

WP T3 – Pilot Cases Based on Knowledge Transfer

WP leader: Munich University of Applied Sciences

Output O.T3.1

Guidance for development of successful integrated food value chains based on valorization of Alpine Food ICH



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Involved partners:

- Polo Poschiavo
- Mountain Community of Camonica Valley
- CREPA - Regional Center of alpine populations studies
- TSM -Trentino School of Management
- Autonomous Region of Valle d'Aosta - Department for Education and Culture
- Bauges Massif Regional Natural Park
- Kedge Business School
- RAGOR - Development agency for Upper Gorenjska
- Dislivelli Association
- Munich University of Applied Sciences

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1. Introduction

Within work package (WP) T3 of the Alpine Space INTERREG project *AlpFoodway*, ten pilot cases were implemented in pilot areas within the Alpine Space to develop innovative ways for the re-actualization of traditional practices and the safeguarding of sustainable productive landscapes. The work package is based on the insights of WP T1, in which an online inventory of Alpine Food Intangible Cultural Heritage (ICH) was created and WP T2, which focused on best practices in commercial valorisation of Alpine Food ICH. The pilot cases adopted an experimental approach to develop innovative educational tools and replicable formats for different aspects of Alpine Food ICH valorisation, test their application in the pilot areas and evaluate the results.

A pilot action synthesis report has been created based on the documented pilot case activities, including their analysis and interpretation carried out by all AlpFoodway WP T3 partners (Polo Poschiavo, Mountain Community of Camonica Valley, Regional Center of alpinist populations studies, Trentino School of Management, Autonomous Region of Valle d'Aosta - Department for Education and Culture, Bauges Massif Regional Natural Park, Kedge Business School, Development agency for Upper Gorenjska, Dislivelli Association, Munich University of Applied Sciences), as well as their discussion and comparison at several work package meetings. The results were further debated and supplemented through an expert synthesis workshop, organized at the Università della montagna, Edolo.

This document aggregates the documentation of the pilot cases activities and the results of the pilot actions synthesis report as final comprehensive output of the AlpFoodway work package WP T3 – pilot cases based on knowledge transfer.

2. Methodology

2.1 Pilot Cases Based on Knowledge Transfer

The ten pilot cases in five Alpine countries were planned and implemented each by one or two AlpFoodway project partners in cooperation with local and regional partner organisations. While the key objectives and thematic priorities were already defined in the project application, the operational fieldwork in the pilot case areas was carried out by the responsible partners independently of each other, to be able to adapt to the very diverse framework conditions of the pilot cases regarding food culture, historic context, stages of valorisation, as well as relevant policies of the different Alpine states.

Furthermore, the pilot cases had very different organisational starting points: Some involved very organized and connected communities and could build upon previous involvement and activities of the AlpFoodway project partner in the area. For others cases, the key issues regarding ICH elements and communities first had to be identified and the local partner organisations still had to be convinced to cooperate. Figure 1 shows the spatial distribution of the ten pilot cases within the perimeter of the Alpine Space Programme.

Figure 1: Spatial distribution of the pilot cases within the Alpine Space perimeter



To cover different aspects of Alpine Food ICH valorisation, the pilot cases were grouped according to the following three thematic priorities:

In the first three pilot areas, where the knowledge of Alpine Food ICH production is still present but a lack of practice is increasing, the focus was laid on capacity building to keep the traditional practices alive.

Table 1: Cases of activity A.T3.1: Capacity development: reinventing traditional jobs using farming traditions and food heritage in an innovative context

Title	Place	Responsible Partner	Keywords
Food Alpine Days – Traditions in Dialogue	Parc naturel régional du Massif des Bauges (FR 1)	Bauges Regional Park massif Natural	thematic days, innovative storytelling, know-how transmission, intergenerational links, bread, orchards, medicinal plants
Traditional Food Production Plots and Practices	Valle Camonica (IT 2)	Mountain Community of Camonica Valley	restored plots, recovered practices, indigenous varieties, network of farmers
Reinventing and Promotion of Handicraft Traditions	Glentleiten, Großweil, Upper Bavaria (DE 3)	Munich University of Applied Sciences	open air museum, community event, handicraft traditions,

			bread baking
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Another three pilot cases were built on the premise, that food ICH can also be an important resource for sustainable tourism and aimed to set up mixed groups of ICH actors and tourism stakeholders to create authentic food experiences for tourists and locals alike.

Table 2: Cases of activity A.T3.2: Experience transfer: Combining tourism with the promotion and protection of Alpine natural and cultural heritage

Title	Place	Responsible Partner	Keywords
Traditional butchery and safeguarding of the endangered cattle breed Allgäuer Original Braunvieh	Cross-Border Nature Park Nagefluhkette (DE 1)	Munich University of Applied Sciences	butchery collective, autochthonous breed, regional brand, networking event
Connecting Food Heritage and Tourism in the Region Pfaffenwinkel	District of Weilheim-Schongau (DE 2)	Munich University of Applied Sciences	small scale producers collective marketing producer workshop market event
Developing a model to join tourism and food heritage actors	Valle d'Aosta (IT 1)	Autonomous Region of Valle d'Aosta - Department for Education and Culture, Kedge Business School	local producers collective marketing historic castles community event

The other four pilot cases focused on the visibility and availability of Alpine Food ICH products. They aimed to create effective communication to give the products a high recognition value and develop modern distribution systems to make them available in in the region of production.

Table 3: Cases of activity A.T3.3: Visibility and distribution of green and fair products respecting Alpine Space cultural and natural heritage

Title	Place	Responsible Partner	Keywords
Vocational Training Module "Innovative communication"	Valposchiavo (CH 2) & Valle Camonica (IT 2)	Polo Poschiavo, Mountain Community of Camonica Valley	training module, product development, storytelling,
Development and Testing of a Format for "Food and Landscape Workshop"	Trentino (IT 3)	Trentino School of Management	educational workshops, connection of food and landscape, botiro de Primiero
AlpFoodway App	Valais (CH 1)	Regional Center of alpiners populations studies	participative and transgenerational events, collection and exchange of recipes, "La cuisine 'maison' du Valais"

Promoting Fair Local Food and Traditional Cuisine	Upper Sava Valley (SL 1)	Development agency for Upper Gorenjska	Intergenerational events, culinary knowledge, local gastronomic offer
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2.2 Data gathering

To ensure comparable documentation of the different pilot cases as a basis for later analysis, the AlpFoodway partners decided that each responsible partner will capture the planned outline of the pilot case in common reporting form, which was drafted by MUAS in consultation of the other work package partners. This ex-ante report form recorded:

- The title, responsible project partner, and time frame of the pilot case
- A description of the pilot case area (perimeter, landscape, tourism intensity, particularities)
- Pilot case actors and stakeholders, including their designated roles and current status of involvement
- Involved ICH elements, including their historical background, state of safeguarding and valorisation
- Other relevant information of status quo: key issues, conflicts, restrictions, etc.
- The objectives, planned measures and expected results of the pilot case with measurable indicators, if possible
- Current state of activities
- The envisioned innovative tools and replicable formats
- Planned timeline and milestones
- A status report grid to indicate the status of completion of different aspects (commitment of pilot case partner organisations, identification of stakeholders / involved ICH elements, definition of objectives / measures / expected results / timeline, and implementation of measures)
- References and appendix for related documents and pictures

As documentation of the pilot cases and their results from an ex-post perspective, the report form was adapted accordingly to record the implemented measures and activities, the achieved results, developed tools and formats, encountered problems and diversions from the original outline, as well as the main insights the respective partner gathered through the pilot case.

