

“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

Day 1: 14-19.45 pm

14:00 – 15.30 | Welcome & Opening Statements

1. CIHEAM Bari, Director, Biagio Di Terlizzi
2. Presidency of the EUSAIR, North Macedonia, Zuica Zmejkovska
3. DG REGIO – Gilles Kittel
4. CIHEAM, General Secretary, T. Miano
5. EUSAIR Strategy, Pillar Coordinators IV: Elton Orozi and Iva Caleta Plesa and Pillar I: Michalis Chatziefsthathiou and Pillar V: Martina Klapan Stambuk
6. DG AGRI/ENEST tbc
7. MOVE-GROW: GENZBIGELYTE-VENTURI Ramune
8. EUSAIR Youth Council, Representative, TBC
9. IFOAM Organics Europe, Director, Eduardo Cuoco
10. AREPO (Association of European Regions for Products of Origin): Francesca Alampi
11. Department for Economic Development, PUGLIA Region, Gianna Elisa Berlingiero, Director, TBC
12. Adriatic – Ionic Initiative, Secretary General, Amb. Fabio Pigliapoco

15.30 – 16.45 | Keynote Panel and audience discussion: Why Mediterranean Diet and Sustainable Food Systems Matter for the Adriatic-Ionian Future?

Moderator: of 10th EUSAIR Annual Forum workshop, Fotis Vlachos

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

Afet Jashari, Ministry of Culture and Tourism, North Macedonia

Danijela Vicentijevic, Ministry of Tourism Serbia

Tamara Djukic, Ministry of Tourism, Montenegro

Jelica Grujic, Ministry of Foreign Trade, Bosnia -Herzegovina

Elona Bejo, Albanian Agrotourism Association

Anthi Panagiotou, EGTC/AEBR/Association of European Border Regions

Mediterranean Organic Agriculture Network MOAN – P. Pugliese

The event organisation is partly supported by strategic project EUSAIR FACILITY POINT – Supporting the EUSAIR governance for improved cooperation, co-funded by the European Union through the Interreg IPA Adriatic Programme 2021-2027.

16.45 – 17.15 | Coffee break

17.15 to 18.30 | Input Session 1: Dialogue with donors – How to make and support the Mediterranean Diet flagship Partnership an impactful tool

Moderator: Gilles KITTEL, DG Regio/Team Leader SEE

- Interreg Europe: Etienne VERHELLE-RODZINKA, Policy Officer
- IPADRIION MA: Ludovico Geraldì
- EUROMED: Curzio CERVELLI, Coordinator J.S.
- South Adriatic: Claudio Poligniano, Director, Managing Authority of the IPA South Adriatic.
- IPARD (DG AGRI/ENEST) tbc
- RTD.B.2 BIOECONOMY & FOOD SYSTEMS (Horizon Europe) Deputy HoU: Rosalinda Scalia
- Erasmus (DG EAC): Charalampos PAPAIOANNOU tbc

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

Moderator: Georgios Emmanouil, DG Regio, SEE and EUSAIR Team

MD Best practices from regions (4)

Puglia region: Anna Introna, Public Officer, Department of Tourism, Cultural Economy and ETC Territorial Enhancement – PUGLIA Region

Thessaly Region: Dimitris Kouretas, Governor of the Region and Professor in Biochemistry and food department of the Thessalian University, Greece.

Marche Region: Lando Siliquini, President MD Montegiorgio Project Lab on Mediterranean Diet

Croatian Ministry of Tourism handbook on gastronomy good practices in EUSAIR countries and regions: Iva Caleta Plesa

Discussion & wrap up

End of the meeting 19.45 | Dinner

Day 2: 8.45-13am

08.45 – 09.30 | Intro to day 2

Moderator: Gilles KITTEL, DG Regio/Team Leader SEE, D1

Building an Interpillar EUSAIR Partnership on the Mediterranean Diet:

DG Regio/SEE, EUSAIR: Georgios Emmanouil

IPA Adrion GSP 1 EUSAIR FP: Olga Abram

IPA Adrion GSP 2 EUSAIR STEP Roberta Ruggeri

IPA Adrion GSP3 SP4EUSAIR: Lovre Karamarko

09.30 – 11.00 | Workshops (See specific methodology below)

- Agrotourism, Organic, Origin production and Trade, Bio-districts, and culture-based and rural tourism (**Coordination TSG4** Iva Caleta Pleša , Elton Orozi and **IFOAM**/Eduardo)
- Ecotourism, and local quality food partnerships (**Coordination TSG1** Theodora Koutsogaki and **CIHEAM** Gianluigi Cardone)
- The role of youth, skills and digitalisation (**Coordination TSG 5** Martina Klapan Stambuk and **CIHEAM** Damiano Petruzzella)

11.00 – 11.30 | Coffee break

11.30 – 12.30 | Report from Workshops and consolidating the InterPillar flagship proposal on Mediterranean Diet

12.30 – 13.00 | Wrap up

13.30 | Lunch

14.30 | Optional visit at the BioDistretto delle Lame

17.30 | 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 facilitators give 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/coordinator**.

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 InterPillar **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 by the Coordinators.

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 and operators, regional authorities) need to strengthen their offer?
2. How can Organic and Geographic Indication-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 and South East Europe 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 InterPillar Flagship include to empower youth and make them leaders of this sustainable transition?

- *All Interventions and Presentations PPT, lasting no more than 10 minutes each, will be in English as working language in the event and workshops.*