


Programme: Erasmus+	
KEY ACTION 2: COOPERATION AMONG ORGANISATIONS AND INSTITUTIONS	
Cooperation partnerships in adult education (KA220-ADU)	

Acronym:

MedBiz

Necessity of the Project

The global rise in non-communicable diseases, coupled with growing environmental concerns, necessitates a shift towards sustainable and healthy eating patterns. The Mediterranean diet, recognized for its health benefits and sustainability, offers a valuable model. However, there's a knowledge gap among chefs in Northern Europe regarding this diet, limiting the availability and variety of Mediterranean options in this region. This project aims to bridge this gap, fostering a deeper understanding and appreciation of Mediterranean culinary practices among Northern European chefs, and promoting environmental sustainability and healthy eating habits.

The aim of our project is to promote and develop the Mediterranean diet and cuisine, with the objective of enhancing education, training, and collaboration among chefs, and establishing a network of entrepreneurs based on Mediterranean cuisine. Furthermore, the project will disseminate the cultural heritage, healthy diet, and sustainable lifestyle associated with Mediterranean cuisine.

Project Summary

This initiative, seeks to educate and train chefs from Northern Europe in the Mediterranean diet's principles and practices. Through a series of workshops, training sessions, and the creation of an e-platform for continuous learning and exchange, the project will enhance chefs' skills in Mediterranean cuisine, sustainable cooking methods, and business acumen in the culinary industry. Additionally, it aims to establish a network of businesses for the mutual development of the Mediterranean diet and introduce labels for recognizing sustainable Mediterranean cuisine practices.

Objectives

1. **Educate Chefs on the Mediterranean Diet:** To provide comprehensive training on the Mediterranean diet's nutritional benefits and its role in sustainable eating.
2. **Skill Enhancement in Mediterranean Cuisine:** To equip chefs with the skills to prepare authentic and innovative Mediterranean dishes.
3. **Promote Sustainable Cooking Practices:** To advocate for environmental sustainability in food preparation and sourcing.

4. **Foster Entrepreneurship and Networking:** To enhance business skills among chefs and create a network of culinary professionals and businesses focused on the Mediterranean diet.
5. **Increase Public Awareness:** To disseminate information on the benefits of the Mediterranean diet and sustainable culinary practices to a wider audience.

Activities Overview:

1. **Research Study on the Mediterranean Diet** - Conducting comprehensive research to deepen our understanding of its benefits and applications.
2. **Training and Education** - Hosting chef workshops focused on Mediterranean cuisine, offering courses on sustainable diet practices, and providing business entrepreneurship mentoring and personal skill empowerment.
3. **E-Platform for Chefs** - Launching an online platform for training, recipe exchange, networking, and collaboration among culinary professionals.
4. **Business Network** - Establishing a network of hospitality entrepreneurs to collectively promote Mediterranean cuisine and foster business growth.
5. **Mediterranean Dishes Initiative** - Highlighting dishes that epitomize the Mediterranean diet, through recipes or commerce.
6. **Tourism Packages** - Developing tourism packages that introduce participants to Mediterranean cuisine, in collaboration with tour operators and hospitality businesses.
7. **Project Dissemination Actions** - Organizing events to present project outcomes and discuss topics related to the Mediterranean diet's impact on health and sustainability.
8. **Med Sustainable Cuisine Label** - Awarding a label to restaurants and new ventures that embody the principles of sustainable Mediterranean cuisine, helping consumers identify businesses that adhere to these practices.
9. **Touristic Guide App** - Creating a tourist guide app featuring map-based listings of businesses with the Med label, alongside recipes and information about Mediterranean cuisine.
10. **Mediterranean Cuisine Event/Competition** - Hosting events or competitions celebrating Mediterranean cuisine, with awards for culinary excellence.

Expected Results

1. **Enhanced Knowledge and Skills:** Chefs will gain in-depth knowledge of the Mediterranean diet and acquire advanced culinary skills to prepare its dishes.
2. **A Strong Network of Culinary Professionals:** Establishment of a vibrant community of chefs, restaurateurs, and food businesses committed to promoting the Mediterranean diet.
3. **Increased Availability of Mediterranean Cuisine:** More restaurants and food services offering healthy, sustainable Mediterranean options.
4. **Public Engagement and Awareness:** Through events, workshops, and digital platforms, the project will engage the public in discussions about healthy eating and sustainability in food.
5. **Recognition of Sustainable Practices:** The introduction of the "Med Label" will help consumers identify establishments that adhere to sustainable Mediterranean cooking practices.
6. **Contribution to Health and Environmental Sustainability:** The project will contribute to healthier eating habits and reduced environmental impact through sustainable food preparation and consumption practices.

This project represents a significant step towards integrating the Mediterranean diet into Northern European culinary practices, promoting health, sustainability, and cultural exchange. By training chefs in this esteemed culinary tradition, the project not only enhances their professional development but also contributes to the broader goal of fostering a more sustainable and health-conscious society.

Partnership:

- Non Mediterranean cuisine countries.
- The project will collaborate with chefs, nutrition experts, educational institutions, tourism entities, and authorities to achieve its goals.

Project Budget:

The estimated budget of the project amounts to **400,000 EUR**

Project Duration:

The estimated project duration is **36 months**.

Submission Deadline

Applicants have to submit their grant application **by 5 March at 12:00:00 (midday Brussels time)** for projects starting between 1 September and 31 December of the same year.

To the National Agency of the country in which the applicant organisation is established.

Contact Details

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