity checklist, services, governance, indicators, calendar, and communication for the OSS pilot.



KEY STAKEHOLDERS

- ✓ ADRAL — organisation & facilitation.
- ✓ Município de Alandroal- host.

KEY CHALLENGES ADDRESSED AT THE WORKSHOP

- ✓ Final details for the route (flow, hosts, booking flow, pricing).
- ✓ Authenticity & quality checklist (minimum vs. desirable; evidence on-site/on-menu).
- ✓ Logistics & risk (seasonality, Plan B, capacity, timing).
- ✓ OSS pilot design (services, governance/articulation, simple KPIs, calendar).
- ✓ Communication package (shared messages, hashtags, materials).
- ✓ Micro-commitments for the next 2-4 weeks and a brief on funding/inter-regional collaboration.

PARTICIPATORY METHODS USED

- ✓ Co-creation and discussion.

KEY OUTPUTS OF THE WORKSHOP

- ✓ Finalised “One Day in Alandroal” route (stops, timings, hosts, booking flow, reference price).
- ✓ Agreed Authenticity and Quality Checklist – v1 (minimum vs. desirable criteria, evidence on-site/on-menu).
- ✓ Defined one low-cost pilot (owners, location, date) for the next 2 weeks.
- ✓ Framed the OSS pilot (services, governance/articulation, simple KPIs, calendar).
- ✓ Stakeholder micro-commitments confirmed; feedback collection; next review date set.

NEW PARTNERSHIPS FORMED DUE TO WORKSHOP

Confraria da Laranja × Terramay (Restaurants Raia and Pão e Pizza): partners explored a supply collaboration for fresh orange juices to Terramay’s restaurants.

EXPECTED IMPACT & NEXT STEPS

Pilot directions (to be detailed post-event):

Pilot A – “One Day in Alandroal” (route test):

- ✓ Finalise stops, timings, hosts, booking flow and reference price; run one guided pilot with feedback.
- ✓ Owner: Municipality of Alandroal + local operators. When: ≤2 weeks.
- ✓ KPIs: #participants; on-time rate; % dishes with on-menu origin note.

Pilot B – One-Stop-Shop (OSS):

- ✓ Create a shared repository, name a contact point, publish on the municipality website authenticity, and hold a monthly circle.
- ✓ Owner: Municipality of Alandroal - ADRAL (coordination). When: ≤30 days.
- ✓ KPIs: ≥10 active stakeholders.



WORKSHOP: FINAL ROUTE “ONE DAY IN ALANDROAL” AND ONE-STOP-SHOP (OSS) PILOT (ALANDROAL), 11th of November 2025, Alandroal

PURPOSE

A practical pilot day that brought together local partners who participated in the 3rd workshop to test the final route, “A Day in Alandroal”, and launch the One-Stop-Shop (OSS) pilot project in the municipality. Participants followed the complete itinerary—check-in in Alandroal, guided tour of the Juromenha Fortress, stop at the bakery, lunch at Pão & Pizza in Rosário, visit to Paisagindo in Terena, and a tasting of local products/tea at Praia Azenhas d'el Rei —before returning to Alandroal for closing and feedback. Throughout the day, partners were invited to contribute observations on logistics, narrative, authenticity, and communication, and to flag potential collaborations or adjustments (menus, suppliers, schedules). Overall, the pilot project enabled the validation and refinement of the “A Day in Alandroal” route as an emblematic experience of the Mediterranean Diet in Alentejo, while aligning stakeholders around operations, authenticity, services, governance, indicators, timing, and communication for the OSS pilot project.

KEY STAKEHOLDERS

- ✓ ADRAL- organisation.
- ✓ Município de Alandroal- Host/partner.

KEY CHALLENGES ADDRESSED AT THE WORKSHOP

- ✓ Providing feedback on the route’s logistics, narrative, authenticity and communication.
- ✓ Highlighting potential collaborations/adjustments (menus, suppliers, schedules) for inclusion in the one-day route.
- ✓ Authenticity and quality checklist (what’s minimum vs. desirable; evidence on-site/on-menu).
- ✓ Evaluate the overall experience of the day.
- ✓ Analysing the authenticity of the menu in relation to Mediterranean Diet parameters.
- ✓ Logistics and risk management (seasonality, plan B, capacity, timing).
- ✓ Communication and launch plan (shared messages, hashtags, materials).
- ✓ Improvement points to be included in the route, considering the target audience.
- ✓ Brief on funding options and inter-regional collaboration next steps.

