



MedDiet Go

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**OUTPUT 1.1 ONE COMMON UPDATED AND  
MODERNISED STRATEGY TO FOSTER  
MEDITERRANEAN DIET VALUES IN THE  
MEDITERRANEAN, THROUGH DIGITAL  
TOOLS AND AVAILABLE RESOURCES**

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<https://meddietgo.interreg-euro-med.eu/>



Deliverable ID

<b>Project acronym</b>	MedDiet GO
<b>Project title</b>	Med Diet identities - from territorial networking to cluster organization
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<b>Project priority</b>	Smarter MED
<b>Specific objective</b>	RSO1.1: Developing and enhancing research and innovation capacities and the uptake of advanced technologies
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One common updated and modernised strategy to foster Mediterranean Diet values in the Mediterranean, through digital tools and available resources



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## Executive summary

This work package set the bases for the achievement of the projects next steps and, at the same time, provided the knowledge and experience necessary to develop the **Meddiet Go platform**, a digital forum where all the key stakeholders of the Mediterranean Diet can connect and share their experiences, concerns and best practices. Simultaneously, the platform serves as a tool for any user (stakeholders and general public) to getting to know the real Mediterranean.

Through the duration of the project, the Meddiet Go platform has become a tool of great value for stakeholders and potential visitors to the regions involved.

This report provides a comprehensive architectural and functional breakdown of the platform.

- It details the user experience (UX) journey
- mapping out every primary page
- evaluating the technical implementation of its community features
- analysing the interaction cadence within its specialized forums.



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## Project Background and Objectives

The Mediterranean Diet is recognized by UNESCO as an Intangible Cultural Heritage. Beyond a nutritional pattern, it represents a sustainable lifestyle, a biodiversity framework, and a cultural model. The Meddiet Go initiative was conceived to digitize this heritage, making it accessible to a global audience while fostering local economies, eco-tourism, and healthy aging.

### Core Objectives

- **Transnational Networking & Collaboration** : To serve as a digital headquarter for the MediterraneanDiet European Cluster.
- **Knowledge Dissemination** : To provide validated, science-backed resources regarding nutrition, heritage, and production related to the Mediterranean Diet.
- **Community Building** : To connect producers, consumers, healthcare professionals, and enthusiasts.
- **Tourism and Culture Integration** : To promote rural territories and traditional agricultural practices linked to the Mediterranean basin.

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## Platform Architecture and Page-by-Page Analysis

The website architecture is structured to **facilitate clean navigation** while balancing **static informational pages with dynamic, user-generated spaces**. Below is an exhaustive breakdown of the platform's core sections.

### 1. Home Page

<https://meddietgo.dietamediterranea.com/>

- **Functional Purpose:** The entry point of the platform, designed to introduce the core mission statement, showcase featured content, and provide direct paths to internal modules.
- **Key Elements:** High-resolution hero banners, quick-access tiles for recipes or articles, and a legal/institutional footer acknowledging project partners.



Figure 1 – Screen capture of the Meddiet Go 1, © Fundación Dieta Mediterránea

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### Connect with the transnational community

Throughout the Mediterranean region many cultures, landscapes, gastronomies, and economies coexist and nurture one another.

### Get to know the Mediterranean

The Mediterranean Diet is the foundry of all these cultures and a lifestyle shared by all of us.

### Get Involved / Join the Network

The connection between all the individual experiences present in this area will create a network, where everyone may share their knowledge and expand it.