2.3 Data comparison, analysis, and discussion

During the project period, the involved partners met in three meetings in different pilot areas (Valle d'Aosta, Valais, Upper Bavaria) to discuss the approach, current work status and necessary documentation of all pilot cases. After finishing the pilot case activities and finalizing all pilot case reports, MUAS organised a synthesis workshop in Edolo, Valle Camonica to discuss the gained insights regarding the safeguarding and valorisation of Alpine food ICH on a meta level, following a selection of guiding questions.

2.4 Gaining insight through experimentation

Apart from creating a direct positive impact on the safeguarding and valorisation of Alpine Food ICH in the pilot case areas, the overarching goal of the pilot cases is to develop innovative practices, formats and tools through experimentation, gain insights about the feasibility of different marketing strategies of Alpine Food ICH and to facilitate the transmission of skills and knowledge from

generation to generation, between different regions and ICH communities. Based on the comparative analysis of the different pilot cases, guiding principles for the integration of food value chains and policy recommendations at local and regional level shall be derived. The results have to be understood as conceptual ideas, formulated on the basis of analysis and discussion of these ten cases and the input from the other AlpFoodway work packages, which focused on the identification of the Alpine Food ICH value chain (WP T1), as well as the conceptual framework developed through analysis of successful practices of Alpine Food ICH commercial valorisation (WP T2).

3. The AlpFoodway Pilot Cases

The following section presents the ten AlpFoodway pilot cases as documented by the responsible partner organisation with the pilot case report form.

Deliverable D.T3.1.1: Pilot case in the Natural Regional Park of the Bauges Massif: Food Alpine days – Traditions in dialogue.

Project Partner, Data Gathering, Date of Report:

PNRMB, Silvia Ala, 06.6.2019

Time frame:

October 2017- June 2019

Pilot case area:

The area concerned is the **territory of the** Natural Regional Park of the Bauges Massif which includes **67 municipalities** and 6 neighbouring cities.

Specific actions took place with the actors, inhabitants, associations, policy-makers, professionals and volunteers in the whole area. In 2018 about **twenty municipalities** were actives in the events focusing on traditional breads and ovens. *“La fête aux fours”*.

A traveling exhibition on the Bauges Massif food heritage was established in 2018 and moved in 2019 across the whole territory of the Park.

Context of Pilot Case:

Please describe the starting point of the pilot case, including

- *Description of involved ICH Elements and Communities*
- *State of safeguarding (Associations, Labels, PDO, etc.)*
- *State of valorisation (Product offering, marketing and distribution.)*

- *Key Issues*

The pilot case was conceived as a response to the lack of awareness of the socio-cultural value of food heritage as an intangible cultural heritage, and the consequent decision to build a new narrative, putting together the elements of ICH and showing the connections between environmental aspects, agricultural practices, local solutions and traditions, symbolic and ritual dimensions.

An **itinerant exhibition** ("*Des histoires plein l'assiette*"), on the different elements of the local food heritage inventoried (WPT1) has been realised during the Summer 2018. This traveling exhibition associated to a storytelling event, inspired by the local memories and oral traditions circulated on the territory re-connecting people, experiences, local practices and know-how. The 6 elements/topics of the exhibition are: 1. Traditional gathering of wild herbs mushrooms and fruits; 2. Orchard and fruit cultures; 3. Traditional gardening in the cycle of seasons; 4. Breeding and cheese-making local practices and know-how; 5. Bread-making in collective oven; 6. Ritual pastry and dishes in the cycle of the year.

The bread-baking activities in the wood-ovens - "*Faire au four*", is the expression used in the Bauges villages, were core activities of the community life until the 1960s. The cereal local crops and baking activities were progressively abandoned. After a time of dismissal, starting from the 1990s, the local ovens came back to the care of inhabitants, associations and policy-makers and were, in part, restored. However, the lack of transmission of the ancient local know-how concerning the **diversity of cereals, wood-oven culture and bread-baking process**, call for an empowerment-process to pass it on to young generations. This process aims at revitalising, at the same time, **the local life** and raising the awareness of the values of intangible cultural heritage creative diversity.

The main ICH element of the pilot action were the "**traditional bread-making**" in the community-oven of several villages, in coherence with the central role of collective ovens in the local life of the communities, groups and individuals (CGI) of the Massif des Bauges. The process activated some important safeguarding measures, strengthening networking, discovering and supporting some starting labelling process, identifying cultural bearers and professional, strengthening the local capacities in bread-making and oven-revitalising process.

After a collective trip in the Aosta Valley in Italy to discover the important regional event "**Lo Pan Ner**", in the Autumn 2017, a festival of wood baking ovens (*Fête aux Fours*) took place, from 6 October to 3 November 2018. During the festival, 36 bread ovens in 25 municipalities of the Bauges Massif were lit and **a delegation from the project-partner Val d'Aoste came to meet the local communities** and to discover these experiences. 6 workshops of transmissions of traditional bread making know-how have been organised in different municipalities.

This process opens to strong sustainability perspective, showing all the values and power of the ICH revitalisation process. Ancient and new "heritage communities" are identified and thematic meetings organized in the territory. Communities are today engaged in the inventorying process and the decisions concerning safeguarding measures.

Some main needs in marketing, networking and distribution were identified, and a collective reflection on the evolutions of the “marque Parc” and other IPR was activated.

A network for the creation of a bakery chain from ancient cereals (from grain to bread), is being created in the Haute-Savoie territory in the Park, around a baker, several farmers, a miller, consumers.

Key issues are related to the Institutional, political and social capacities to **give continuity to the process** of empowerment launched with the global strategy of AlpFoodway in the Massif des Bauges territory:

Pilot action (WPT3) can be considered as a safeguarding measure of elements identified by the inventorying process (WPT1).

The main issues are:

- Reinforce the **networks** at all level: from the local to the international
- Share **good practices** from other territories, as it was in the case of the trip in Aosta Valley, at the beginning of the pilot action.
- **Reinforce the local dynamic** and dialogue between all the actors at the local level: CGI, local associations, professionals of the ICH related supply chains, cultural Institutions, public administrations.