PARTICIPATORY METHODS USED

- ✓ An evaluation questionnaire was administered at the end of the experience via a QR code application.
- ✓ Discussion and analysis among participants throughout the day to enhance everyone's experience.



KEY OUTPUTS OF THE WORKSHOP

- ✓ Experiencing the “One Day in Alandroal” route (stops, timings, hosts, booking flow, reference price).
- ✓ Assessing the overall quality of the experience in the final “One Day in Alandroal” route.
- ✓ Identifying strengths and areas for improvement.
- ✓ Understanding perceptions of authenticity, sustainability and the connection to the Mediterranean Diet in the Municipality of Alandroal.
- ✓ Identifying the various possibilities for designing future tourism products (formats, prices, partnerships).
- ✓ Partnerships among the various participants connected to the route’s territory to foster cohesion and strengthen links among the different actors.
- ✓ Improvements and feedback to be subsequently incorporated into the “One Day in Alandroal” route.
- ✓ Communication methods to engage potential target customers.

NEW PARTNERSHIPS FORMED DUE TO WORKSHOP

All partners expressed their intention to collaborate, namely: Paisagindo with Terramay through the placement of its products in Terramay’s establishments; Confraria da Laranja × Terramay (Raia and Pão e Pizza restaurants), where, over lunch, partners explored a supply collaboration for fresh orange juice to Terramay’s restaurants; and Castro & Neto with the other partners to strengthen joint communication and better reach target customers.

EXPECTED IMPACT & NEXT STEPS

Through the questionnaire survey, after the test workshop for the “One Day in Alandroal” route, an analysis report was prepared, which can be used for further development of the route.



2.7 Vratsa County, Bulgaria



2.7.1 The mission and the goals

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 the EU green and digital transitions and focuses on building resilient, inclusive, and competitive rural ecosystems.

Key goals

- ✓ To establish and operationalise Living Labs as participatory innovation environments for co-creation and knowledge sharing.
- ✓ To develop one-stop shops as practical support hubs to provide digital services, training, and capacity-building for local SMEs.
- ✓ To strengthen collaboration between local producers, institutions, academia, and tourism operators.
- ✓ To promote local identity and biodiversity through gastronomy, storytelling, and cultural heritage.
- ✓ To facilitate access to funding, certification processes, and international cooperation networks.
- ✓ To integrate environmental sustainability and digital innovation in the rural tourism offer.
- ✓ To enhance public awareness and education around the values of the Mediterranean Diet and rural resilience.



2.7.2 The results of the workshops

WORKSHOP: CULTURAL HERITAGE AND LOCAL TRADITIONS IN TOURISM-VRATSA (30th of April 2025)

PURPOSE

Co-create sustainable, market-ready tourism offers that embed Vratsa's crafts, folklore, and cuisine—strengthening local identity, youth engagement, and year-round visitation.

KEY STAKEHOLDERS

Cultural institutions, tourism agencies, schools, culinary experts, local producers, NGOs, and community centres.

KEY CHALLENGES ADDRESSED AT THE WORKSHOP

- ✓ Declining transmission of crafts (weaving, pottery, woodcarving) and underused folklore in tourism.
- ✓ Limited, seasonal, and uneven tourism demand; weak branding and digital presence.
- ✓ Fragmented coordination across public, private, and community actors.
- ✓ Lack of structured educational models, certification pathways, and packaged products.
- ✓ Need to align with sustainability (local resources, low-impact transport) and Mediterranean Diet values.

PARTICIPATORY METHODS USED

Story Mapping Circles to gather content for a future digital cultural map.

