

Agriculture, Tourism and Smart Specialisation Strategy: a Mediterranean Perspective

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Message 1: challenges and initiatives in the Mediterranean



<https://youtu.be/owMaxgwGclU>



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Sustainable Food Systems: A Mediterranean Perspective

How do we produce more, better quality, and safer food while simultaneously achieving social and environmental goals?

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About this course

The Mediterranean region is one of the most biodiverse in the world, home to a complex and intricate patchwork of cultures, climates, and cuisines. Food systems in the region -- represented worldwide by the "Mediterranean diet" -- are equally complex, demanding analysis across the political, social, cultural, economic and nutritional spectrums from landscape to table.

The ability of Mediterranean agriculture to sustain its peoples -- and the planet -- is now threatened by several issues:

- Unsustainable agriculture production and limited agricultural diversification;
- Overexploitation of natural resources, including loss of soil fertility and agricultural biodiversity;

Length: 10 weeks

Effort: 2 to 4 hours per week

Price: FREE
Add a Verified Certificate for \$49 USD

Institution: SDGAcademyX

Subject: Food & Nutrition

Level: Intermediate

PRIMA, a new partnership for inclusive, healthy and prosperous Mediterranean societies

The Partnership for Research and Innovation in the Mediterranean Area will devise new R&I approaches to improve water availability and sustainable agriculture production in a region heavily distressed by climate change, urbanisation and population growth



Partnership for Research and Innovation
in the Mediterranean Area



Reinforcing Mediterranean lifestyle: diet, physical activity, socio-cultural

“Data show high levels of excess weight and obesity in most of the countries. In Egypt, up to 74%-86% in women and 69%-77% in men are overweight.”

Overweight and obesity rates in Mediterranean countries continue to rise.

WHO, 2011¹³

The prevalence of inactivity in Egypt among young population is around 85%.

WHO, 2014¹⁴

Thus, changes in lifestyle behaviours such as nutrition and diet are urgently needed to.

WHO, 2017¹⁵

Many countries in the Mediterranean area are in fact deviating from Mediterranean lifestyle. This is due to changes in behaviours, urbanization and development of food chain based on imported raw materials that have led to a change in food diets and inactivity. This has led to growing of rates in chronic diseases related with unhealthy diet and insufficient physical activity.

