



Med Diet Declaration

People Culture Food

Guide for endorser applicants

Interreg MED Programme – Project: MD.net (3026)

When brand meets people. Promoting Mediterranean innovation capacities to develop smart and sustainable growth.



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1. The Med Diet Declaration

Inscribed on UNESCO's representative list of the Intangible Cultural Heritage of Humanity, the Mediterranean diet is an integral part of the Mediterranean identity.

"The Mediterranean diet involves a set of skills, knowledge, rituals, symbols and traditions concerning crops, harvesting, fishing, animal husbandry, conservation, processing, cooking, and particularly the sharing and consumption of food. Eating together is the foundation of the cultural identity and continuity of communities throughout the Mediterranean basin. It is a moment of social exchange and communication, an affirmation and renewal of family, group or community identity.1"

Unfortunately, in recent times, numerous sociological, demographic and lifestyle changes are threatening these local food production and consumption patterns.

Therefore, to address indications that the Mediterranean diet is in decline, the Interreg-MD.net project plans **to boost a multi-actor and multi-disciplinary community to raise awareness of the Mediterranean cultural identity, heritage and sustainable lifestyle under the Med Diet Declaration.**

The *Med Diet Declaration* aims to achieve greater visibility and significance of the Mediterranean diet across all sectors, such as agriculture, food production, health, culture, sport, education, economy, tourism, rural development and sustainability.

Endorsing this declaration is an opportunity for local and regional actors to demonstrate the crucial role they can play in strengthening the economic potential of the Mediterranean diet in rapidly changing landscapes and lifestyles.

This call is therefore an invitation to join the **Med Diet Declaration community**, a badge that highlights an active role in **DEFENDING, PRESERVING** and **PROMOTING** the Mediterranean diet.



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2. Who can apply

Endorsement of the *Med Diet Declaration* is open to all public and private entities and individuals located in one of the Mediterranean countries committed to the initiative, namely: **Albania, Bosnia and Herzegovina, Cyprus, Croatia, Greece, Italy, Portugal, Slovenia, and Spain.**

Applicants must play a significant role in promoting and preserving the values of the Mediterranean diet. Insofar as they are significant in the Mediterranean and their work highlights the Mediterranean diet and promote its values, applicants may be:

National, regional and local governmental actors, primarily:

- Agri-food trade and internationalisation agencies;
- Culture departments/agencies;
- Education departments/agencies;
- Employment promotion and business activity departments/agencies;
- Health departments/agencies;
- Sport departments/agencies;
- Tourism departments/agencies.

Universities and academia, primarily:

- Research centres and foundations focused on landscape preservation, agro-food innovation, cultural and gastronomic heritage planning and promotion;
- Research centres and departments focused on health and nutrition;
- Research centres and departments specialised in anthropology and sociology.

Industry and business, primarily:

- Farmers involved in sustainable projects such as organic farming, conservation of ecosystems and biodiversity (guardian farmers), food production cooperatives and artisan cooperatives;
- Medical services such as hospitals, health centres, clinics;
- Health organisations and health professional associations;
- Hospitality sector such as restaurants, hotels, catering services, rural and organic tourism businesses, travel agencies, tour operators, and other agents in the value chain of the tourism sector;
- Local chambers of commerce, professional guilds and clusters, trade unions, associations of young entrepreneurs, business incubators;
- SMEs with exemplary Mediterranean values;
- Professional sports associations and organisation.

Civil society, primarily:

- NGOs, consumer organisations, cultural and civil associations, but also individuals from any field, such as journalists, bloggers, activists and opinion leaders.



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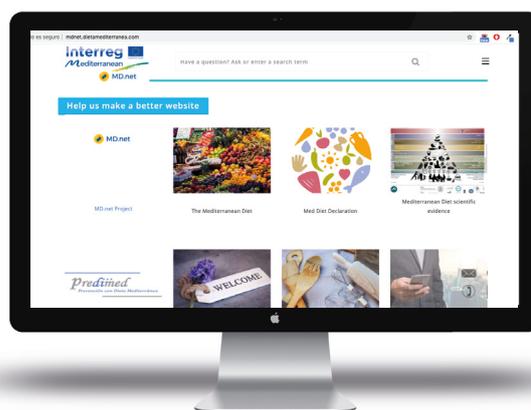
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3. Application procedure

This is a permanent open call for endorser applications using the form available on the website:

<http://mdnet.dietamediterranea.com>

The endorser application form and all supporting documents are available in English and in each regional language. Nevertheless, we strongly recommend contacting your Regional Coordinator (see section 8), who can provide further information on the selection process.