KEY OUTPUTS OF THE WORKSHOP

- ✓ Concept for a flagship itinerary: "Vratsa Handcrafted Experience" (craft demos + tastings + folklore).
- ✓ Plan for a culinary-culture festival: "Taste and Sound of Vratsa."
- ✓ Draft of "Young Masters of Vratsa" (youth training & certification in crafts and gastronomy).
- ✓ Commitment to digitise local recipes and launch a shared storytelling platform.
- ✓ Prototype digital tourism map and initial asset/circuit mapping (craftspeople, food producers, venues).
- ✓ Design of pilot workshops in schools/community centres to train youth.
- ✓ Agreement to host intergenerational storytelling sessions within tours/itineraries.
- ✓ Identification of digital tools for immersive culinary/heritage experiences.
- ✓ Proposal for a travelling exhibition of Vratsa's living heritage.



- ✓ Stakeholder commitment to apply for joint EU funding for cultural tourism.

NEW PARTNERSHIPS FORMED DUE TO WORKSHOP

New links among culinary clubs, rural guesthouses, tourism agencies, community centres, NGOs, and professional associations, improving product development, venues, and outreach.

EXPECTED IMPACT & NEXT STEPS

Outputs included proposals for thematic experiences such as “Sound and Taste of Vratsa”, intergenerational training programs such as “Young Masters of Vratsa”, and digital platforms for preserving and sharing traditional recipes and stories. The workshop emphasised sustainability, local empowerment, and cross-sector collaboration.

WORKSHOP: DIGITALIZATION IN TOURISM: SMART & INTERACTIVE EXPERIENCES -VRATSA (25th June 2025)

PURPOSE

Explore how digital tools can elevate heritage-based tourism, align with Mediterranean Diet values, and engage younger audiences by combining panel talks, design thinking, and group co-creation.

KEY STAKEHOLDERS

Schools and youth, cultural NGOs, tourism operators, local producers, media experts, IT/digital creatives, public authorities, and innovation facilitators.

KEY CHALLENGES ADDRESSED AT THE WORKSHOP

Key topics & challenges by working groups.

Group 1 — Traditional Crafts

- ✓ *Challenges:* Falling youth interest; no systematic digitisation of practices.
- ✓ *Opportunities:* “Young Masters of Vratsa” YouTube channel; QR codes at sites linking to craft videos; hybrid apprenticeships with master artisans.

Group 2 — Folklore & Performing Arts

- ✓ *Challenges:* Abundant folklore but weak digital presence.
- ✓ *Opportunities:* “Sound of Vratsa” vlog (music, dance, legends); VR captures of rituals for apps/museums; interactive dance lessons online.

Group 3 — Culinary Heritage

- ✓ *Challenges:* Rich cuisine, but recipes/stories are not digitised.
- ✓ *Opportunities:* Video recipes with grandmothers and chefs; “Village on the Table” QR-enabled culinary route; AR posters of traditional dishes in public spaces.

Group 4 — Tourist Routes & Infrastructure

- ✓ *Challenges:* Many attractions are yet fragmented and mostly offline.



- ✓ *Opportunities:* Interactive digital map with AR and voice nav; youth-focused mobile app with quests/gamification; location-based heritage games.

PARTICIPATORY METHODS USED

- ✓ World Café – for stakeholder-led idea generation
- ✓ One-Day Design Thinking Project – prototype co-creation
- ✓ Future Workshop – envisioning long-term change
- ✓ Panel discussions and Q&A sessions
- ✓ Idea Hub – interactive sharing of local innovations.

KEY OUTPUTS OF THE WORKSHOP

Cross-cutting insights:

The need for a unified digital platform and a One-Stop Shop (OSS) to curate, maintain, and promote content. Youth should be co-creators and promoters of digital storytelling. Tighter collaboration among IT, culture, and education is essential. Outputs:

- ✓ Draft concept for a unified digital tourism platform.
- ✓ Four prototype ideas (one per group) were developed to the pilot stage.
- ✓ Agreement to pilot storytelling videos and educational workshops.
- ✓ Concept for “Sound and Taste of Vratsa” interactive experience.
- ✓ Commitment to youth-led content production.
- ✓ Initial mapping of craftspeople and traditional food producers.
- ✓ Stronger collaboration among schools, NGOs, tech actors, and tourism stakeholders.

NEW PARTNERSHIPS FORMED DUE TO WORKSHOP

New ties among schools, digital creatives, cultural NGOs, tourism operators, local producers, media experts, and public authorities’ innovation facilitators.