Pilot case actors and stakeholders:

Please include short description and the designated roles in pilot case (which actors were involved, which stakeholders were affected? Please quantify where possible)

Actors already involved in the project around traditional bread and ovens, participating at the events “*la Fete aux fours*” and contributing in different ways to the realization of the travelling exhibition “*des histoires plein l’assiette*”, were municipalities (policy-makers, local public authorities mayors or delegates of the 67 villages of the park), local associations, professionals, reseachers, cultural Institutions and other different stakeholder.

Municipalities: Aillon-le-Vieux, Bellecombe-en-Bauges, Chainaz-les-Frasses, Chevaline, Curienne, Doucy-en-Bauges, Doussard, Duingt, Faveges-Seythenex, Francin, Grésy-sur-Isère, Giez, Gruffy, La Thuile, Le Châtelard, Les Déserts, Lescheraines, Plancherine, Saint-Jean-d’Arvey, Saint-Jean-de-la-Porte, Saint-Jorioz, Saint-François-de-Sales, Saint-Ours, Saint-Pierre d’Albigny, Sainte-Reine, Sévrier, Trévignin, Saint-Offenge, Chainaz-les-Frasses, Val-de-Chaise, Verel-Pragondran, Viux-la-Chiesaz.

Local associations (21 Associations NGOs involved in the valorization of bread ovens and in the transmission of know-how related to traditional bread making): Les Fascines (Curienne), Association La Planstarnaise (Plancherine), Chapelle de la Lésine (Jarsy), Aux fours à Francin (Francin), Les Amis du Patrimoine et Association parents d'élèves (Bellecombe-en-Bauges), Comité d'Animation (Saint-Jean-d'Arvey), Association Autrefois Saint-Pierre (Saint-Pierre-d'Albigny), S'lo'Vions (Saint-Jean-de-la-Porte), Hameau d'Epagny (Saint-Jorioz), Association Les Coteaux du Salins (Grésy-sur-Isère), Association Tinkiette la Guinguette (Chainaz-les-Frasses), Radio Alto (Lescheraines), Association d'Animation Cantonale de la Combe de Savoie (Saint-Pierre-d'Albigny), La Criée (Le Châtelard), Les Amis du terroir (Sevrier), Le sou des écoles (Giez), Association les amis de Frontenex, La vie aux Combes, Amis de Verchères (Faverges-Seythenex), Association Vivre à Cons-Ste-Colombe (Val-De-Chaise), Marceau Patrimoine et Traditions (Doussard), Chevaline Loisirs (Chavaline)

Other actors already involved:

- Professional Bakers : Le Fournil des Eparis, Viuz-la-Chiesaz, La Tartine, Doussard, Boulangerie Savoyarde, Ecole.
- Educational farm: La Ferme des Oursons (Saint-Ours)
- Museum (La Chartreuse d'Aillon) and media libraries (Faverges-Seythenex, Grésy-sur-Aix, Albertville)
- A family public participated in many meetings around bread ovens, from october 6 to november 3 (about 2500 people).

Other actors, **inhabitants and professionals** concerned by related elements of local ICH, involved in the itinerant exhibition "*Des histoires plein l'assiette*":

Networks of inhabitants and professionals:

- Producers/gatherers of aromatic and medicinal plants (PAM producers);
- Local gardeners and horticulturists;
- Breeders and cheese-makers (DOP Tome des Bauges network);
- Honey producers;
- Traditional bread-making/ovens professionals and local associations;
- Other communities of practices related to specific know-how, as traditional pastries or specific dishes.
- The itinerant exhibition "*Des histoires plein l'assiette*" was visited by around 2500 people (about 1500 tourists and 1000 inhabitants of the Park and surrounding towns).

Objectives:

What were the overall objectives of the pilot case?

The main objective of the project “**Traditions in dialogue**”, can be summarized over 4 axes:

- Involving communities, groups and individuals (CGI) of the territory, as well as all citizens, in the valorization and **awareness-raising concerning the local food heritage**.
- Encouraging the **transfer of knowledge**, know-how and intergenerational exchange between old and new residents, residents and tourists, cultural-bearers and multi-level professionals.
- Promoting the **exchange of experiences and networking** between the communities, groups and individuals, involving also the professionals, stakeholder and actors of the different supply-chain related to food-heritage of **Massif de Bauges Natural Regional Park**.
- Promoting the **exchange of experiences and networking**, at the scale of the **larger Alpine region** and between the partners of the AlpFoodway project.

This pilot-action and its objectives have to be reinforced, giving continuity to the dynamic created in the framework of AlpFoodway, **becoming a permanent program**, supported by the Park and other partners.

Implemented Measures and Activities:

Which measures and activities were implemented to achieve the objectives? (Please be specific and provide quantitative data: e.g. number of workshop/invited stakeholders, etc.)

Measures and activities implemented, can be described into three different axes:

1. Exchange of inspiring experiences:

Organization and realization of an alpine cross-border meeting day: a study trip to Aosta Valley, with 52 participants (one bus).

As a start-up of the pilot-action, we invite to participate to this trip the elected representatives of the 67 communes of the Park and the associations / inhabitants, involved in the heritage and valorization of the bread ovens. In 2017, 52 local inhabitants attended the bread festival in the Aosta Valley, "Lo Pan Ner".

Following this inspiring experience several meetings have been organised during 2018, bringing together actors, inhabitants, associations and elected officials in a common revitalisation project. A questionnaire was

sent to the participants of the study trip, 2 consultation meetings (32 and 20 participants) were organized, for the participatory design and setting up of a new *festival of ovens*

2. Organisation of a Festival of the wood-baking ovens: the “*Fête aux Fours*”.

In the autumn, the festival of wood baking ovens took place, from October 6 to November 3, 2018. During this innovative festival, 36 bread ovens in 25 municipalities of the Bauges massif were lit and a delegation from the project-partner Val d’Aoste came to meet the local communities and discover these experiences.

6 workshops of transmissions of traditional bread making know-how have been organised in different municipalities. These workshops were animated by a professionals Bakers expert in ancient cereals, for the transmission of know-how related to traditional bread-making.

This process opens to strong sustainability perspective, showing all the values and power of the ICH revitalisation process and sharing experiences between communities.

This experience improved the empowering of local communities and artisans, contributing to the creation of a movement in favour creation of an old grain sector for breadmaking.

This strong experience could become a permanent programme, and a second edition of the “*Fête aux Fours*” will be organised in October 2019, with the support of the Park. In this context, an exchange with pilot-actions of the other partner, Valposchiavo and Valle Camonica, is foreseen, in order to launch a *new pastry tradition*, strongly related with ICH elements inventoried, in particular the element “*L’art de la rissole*”, (www.intangiblesearch.eu)

3. Creation of a traveling innovative exhibition on food-heritage, “*Des histoires plein l’assiette*”, produced to raise awareness of the values of local food heritage (2500 visitors around, until now).

The itinerant exhibition on the different elements of the local food heritage inventoried (WPT1) has been realised during the 2018 Summer. This traveling exhibition, **associated to a storytelling event**, inspired by the local memories and oral traditions circulated on the territory, re-connecting people, experiences, local practices and know-how. This exhibition aim to put in a more complex and connective context the different practices related to the “sense of belonging, continuity and identity” of local communities, groups and individuals, as bread-making and collective-ovens traditions, traditional pastries as “*the art of the rissole*”, breeding and cheese-making, traditional gardening, gathering of wild herbs and fruits.

