



REGIONE AUTÒNOMA
DE SARDIGNA
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DELLA SARDEGNA

SLOWMED - Slow Food as a means of dialogue in Mediterranean Contexts

A project implemented under the ENPI CBC MED Programme and financed for an amount of EUR 949,138,74 by the European Union through the European Neighbourhood and Partnership Instrument, aims to promote creative intercultural dialogue and to consolidate a Mediterranean cultural identity based on its culinary heritage. From January 2014 to December 2015 Centre for Creative Development Danilo Dolci with its 7 partners will feature many activities targeting the preservation and the promotion of the Mediterranean Diet.

Project Background

- ☐ Acknowledgement of the vital role of Mediterranean Diet in the Euro-Med society
- ☐ Immaterial Heritage recognized by UNESCO
- ☐ The Mediterranean Diet brings a whole concept of everyday life with its traditions and values, highlighting the importance of dialogue on Mediterranean society: food is a communication tool for traditions and culture as well as social relations à Mediterranean Diet contains all the features of Mediterranean society.

Why SlowMed?

- ☐ Individualistic Mediterranean societies have eroded the diversity of the Mediterranean culinary cultural heritage.
- ☐ The Mediterranean Diet is «decayed into a moribund state» (FAO UN 07/2009)
- ☐ Urgent need to create a synergy of actions in order to disseminate, inform, preserve and spread the cultural heritage of the Mediterranean Diet, with a specific attention towards the youngest generations.

Partners:

Applicant: Centro per lo Sviluppo Creativo «Danilo Dolci»

PP1 – Bibliotheca Alexandrina (Egypt)

PP2 – Arab Resource Center for Popular Arts (Lebanon)

PP3 – Mediterranean Diet Foundation (Spain)

PP4 – Associacao In Loco (Portugal)

PP6 - Battir Landscape Ecomuseum (Palestine)

PP7 – Department of Health of the Sicilian Region (Italy)

PP8 – Chamber of Commerce, Industry and Agriculture of Zahle and Bekaa (Lebanon)

Targets:

TG1: Local Working Group (2 Professional Chefs, 2 Amateur Chefs, 2 Scene directors, 2 film-makers, 1 nutritionist, 1 food & culture communication expert).

TG2: Elderly people

TG3: Children, parents, teachers attending the SlowMed events

TG4: Local communities, policy makers, society representatives, third sector organizations, local authorities.

General Objective

- ❑ To promote creative intercultural dialogue and to consolidate a Mediterranean cultural identity based on its culinary heritage: SlowMed will work towards fully acknowledging “food” as a **vehicle to increase dialogue between people & civilizations** and to **build a diverse and coherent Mediterranean cultural identity**.

Specific Objectives (SO)

- ☐ **SO1** – Encouraged Mediterranean culinary heritage preservation and conservation.
- ☐ **SO2** – Promoted the recognition of food as a form of cultural and artistic expression.
- ☐ **SO 3** – Supported artist's creativity and expression of Mediterranean culinary heritage: Food is "A work of art".
- ☐ **SO 4** – Advanced networking in this field therefore encouraging cross-fertilization.
- ☐ **SO 5** - Promoted nutrition education based on the Mediterranean culinary heritage.

Expected Results (ER)

ER_1_6 Local Working Groups & 1 Documentary "4 Culinary Seasons in the Mediterranean"

ER_2 Mediterranean Roadmap of SlowMed Laboratories including food exhibition, conferences, concerts and nutrition education workshops in each partner country.

ER_3 "Fusion Dishes" Competition of Mediterranean SlowMed during the final event of the Roadmap held in Palermo

ER_4 SlowMed Food Recipe Book as a nutrition educational book for children developed by artists.

ER_5 SlowMed Portal, Brochure and digital newsletters

ER_6 Awareness raising workshops in schools to promote EuroMed diet.

ER_7 SlowMed Final Dissemination seminar and Press Conference.

ER_8 SlowMed Network to promote culinary cultural heritage

SlowMed in numbers:

- **6 countries** involved.
- **72 people** involved in local activities.
- **2** public International Events.
- **3** Transnational Meetings.
- At least **250 pupils** involved in the nutrition educational workshops in the school.
- **120 elderly people** involved in the local activity through interviews.
- **1 Website/Platform.**
- **6 local events** in the countries of the partnership.
- **1 Recipe Book for children.**
- **6 local documentaries.**
- **1 Final Documentary.**
- **Thousands of people** reached by our message for a better and sustainable life.