EXPECTED IMPACT & NEXT STEPS

Participants co-created ideas for digital tools and services that support rural tourism, promote the values of the Mediterranean Diet, and engage younger generations. The workshop served as both a think tank and innovation lab, showcasing results from the MD.net project and drawing inspiration from over 60 SME-led initiatives.



WORKSHOP: WHERE THE MEDITERRANEAN MEETS THE MOUNTAINS: BULGARIA THROUGH THE TASTE OF TRADITION — VRATSA (10th September 2025)

PURPOSE

Integrate gastronomic tourism into Vratsa's sustainable offer by co-creating market-ready products (routes, cookbook, regional quality label) that celebrate local cuisine, producers, and Mediterranean Diet values.

KEY STAKEHOLDERS

Tourism operators, cultural institutions, local producers, sustainable tourism experts, media/culinary figures, and community stakeholders.

KEY CHALLENGES ADDRESSED AT THE WORKSHOP

Key topics and challenges by working groups.

Group 1 — Underdeveloped gastronomic tourism

- ✓ *Challenges:* Strong cuisine, weak visibility; food not embedded in current tourism structures.
- ✓ *Opportunities:* 3-day itinerary pairing cultural/archaeological sites with tastings; region-wide services platform; workshops/courses within a Med-food festival; high-end showcase restaurant; **"Taste Vratsa"** route.

Group 2 — Loss of culinary traditions

- ✓ *Challenges:* Recipes not passing between generations; limited preservation.
- ✓ *Opportunities:* Recipe collection contests and festivals; food-delivery app; video channel with "recipe of the month"; TikTok for youth reach; digital/print cookbook **"From Grandma to Grandchild."**

Group 3 — Branding of local products

- ✓ *Challenges:* Weak branding/certification and market access.
- ✓ *Opportunities:* Guest-chef demos (e.g., TV partners like 24Kitchen); regional quality trademark **"The Taste of Vratsa."**

Group 4 — Gastronomic tourist route

- ✓ *Challenges:* Mountain experiences rarely include local food.
- ✓ *Opportunities:* Seasonal mountain food events; curated itineraries; local-product picnics; **"From Nature to the Table"** route.

PARTICIPATORY METHODS USED

- ✓ World Café for stakeholder-led ideation.
- ✓ Future Workshop for long-term visioning.
- ✓ Panels + Q&A to share know-how.
- ✓ Idea Hub to showcase local innovations and MD.net results (inspired by 60+ SME initiatives).



KEY OUTPUTS OF THE WORKSHOP

Cross-cutting insights:

The need to coordinate via a centralised approach/OSS to connect producers, venues, and operators. Youth engagement as recipe collectors, creators, and ambassadors. Digitalisation of recipes, stories, and producer data to boost discoverability. Stronger public-private-community cooperation and consistent branding. Outputs:

- ✓ Four prototype ideas (one per group) advanced to pilot concepts.
- ✓ Draft gastronomic routes: "Taste Vratsa" and "From Nature to the Table."
- ✓ Concept for a digital/print cookbook: "From Grandma to Grandchild."
- ✓ Draft outline for a regional quality trademark: "The Taste of Vratsa."
- ✓ Commitment to involve youth in recipe preservation and content production.
- ✓ Identified digital tools (apps, video, social, and mapping) for communication and engagement.
- ✓ Agreement to link restaurants with agricultural producers for supply and storytelling.
- ✓ Stronger collaboration across tourism, culture, producers, and media.

NEW PARTNERSHIPS FORMED DUE TO WORKSHOP

New links among tourism service providers, cultural stakeholders, resource providers, and tourism operators are laying the groundwork for joint product development and branding.

EXPECTED IMPACT & NEXT STEPS

Outputs included proposals for thematic tourist routes, which integrate local agricultural production into the already existing services, such as the gastronomic routes "Taste Vratsa" and "From nature to the table", cookbook "From grandma to grandchild" and regional quality trademark "The taste of Vratsa", aimed at developing gastronomic tourism in the region. The workshop served as both a think tank and an innovation lab, showcasing results from the MD.net project and drawing inspiration from over 60 SME-led initiatives.



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7 ANNEXES

Supporting documentation: workshops participant lists.