Results:

Improvements regarding awareness raising, safeguarding, valorisation, benefits for the community, prospects for the future (if possible, please provide quantitative data; e.g. number of visitors, participants, direct income through sales at events, etc.)

This process opens a strong sustainability perspective, showing all the values and power of the ICH revitalization process. The old and new 'heritage communities' are identified and are now engaged in the inventory and decision-making process regarding safeguarding measures.

Some key marketing, networking and distribution needs have been identified, and collective thinking is underway.

Number of visitors of the itinerant exhibition: about 2500.

Number of communities involved in the bread ovens festival: about 30.

Number of participants in the bread oven festival: about 2500.

Innovative tools & replicable formats:

Which innovative tools and replicable formats have been developed within the pilot case and how they could be transferred to other regions/contexts?

1. A first innovative tool and replicable format is related to the conception and organisation of the **study trip in Aosta Valley**.

This collective trip involved a multi-level network, improving the exchange between different target-groups : local association, policy-makers, professionals and inhabitants of the Massif des Bauges territory. This pilot action was built with the local communities in a bottom-up approach, through the organisation of meetings and at different scales.

The study-trip, organised in October 2017, has created a community of people interested in the same goal of reviving bread ovens. The meeting and exchanges with associations, elected representatives and Aosta Valley actors, who took the time to talk about their experience, strengthened the group and motivated them in the process. This trip was therefore very constructive and allowed the participants to get to know each other, to discover another alpine reality, to confront each other and to get involved in the bread oven festival in 2018.

Following this trip, 2 meetings of consultations, extended to other people, were organized by the Park and made it possible to concretely advance on the setting up of the action. **This model can be proposed and supported in the future, on other ICH elements, involving and building other alpine “heritage communities”.**

2. The festival “La fête aux four” is a second replicable format. The event, inspired by the Val d’Aosta « lo pan ner », developed an **original format**:

- It is organised by a large network of local associations and informal groups, supported by the Park. It could be sustainable, in a smaller scale, without any Institutional intervention.

- It bring together people belonging to different local villages, as it take place in **different places and different moments of a same period** (2 weeks programmation)

- Revitalising local ovens and strengthening **local life**, it is a **very creative platform** to engage and connect with other projects and safeguard other elements, related to local ICH. Workshop with professionals, artisans, artists have been organized at the same times in the villages, “around the ovens”, historical social heart of local life.

This model can be reinforced, improved and supported in the future, combining “around the ovens” other ICH elements, involving other actors and stakeholders, at the local and alpine scale.

3. The production of the travelling exhibition on food-heritage, *Des Histoires Plein l’Assiette*, raising awareness of the values of local food heritage, is a third innovative tool and replicable format.

The exhibition is a trip insight the oral history and narratives of local communities, groups and individuals involved in the inventorying process.

The innovative choice was to put concrete and particular traditional dishes (as for example a traditional pastry, *la rissole*), receipts (*as a festive dish, le farçon*) or product (*as a cheese, the DOP tome des Bauges*) in a broader interconnected natural and cultural context, developing a narrative deeply rooted in the local oral traditions, around 6 topics: traditional gathering of wild herbs mushrooms and fruits; traditional gardening in the cycle of seasons; orchard and fruit cultures; breeding and cheese-making local practices and know-how; bread-making in collective oven; ritual pastry and dishes in the cycle of the year.

Portraits of some narrators were mixed, in the scenography, to artistic illustrations and local objects offered by the CGI, contributors of the exhibition. A contemporary sound-scape and visual archive documents enrich the exhibition, creating an immersive atmosphere. Some of the objects were proposed by people, CGI involved. Building a narrative context, the itinerant exhibition can be transported in different contexts of the territory and enriched by local choices and “affection objects”.

This format, very successful sensitization and transmission tool, is today travelling on a broader territory of the Savoy region. It can be proposed and supported in the future, involving other alpine “heritage communities”.

Timeline, Milestones:

Please describe and date the main phases and important milestones of the pilot case

The milestones of the pilot action « Traditions in dialogue », are:

October 2017: **Study trip** to Aosta Valley

December 2017 - February 2018: **Consultation meetings** and co-conception of the event «*Fête aux Fours*».

April-July: Conception, writing and realisation of the **travelling exhibition** "*des histoires plein l'assiette*"

July 2018: Inauguration of the traveling exhibition

October 1st to November 3rd 2018: developing of the event la "***Fête aux Fours***"

January to June 2019: consultation meetings for the second session of the event « la *Fête aux Fours*», October 2019

Encountered Problems, Diversions from Original Outline

Which problems were encountered, how did the outline of the pilot case change?

Initially, with the concept of « the days of intangible » the idea was to organise several thematic days focussing on the different elements of intangible cultural heritage emerging in the inventorying process (bread-making, the gathering of aromatic and medicinal plants, the cheese-making culture, traditional gardening, ...).

We realised that the time needed to organize thematic days involving communities, professionals and other stakeholder was underestimated.

The decision was taken to concentrate on one central and shared element, present in almost all the municipalities and villages of the territory: the collective traditional bread-oven and related know-how and social values.

The other elements of the intangible cultural heritage, emerging from the on-going inventory, were valorised by 2 means: an itinerary exhibition "*A plate full of stories*" (« *Des histoires plein l'assiette* ») and the creation

of a narrative performance, a tale based on the oral histories and results of surveys and researches carried out in the ICH inventorying process. This performance was presented during the "*Fête aux Fours*".

The time to devote to build and **animate networks** related to each element of ICH emerging from the identifying and documentation process was the real challenge.

Lessons learned:

Main insights achieved through the pilot case regarding the value creation of Alpine Food Heritage

The pilot action, combining a trip, the concept, design and realisation of a collective event and a temporary travelling exhibition on local food heritage, strongly contributed to raise awareness of the value creation of Alpine food heritage.

The organisation of a capacity building workshop (WPT4), 1 and 2 October 2019, will improve the impact of the process, contributing to identify the channels and methods to give continuity to the WPT3 process, bringing together the professional food-producers (farmers and cheese-makers, bread-makers and artisans, aromatic and medicinal herbs producers, among others) with the communities living in the territory.

The full engagement of the Park in an *inter-sectorial approach*, involving CGI with the responsible of different sectors (agriculture, environment, education, cultural heritage, communication) will contribute to the on-going process.

The exchange between WPT3 experiences from other partners of AlpFoodway, as Valle Camonica and Valposchiavo (100%local model) will improve the positive impact of the project dynamic. The "concept" of a new local pastry, combining traditional knowledge, values and products with the new touristic challenges, will be launched in the framework of the AlpFoodway final workshop, already planned the 1 and 2 October 2019 in the Massif des Bauges.

