



# MDG Eurocluster: a Med Diet platform for Sustainable Tourism and Local Development

*Carmela Cotrone*

*Official Chamber of Commerce, Industry, Services and Navigation of Seville*

Sustainable and Innovative Food Systems:

## **The Mediterranean Diet as a Tool for Tourism and Local Development in EUSAIR Communities**

**29 & 30 September 2025**

CIHEAM Bari Campus, Valenzano (Bari), Italy





MedDiet Go

Interreg  
Euro-MED



Co-funded by  
the European Union

## MDG main objective

**Improving the quality of tourism services in rural areas** - in line with the UNESCO principles, Europe 2030 strategy, SDGs and the European Agenda for Tourism 2030.

Interreg  
Euro-MED  
Programme





MedDiet Go

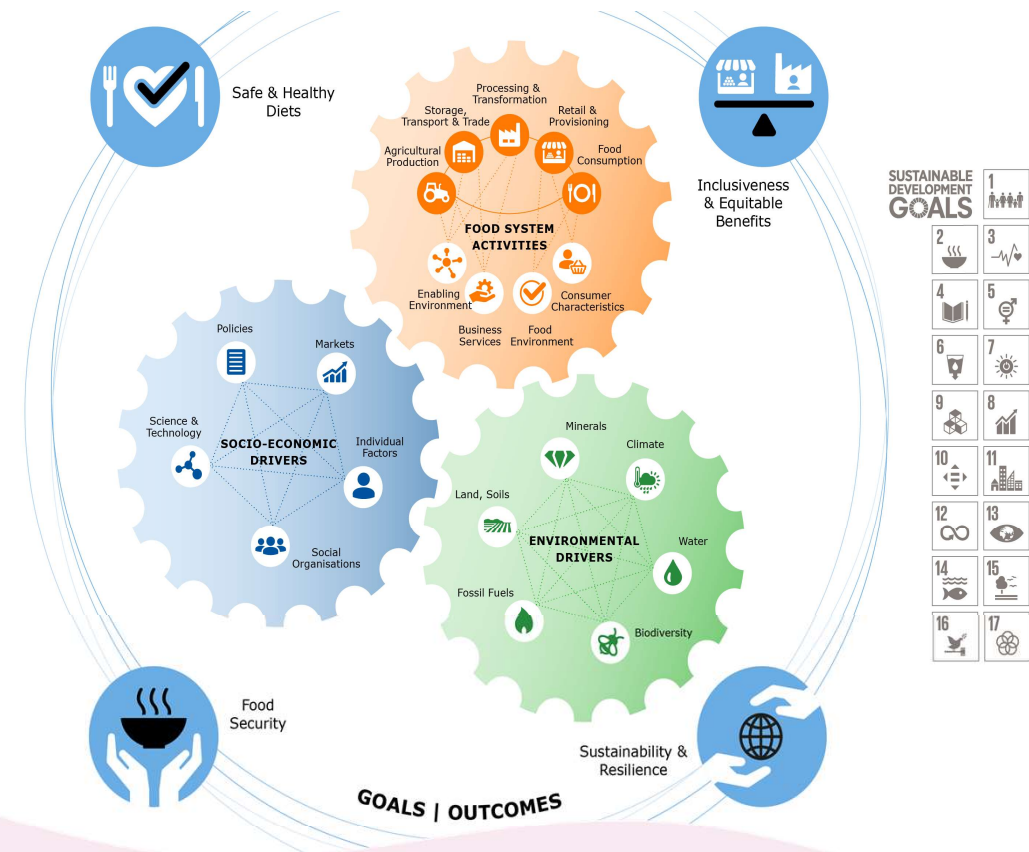
Interreg  
Euro-MED



Co-funded by  
the European Union

## Talking points

1. The **MDG Eurocluster** as an Integrated Economic and Cultural Driver
2. The **MDG Eurocluster Model: Cooperation for Competitiveness**
3. **Eurocluster** as a **Platform** for Sustainable Tourism Development





MedDiet Go

Interreg  
Euro-MED



Co-funded by  
the European Union

## 1. MDG Eurocluster as driver: a living system



**Positioning MD not only as intangible values but as tangible opportunities for the productive system:** jobs, rural culture resilience, healthier lifestyles, authentic tourism experiences.

