

WHO WE ARE

LEAD PARTNER



ZRC SAZU / SLOVENIA
Research Centre
of the Slovenian Academy
of Sciences and Arts

PROJECT PARTNERS



Associazione
Sviluppo Rurale

ASR / ITALY
Rural Development Association



PURPAN / FRANCE
Purpan Engineering School



UB / SPAIN
University of Barcelona



IN LOCO / PORTUGAL
In loco Association. Intervention.
Formation. Studies for local
development



AZRRI / CROATIA
Agency for Rural
Development of Istria Ltd. Pazin



TIHC / GREECE
Technical Institute
of Heraklion, Chamber of
Commerce and Industry



DITHEKET / CYPRUS
Troodos Network
of Thematic Centres

Project
duration

**36
months**

Partners
from

**8
countries**

Over

**2.21 M €
total
budget**



@MedfestProject



@MEDculinaryheritageexperiences



@project_medfest



MEDFEST - MED Culinary heritage experiences:
how to create sustainable tourist destinations

Interreg
Mediterranean



Project co-financed by the European
Regional Development Fund



MEDFEST

<https://medfest.interreg-med.eu>

WHY & HOW

MEDFEST is tackling the challenge of diversifying traditional "sun & sea" tourist destinations with new and sustainable products based on naturally rich and world-renowned culinary heritage of the Mediterranean area. In so doing, it is aiming to increase the sustainability and quality of life in MED space.

MED space abounds with long and diverse culinary traditions that reflect the rich cultural heritage of the area. This has been recognised at the global level in the moment the Mediterranean diet has been added to the UNESCO Representative List of Intangible Cultural Heritage in 2013. The MEDFEST project will make use of the former to create new sustainable destinations, which will evolve from the centuries-old culinary heritage of the Mediterranean. In addition, it will positively affect the prosperity of the local communities and improve the quality of life in rural areas.



WHEN & WHERE

The project MEDFEST is currently being implemented in eight Mediterranean countries (Slovenia, Italy, France, Portugal, Spain, Croatia, Greece, and Cyprus) in which, during the period of three years, a series of activities are planned. The main aim is to design new sustainable culinary heritage experiences in line with the aforementioned common strategy. In the same time, the strategy will be continuously assessed and adapted to the requirements of other partner countries in order to put it into effect all over the MED space and beyond.

WHAT WE DO

MEDFEST general objective is to create or improve existing strategies relating to sustainable tourism development within the traditional MED small-scale culinary sector. Our main aim is to develop sustainable culinary experiences, primarily in coastal areas and in the rural hinterland as a powerful tool to promote "alternative" and sustainable tourist destinations in MED space. Sustainable culinary experiences promote alternative food-products that are traditional, that respect the local environment and local producers and are at the same time appealing to visitors longing for authenticity.

Objectives of the MEDFEST project:

- 1) To find linkages between culinary heritage and sustainable forms of tourism;
- 2) To design new tourist offer in the coastal hinterland and bring sustainable development in off-season months;
- 3) To integrate MED culinary experiences in existing plans and to safeguard it as part of a common European heritage.

Project will create tools and instruments for designing new or improving existing sustainable culinary experiences in MED space.