The main lessons learned are:

- Importance of trips/exchange experiences in similar (but of course different) contexts, as the meeting between the Bauges community and the Aosta community, involving all target groups of a same territory, building a strong experience of exchange ICH safeguarding practices.
- Need of time to devote to build, care and animate networks.

- Importance of generating concrete experiences, as a festival, an exhibition, a thematic network... possibly giving continuity to these experiences.

- Importance of strongly connect research and documentation of ICH with concrete economical, marketing and IPR challenges, creating a permanent dialogue between CGI and professionals living a same territory, in the perspective of contribute to achieve the Sustainable Developing Goals (SDG)

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https://www.youtube.com/watch?v=1Q6A4bWT5hE&list=PLHwcaON2QF5s4NSIOaMRL0SY7XP6-RR_g&index=5

Deliverable D.T3.1.2 Pilot case in Valle Camonica: traditional food production plots and practices

Project Partner, Data Gathering, Date of Report:

CAMONICA VALLEY COMMUNITY; Elena Turetti project manager; Giorgio Sabaudo ethnographer; Pietro de Tilla Elvio Manuzzi Videomakers. March 2019

Time frame:

december 2017 – march 2019

Pilot case area:

Our fieldwork is the Valle Camonica, Lombardy Region, Italy. It's a pre-alpine valley with orientation nord-east sud-west, 80km long. The Vallecamonica valley has 40 village, of which 19 in the Adamello Natural Park and 4 in the Stelvio Natural Park. We have worked on several municipalities and different landscapes, on both right and left orographic slope of the Oglio river, at high and medium altitude, in Corteno Golgi, Saviore dell'Adamello, Cerveno, Losine, Gorzone, Erbanno, Angolo.

Valle Camonica it's UNESCO Word Heritage Site, site n. 94 "Rock Drawings in Valle camonica"
<http://www.vallecamonicaunesco.it/>

Context of Pilot Case:

Please describe the starting point of the pilot case, including

- *Description of involved ICH Elements and Communities*
- *State of safeguarding (Associations, Labels, PDO, etc.)*
- *State of valorisation (Product offering, marketing and distribution.)*
- *Key Issues*

The environmental restoration and rescue of productive plot imply a lot of skills and know how, during fieldworks we have recognized different technical skills such us: combined agriculture techniques; biological agriculture techniques; deforestation on terracing; pruning of vineyards, olive groves, fruit trees; alternation and crop rotation; beekeeping; processing and conservation of fruit and vegetables; collection and drying techniques of officinal herbs; maintenance and reconstruction of dry stone walls; knowledge of the microclimate and related hydrogeological risks; knowledge of toponyms and phytotoponyms. We have also recognized individuals values such us: conservation of soil fertility, propitiatory rites for a good harvest, ties of identity with the landscape, identification with their own cultivated land, attention to the rhythms of nature, care of the landscape, and community based values such us: mutual help with neighboring farmers, mutual exchange of labor

and tips, mutual exchange of products, use and common maintenance of roads and mule tracks, common use of agricultural machinery, historical knowledge of landscape changes.

Currently in Camonica valley there aren't association devoted to landscape restoration, every practices recorded during the fieldworks are private venture.

We have recorded differt type of maker: family run business in which the family biography and the crop planning evolve together; individual young farmers without a long-term agricultural project but acting day by day; young families to chose raising their children and living in Alpin valley, agriculture companies pursuing a long-term business plan; retirees who have chosen to devote their time to field cultivation. Our key issue is: How long does it take to observe changes in the landscape? To see the changes of the landscape as the forest retreat, the paths and the rivers recover, the hand-made stone terraces recover, see appear new natural open spaces, the texture of the landscape change, the ecological balance of the natural ambient change. How we can encourage and support this restoration process?

Pilot case actors and stakeholders:

Please include short description and the designated roles in pilot case (which actors were involved, which stakeholders were affected? Please quantify where possible)

We are starting the survey to get to know the farmers, to verify the size of the farms and the cultivations, to tell them the alpfoodway project and to ask their availability for taking part.

We have met fifty different makers: SME biological and biodinamic farmers, new winers, new alpine citizens who decide to have a good life style, retired who decide to cultivated vegetable garden for family use, old agriculture entrepreneurship who mix different activities such us breeding, farming and forest management. We have shared and debated our survey results with local stakeholders who take care of safeguarding and environmental policies, agriculture policies, safeguarding of cultural intangible heritage . We have met: agriculture service of Camonica Valley Community, Adamello park, APAV fruit growers association, Biodistretto di Valle Camonica biological farmers association, Distretto Culturale di Valle Camonica cultural association of museums, archives, biblioteques and contemporary art spaces.

Objectives:

What were the overall objectives of the pilot case?

The objectives of the pilot case have been:

1. involve the farmers in a hands-on and bottom up safeguarding process of the restoration and take care of landscape practices
2. trigger a network approach within the group of farmers recorded

3. making a good audio-visual documentation of this living heritage to support Unesco candidature
4. support and drive this new socio-economic phenomenon related to livability of the Alps

Implemented Measures and Activities:

Which measures and activities were implemented to achieve the objectives? (Please be specific and provide quantitative data: e.g. number of workshop/invited stakeholders, etc.)

During the survey we have met 50 farmers in 50 different daily meeting, after we have selected 9 farmers, to recorded nine linked stories that tell an integrate system of agricultural skills based on a common background of values. The audio-viedo documentation activity implied 9 survey days, 21 shooting days, 22 editing days, 5 editing stage.

At the end the survey he have met the local stakeholders (five meeting) , one meeting for each stakeholders and than a meeting all together to discuss intersectoral policies.

At the end of the survey he have organized a final public event dedicated to communities of farmers to share the results, to view the film, to engage the stakeholders on key issue.

Results:

Improvements regarding awareness raising, safeguarding, valorisation, benefits for the community, prospects for the future (if possible, please provide quantitative data; e.g. number of visitors, participants, direct income through sales at events, etc.)

AWARENESS RAISING AND SAFEGUARDING

We have met and involved 50 farmers, to tell their knowledges and skills, tell their aims and desires in a interview before and than in a video production.

We have made a film that recording the change currently underway in agricultural sector, the process to recovering productive plot and to upgrading agricultural models of farms.

VALORISATION

We have made know this story within two public event (one during the fieldwork to attract interest of farmers and their communitis and one at the end to showing the film and with the autor and the live storytelling of chief witnesses of this agricultural skills (participants: 100 people / 10 witnesses / 7 municipalities)

Innovative tools & replicable formats:

Which innovative tools and replicable formats have been developed within the pilot case and how they could be transferred to other regions/contexts?

We can transfer to others regions our participatory approach to safeguarding process of intangible cultural heritage base on direct involvement of makers, their families, their communities, their life. The methodology applied on fieldwork entails working with a teamwork that consist of a project manager, an ethnographer and a video maker that work together, making a long term fieldwork with different engaging activities: direct observation, speaking with witnesses, direct participation to their ordinary life respecting their live timing, shooting our witnesses in different places of works and in different agricultural season; talking about results at the end of the singular day of fieldwork, envisaging always a feedback to our witnesses.