## A network of complementarities across territories

**From local assets to international competitiveness**

**Challenges for SMEs:** fragmentation, market access, digital & green transitions  
**Through a Cluster approach** = shared services, trust, critical mass





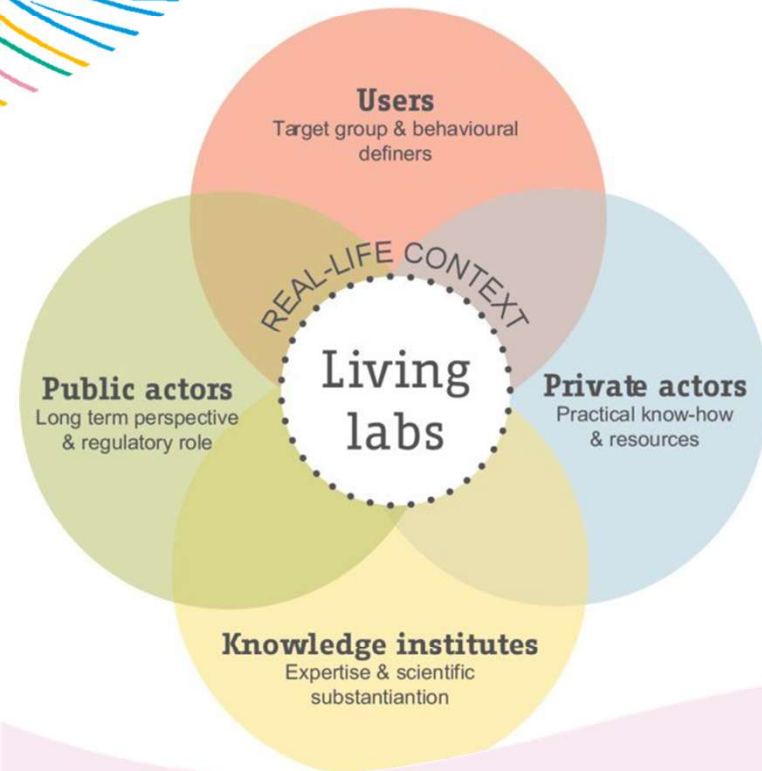
MedDiet Go

Interreg  
Euro-MED



Co-funded by  
the European Union

## 2. The Model



### *Hub & spoke governance*

- **Local “living laboratories”** to better manage tourism strategies
- **One-Stop-Shop** as Business support organisation

### **Key functions**

- *Supports green enterprises*
- *Helps Digitalisation & innovation*
- *Supports Access to global markets*
- *Connects Planning and financial tools*



MedDiet Go

Interreg  
Euro-MED



Co-funded by  
the European Union

### 3. Eurocluster as a Platform - MD beyond food

*a **virtual marketplace and innovation lab** to package agri-food + cultural experiences for destinations: it builds tourism itineraries, creative events, and cross-border narratives rooted in local traditions.*



#### Long-term vision

- **Building common awareness**
- **Sharing wider strategies**
- **Scaling up sustainable models**



Med Diet Go! transfers the main MD.net achievements to foster rural lifestyle and landscape as tourism opportunity through innovation and networking:

- Enlarging stakeholders' adherence to MD values, both in MD.net communities and new partners' territories
- Consolidating the Med Diet Euro-Cluster to network rural economies and cope with global market challenges





