



International seminar **Mediterranean Diet & Creative Industries**

From Unesco World Heritage for Immaterial Culture to an Active and Creative Sustainable Growth Factor

Medjugorje
Ethno Village “Herceg”
12th June 2019, 9:30-12:00

Project co-financed by the European Regional Development Fund

Creativity and social innovation are the enabling forces for prosperity and well-being in the MED space, in line with EU 2020 as well as the specific potentials of the Mediterranean itself. This in a context of territorial innovation where innovation is built on the territorial capital specific to a given place or the Mediterranean as a whole.

The TALIA project, led by Apulia Region (IT), is the horizontal project aiming at building and developing the Social & Creative community within the Interreg MED Programme, by boosting cohesion, coherence and synergies among the eleven Interreg MED projects promoting creativity and social innovation in areas ranging from creative industries and co-working spaces to innovative public procurement.

A TALIA international seminar will be held in conjunction with the MD.Net Integration Project with the aim of facilitating and investigating cross correlation area among “Food and Intangible heritage” and “Social&Creative vision development”.

The Integrated Project “MD.Net – When Brand Meets Peoples” aims to build on the Mediterranean Diet – a UNESCO World Heritage for immaterial culture – to address the severe natural and demographic problems faced by Mediterranean rural regions.

The TALIA International Seminar will take place on 12th June 2019 in the Ethno village “Herceg” (<https://etno-herceg.com/en>) in Medjugorje, joining a MD.Net event and will involve the participation of Modular and Integrated projects in the Social & Creative thematic community, associated partners and key stakeholders in the thematic area.

REGISTRATION FOR PARTICIPATION IS OBLIGATORY AND AVAILABLE ON THE FOLLOWING LINK: <https://social-and-creative.interreg-med.eu/index.php?id=9309>

We look forward to meet you in Medjugorje.





AGENDA

8:15 Departure to Ethno Village “Herceg” in Medugorje from Hotel Mostar

9:00 Registration

9:30 Welcome & Purposes
PREDA/Puglia Region

9:35 The MD.Net Project – When Brand Meets Peoples
MD.Net Integrated Project

9:40 Thematic Working Group: Innovation
PANORAMED

9:50 Thematic community think tank

Moderator:

Puglia Region (TALIA Lead Partner-InnovaPuglia)

Speakers:

- **J. Marsh**, TALIA expert – *Food and Social Innovation Vision*
- **F. Barata**, University of Evora – *Mediterranean Diet: Intangible Cultural Heritage and leverage effect for social & creative development*
- **F. Molinari**, TALIA expert – *Food and smart economic growth indicator*
- **L. Siciliani**, University of Bari – *TALIA Semantic Framework Tool: prototype application*

10:30 Living Labs session and focus groups

Aimed at:

- a)** exploring the Mediterranean Diet model with in order to identify strengths, weaknesses, opportunities, and threats for smart economic growth of remote rural areas;
- b)** discussing and collecting synthetic concepts of SWOT analysis and territorial impact indicators.

Facilitator: ENOLL

Participants:

- MD.Net Lead Partner and Partners
- Local & International stakeholders
- University of Evora
- PANORAMED
- TALIA experts
- TALIA parnters

11:50 Conclusion and Communication

Puglia Region (TALIA Lead Partner-ARTI)

12:00 End of International seminar

