

12TH INTERGOVERNMENTAL MEETING OF THE MEDITERRANEAN DIET

ACTIVITIES AND PROPOSALS OF CROATIA

Prepared by: Mirna Bojić, Ministry of Culture and Media

December 2022

Ministarstvo kulture
i medija Republike
Hrvatske i Hrvatsko
etnološko društvo
pozivaju vas
na webinar

MEDITERANSKA PREHRANA KAO NEMATERIJALNA KULTURNA BAŠTINA

- POZIV NA SURADNJU

Namjera nam je ovim webinarom pojasniti i ukazati na opće značajke nematerijalnoga kulturnog dobra *Mediterranska prehrana na hrvatskoj obali Jadrana*, njegovu važnost i dosadašnje aktivnosti u zaštiti te načine i mogućnosti uključenja i rada na očuvanju.

Prijavite se za sudjelovanje slanjem svog e-maila na:
mirna.bojic@min-kulture.hr
do 21. 3. 2022.

IZLAGAČI

dr. sc. JELENA IVANIŠEVIĆ, IEF
Mediterranska prehrana kao nematerijalno kulturno dobro – dobre prakse i iskustva mreže zemalja upisnica

MLADEN KUJAR, MKM
Programi zaštite i očuvanja nematerijalnih kulturnih dobara

MIRNA BOJIĆ, MKM
Kordinacija 7 zemalja Mediteranske prehrane

MODERATORICA

dr. sc. MARINA BLAGAIĆ BERGMAN, HED

Call for Cooperation

March 23, 2022

In the cooperation of the Ministry of Culture and Media and the Croatian Ethnological Society, it was organized a webinar for conservators and members of the Croatian Ethnological Society

Presenters: Jelena Ivanišević, Ph.D., Institute of Ethnology and Folklore Research, Mladen Kuhar and Mirna Bojić, Ministry of Culture and Media; Moderator: Marina Blagaić Bergman, Croatian Ethnological Society

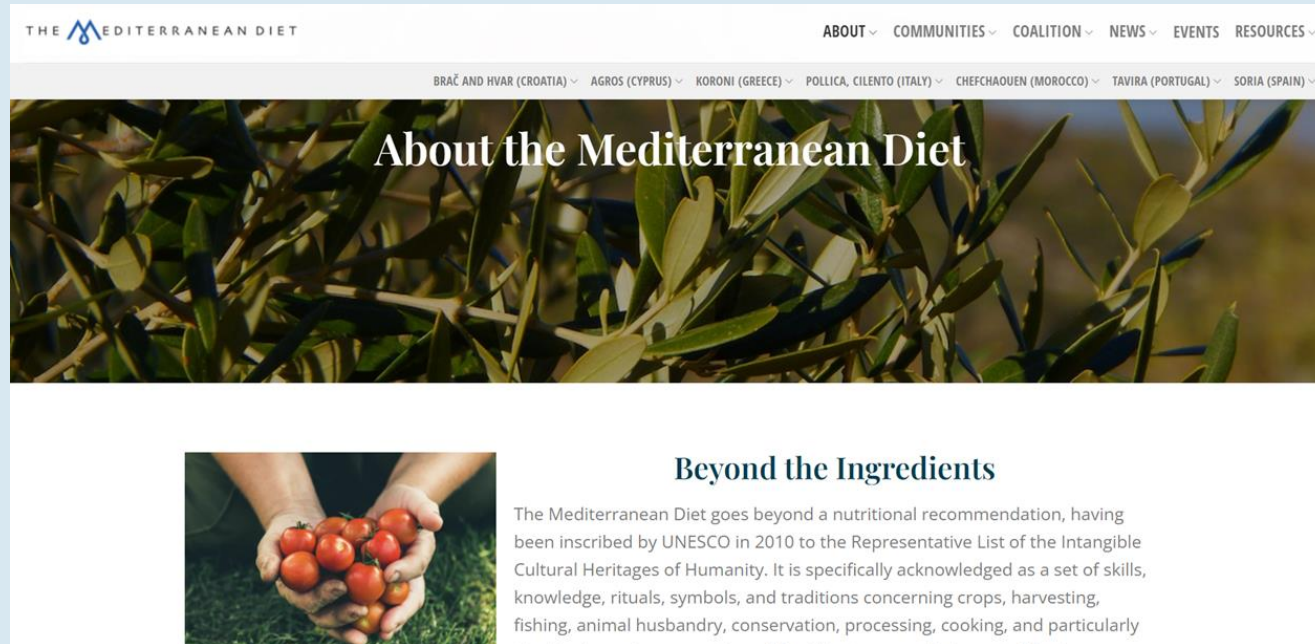
Goal: clarification of concepts related to the Mediterranean Diet, possibilities of protecting its values, proposing new activities and partnerships

srijeda, 23. ožujka 2022.