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**ANNEX : WORKSHOPS PARTICIPANT LISTS
ANDALUSIA, SPAIN**





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Listado de Asistentes

MedDiet Co 2nd Living Lab - EcologicaKOK 2025

Lugar y fecha: Sevilla, 17 de junio de 2025

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List of Attendees

Meddiet Co 3rd Living Lab

Cultivating Sustainability: Strengthening Ties with Local Food Producers

Date and place: September 23, 2025. Seville

Venue: Municipality of Dos Hermanas, Miguel Manauté, s/n, 41704 Dos Hermanas, Sevilla
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List of Attendees

MedDiet Co 4th Living Lab

From Tradition to Action: Strategies to Promote the Mediterranean Diet

Date and place: September 24, 2025. Seville

Venue: Fundación Juan Ramón Guillén. Carretera de Mairena del Alcor, S/N, 41309 La Rinconada, Sevilla

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LIVING LAB: MEDITERRANEAN DIET. EATING PATTERNS AND SUSTAINABILITY
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LIVING LAB: THE MEDITERRANEAN DIET, CULTURAL HERITAGE.
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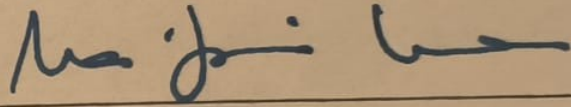
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**LIVING LAB: THE MEDITERRANEAN DIET, CULTURAL HERITAGE.
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ANNEX : WORKSHOPS PARTICIPANT LISTS SLOVENIA





Projekt: **NUDGES IN MEDDIETGO**

Dogodek: **BREZPLAČNI VODENI OGLED ŽIČKE KARTUZIJE**

Lokacija: **ŽIČKA KARTUZIJA**

Datum: **25.5.2025**

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8	Alenka Vreš	alenka.vres@gmail.com	<i>Vreš</i> 52

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55



22 KADA SALOVEN

58
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57

Projekt: **NUDGES IN MEDDIETGO**Dogodek: **ZELIŠČNA DELAVNICA**Datum: **25.5.2025**Lokacija: **ŽIČKA KARTUZIJA**

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5	Marjetka Kovač	marjetka.zaloznik@gmail.com	 41
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Projekt: **NUDGES IN MEDDIETGO**Dogodek: **ZELIŠČNA DELAVNICA**Datum: **24.5.2025**Lokacija: **ŽIČKA KARTUZIJA**

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3	Romana Levec Vraničar	romana.levec13@gmail.com	 3
4	Lidija Jakob	lidija.jakob70@gmail.com	 7
5	Klaudija Šajtegel	klaudijaaajtegel@gmail.com	 1
6	Vlasta Pravdič	-II-	 2
7	Roman Hergan	info@atropa.si	 13
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13	Mateja Stropnik	ksenija.stropnik@gmail.com	 6
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20			
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Projekt: **NUDGES IN MEDDIETGO**Dogodek: **ZELIŠČNA DELAVNICA**Datum: **24.5.2025**Lokacija: **ŽIČKA KARTUZIJA**

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6	Vlasta Pravdič	-II-	 2
7	Roman Hergan	info@atropa.si	 13
8	Irina Bolle	irina.bolle83@gmail.com	 9

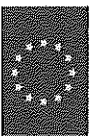


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13	Mateja Stropnik	ksenija.stropnik@gmail.com	 6
14	Tadeja Poglajen Avguštin	tadeja.poglajen@gmail.com	 15
15	Boštjan Avguštin	bostjan.avgustin@gmail.com	 16
16	Zdenka Kramer	zdenka772@gmail.com	 14
17	Anja Prislan	anja@ezavod.si	
18	Saša Milošič	sasa@ezavod.si	
19			
20			
21			
22			



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List of Attendees

SLOVENIA LIVING LAB ACTIVITIES

Place & Date: Maribor, Slovenia, 11.11.2025

Venue (address): RRA Podravje

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6.	Ksenija Nappast	E-zavod	ksenija@ezavod.si	
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8.	Matjaz Fras	RRAPM	Matjaz.fras@rra-podravje.si	
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ANNEX : WORKSHOPS PARTICIPANT LISTS PUGLIA, ITALY





MedDiet Go! – INNESCIARE Living Lab

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

Data: 17/06/2025 – Location: Foggia, Museo del Territorio - Via Arpi 155

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Autorizzazione al trattamento dati personali*: Il/La Sottoscritto/a dichiara di aver preso visione completa dell'informativa inerente alla Privacy Policy e di prestare pieno consenso al trattamento dei propri dati personali, secondo le finalità specificate nell'Informativa.