Figure 2– Screen capture of the Meddiet Go 2, © Fundación Dieta Mediterránea

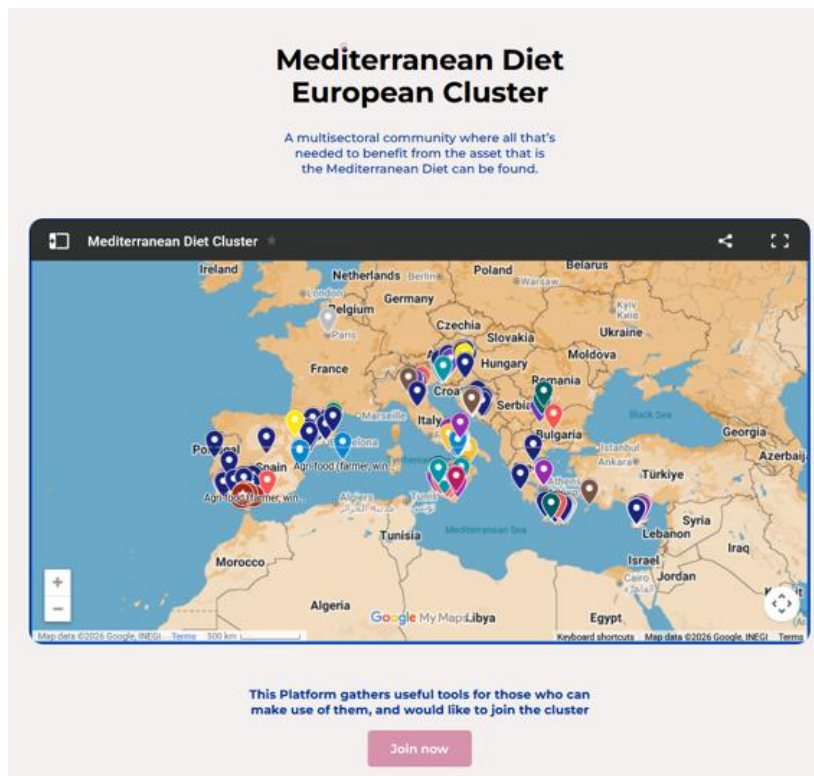


Figure 3– Screen capture of the Meddiet Go 3, © Fundación Dieta Mediterránea

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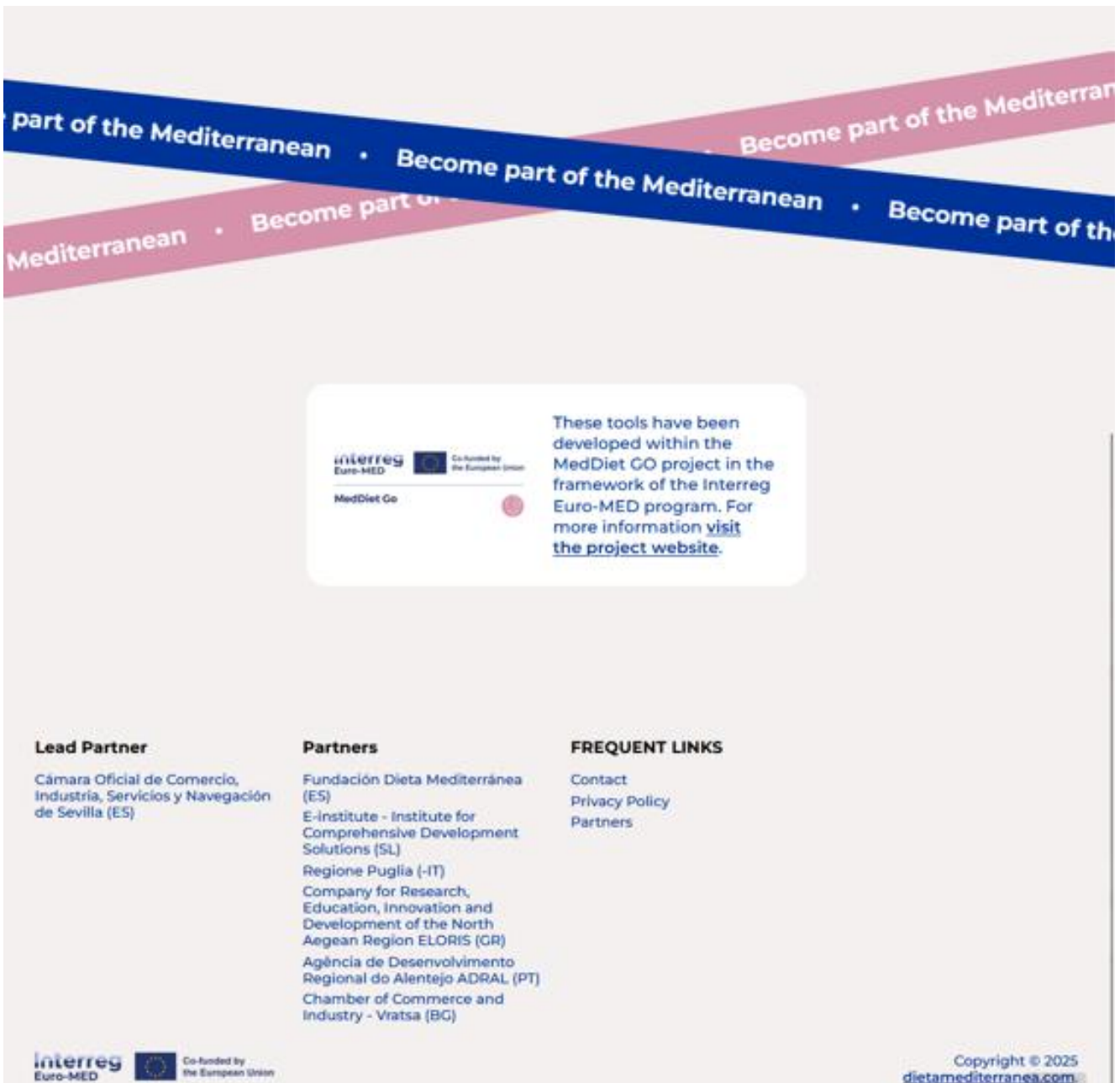


