

# ENPI - Mediterranean Sea Basin Joint Operational Programme

## PROJECT IDEA (first draft)

### General objective:

Priority 1 - Topic 1 - Agro-food industry

(Implementation of strategic partnerships and projects in the agro-food sector towards sustainable economic development of Mediterranean countries and territories)

### Specific objective:

Increased awareness of the Mediterranean Diet, as an integral part of MED lifestyle and a vehicle for the development, stability and solidarity in the Programme area

### Applicant organisation:

University of Genoa - Department of Anthropological Sciences

### Target groups

- ⤴ Agro-food SMEs (small and medium enterprises) in countries involved in the project;
- ⤴ Universities and research institutes (territorial planning, agro-food, healthcare);
- ⤴ Competent Ministries and decision makers in the agro-food sector of different countries;
- ⤴ Ministries and institutions in the healthcare sector;
- ⤴ Decentralized structures of States, local and regional Authorities;
- ⤴ Non-state associations and organizations of civil society;
- ⤴ Chambers of Commerce, organizations of category and networks of agro-food enterprises;
- ⤴ Trade-unions and consumer associations;
- ⤴ Mass media;
- ⤴ Trading companies and agro-food products distribution companies;
- ⤴ Institutional catering services;
- ⤴ Public services, hospitals, schools etc
- ⤴ Consumers and citizens of countries interested in the project.

### Final beneficiaries

- ⤴ Agro-food SMEs associated in clusters which promote the Mediterranean diet chain;
- ⤴ Institutional catering services that adopted the Mediterranean diet;
- ⤴ Hospitals, schools, community etc.
- ⤴ Consumer citizens of countries interested in the project.

### Main expected results

- ⤴ Extended adoption of Mediterranean diet in all countries involved in the project, in particular in institutional catering services;
- ⤴ Improved wellbeing and satisfaction of consumers of institutional catering services in hospitals, schools, university, nursery schools, community etc
- ⤴ New clusters created and/or existing clusters retrained as a function of the proposal of certified products as originated from the Mediterranean short supply chain;
- ⤴ Improved synergies between the economic actors of the chain, the resources of the territories of reference, public bodies, organizations of civil society, universities and research institutions;
- ⤴ Increased awareness and common culture of enterprises on matter of respect of environment and consumers health;
- ⤴ Increased internationalization ability of SMEs clusters which respect a strict short supply chain and Mediterranean diet protocol;
- ⤴ Improved competencies, image and marketing of institutional catering enterprises that adopted the Mediterranean diet;

- ⤴ Involvement of the authorities in the territorial planning, agro-food development and healthcare sectors, in adoption of plans, programs, rules and incentive regulations;
- ⤴ Implementation of an extensive communication plan for the promotion of the Mediterranean diet, from the producer to the consumer;
- ⤴ Realization of events of diffusion with the involvement of political and institutional decision makers, enterprises, universities, organizations of category and all the stakeholders;

### **Specific objective and expected results**

- ⤴ To create local clusters of agro-food enterprises focused on the Mediterranean diet in all countries involved in the partnership;
- ⤴ To create synergies between clusters, the local and international distributive system and institutional catering services and/or their associations;
- ⤴ To create synergies between agro-food SMEs, territories and communities, consumers and civil society organizations;
- ⤴ To elaborate and to adopt, at institutional level, regulations and programs that incentivize the Mediterranean diet and the quality agro-food development, respectful of environment and health;
- ⤴ To promote the adoption of Mediterranean diet among the authorities, the population, the enterprises and intermediate organisms;
- ⤴ To realize Mediterranean events to diffuse the Mediterranean diet and the adoption of concrete promotion tools;
- ⤴ To involve universities, research institutions and security institutes to guarantee a market to the short food chain and to the quality agro-food productions;
- ⤴ To promote the diffusion of Mediterranean quality institutional catering services;
- ⤴ To shape new forms of products distribution, nationwide and at transnational level, in order to guarantee the quality, the certification of origin, the health security and environmental sustainability of the productions;
- ⤴ To elaborate, validate and carry out common standards and/or recommendations for the countries involved in the project in order to implement sustainable development policies in the institutional catering services;
- ⤴ To support the short sub-national food chains and the effort of internationalization of enterprises and in particular of SMEs;
- ⤴ To adopt sustainable territorial environment plans in agreement with the national public authorities competent in matter of territorial planning, economic development, environment protection and healthcare.

### **Partnership**

Name of the organisation in English, Country, Region, Legal status, Legal representative, National Registration number

### **Relevance to the particular needs and constraints of the target**

This project aims not only at promoting the Mediterranean diet, but it also intend to demonstrate its value in terms of enhancement of the enterprises (and clusters) competitiveness.

It's not generically to inform, but to implement formal mechanisms that guarantee the Mediterranean diet from production (clusters) to distribution (agreements between producers and distributors) to food packaging (institutional catering for community) or to private consumption (family catering).

In other words, it's to introduce rules and regulations that encourage the level of production, but also to create national and international agreements (between producers, distributors, buying groups and catering companies) allowing them to guarantee to the citizens that they are consuming products and recipes of the Mediterranean diet guaranteed from clusters of short food chain, distributed and packaged following quality protocols adopted also in the food packaging.

The idea is to reach at the same time the following objectives:

- ⤴ qualify and increase the agro-food production, focusing on quality and Mediterranean diet;
- ⤴ obtain this way a redevelopment of agriculture products market of SMEs and, ultimately, an increased income for producers;
- ⤴ internationalize the final products obtained from local clusters of short chain;

- △ make catering companies aware to the competitive advantages that would result from their insertion in this culture and in this quality market;
- △ drive consumers preference towards the Mediterranean diet, consequently influencing also the market choices of producers, distributors and catering companies;
- △ protect the consumers' health, with particular reference to the prevention of diseases for which it's recognized the positive influence of the Mediterranean diet.

The institutional catering, which is well developed in European countries, is still overdue both in North Africa and in Middle East, even if today the market shows high growth trend both in the private (big enterprises and communities) and in the public sectors (hospitals, schools, army, central and local administrations and public institutions).

The major catering companies, also in the southern Mediterranean rim, actually are European. The spread of the preference for the short food chain would significantly help local catering companies to well establish at least in their national market, inducing also the European ones to adapt themselves to the consumers preferences.

In the northern as well as in the southern Mediterranean, the recycling and/or the aware disposal of food products will be promoted in a perspective of environmental sustainability given the high amount of perishable food which is daily disposed..