

Background

The Mediterranean Diet was inscribed for the first time on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity in 2010 and comprised four states: Greece, Italy, Morocco and Spain. Since then, several initiatives were launched at the local, national and regional level. The increased interest for the Mediterranean Diet led to the enlargement of the network and the submission of a new multinational nomination file in 2012, with the participation of three more states: Croatia, Cyprus and Portugal. The inscription of the element in its revised form was approved by the Intergovernmental Committee, which met in Baku, Azerbaijan (2 - 7 December 2013).

Objectives

The meeting in Agros, Cyprus, will be an opportunity to promote cooperation between the countries of the Mediterranean Diet, to exchange views about policies and measures implemented at the national level, to share good practices for the promotion of sustainable tourism and Mediterranean gastronomy as well as education and transmission of knowledge and practices related to the Mediterranean Diet.

Topics of discussion

At the beginning of the meeting, community representatives will introduce shortly themselves and the emblematic community (5min) and will provide concise information about the local products, festivals and traditions related to the Mediterranean Diet.

Session 1: “Measures to protect and promote the Mediterranean Diet”

According to the 2003 Convention (Article 11), each State Party shall “take the necessary measures to ensure the safeguarding of the intangible cultural heritage present in its territory”. During this session, participants will be invited to give a presentation on measures, policies and programmes (incl. educational, awareness-raising, information programmes, capacity-building activities, documentation) implemented in order to promote and safeguard the Mediterranean Diet in their respective countries.

Session 2: “Good practices for the promotion of the Mediterranean Diet: education, transmission and sustainable tourism”

This session will focus on the presentation of selected good practices related to the following topics:

- (a) Sustainable Tourism and Mediterranean Gastronomy
- (b) Education and transmission of the Mediterranean Diet

Intangible cultural heritage in general and the Mediterranean diet in particular may be promoted as drivers for local sustainable development. Local gastronomy is an important tourist attraction especially in the Mediterranean countries, where traditional methods of producing, cooking and consuming food are closely related with other living traditions, such as festivals, music and dance. The management of this trend is a challenge for the public authorities, the communities, the private sector and NGOs. The aforementioned stakeholders can be engaged in the safeguarding of

the Mediterranean Diet and may discover ways of integrating this living heritage in tourism and community development.

Education also plays an important role in the transmission of the Mediterranean Diet. As stated in Article 14 of the 2003 Convention, state parties shall endeavour, by all means, to ensure recognition, respect and enhancement of the intangible cultural heritage, in particular through educational, awareness raising and information programmes aimed at the general public –in particular youth– as well as specific training and capacity building activities for the safeguarding of this heritage.

Session 3: Future cooperation and coordination of the network

The final session of the meeting will focus on needs assessment and exchange of views regarding future activities of the network. At this stage, participants will select a country as coordinator of the network, or will form a coordination team for the Mediterranean Diet, which will act as a focal point for the implementation of joint activities.

Expected Results

- Identify forms of exchanges and partnerships, in order to enhance cooperation between the countries of the Mediterranean Diet.
- Select a coordinator of the network or establish a team of coordination.
- Define future activities and themes for discussion in upcoming meetings.

Participants

Experts and community representatives from Croatia, Cyprus, Greece, Italy, Spain, Portugal and Morocco.

Working Language

English

Place of meeting

Conference room at “Rodon” Hotel, Agros, Cyprus

Accommodation

Rodon Hotel & Resort

Address: 4860 Agros, Limassol, Cyprus

Tel: +357 25521201

Email: info@rodonhotel.com

Interventions / presentations

Experts from each participating country will be asked to make a general presentation (10-15 min) regarding the measures taken for the protection and promotion of the Mediterranean Diet (session 1). Selected good practices will also be presented during Session 2.

TENTATIVE AGENDA

Sunday 27 April

Afternoon Arrival of participants
Transfer to the hotel
20.30 Dinner at the Hotel

Monday 28 April

9.00 Registration
9.15-9.30 Opening / Welcome addresses
Ms Egli Pantelaki, Permanent Secretary of the Ministry of Education and Culture
Ms Loukia Loizou Hadjigavriel, President of the Cyprus National Commission for UNESCO
Mr Michalis Constantinides, President of the community of Agros

9.30-10.15 The emblematic communities of the Mediterranean Diet: Hvar, Agros, Koroni, Tavira, Soria, presented by community representatives.

10.15-13.15 Session 1: "Measures to protect and promote the Mediterranean Diet"
10.15-10.45 **Presentations** by Croatia, Cyprus
10.45-11.00 **Questions and Answers**

11.00-11.30 Coffee break

11.30-12.45 **Presentations** by Greece, Italy, Morocco, Spain, Portugal
12.45-13.15 **Questions and Answers**

13.30-15.00 Lunch

15.00-17.00 Session 2: Exchange of Good Practices for the transmission and promotion of the Mediterranean Diet.
15.00-15.15 "Troodos Gastronomic Routes", presented by Mr Panagiotis Papadopoulos.
15.15-15.30 "Gastronomy and sustainable tourism", presented by Ms Patrizia Romano.
15.30-15.45 **Questions & Answers**
15.45-16.00 "Initiatives by Croatian individuals, NGOs and institutions for the transmission of knowledge on the Mediterranean diet", presented by Ms Melanija Belaj and Ms Marina Blagaić Bergman.
16.00-16.15 "Cyprus Food and Nutrition Museum: education, documentation and cooperation for the promotion of local gastronomy and the Mediterranean Diet", presented by Ms Chrystalleni Lazarou.
16.15-16.30 "Emblematic Community of Koroni: Action Plan for the promotion of the Mediterranean Diet" by Ms Vicky Igglezou.
16.30-17.00 **Questions & Answers**
17.30-19.30 Guided tour in Agros
20.00 Dinner in a local restaurant

Tuesday 29 April

9.30-11.00 Session 3: Needs assessment and follow up actions; future cooperation and coordination of the network

9.30-10.00 Proposals for projects and future cooperation, presented by Greece

10.00-11.00 Discussion

11.00-11.30 Coffee break

11.30-12.30 Final conclusions

13.00-15.00 Buffet lunch at the Hotel

15.30-19.30 Guided visit in the Troodos region.

20.00 Dinner at local restaurant.

Wednesday 30 April

Departure of participants

Transfer to the airport