



“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

In person & Online: 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, Pillar I Coordinator: Michalis Chatziefsthathiou, Pillar V Coordinator: Martina Klapan Štambuk
6. DG AGRI, Martin Van Driel, Policy Officer, DG AGRI.A1 - Policy perspectives
7. MOVE-GROW: Ramune Genzbigelyte-Venturi
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, Director, Gianna Elisa Berlingiero
12. Adriatic – Ionic Initiative, Secretary General, Amb. Fabio Pigliapoco
13. Dott.ssa Eleonora Tramannon, Secretary General of the Forum of Adriatic Ionian Chambers of Commerce

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, Hellenic Ministry of Culture, EUSAIR TSG4 member Fotis Vlachos

Agrotourism, Organic, Origin production and trade, Bio-districts, and culture and rural tourism

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

- Ecotourism, and local quality food
- The role of youth, skills and digitalisation

Afet Jashari, Ministry of Culture and Tourism, North Macedonia, *Simit Pogacha: A Living Culinary Heritage of Skopje's Old Bazaar*

Danijela Vicentijevic, Ministry of Tourism Serbia, *Mediterranean Diet as a Sustainable Regional Heritage: Our Identity and Our Way of Life*

Tamara Djukic, Ministry of Tourism, Montenegro, *Gastro heritage of Mediterranean as a tourism product: case of Montenegro*

Jelica Grujic, Ministry of Foreign Trade, Bosnia and Herzegovina, *Connecting Bridges through Culture and Mediterranean Diet - Creative Cooperation for Cohesion and Identity*

Elona Bejo, Albanian Agrotourism Association, Albania, *Native Varieties & Agritourism: Preserving Heritage, Growing Futures*

Anthi Panagiotou, EGTC/AEBR/Association of European Border Regions, *E.G.T.C. and Living Traditions: Mediterranean Diet and Cultural Tourism as Drivers of Rural Sustainability in the Adriatic-Ionian Macroregion*

Patrizia Pugliese, MOAN - Mediterranean Organic Agriculture Network, *Building on the territorial dimension of organic food & farming: the bio-district concept as leverage of sustainable rural tourism and local development*

Boba Illic, SWG RRD - Regional Rural Development Standing Working Group in Southeast Europe, *European Integration and Agricultural Policy in the Western Balkans: Current Trends and Challenges*

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
https://www.adriatic-ionian.eu/wp-content/uploads/2025/09/Speaker-template_VERHELLE-RODZINKA.docx.pdf
- IPA ADRIAN MA: Lodovico Gherardi
<https://www.adriatic-ionian.eu/wp-content/uploads/2025/09/Speaker-template-Gherardi.pdf>
- EUROMED: Curzio CERVELLI, Coordinator J.S.
- IPA South Adriatic: Claudio Polignano, Director, Managing Authority
https://www.adriatic-ionian.eu/wp-content/uploads/2025/09/Speaker-template-EUSAIR_Polignano.docx.pdf
- DG AGRI Dick Van Dijk, Team Leader, DG AGRI.G4 - Neighbourhood enlargement & pre-accession assistance

- RTD.B.2 BIOECONOMY & FOOD SYSTEMS (Horizon Europe) Rosalinda Scalia, Deputy HoU
https://www.adriatic-ionian.eu/wp-content/uploads/2025/09/Speaker-template_RS.docx.pdf

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

Moderator: Georgios Emmanouil, DG Regio, SEE and EUSAIR Team
https://www.adriatic-ionian.eu/wp-content/uploads/2025/09/EMMANOUIL_eng-cv.pdf

MD Best practices from regions (4)

- Med project MED DIET GO!, Chamber of Commerce of Seville: Carmela Cotrone:
<https://www.adriatic-ionian.eu/wp-content/uploads/2025/09/Speaker-template-Bari-Carmela-Cotrone.docx.pdf>
- Thessaly Region: Dimitris Stavridis, Phd Agronomist, General Director in the Region of Thessaly, Greece, member of AREPO
<https://www.adriatic-ionian.eu/wp-content/uploads/2025/09/Speaker-Stavridis.docx.pdf>
- Marche Region: Lando Siliquini, President MD Montegiorgio Project Lab on Mediterranean Diet
https://www.adriatic-ionian.eu/wp-content/uploads/2025/09/Speaker-template_siliquini.docx.pdf
- Interreg Europe C.P.: Symi Pasalidou, Phd on Mediterranean Diet in SEE
https://www.adriatic-ionian.eu/wp-content/uploads/2025/09/Speaker_Symi_Pasalidou.docx-1.pdf
- Croatian Ministry of Tourism handbook on gastronomy good practices in EUSAIR countries and regions: Iva Caleta Plesa
https://www.adriatic-ionian.eu/wp-content/uploads/2025/09/EUSAIR_MedDiet_event_Bari_Speaker_IvaCaletaPlesa.docx.pdf

Discussion & wrap up

End of the meeting 19.45 | Dinner

In person only: 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 and Flagship Project 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 Cuoco)

- Ecotourism, and local quality food partnerships (**Coordination TSG1**, Theodora Koutsogaki and **CIHEAM** Bari, Gianluigi Cardone)
- The role of youth, skills and digitalisation (**Coordination TSG 5**, Martina Klapan Štambuk and **CIHEAM** Bari, Damiano Petruzzella)

11.00 – 11.30 | Coffee break

11.30 – 12.30 | Report from Workshops and consolidating the EUSAIR InterPillar flagship proposal and the Working Group 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.*