Figure 4- Screen capture of the Meddiet Go 4, © Fundación Dieta Mediterránea

These figures show parts of the Home page where the main objectives and dynamism of the platform can be found. Additionally, on the Home page the map with all the endorser of the cluster can be found, as a call to action for more stakeholders to apply for membership.

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## 2. The Mediterranean Diet (Educational and Nutritional Repository)

<https://meddietgo.dietamediterranea.com/the-mediterranean-diet/>

- **Functional Purpose:** This module contains structured information about nutritional pyramids, ingredients, health benefits, and seasonal food charts.
- **Key Elements:** Filterable article indexes, scientific citations, and downloadable guides tailored for both general consumers and healthcare practitioners.

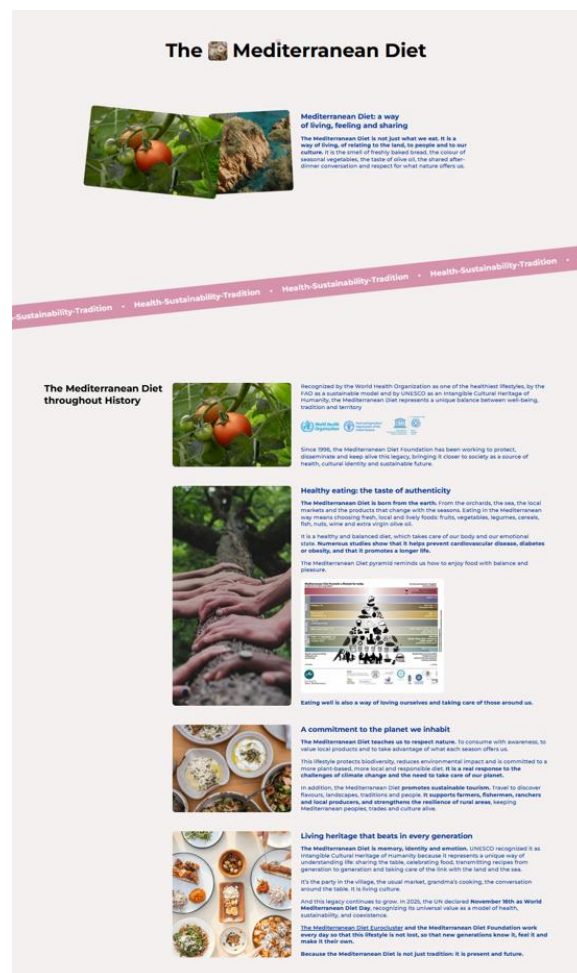


Figure 5– Screen capture of the Meddiet Go: Mediterranean Diet, © Fundación Dieta Mediterránea

This section is a knowledge base for those who may not be familiar with the Mediterranean Diet.

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### 3. MediterraneanDiet European Cluster

<https://meddietgo.dietamediterranea.com/mediterranean-diet-eurocluster/>

- **Functional Purpose:** Connecting users with regional initiatives, sustainable farming, tourism itineraries, and other stakeholders, members of the cluster.
- **Key Elements:** Interactive mapping interfaces, business profiles for local artisans, and certification badges verified by the consortium of the projects md.net and Meddiet Go.