Timeline, Milestones:

Please describe and date the main phases and important milestones of the pilot case

April 2018 involvement of farmers and communities and final selection of the case studies

April 2018 - December 2018 fieldwork: audiovisual documentation and interviews

January-March 2019 Post-production of film

June 2019 Final public presentation

Encountered Problems, Diversions from Original Outline

Which problems were encountered, how did the outline of the pilot case change?

We didn't have any problems, we have changed our approach to case study to meet specific demands of communities or to follow new way of research or new opportunities from changes that are around the corner

Lessons learned:

Main insights achieved through the pilot case regarding the value creation of Alpine Food Heritage

The participatory approach to safeguard raise awareness of the makers and their membership communities or informal networks

The maker's awareness and the communities's engagement set the basis to a sustainable valorisation of intangible cultural heritage

The professional quality of documentation – audio and video documentation - lays the foundation of valorisation of food heritage

Deliverable D.T3.1.3: Pilot case in Glentleiten (Upper Bavaria): reinventing and promotion of handicrafts traditions

Project Partner, Data Gathering, Date of Report:

MUAS, Florian Ortanderl, 22.05.2019

Time frame:

September 2017 – May 2019

Pilot case area:

Municipality of Großweil,

Glentleiten Open Air Museum of the District Upper Bavaria

Großweil is a municipality with 1440 inhabitants in the district Garmisch-Partenkirchen in Upper Bavaria and part of the tourism region "Das Blaue Land" (The Blue Land)

Context of Pilot Case:

Please describe the starting point of the pilot case, including

- *Description of involved ICH Elements and Communities*
- *State of safeguarding (Associations, Labels, PDO, etc.)*
- *State of valorisation (Product offering, marketing and distribution.)*
- *Key Issues*

Representative for the knowledge and skill of all Bavarian baking traditions, the involved element for this pilot case is the baking of natural sourdough bread in a wood stove.

Bread became important as basic foodstuff for the German population at large in the late middle ages (before, it was too expensive and the people ate grain mostly as different kinds of porridge). While the vocation of the professional baker has been known at least since the times of Charlemagne (768-814), until the beginning only very few bakers worked as independent craftsmen and even then, most bakers had to share the baking houses of the cities and municipalities. In Bavaria, it became common for bigger farms to have their own baking house in the 18th century, but many of them became abandoned (see photo of old baking house in Widdersberg), were reused for other purposes or were demolished after the second world war.

Apart from the importance as basic foodstuff, bread also holds important spiritual and symbolic significance. There are special breads and other baking goods, some of them in symbolic shapes designated for specific holidays and many rituals around the baking and cutting of the bread, for example the ritual of making a threefold sign of the cross on the bottom of the loaf before cutting it, which symbolizes the trinity and blesses the bread. Many medieval myths tell tales of divine punishment for people committing a so-

called “Brotfrevel” (An iniquity with bread, like wasting it or refusing to share with someone in need) “Wanders Deutsches Sprichtwörter Lexikon” lists more than 500 German proverbs on the subject of bread.

The German bread culture has been added to the National Register of Intangible Cultural Heritage through a decision of the Conference of German cultural ministers in December 2014: <https://www.unesco.de/en/kultur/immaterielles-kulturerbe/german-inventory/inscription/german-bread-culture.html>

While many bakeries actively practice the traditional handicraft and some communities started initiatives to revive the old baking houses (see photo of rebuilt baking house in Widdersberg) or built new ones, most people in the younger generations have never baked bread themselves. Simultaneously, many bakeries suffer from changing consumer preferences, that favour the cheap prices of industrialized baking goods over handmade quality and a lack of young people interested in learning the craft.

The starting situation in the community of Großweil was quite fortunate, since it is a small municipality, and the people working in the involved organisations already knew each other and have cooperated before (as further described in the next chapter) and already had certain formats in place to raise awareness in children and adults about baking traditions.

Pilot case actors and stakeholders:

Please include short description and the designated roles in pilot case (which actors were involved, which stakeholders were affected? Please quantify where possible)

- The Glentleiten Open-Air Museum is situated just above Großweil and is a cultural and educational institution of the district of Upper Bavaria with a staff of about 60 members, among them craftsmen and scientists. The museum displays the rural life of past centuries with more than 60 translocated historic buildings (Farm buildings, alpages, houses of craftsman, etc.) in an area of 38 ha, including two historic baking houses. Theme days, events and workshops show different historic crafts, production techniques, as well as festivals and rituals. Special exhibitions explain certain topics in detail. One of these exhibitions focuses on all stages of the cultivation and processing of grain. Due to its educational mandate, expertise in Bavarian history and broad network of the museum, the museum was chosen as the main partner for this pilot case.
- The Bäckerei Luidl (bakery Luidl) was founded in 1840 by Johann Luidl and has been operating as a family-run business since then. It is well known in the region for traditional, hand-made bread and baked goods. From May until October, the master baker Stefan Luidl is baking traditional bread from natural sourdough in the wood stove of the baking house at the Glentleiten Open Air Museum, which is sold in the Museum shop, as well as in the bakery shop.
- The Grundschule Großweil – Schlehdorf (elementary school) teaches children of the municipality from year one to four (age 6 – 10). The school regularly organizes excursions and field trips to facilitate holistic, practical learning experiences, amongst others to the Bäckerei Luidl, to bake the traditional Bavarian baking good “Brezen”, but in the contemporary way of production (see picture). In the activities of the pilot case, about 30 children of the 3rd grade were involved, together with their parents, siblings and even some grandparents, adding up to about 120 people from the community in total.

- The municipality and the parish of Großweil were furthermore represented by mayor Manfred Sporer and priest Christian Hermann.

Objectives:

What were the overall objectives of the pilot case?

The main objective of this pilot case was to reconnect the younger Generation with the tradition of baking bread and to introduce them to the skill and knowledge, that were in former times transferred through the generations within the families. Simultaneously, interest and awareness for the Bavarian bread culture and the vocational profession of bakers should be raised within the community.

Implemented Measures and Activities:

Which measures and activities were implemented to achieve the objectives? (Please be specific and provide quantitative data: e.g. number of workshop/invited stakeholders, etc.)

Through several meetings, the involved partner organisations developed a format for a 2-day community event with participation of historic experts (Glentleiten Open Air Museum), a master of the handicraft (Master Baker Stefan Luidl and one baking apprentice from the next generation) and members of the youngest generation of the local community (3rd grade of the Grundschule Großweil-Schlehdorf). The event included theoretical elements about the regional culture and history of growing, harvesting and processing cereal and baking bread (suitable for the school children) as well as a hands-on learning experience. A connection was made to other bread festivals in the Alpine Space (Lo Pan Ner) to contribute to the vision of an alpine-wide “day of the bread”.