4. Selection criteria

Applicants will be assessed on their Mediterranean significance and on how their work highlights the Mediterranean diet and promotes its values.

Therefore, **applicants should demonstrate at least one of the following:**

The relevance of their activity, services and/or products in helping to promote the significance and lifestyle of the Mediterranean diet;

Their link with key events, informative and educational activities, staff training and any other activity that seeks to raise awareness of the significance and lifestyle of the Mediterranean diet;

Their specific role in supporting, developing or promoting common values that underpin the Mediterranean diet and its lifestyle.

There is no limit to how many endorsements are awarded.

All applications that meet the requirements will be accepted.



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5. Endorsement award procedure

Applications will be evaluated within an estimated **45 calendar days**. This timeframe may change according to the volume of applications submitted and/or due to factors external to the MD.net project.

Applicants will be notified of the decision via email using the address given in the Endorser Application form.

The endorsements awarded will be published on <http://mdnet.dietamediterranea.com> and on the MD.net project website. Endorsing bodies will receive a sticker with the logo and slogan of the *Med Diet Declaration* and a certificate of their endorsement.

Endorsing the *Med Diet Declaration* does not entail any direct or indirect funding for endorsing bodies.

6. Terms of use of the *Med Diet Declaration* brand

All Med Diet brand endorsement bodies shall agree to the following terms of use:

- Med Diet brand endorsers commit to promoting the Mediterranean diet in accordance with the principles set out in the *Med Diet Declaration*. The Med Diet brand will be the visual expression of those principles.
- Only authorised Med Diet brand endorsement bodies may use the Med Diet branding (logo, slogan and Declaration). The *Med Diet Declaration* brand may not be shared with or used by third parties without the express authorisation of the MD.net partners.
- To ensure a recognisable and coherent image, the *Med Diet Declaration* logo and visual identity shall not be altered in any way. A manual setting down the basic principles that apply to the entire range of communication products is provided in Annex I to this guide.
- Use of the Med Diet brand will be granted according to Regulation (EU) 2017/1001 of the European Parliament and of the Council of 14 June 2017 on the European Union trade mark, Commission Delegated Regulation (EU) 2018/625 of 5 March 2018 supplementing Regulation (EU) 2017/1001 of the European Parliament and of the Council on the European Union trade mark, and repealing Delegated Regulation (EU) 2017/1430 and the Commission Implementing Regulation (EU) 2018/626 of 5 March 2018 laying down detailed rules for implementing certain provisions of Regulation (EU) 2017/1001 of the European Parliament and of the Council on the European Union trade mark, and repealing Implementing Regulation (EU) 2017/1431.



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7. Validity, renewal and cessation

The endorsement bodies may use the brand indefinitely, provided that the MD.net partners do not decide otherwise, or that it is cancelled, revoked or rendered invalid through a legal proceeding.

Failure to comply with the terms of use of the *Med Diet Declaration* brand will result in the loss of the right acquired to use it.

The relevant Regional Coordinator may monitor endorsement bodies to ensure that they continue to meet the criteria and uphold the principles of the *Med Diet Declaration*.

Label holders may also choose to give up the right to use the label at any time by notifying their Regional Coordinator. Otherwise, it will be automatically renewed.



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8. Regional Coordinator contacts

Albania



Association of Albanian Municipalities
Rr. "Skerdilajd Llagami",
Kulla 2, Apt. 8 Tirana
T. (+355) 4 2 468 492
aam@albmail.com
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Bosnia and Herzegovina



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Faculty of Agriculture and
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Croatia



**Public Institution RERA S.D. for
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Domovinskog rata 2, 21000 Split
Splitsko-dalmatinska županija
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ana.bulicic@rera.hr
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Cyprus



**Applicants from Troodos Unesco
Global Geopark (Pitsilia Region,
Soleas valley, Wine villages region,
Marathassa region)**
Troodos Development Company Ltd.
62 Archbishop Makarios III
2827 Galata - Troodos
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Greece



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8. Regional Coordinator contacts

Italy



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Portugal



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Fundación
Dieta Mediterránea

**Applicants from any sector
and region not covered by
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Applicants from Andalusia Region

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