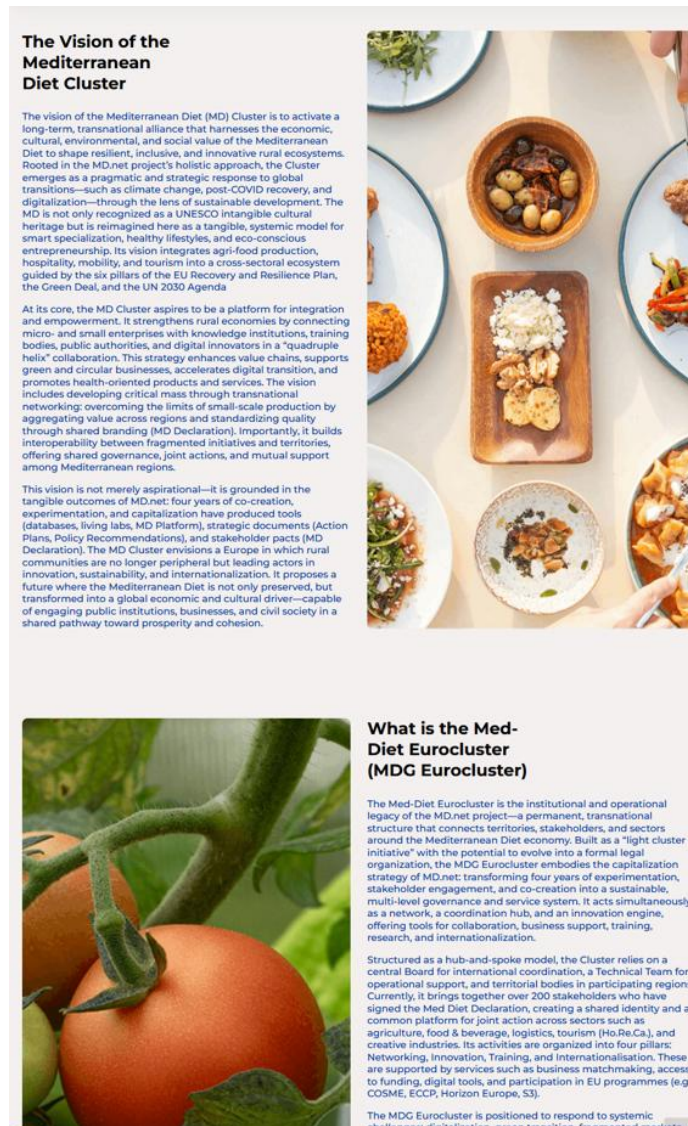


Figure 6– Screen capture of the Meddiet Go: Cluster 1, © Fundación Dieta Mediterránea

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### Mediterranean Diet Eurocluster Members

All the Cluster members can be found through our searching tool

Search Cluster Members

<p><b>"Νίκη Αγαθοκλέους ΛΤΔ (Niki Agathokleous ΛΤΔ ) "</b></p>	<ul style="list-style-type: none"> <li>📍 Cyprus</li> <li>📍 Αγρός (Agros)</li> <li>📍 Industry</li> <li>📍 Agri-food (farmer, winery, food-processing company, etc.)</li> <li>📍 "Niki Agathokleous Ltd produces in a modern place with European standards and certified with ISO 22000, genuine traditional products such as spoon sweets, jams, soutziouko, carob honey and many other traditional items. The products of the company can be purchased from various stores and supermarkets throughout Cyprus, in our privately owned store located in Agros."</li> </ul>	<p><a href="#" style="background-color: #e91e63; color: white; padding: 5px 10px; border-radius: 5px;">More information</a></p>
<p><b>Academia, Vocational College for Higher Education</b></p>	<ul style="list-style-type: none"> <li>📍 Slovenia</li> <li>📍 Maribor</li> <li>📍 Academia</li> <li>📍 Education</li> <li>📍 Provides practical, industry-focused higher education in fields such as engineering, business, and media. The institution emphasises international mobility and strong partnerships with companies to ensure high employability for its graduates. It is recognised for its modern</li> </ul>	<p><a href="#" style="background-color: #e91e63; color: white; padding: 5px 10px; border-radius: 5px;">More information</a></p>

Figure 7- Screen capture of the Meddiet Go: Cluster 2, © Fundación Dieta Mediterránea

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One of the main outputs of this project and its predecessor (md.net) is the creation and expansion of a trans sectorial cluster that deepens the connection between stakeholders all around the territory, boosting the work done by both projects.

