

FLAVOR - Regional food culture as a driver for integrated rural development

...get a taste of the project!

INTERREG EUROPE PROGRAMME – KEY CONCEPTS:

1. Improving rural development policies and practices in EU regions
2. Reduce disparities in levels of development, growth and quality of life between the EU regions
3. International exchanges of experience and capacity building

MAIN ACTIVITIES (MARCHE REGION and AMAP):

- Identification and exchange of regional Good Practices ☐ INTERREG EUROPE GPs database
- Quick Scan on Regional food culture
- Study Visits (10 EU regions)
- Policy improvement
- Involvement of regional Stakeholders



APPROACH

EU cohesion policy specific Objective 5.2 «Fostering the integrated and inclusive social, economic and environmental local development, culture, natural heritage, sustainable tourism and security in areas other than urban areas”

4 PILLARS

1. Economic development

supporting farmers, producers and SMEs in agro-food and hospitality value chains

2. Sustainability & climate resilience

promoting sustainable, organic farming and locally sourced food

3. Health & well-being

educating communities on healthy consumption models

4. Social cohesion

bringing communities and producers together around regional food culture

INNOVATION ☐ BEYOND AGRO-FOOD AND GASTRO-TOURISM development



RESULTS

1) QUICK SCAN – UNDERSTANDING MARCHE REGION FOOD CULTURE

Key elements:

- Remarkable diversity (landscapes, traditions, agricultural systems, food products)
- Food not only nutritional values □ Regional Law 23/2023 (valorization of Marche Region as a land of well-being and quality of life)
- Challenges - Fragmentation of agricultural production, declining numbers of farms, limited visibility abroad, relatively low innovation
- Opportunities - Stronger cooperation across food supply chain, greater use of Common Agricultural Policy measures, high quality products, integrated promotion of regional identity and food heritage, growing consumers demand

https://www.interregeurope.eu/sites/default/files/2026-04/Quick%20Scan%20Of%20Marche%20food%20culture%2C%20Italy_FLAVOR.pdf



2) 1° GOOD PRACTICE

«COMBINED ACTIVITIES FOR THE PROMOTION OF WINE TOURISM IN MARCHE REGION»

Initiative related to regional development policy ☐ successful results, interest for other regions, mutual learning and valuable model

Key elements:

- Regional Law 28/2021 (promotion of wine tourism)
 - ☐ Common recognition criteria for operators
 - ☐ Equitable access to funding
 - ☐ Transparent public register for consumers
 - ☐ Promotion of diversified experiences
- Model extended to other sectors (olive oil)

<https://www.interregeurope.eu/good-practices/combined-activities-for-promotion-of-wine-tourism-in-marche-region>



STAKEHOLDERS ENGAGEMENT

Local authorities and municipalities, SMEs, Business Support Organizations, Associations, Universities, Schools and Research centres, Agri-food Consortia and organic Districts

Different phases:

1. Mapping and identification of regional Stakeholders
2. Regional Stakeholders Board (regular meetings)
3. Stakeholders involvement in project's activities
 - ☐ Quick Scan (identification regional needs and opportunities)
 - ☐ GPs (identification and proposal)
 - ☐ Study Visits (exchange of knowledge/own experiences)
 - ☐ Capacity building/peer to peer learning (online events about Food Culture)

Bottom-up policy learning pathway



THANK YOU

«The concept of Mediterranean Diet is not restricted to just a set of products and eating habits, but has a much broader meaning. It is a lifestyle that is profoundly oriented towards health, environmental sustainability and emphasising its cultural and social roots...»

SPALATO DECLARATION

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<https://www.interregeurope.eu/flavor>