The format was planned after the following schedule:

Friday, 5. April 2019: (about 25 participants planned)	
8:15	Arrival of school bus from elementary school at the Open Air Museum, meeting point at the new entrance building.
8:20	Hands-on program „wheat and chaff“ by the museum with the children of the 3rd grade, accompanied by two teachers and MUAS: Here the focus will be on grain as an elementary foodstuff. On a tour around the museum – from the fields over the mills to the house for baking bread – growing and processing of grain will be illustrated and individual steps of operation will be put to the test.
10:00	End of the tour at „Michl“ (Building 61): Making sourdough with Master Baker Stefan Luidl and time for a snack
10:30	Preparing the oven of the historic baking house with Stefan Luidl, End of activity around 11:00
11:15	Bus departure back to school

Saturday, 6. April 2019 (about 70 participants planned)

10:00	<p>Meeting at entrance building, Warm welcome and splitting of groups:</p> <ul style="list-style-type: none"> • The children of the 3rd grade are forming of bread loaves (about 50 kg) with Baker Luidl • The participating Parents and Siblings get a tour of the museum grounds with hands-on action stations, similar to the “wheat and chaff program”
11:30	The loaves are placed inside the oven, simultaneously the tour of the museum finishes.
11:30 – 12.30	During the baking of the break the children and parents are invited to make butter (in groups of max. 20 people) and visit the playground, refreshments are offered at the “Jacklstađl”.
12:30	<p>Meeting point at the baking house:</p> <p>The children help baker luidl to take the ready baked bread out of the oven and carry it to the “Jacklstađl”, 15 loaves are transported to the museum grocery, where they are cut for the communal meal</p>
12.45	The children are performing traditional songs and dances related to the cereal harvest and threshing
then	<p>Introduction of the AlpFoodway project through the school children,</p> <p>Welcoming speech by the mayor of Großweil Manfred Sporer,</p> <p>speech by the chairman of district craft trades association,</p> <p>speech by parish priest Christian Hermann and blessing of the bread</p>
then	<p>Communal meal by all participants with the freshly baked bread,</p> <p>The self-made butter, accompanied by spreads from the museum grocery and self-made products from the families</p>

The format required several preparations by the involved partners: After deciding on the name of the event in cooperation between the partners and with the help of a dialect researcher, a logo that shows the connection to the Lo Pan Ner festivals was designed and materials (roll-ups, banners, aprons) branded with the logo were produced by a design agency commissioned by MUAS. The elementary school systematically prepared the children for the learning experience and practiced the related songs, dances and the introduction of the AlpFoodway project, invited mayor and parish priest of Großweil, and organized bus transportation. MUAS prepared documents to invite the parents, together with a declaration of consent regarding photo and film material, commissioned a professional photographer for the event, organized catering with the museum grocery and informed – together with the museum the media on local, regional, and state level. The museum organized and instructed guides for the mentioned programs and activities and prepared all buildings for the event.

Results:

Improvements regarding awareness raising, safeguarding, valorisation, benefits for the community, prospects for the future (if possible, please provide quantitative data; e.g. number of visitors, participants, direct income through sales at events, etc.)

The event could be organized successfully and got a very positive response from the community: Instead of the 70 anticipated participants on Saturday, about 120 people registered for the event.

The community members and representatives showed great enthusiasm for the format and participated gladly. The involved partner organisations declared, that they will cooperate to repeat and the develop the format in the following years (without the support from MUAS and on their own budgets).

The event was covered in a short report on national television (BR Abendschau - Der Süden | 08.04.2019: <https://www.br.de/mediathek/video/abendschau-der-sueden-08042019-beginn-der-bauma-nachwuchs-in-hellabrunn-hundertwasser-ausstellung-lindau-av:5c7e96d4df942700181fc262>) and in several local and regional newspaper reports, which mentioned the AlpFoodway Project, as well as the Alpine Space Programme.

Innovative tools & replicable formats:

Which innovative tools and replicable formats have been developed within the pilot case and how they could be transferred to other regions/contexts?

The replicable format is the developed blueprint for creating a community event with the focus on ICH, involving public and private partner associations, experts in history and craftsmanship and connecting generations, that was inspired by the Lo Pan Ner festival and adapted to the context of the local circumstances.

Timeline, Milestones:

Please describe and date the main phases and important milestones of the pilot case

October 2017: Kickoff Meeting: Idea for the pilot case is proposed to Open Air Museum Glentleiten, which can be acquired as the main partner organisation. Identification of other suitable pilot case partners and possible outline.

Juli 2018: After first contact with remaining partner organisations and their agreement to participate, all involved parties come together to discuss the basic idea, possible dates and timelines and define the roles and tasks of the partners in the planning and organisation of the event. Dates for further meetings between MUAS and each partner organisation are arranged for more detailed planning.

August 2018: To enable more direct cooperation, MUAS employs the Großweil local Martin Weidehaas for the pilot case. After individual meetings with all partners, the date, tasks, name of the event and detailed outline are finalized in a meeting.

February 2019: In a final meeting before the actual event, the partner organisations inform each other of the status of their preparations, revise and substantiate the program and sequence of the event and coordinate final preparations.

April 2019: The event is carried out successfully, with very positive media echo and response by the community. The partner organisations decide to

Encountered Problems, Diversions from Original Outline

Which problems were encountered, how did the outline of the pilot case change?

A few diversions from the plan occurred:

The initial plan to organize the festival on the same date as the original Lo Pan Ner could not be implemented, due to incompatibility with the schedule of the elementary school.

The first outline also included the plan to acquire a local mill as pilot case partner to provide the event with flour made from locally grown rye and wheat, which would have helped to include the whole value creation chain and added the benefit of having another local partners for the reorganisation of the event. A suiting mill was identified and contacted, but decided against participating in the pilot case, since the involved bakery had ceased business relations with them a few years earlier.

A few days before the event, the invited chairman of the district craft trades association fell ill and could not participate as planned.

A rather positive diversion was the unexpectedly high number of registrations from the invited families, the partner organisations could manage to adapt the guided tours, activities and the catering accordingly.

Lessons learned:

Main insights achieved through the pilot case regarding the value creation of Alpine Food Heritage

One of the most important lessons learned in this pilot case concerns the topic of governance:

Since the involved partners in this case are professional organisations, of which especially the Museum Glentleiten has a lot of experience in the planning and organisation of events, MUAS could act as an incubator to initiate the development of this format, but big parts of it have already been managed by the other pilot case partners and the management of future events will be taken over by the pilot case partners. Additionally, the strong connection of community members in the small municipality helped greatly to gain the support of the community for the pilot case activities.