This section let's the user sign up for the cluster and check everyone involved on its search engine.

#### 4. Mediterranean Diet Itineraries

<https://meddietgo.dietamediterranea.com/mediterranean-diet-itineraries/>

- **Functional Purpose:** Offering existing itineraries selected by the partners for potential tourists to enjoy the Mediterranean.
- **Key Elements:** Interactive mapping interfaces selected best practices on sustainable tourism aligned with the project's values.

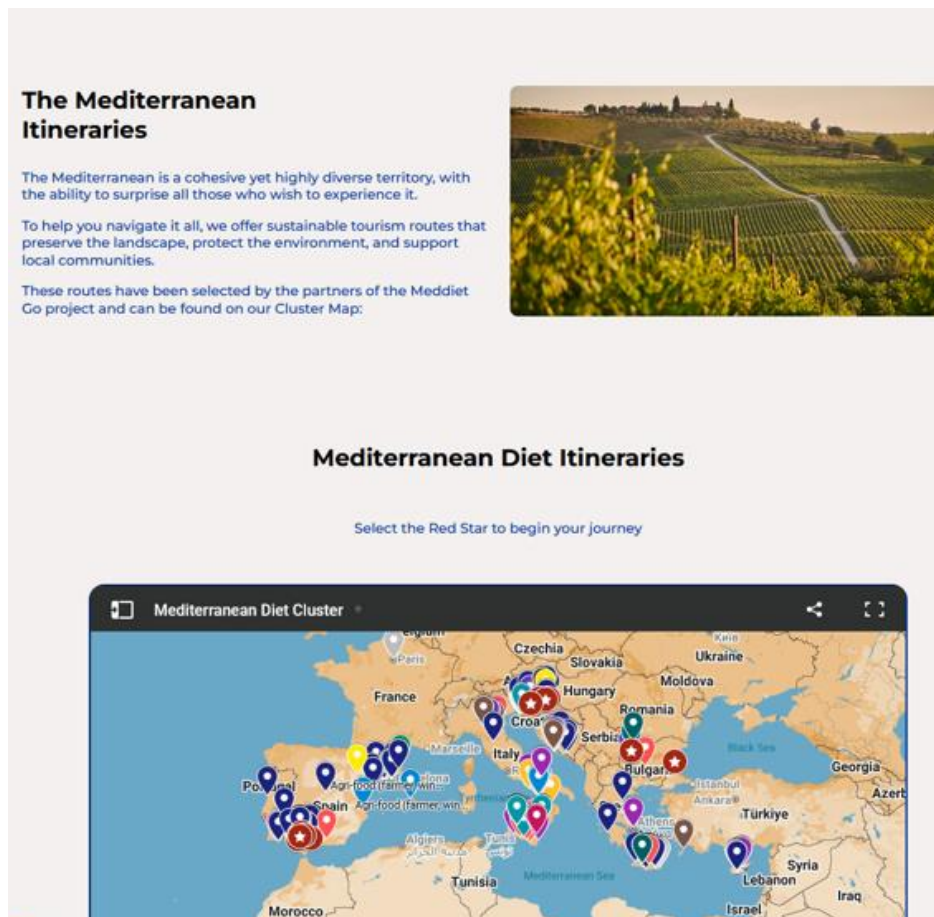


Figure 8– Screen capture of the Meddiet Go: Itineraries, © Fundación Dieta Mediterránea

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This site is a tool for tourists who aim to know existing sustainable touristic routes. The information on the map is compiled by the partners.

## 5. Areas of Work

<https://meddietgo.dietamediterranea.com/areas-of-work/>

- **Functional Purpose:** This module functions as the operational core of the Mediterranean Diet Eurocluster. It segments the platform's cross-border tools, resources, and collaborative initiatives into four specialized pillars.
- **Key Elements:** Descriptive strategic grids, sub-categorical access nodes for cluster members, institutional partner directory shortcuts, and an overview of recently initiated thematic debate topics.



Figure 9– Screen capture of the Meddiet Go: Areas of Work 1, © Fundación Dieta Mediterránea

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This section gathers any information that may help the stakeholders, from past projects to best practices, and scientific studies; divided in 4 subcategories:

- Networking
- Innovation
- Training
- Internationalization & Trade

It allows to select the initiatives through a search engine.

