

# The Mediterranean Diet as a tool for sustainable development and internationalization of southern companies

by *Francesco Pascuzzo* | *Pegaso International, Malta*

*Abstract Id: 65*

*Submitted: 14/10/2020*

*Event: PIconf2020 - Online Education without Social Distance: Challenges for Internationalisation and Culture of Peace*

*Topic: Sustainable development*

*Keywords: Unesco, internationalization, mediterranean, Interreg, cooperation, development*

We intend to focus the attention of the future paper on the aspect of international cooperation in Europe in the light of the Interreg EU program, which this year celebrates its 30th anniversary, starting from some elements that emerged during the doctoral thesis in the phase of approval by Pegaso International before the final discussion.

With the Unesco Declaration that in 2010 proclaimed the Mediterranean Diet as an intangible heritage of humanity, another important principle was sanctioned in international law towards global cooperation in the adoption of lifestyles that coincide with the global goal of sustainable development. A joint action that led the Italian South towards such an important goal starting from Cilento, the beating heart of the Mediterranean Diet born in Pioppi thanks to the scholar Ancel Keys in the 1950s.

What we intend to deepen here is therefore the positive implication that past Interreg programs have found in terms of developing sustainable and responsible tourism. Tourism made up of healthy habits and territorial food and wine; slow tourism, linked to the cardinal principles of the Mediterranean Diet to ensure a relaunch in international terms of local small and medium enterprises.

Finally, the speech will link up with the official presentation of the Sorrento Charter for sustainable tourism - scheduled for October 24 in Sorrento (NA) - taking up the principles of the 1995 Charter of Lanzarote (Canary Islands - SP). Two key points in the path of international cooperation towards sustainability.