overweight

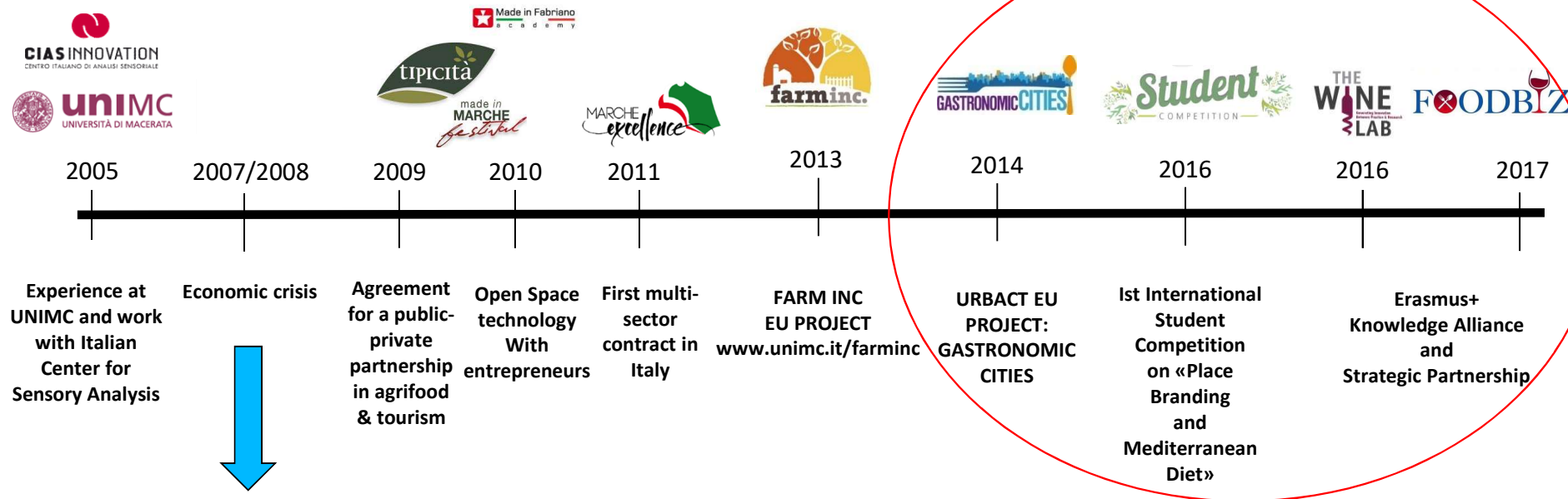
74-86% women
69-77% men



<http://prima-med.org/>

Message 2: challenges and initiatives at regional level – UB collaboration

Involvement of international scholars: Richard Robinson, Tommy Andersson, Don Getz, Lena Mossberg, Colin Johnson, Alan Clarke... and many others



Multi-stakeholder actions are processes “in which actors from civil society, business and governmental institutions come together in order to find a common approach to an issue that affects them all” (Roloff, 2008)

Wicked problems” refer to issues which are highly **complex**, have **innumerable** and **undefined causes**, and are **difficult to understand and frame**. there is broad disagreement on what ‘the problem’ is the search for solutions is open ended, imply a wise stakeholders’ management, The problem solving process is complex because constraints, such as resources and political ramifications, are constantly changing, (Roberts, 2000)

Thus, wicked problems cannot be resolved through finding “right answers” or “solutions”, but rather, **they must be managed**.

International Student competition on Place Branding and Med Diet

Editions 2016 - 2017 – 2018



- Community of Practice
- Constructivist Approach:
 - Problem-based learning;
 - Location-based learning;
- Stakeholder engagement;
- Empowerment of local community;
- New role for scholars and tutors;
- Self-awareness of Public Administration Representatives
- Use of ICT tools

QUADRUPLE HELIX



EMPOWERING THE EUROPEAN WINE SECTOR

Generating Innovation Between Practice & Research

ABOUT

EU project The Wine Lab - Generating Innovation between Practice and Research creates the foundation for a

- Regional communities building (the **Wine Hubs**), place-specific, multi-stakeholder and real-world problem solving oriented Mobility of students in wine companies
- **Wine Living Labs** – workshops, hackathons, seminars, transnational learning weeks, to make researchers, students and wine makers working together
- **Learning materials and short courses**, where winemakers, professionals and students learn together

LOG

The Wine Lab project capitalises on the EU project Farm Inc. online learning

The FOODBIZ project aims at promoting a dialogue between students and enterprises in the field of food and gastronomy

FOODBIZ, will

- make working together entrepreneurs and students on common perceived problems, through workshops and learning events;
- favour the creation of new business ideas, jointly generated by entrepreneurs and students in the frame of entrepreneurial discovery process events;
- stimulate the establishment of professional links within the sector in the region, to promote knowledge exchange and co-creation.

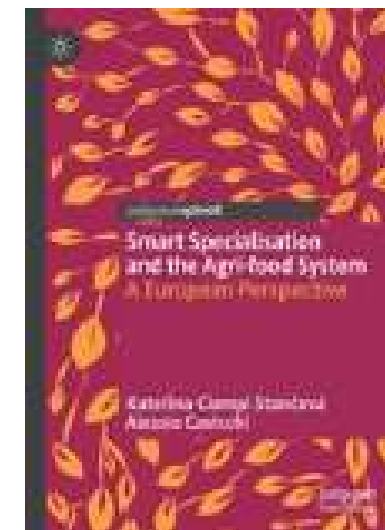
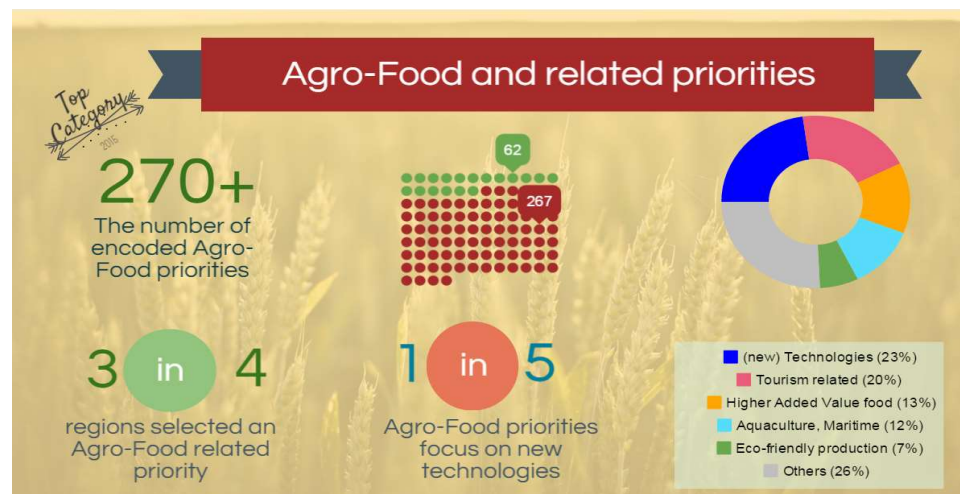
Generation of Regional Hubs of Co-creation/
Open innovation in the agrifood & tourism sector