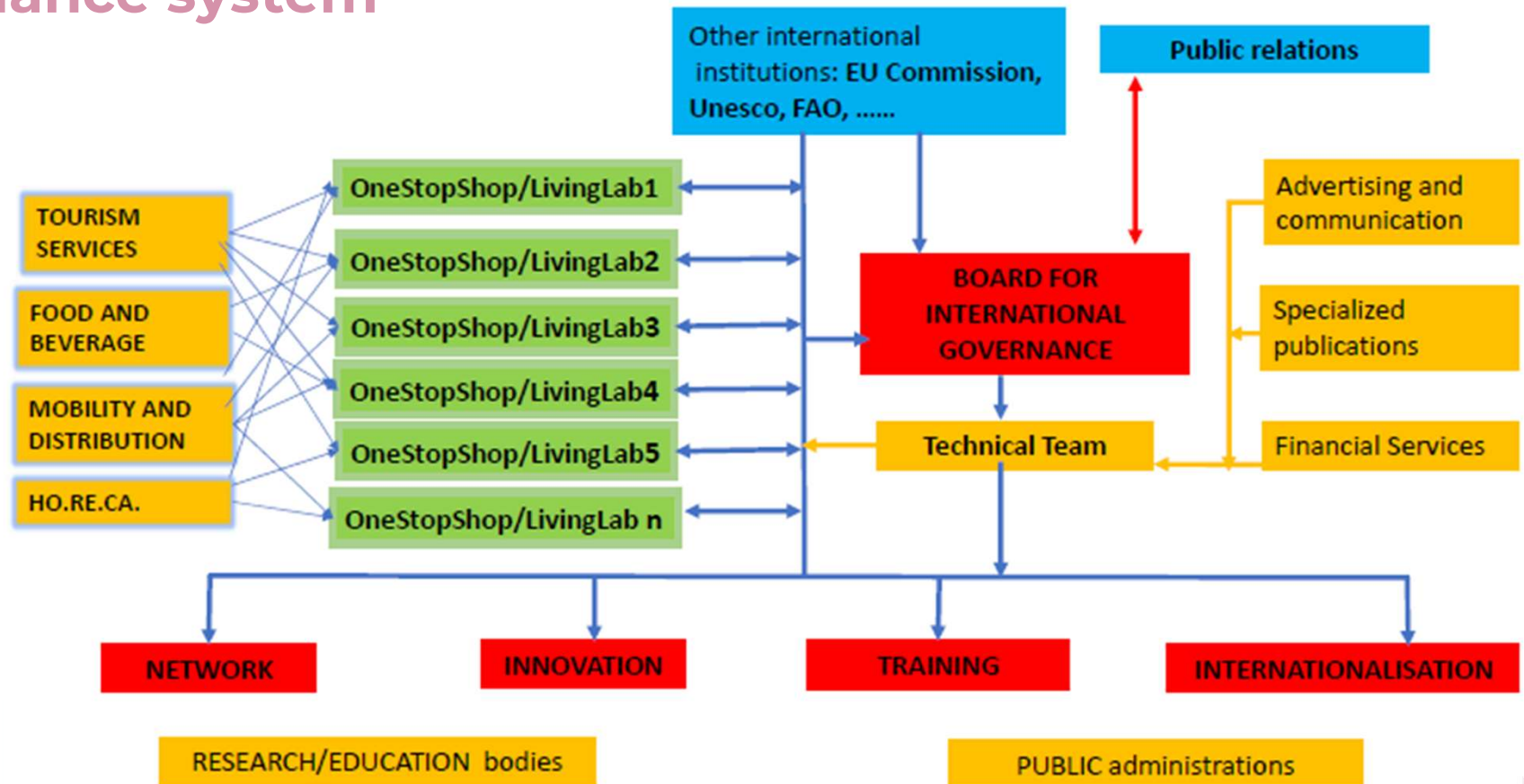
MedDiet Go

Interreg  
Euro-MED



Co-funded by  
the European Union

## Governance system





**Interreg**  Co-funded by the European Union

IPA ADRION

FACILITYPOINT

**Interreg**  Co-funded by the European Union

IPA ADRION

STEP

**Interreg**  Co-funded by the European Union

IPA ADRION

SP4EUSAIR



# Thank you for your attention!

*Carmela Cotrone*

*Official Chamber of Commerce, Industry, Services and Navigation of Seville*