10.00 sati

online

Microsoft Teams



<https://mediterraneandietunesco.org/>

January – December 2022

- Preparing content and acquiring photos for MD website - cooperation with the tourist boards of Supetar, Bol, Pučišća, Postira, Milna, Sutivan on Island Brač and tourist boards of Hvar, Jelsa and Stari Grad
- Contributors: Zorka Bibić, Andrea Matoković, Vilma Matulić, Jelena Ivanišević, Melanija Belaj, Janko Belaj, Radoslav Bužančić, Ivo Tudor – Broje, Mirna Bojić and many others
 - Goal: To bring the community closer together through the presentation of places, people and events significant for the Mediterranean diet
 - Informing about activities in the community that contribute to the protection of intangible assets
 - Celebrating international days dedicated to environmental protection, culture through connection with local places

Programs for Intangible Cultural Heritage related to MD diet

within the Ministry of Culture and Media, Call for proposals on programs for conservation of cultural heritage

Program of Hvar Tourist Board: Inventarisation of MD intangible heritage on Hvar

- Author Ms Zorka Bibić from Hvar writes about local events and customs related to the intangible heritage of the Mediterranean diet: religious customs and connection with food, representations of the village's heritage, attitude towards natural resources, agriculture, current topics in the town, connection with global environmental issues



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Program of Supetar Tourist Board: Inventarisation of MD intangible cultural heritage on Island Brač

- Author Ms Andrea Matoković from Supetar writes about local events and customs related to the intangible heritage of the Mediterranean diet: settlements, drywalls, housing, churches, kitchens, food, vine, olives, lambs, fruits, vegetables, delicates food, hunting, beekeeping, natural resources and other important heritage elements



Kaskadni vinograd iznad Nerežišća

Photo A. Kuček, Center for Culture of Island Brač

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Jelsa Municipal Museum - Program Vrboska, Traditional fishing skills

As part of the celebration of the 50th anniversary of the founding of the Fisherman's Museum in Vrboska, workshops with children and an exhibition on outdoor panels were organized with the aim of raising awareness of the importance of preserving, researching and presenting the fishing heritage of Vrboska, the islands of Hvar and Dalmatia, and the oldest Fishing Museum in Croatia.



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Program of the PI Agency for the management of Stari Grad Plain WH site, Ager - From Plain to the Table

Cleaning of a plot in Stari Grad Plain for the eco-educational garden of the Kindergarten group "Sardelice" from Stari Grad. Drywall making workshop with students of the agro tourism secondary school of the "Hvar" secondary school, isolated locations of Jelsa, as well as the students of the "Hvar" secondary school.



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Program of the High School Bol - Wild Plate

Field workshops - collecting wild edible plants, education - identifying wild plants, learning about their medicinal and nutritional properties, photo workshop and participation in the Brač brunch event - presentation and tasting of local cuisine;



Programs for Intangible Cultural Heritage related to MD diet within Ministry of Culture and Media, Call for proposals on programs for conservation of cultural heritage

Program of NGO Imena - MEETeating Mediterranean

International cultural and gastronomic meeting, the guest country was Portugal, the city of Tavira. A cultural panel was held in the Library yard, a presentation of the city of Tavira in the wine cellar Stina, a gastronomic presentation of food and wine, and a culinary public show by two chefs from Portugal and Croatia - Luis Manuel Brito and David Skoko. Promotion of *marenda* on Bol and local cuisine – „Pregnant pot“, participation of kindergarten Pučišća with their own grown herbs

Tourist center of Bol wishes to become a place of meeting with other countries of the Mediterranean Diet network, www.imena.hr, www.bol.hr



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Program of NGO "Porići 1680." Makarska

Makarana cake preparation workshop, how to get the ingredients for the cake, preservation of the hundred-year-old orange tree whose fruits are used in the preparation of the dessert, kumpet dessert preparation workshop



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Program of the Ethnographic Museum in Zagreb - the 6th "Watch what you eat" laboratory

A Mediterranean diet research project in which students of the Faculty of Philosophy in Zagreb and Zadar are involved, this year the topic was student nutrition at the Faculty of Philosophy in Zadar.