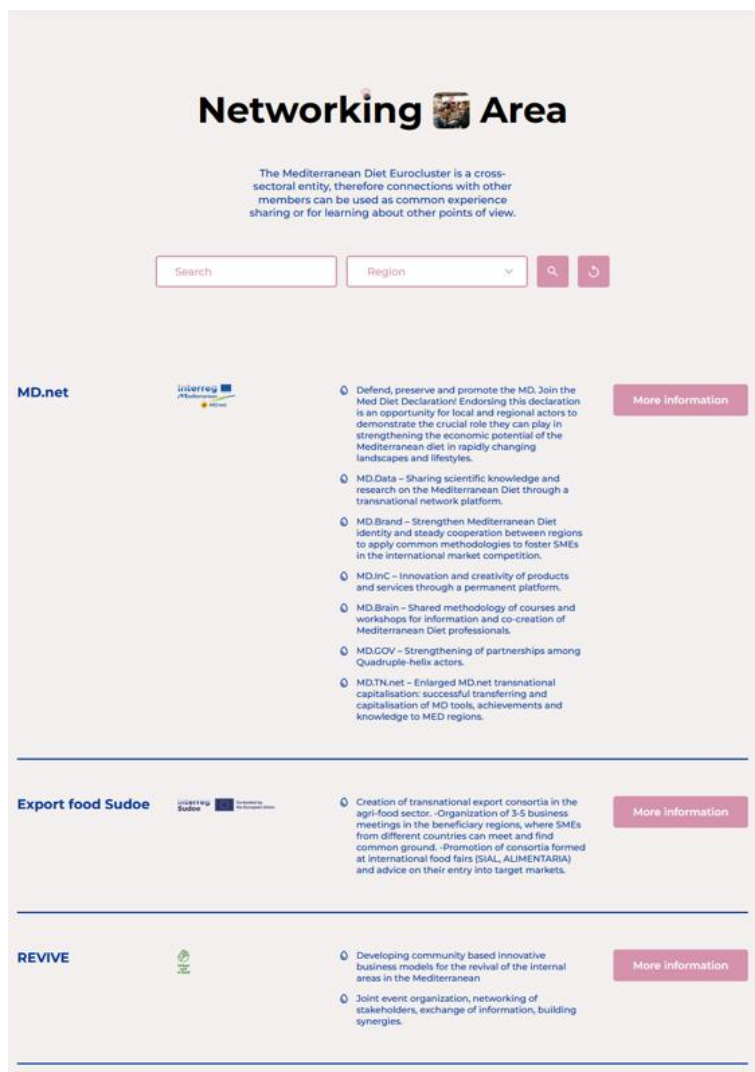


Figure 10- Screen capture of the Meddiet Go: Areas of Work 2, © Fundación Dieta Mediterránea

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## 6. Community Forums Module

<https://meddietgo.dietamediterranea.com/forums/>

- **Functional Purpose:** This module operates as the central interaction ecosystem of the portal, built using the [bbPress/WordPress core forum structure](#). It is strategically engineered to stimulate user-generated discussion, peer-to-peer knowledge transfer, and stakeholder alignment regarding the pillars of the Mediterranean lifestyle.
- **Key Elements:** Category-specific index cards, multi-threaded user timelines, real-time data analytical counters (Forum Statistics), a direct global search bar, and a cross-referenced aggregate widget showcasing the most recent debate activity.

