

# “Sustainable and Innovative Food Systems: The Mediterranean Diet as a Tool for Tourism and Local Development in EUSAIR Communities”

**Location:** CIHEAM Bari, Valenzano, Bari, Italy

**Date:** 29 and 30 of September 2025

## Day 1

### 14:00 – 15.00 | Welcome & Opening Statements

1. Presidency of the EUSAIR, North Macedonia,
2. CIHEAM Bari, Director, Biagio Di Terlizzi
3. EUSAIR Strategy, Pillar IV and Pillar I coordinators
4. DG REGIO – Gilles Kittel and Georgios Emmanouil
5. DG AGRI / DG MARE / DG GROW/MOVE
6. EUSAIR Youth Council, Representative, TBC
7. IFOAM Organics Europe, Director, Eduardo Cuoco
8. AREPO (Association of European Regions for Products of Origin)
9. Italian Ministry of Foreign Affairs, Representative of Cooperation Development, TBC
10. Adriatic – Ionic Initiative, Secretary General, Amb. Giovanni Castellaneta, TBC

### 15.00 – 16.00 | Keynote Panel and audience discussion: Why Mediterranean Diet and Sustainable Food Systems Matter for the Adriatic-Ionian Future?

Moderator: of 10<sup>th</sup> EUSAIR Annual Forum workshop

- Agrotourism, Organic, Origin, Bio-districts, and culture and rural tourism
- Ecotourism, and local quality food
- The role of youth, skills and digitalisation

### 16.00 – 16.30 | Coffee break

### 16.30 to 18.00 | Input Session 1: Dialogue with donors – How to make the Mediterranean flagship an impactful tool

Moderator: TBD

- Interreg Europe, EUROMED, NEXT MED, IPADRION
- IPARD (DG AGRI/ENEST)
- Horizon Europe (DG Research)

- Erasmus (DG EAC)

### **18.30 to 19.45 | Input Session 2: Learning from the regions**

Moderator: TBD

MD Best practices from regions (4) Marche region, Thessaly Region/AREPO, Puglia region, Croatian Ministry of Tourism handbook on gastronomy good practices in EUSAIR regions. TBC

### **19.45 | End of the meeting**

### **19.45 | Dinner**

## **Day 2**

### **09.00 – 09.15 | Intro to day 2**

- GSP 1 EUSAIR FP
- GSP 2 EUSAIR STEP
- GSP3 SP4EUSAIR

### **09.15 – 11.00 | Workshops (See specific methodology below)**

- Agrotourism, Organic, Origin, Bio-districts, and culture-based and rural tourism (**Coordination TSG4**)
- Ecotourism, and local quality food partnerships (**Coordination TSG1**)
- The role of youth, skills and digitalisation (**Coordination TSG 5 and CIHEAM**)

### **11.00 – 11.30 | Coffee break**

### **11.30 – 12.30 | Report from Workshops and consolidating flagship proposal**

### **12.30 – 13.00 | Wrap up**

### **13.00 | Lunch**

### **14.30 | Optional visit at the BioDistretto delle Lame (tbc)**

### **18.00 | Back to Airport or Hotel.**

# ANNEX I – WORKSHOPS METHODOLOGY

30 September 2025 | 🕒 09:15–11:00 *CIHEAM Bari – Parallel sessions*

## 1. Introduction (10 minutes)

- The facilitator gives a short framing presentation to:
  - Set the context in light of the EUSAIR Action Plan and Day 1 discussions
  - Present the 3 guiding questions to orient the dialogue

## 2. Group Discussion (60 minutes)

- Participants are invited to reflect and discuss the three questions in small groups or plenary
- Key ideas are written down by one **rapporteur**.

Rotate questions every 20 minutes

## 3. Sharing & Conclusion (20 minutes)

- Each group shares **1–2 main takeaways or proposals**
- Facilitator notes key patterns or suggestions
- Wrap-up with:
  - What should go into the **Mediterranean Diet Flagship**?
  - What could be done already at local/regional level?

Printed templates with guiding questions and space for notes will be provided to each group.

## Workshop Topics & Guiding Questions

### Workshop 1: Agrotourism, Organic, Origin, Bio-districts, & Culture-Based Rural Tourism

**Objective:** Identify how food-related territorial identities and partnerships can drive sustainable tourism.

#### Guiding Questions:

1. What support do local actors (farmers, tourism SMEs, regional authorities) need to strengthen their offer?
2. How can organic and GI-based products help local communities thrive?
3. How can Bio-districts and similar territorial partnerships support the development of agrotourism, and how can they be better connected and supported at macro-regional level?
4. How could the Flagship help connect and promote these experiences across the Adriatic-Ionian Region?

## **Workshop 2: Eco-tourism and Local Quality Food partnerships**

**Objective:** Explore how food systems based on quality, tradition, and sustainability can bring value to people and places.

### **Guiding Questions:**

1. What are the biggest barriers that small producers face today?
2. How can territorial partnerships support the development of ecotourism, and how can they be better connected and supported at macro-regional level?
3. What support or tools should the Flagship provide to strengthen sustainable food value chains?

## **Workshop 3: Youth, Skills and Digitalisation**

**Objective:** Define what young people and institutions need to build a future in sustainable food and tourism sectors.

### **Guiding Questions:**

1. What are the most relevant skills young people need to work in sustainable food and tourism?
2. How can digital tools help connect producers and consumers, or improve tourism and food experiences?
3. What should the Flagship include to empower youth and make them leaders of this transition?