Promotion of the intangible heritage Hrapačuša Cake has been taking place for 11 years through the Nights of the Hrapačuša; Construction of the Hrapačuša House is underway, which is being built by the joint volunteer work of the residents of Dol with the financial support of donors and the ministry, <https://www.facebook.com/dolbrac>



Jelsa Tourist Board



Organization of the Wine, olive and heritage festival, promotion of products and handicrafts of the island, promotion of heritage and gastronomic social events; organization of gastro-educational workshops and ecological sea cleaning actions
<https://visitjelsa.hr/hr/>





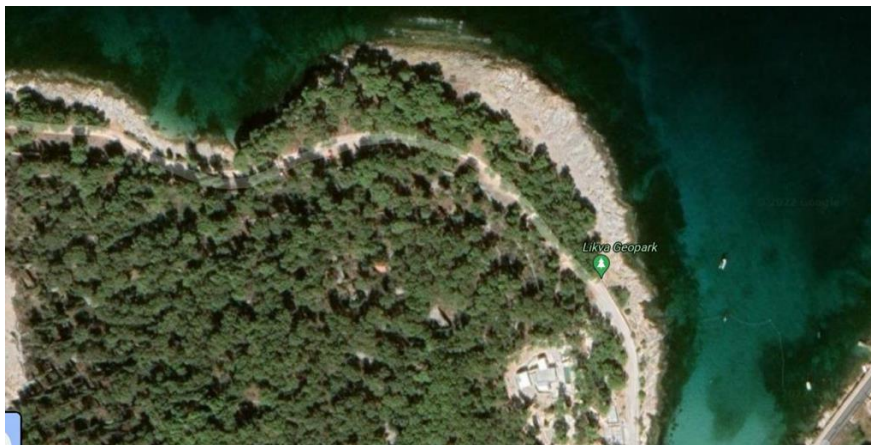
Sutivan Tourist Board @visitsutivan

Project 'Fantasy of fish' - eight evenings of promotion of fishing and fish products. The event was approved at the tender of LAGUR Brač, and was co-financed with funds from the European Maritime and Fisheries Fund. The total value of the project is 50.000 EUR, European Union co-finances 85%, and the Republic of Croatia 15%, Photo: studio Gabrić



Croatian National Library Antonio Rendić Ivanović, Sutivan, Island of Brač

8th Easter bread (sirnica) show of the island of Brač, where Easter bread from nine Brač places (Sumartin, Selca, Povlja, Pučišća, Postira, Škrip, Supetar, Donji Humac and Sutivan) and Sutivan contestant was a winner. At the same occasion the tourist board organized an Easter breakfast. In cooperation with the Municipality of Sutivan and the Croatian Geological Institute, a geological educational trail is being prepared, and the process of declaring this part as protected area - coastal area from Likva bay to Bačva, which represents globally important Cretaceous-Paleogene boundary. Reported by: Franjo Mlinac, director of the library





THE  MEDITERRANEAN DIET
Emblematic communities of Brač and Hvar
CROATIA

Panel discussion Mediterranean diet - the best in the world, November, 2022, Split

organized by the newspaper Slobodna Dalmacija - the role of the county chamber of commerce in the promotion of the Mediterranean diet, education about the quality of olive oil, joint promotion of the winemakers of the island of Hvar, the nutritional value of food, the responsibility of food corporations in food production, the activities of retail chains in promoting traditional values and providing support to local producers.

Planned activities in 2023:

- Continuation of programs for cultural heritage conservation , Call for proposals of MoCM
- Celebration of 10 years of proclamation of Intangible cultural heritage of Mediterranean Diet in Croatia during the 2023
- Support in preparation of materials for web site
- Preparation of materials for booklet MD in Croatia
- Promotion of MD heritage along the Croatian Adriatic Coast
- Participation in panels and manifestation
- Support for programs with participation of other MD emblematic communities

THANK YOU FOR YOUR ATTENTION!