Co-funded by the
Erasmus+ Programme
of the European Union

Message 3: Matching bottom-up initiatives and EU policy framework and the challenge of Smart Specialisation in the agrifood sector

The screenshot displays the Smart Specialisation Platform (S3P) website. The header features the European Union flag and the title "SMART SPECIALISATION PLATFORM". Below the header is a navigation bar with links: Register/Consultation, Smart Specialisation Platform, Home, S3 Platform, S3 Stories, Tools, News, Events, Knowledge Repository, and a search bar. The main content area is divided into several sections: "New Members of the S3 Platform" with a list of countries and dates; "What we can do for you" with a list of services; "S3P Calendar" showing a monthly calendar for October 2012; "Reports & Publications" with links to various reports; "S3 Tools" with a grid of icons for various tools; and "Smart Regions" with a video player and text. The right sidebar contains links to "Reports & Publications", "EFRI - Research & Innovation Observatory", "EFRI in the Media", and "S3P Calendar".

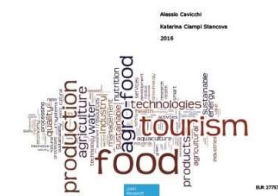


Since 2011, the European Commission provides advice to regional and national authorities on how to develop, implement their smart specialisation strategies; via a mechanism called ‘Smart Specialisation Platform’. This Platform facilitates mutual learning, data gathering, analysis, and networking opportunities for around 170 EU regions and 18 national governments.

Thematic Smart Specialisation platforms have also been created. Regions join forces and pool resources on the basis of matching smart specialisation priorities in high valued added sectors.. For example, partnerships have been developed in the fields of 3D printing, medical technology, smart grids, solar energy, sustainable buildings, high-tech farming..



Food and gastronomy as elements of regional innovation strategies



Agri-food Platform fact-sheet

- Thematic Platform launched during the Smart Regions event in Brussels, June 2016
- Kick-off event launched first qualified Partnerships in Florence, Italy, December 2016
- 13 proposals for thematic partnerships submitted by 14 regions and one EU member state by 31 March 2018
- 5 Partnerships qualified: 50 territorial administrative units
- Partnerships have formalised their collaborations and agreed on the governance structure. They have also consolidated their scoping notes as well as mapped and identified complementarities among the partner regions.
- S3P Agri-Food Semi-annual Working Committee meeting takes place twice a year
- EC involvement: DG AGRI, DG REGIO, DG RTD and JRC

Agri-Food S3 Platform: Mature partnerships

- **5** qualified partnerships
- **50** regional and national authorities participating
- **7** leading/co-leading regions
- Many participating regions come from: Italy (8), Spain (8), France (5), Hungary (4) and The Netherlands (4)
- **2** partnerships were now selected for DG REGIO's Interregional Pilot Actions
- **EC DGs** involved: AGRI, REGIO, RTD, JRC



High Tech Farming



Consumer Involvement
In Agri-Food



Nutritional Ingredients



Traceability & Big Data



Smart Sensors 4 Agri-Food

Smart Specialisation in Sweden: Tourism and Food

Tourism



Food



Lessons learnt

- LISTEN, PARTICIPATE, WORK, LEARN, **CO-CREATE** WITH THE TERRITORY starting from real and commonly identified needs
- **STUDENTS FIRST!** Always involved, active players, in contact with enterprises, appointed to real tasks
- Acting locally with **international horizons** and perspectives
- REMEMBER **POLICY DIMENSION**, alignment between National/Regional Smart Specialisation Strategies, HEIs and local UB networks
- THINK ABOUT **UNIVERSITY ROLE**, is there an emerging one that we have to consider to foster tourism and destination branding strategies? (Entrepreneurial University, Civic University, etc...)



THANKS!

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