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12-13 NOVEMBRE 2025
 Museo del Territorio - Via Arpi, 155 - Foggia

IL NUOVO VOLTO DEL MUSEO DEL TERRITORIO



MedDiet Go – INNESCARRE Living Lab

Progetto: MedDiet GO - Mediterranean Diet Identities: from territorial networking to cluster organization

Data 12.11.2025 | Ore 15:00 – 17:00 | Museo del Territorio – Via Arpi, 155 - Foggia

Nome e Cognome	E-mail	Organizzazione	Consenso all'utilizzo di immagini e video Autorizzo gli enti organizzatori a realizzare fotografie e/o riprese video durante l'evento e a utilizzarle per finalità di comunicazione e documentazione dell'attività (pubblicazione su sito web, social media, materiali informativi).	Firma
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12-13 NOVEMBRE 2025
 Museo del Territorio - Via Arpi, 155 - Foggia

IL NUOVO VOLTO DEL MUSEO DEL TERRITORIO

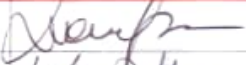
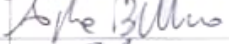

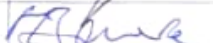


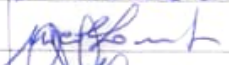





MedDiet Go – INNESCARE Living Lab

Progetto: MedDiet GO - Mediterranean Diet Identities: from territorial networking to cluster organization

Data 12.11.2025 | Ore 15:00 – 17:00 | Museo del Territorio – Via Arpi, 155 - Foggia

Nome e Cognome	E-mail	Organizzazione	Consenso all'utilizzo di Immagini e video Autorizzo gli enti organizzatori a realizzare fotografie e/o riprese video durante l'evento e a utilizzarle per finalità di comunicazione e documentazione dell'attività (pubblicazione su sito web, social media, materiali informativi).	Firma
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GIORGIO CURCI		REGIONE PUGLIA	<input type="checkbox"/> PRESTO il consenso <input type="checkbox"/> NEGO il consenso	<i>Giorgio Curci</i>
MELCHIONI ROSSANA	m.melchioni@libero.it	MUSEO DEL TERRITORIO FOGGIA	<input checked="" type="checkbox"/> PRESTO il consenso <input type="checkbox"/> NEGO il consenso	<i>Rossana Melchioni</i>
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Nome e Cognome	E-mail	Organizzazione	Consenso all'utilizzo di immagini e video Autorizzo gli enti organizzatori a realizzare fotografie e/o riprese video durante l'evento e a utilizzarle per finalità di comunicazione e documentazione dell'attività (pubblicazione su sito web, social media, materiali informativi)	Firma
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LUCI PATREZZA	lucipatrezza@gmail.com	CANTIERO DAUNO RURALE	<input checked="" type="checkbox"/> PRESTO il consenso <input type="checkbox"/> NEGO il consenso	

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12-13 NOVEMBRE 2025
Museo del Territorio - Via Arpi, 155 - Foggia

IL NUOVO VOLTO DEL MUSEO DEL TERRITORIO



MedDiet Go – INNESCARE Living Lab

Progetto: MedDiet GO - Mediterranean Diet Identities: from territorial networking to cluster organization

Data 13.11.2025 | Ore 10:00 – 12:00 | Museo del Territorio – Via Arpi, 155 - Foggia

