The Social & Creative Community gathering in Medjugorje, Bosnia and Herzegovina

**TALIA International Seminar: Mediterranean Diet**

**& Creative Industries**

**From Unesco World Heritage for Immaterial Culture to an**

**Active and Creative Sustainable Growth Factor**

[**Medjugorje 12th June 2019**] – More than 60 participants, representatives of organizations, institutions and individuals, attended the International Seminar, dedicated to Mediterranean Diet and Creative industries. The event took place in Ethno village “Herceg” (<https://etno-herceg.com/en>) in Medjugorje (Bosnia and Herzegovina), organized by project TALIA in cooperation with project MD.NET, funded within Interreg MED Program 2013 – 2020.

Event was dedicated to exploration of the correlation between the UNESCO Food and Intangible heritage and the Social & Creative vision. After the plenary part, which has involved relevant speakers from the Mediterranean, the event included performance of interactive session involving all participants in discussion and exchange of information on the number of emerging development issues. Relations between Food and Social Innovations are addressed, including the analysis of economic growth indicators and potentials of Mediterranean diet model. Collected information will be the subject of further analysis, which will be conducted by TALIA project, in order to define relevant conclusion and streamlines for actions in the near future.

Creativity and social innovation are the enabling forces for prosperity and well-being in the MED space, in line with EU 2020 as well as the specific potentials of the Mediterranean itself. This in a context of territorial innovation where innovation is built on the territorial capital specific to a given place or the Mediterranean as a whole.

***What is the Social&Creative community***

*The Interreg MED Social & Creative community aims at connecting social and creative innovators in the Mediterranean to consolidate and share new models of development. The community, led by TALIA horizontal project, promotes in a structured way the implementation and transferability of a number of modular projects results dealing with creativity and social innovation. To this end, it provides common instruments that allow the modular projects to connect with local innovation communities, starting from the regions of participating partners.*

**For more information:**

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[**https://social-and-creative.interreg-med.eu**](https://social-and-creative.interreg-med.eu)