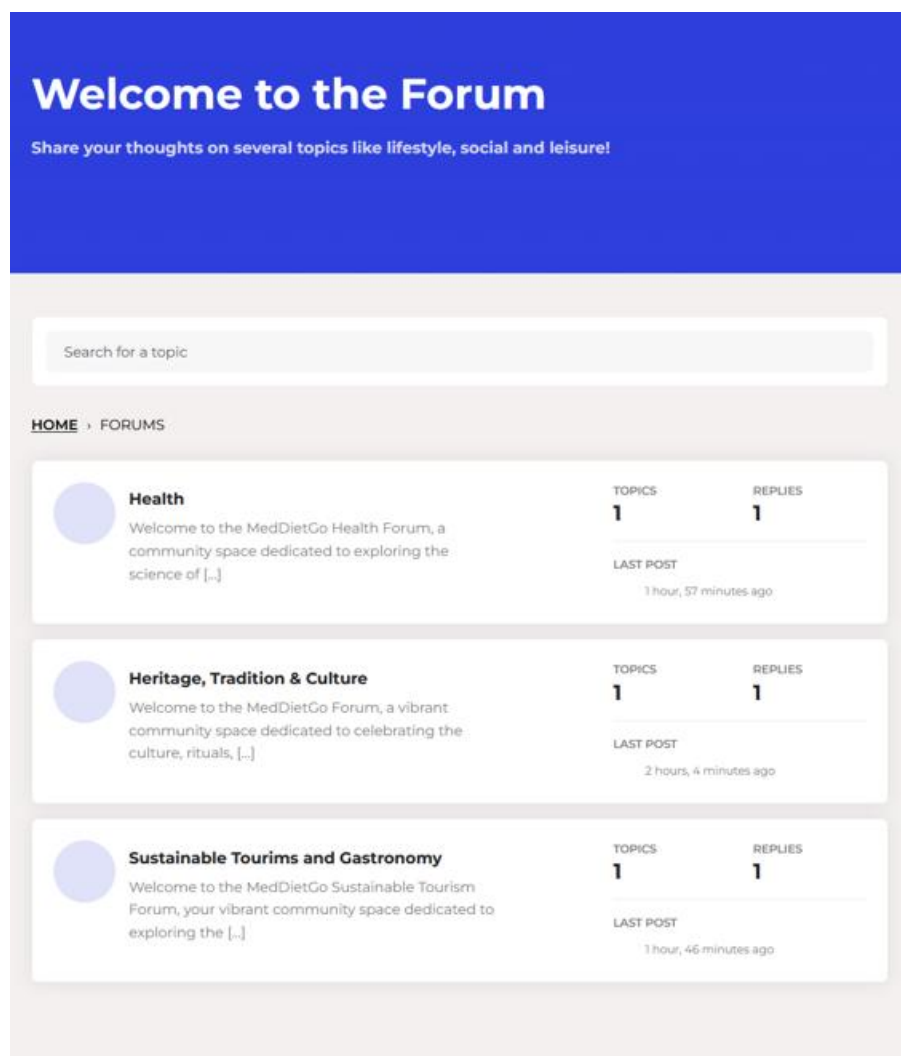


Figure 11– Screen capture of the Meddiet Go: Forums, © Fundación Dieta Mediterránea

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This section is the backbone of the social interactions in the site. An open forum for the users (stakeholders or general public) to share and exchange information, recommendations or solutions.

At the moment there are 3 open forums, but this is live and changing so they may grow or adapt with the passing of time:

- **Health Forum:** A dedicated clinical and wellness-oriented discussion area. This board is designed for sharing and exploring scientific discoveries, medical studies, statistical research, and nutritional methodologies validated by health experts.
- **Heritage, Tradition & Culture Forum:** A sociological and historical preservation board. It serves as a vibrant digital community space celebrating regional cultural practices, dietary rituals, agricultural histories, and intangible heritage properties across member territories.
- **Sustainable Tourism and Gastronomy Forum:** A socio-economic and eco-conscious network board. It is architected for stakeholders, eco-tourists, and regional businesses to share eco-friendly culinary itineraries, slow travel practices, and sustainable agricultural distribution models.

The partners will moderate the forums and write regularly (minimum twice a year) on the forums to keep them alive. At the same time, each partner will share these forums with their audiences, gathering a considerable base audience.

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## Technical Stack and Usability Assessment

Parameter	Evaluation / Technology	Status / Rating
Content Management System	WordPress / Custom PHP Framework	Optimized for stability
Responsive Web Design	Fully adaptive mobile CSS layouts	Excellent on mobile/tablet
Security Protocol	HTTPS Encryption (SSL Certified)	Compliant
Loading Speed (LCP)	Optimized image loading and caching	Under 2.5 seconds
Accessibility (WCAG)	Text alternatives and clear contrasts	Meets basic standards

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## Conclusions

The Meddiet Go platform stands out as a highly professional, well-structured digital asset that effectively maps the physical values of the Mediterranean Diet into a virtual landscape. While its informational pages and directory features are robust and highly usable, the community forums present a controlled, deliberate interaction model (one post every six months). Implementing targeted community growth strategies will allow this platform to transform from a valuable reference archive into a vibrant, self-sustaining digital society.

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