Nome e Cognome	E-mail	Organizzazione	Consenso all'utilizzo di immagini e video Autorizzo gli enti organizzatori a realizzare fotografie e/o riprese video durante l'evento e a utilizzarle per finalità di comunicazione e documentazione dell'attività (pubblicazione su sito web, social media, materiali informativi).		Firma
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DECCA ROSA ANGELO	A.DECCLA@REGIONE.PUGLIA.IT	POLO BIBLICO P. FG	<input checked="" type="checkbox"/> PRESTO il consenso	<input type="checkbox"/> NEGO il consenso	<i>Deccla Rosa</i>
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GIABRIELLA MANFREDI	gabriele.manfredi@asset. regione.puglia.it	ASSET PUGLIA	<input checked="" type="checkbox"/> PRESTO il consenso	<input type="checkbox"/> NEGO il consenso	<i>Giabriele Manfredi</i>



Nome e Cognome	E-mail	Organizzazione	<p>Consenso all'utilizzo di immagini e video</p> <p>Autorizzo gli enti organizzatori a realizzare fotografie e/o riprese video durante l'evento e a utilizzarle per finalità di comunicazione e documentazione dell'attività (pubblicazione su sito web, social media, materiali informativi).</p>	Firma
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			<input type="checkbox"/> PRESTO il consenso <input type="checkbox"/> NEGO il consenso	
			<input type="checkbox"/> PRESTO il consenso <input type="checkbox"/> NEGO il consenso	
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ANNEX : WORKSHOPS PARTICIPANT LISTS NORTH AEGEAN, GREECE





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7. ANNEXES

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21/03/2025



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Food Photography I & II

Μόλυβος, Λέσβος

21 Μαρτίου 2025

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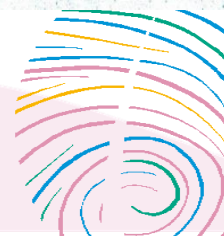
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Food Photography I & II

Μόλυβος, Λέσβος

22 Μαρτίου 2025

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✓ ATTENDANCE SHEETS



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Attendance Sheet

6th Steering Committee Meeting

3 July 2025 Mytilene, Lesvos

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**ANNEX : WORKSHOPS PARTICIPANT LISTS
ALENTEJO, PORTUGAL**





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MedDiet Go! Evento Alentejo – Portugal Identidade Territorial

2º Workshop do Laboratório Vivo – Alentejo
Terça-feira, 30 de setembro de 2025

Local: Universidade de Évora – Colégio do Espírito Santo – Sala 124

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**MedDiet Go! Evento Alentejo – Portugal
Roteiro Final “Um Dia no Alandroal” e Piloto Balcão Único (OSS) – Alandroal**

3º Workshop do Laboratório Vivo – Alentejo
Segunda-feira, 3 de novembro de 2025

Local: Alandroal - Edifício Sede do Município na Praça da República

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MedDiet Go! Evento Alentejo – Portugal Piloto Roteiro Final “Um Dia no Alandroal”

4º Workshop do Laboratório Vivo – Alentejo
Terça-feira, 11 de novembro de 2025

Ponto de Encontro: Alandroal - Edifício Sede do Município na Praça da República

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AGÊNCIA DE DESENVOLVIMENTO REGIONAL DO ALENTEJO



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ANNEX : WORKSHOPS PARTICIPANT LISTS VRATSA COUNTY, BULGARIA





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Държава:	България
Дата:	30/04/2025

Семинар
Културно наследство и местни традиции в туризма
Списък с участници

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Държава:	България
Дата:	25/06/2025

Семинар

„Дигитален туризъм: когато традициите срещат технологиите“

Списък с участници

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Търговско-промишлената палата – Враца събира Вашите лични данни в съответствие с административните изисквания за отчетност на проект "MedDiet Go".

Повече информация относно политиката за защита на личните данни можете да намерите на http://www.cci-vratsa.org/user_pic/files/politika%20za%20li4n%20danni%20danni%20cci-vratsa.pdf.

MedDiet Go "Med Diet identities - from territorial networking to cluster organization"

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MedDiet Go

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Co-funded by
the European Union

Държава: България

Дата: 10/09/2025

СЕМИНАР

„Където Средиземноморието среща планините: България през вкусовете на традицията“

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сдружение

Търговско-промишлена палата – Врща събира Вашите лични данни в съответствие с административните изисквания за отчет на проект MedDiet Go“.

Повече информация относно политиката на личните данни можете да намерите на http://www.cci-vratsa.org/user_pic/files/politika%20za%20danii%20danii%20cci-vratsa.pdf.

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