References:

(not only scientific, in general)

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Deliverable D.T3.2.1: Pilot case in cross-border nature park Nagelfluhkette: Traditional butchery and safeguarding of the endangered cattle breed Allgäuer Original Braunvieh

Project Partner, Data Gathering, Date of Report:

MUAS, Florian Ortanderl, 29.05.2019

Time frame:

June 2017 – May 2019

Pilot case area:

The Nature Park Nagelfluhkette is an internationally recognized nature protection area which was founded in 2008 and is the first cross-border nature park between Germany and Austria. It consists of 7 Bavarian municipalities the Bavarian region Allgäu and 8 municipalities of the Tirolian region Bregenzer Wald and comprises an area of about 405 km².

Special characteristics of the area are a very low population density of 33 inhabitants/ km² and simultaneously the highest density of alpages in the whole Alpine Space.

A map of the nature park perimeter is attached to the appendix.

Context of Pilot Case:

Please describe the starting point of the pilot case, including

- *Description of involved ICH Elements and Communities*
- *State of safeguarding (Associations, Labels, PDO, etc.)*
- *State of valorisation (Product offering, marketing and distribution.)*
- *Key Issues*

The Original Braunvieh (OBV) originates from the cattle breed "bos brachyceros" that came into the central European Alpine Space from the Caucasus 2000 – 800 B.C. and was kept in the areas around pre-alpine lakes as so-called "Torfrind" / "Pfahlbaurind". Selective breeding started around 600 years ago in Central Switzerland and the breed spread rapidly to the eastern parts of Switzerland and the bordering regions. Over the centuries, regional varieties developed, of which the Allgäuer kind, which was prevalent in the Bavarian and Swabian Allgäu and the Southwest of Upper Bavaria, was the smallest and most delicate. The main focus of breeding was originally the triple purpose of milk, beef and draught work.

To increase the milk yield, farmers started crossbreeding the Allgäuer Braunvieh in the 1960s with the American breed "Brown Swiss", which was bigger and had a significantly higher milk yield. This led to a decrease of livestock of "Original Braunvieh" (the international designation for Braunvieh without a genetic portion of Brown-Swiss) and the breed became almost extinct in the 1990s.

Several private initiatives and associations, supported by the states of Bavaria and Baden-Württemberg were founded to safeguard the endangered breed:

- Arbeitsgemeinschaft Original Braunvieh (1988)
- Allgäuer Original Braunvieh Zuchtverband e.V. (1995)
- Arbeitskreis Allgäuer Braunvieh e.V. (2003)

Since then, the livestock could be increased from 80 to over 500 animals, but the breed is still considered as endangered and is listed on "Rote Liste der Gesellschaft zur Erhaltung alter und gefährdeter Haustierrassen e.V."

The breeding association proclaims on their website, that new strategies for promotion and marketing need to be developed, to make the husbandry of the breed more attractive to farmers.

Furthermore, the OBV is listed on the Slow Food Arch of Taste.

So far, no specialty products with OBV milk or beef can be purchased in the nature park region. First research showed that only very limited numbers of Original Braunvieh Cattle can be found in the Nature Park area.

Pilot case actors and stakeholders:

Please include short description and the designated roles in pilot case (which actors were involved, which stakeholders were affected? Please quantify where possible)

- Naturpark Nagelfluhkette e.V.

The main actor which organizes and coordinates the activities of the pilot case together with MUAS is the Nature Park Nagelfluhkette e.V.

The Nature Park is organized as a charitable association, the members and board members are the participating municipalities. To ensure the sustainable development of the nature park, the business office is guided by a cross-national advisory board.

- Naturpark Metzgerei Nagelfluhkette

The collective for regional slaughtering and butchering was founded right before the kick-off of the pilot case. The board of the collective consists of three mayors of towns within the Nature park, of who two are also farmers and one of them sells regional specialties at the market in Berlin; as well as a representative of the Nature Park, an innovative restaurant owner, who also farms his own pigs, sheep and cattle, and a master butcher.

- Local farmer and breeders of the endangered cattle breed Allgäuer Original Braunvieh

- OBV Breeding Associations of both regions Vorarlberg (Austria) and Oberallgäu (Germany) were involved in the planning, organisation and as speakers at the networking event

- The safeguarding association for another endangered breed, (Verein zur Erhaltung des Murnau Werdenfelser Rinds München) participated in the event to present a good practice example.

Objectives:

What were the overall objectives of the pilot case?

The formulated main objective for this pilot case was to create positive impact on the safeguarding and valorisation of the endangered breed Original Braunvieh. Secondary objectives were increased regional value creation, the support of traditional and extensive ways of animal husbandry (grazing on alpine pastures) and to increase the gastronomic offer of traditional dishes of the involved regions Allgäu and Bregenzer Wald.

Implemented Measures and Activities:

Which measures and activities were implemented to achieve the objectives? (Please be specific and provide quantitative data: e.g. number of workshop/invited stakeholders, etc.)

- In the beginning phase of the pilot case, MUAS carried out broad research to assess the possibilities to create a network of relevant stakeholders to produce meat with a “Nature-park” quality label, guaranteeing regional origin of the meat, regional slaughtering/butchering, and uses the endangered cattle breed Original Braunvieh. The research included an overview of OBV farmers in the nature park area, a list of suitable hotels and restaurants for distribution/cooperation within the nature park area, as well as a research of historic recipes for beef dishes and products typical for the region.
- MUAS assisted furthermore with the discussion/creation of the quality criteria for Nature Park meat, which were discussed and decided within the collective. The criteria encompass aspects of regionality, animal welfare and ecology. While the criteria are formulated by the collective themselves, some points are directly connected to standards from external organisations and can thus be accredited independently. While the detailed technical definitions can be found in the appendix, this is a short summary, which also communicated to the consumer in a similar way:
The Naturpark Nagelfluhkette calv is:
 - born in the Nature Park area and spent his whole life there
 - fed only from fodder produced by the farmer itself within the nature park area, silage-free and GMO-free (defined by EU-VO EG 834/2007) whole milk and roughage like hay and straw.
 - gets no milk-substitutes at all (which are produced out of the region, often with high energy consumption and contain fat additives)
 - grows without the use of growth-accelerators and the prophylactic use of antibiotics. If antibiotics are necessary, a waiting period twice as long as regulated by law is kept.
 - has a lot of bedding in his box, freedom of movement and social interaction.
 - is slaughtered as stress-free as possible by master butcher Rainer Moosmann in Doren, the transport takes max. 30 minutes from the farm to the butchery.

- comes from Nature Park partner farms, which can be visited, use ecological farming practices and participate in the Austrian Agri-environmental Programme ÖPUL.

- Since the original plan, to include OBV farmers directly in the creation of the Nature Park meat could not be realised, a networking event with farmers on both sides of the border (who already have OBV or are interested in the race), the breeding associations from both Vorarlberg and Oberallgäu, was organized, including a keynote by Jürgen Lochbihler, the chairman of the association for safeguarding the Murnau-Werdenfelser cattle, (another endangered breed). The event informed about the benefits and the current situation of OBV cattle in the nature park area, as well as the concept of the Naturpark Metzgerei Nagelfluhkette and how farmers can get involved. The keynote showed the case of the Murnau-Werdenfelser cattle as a good-practice example for safeguarding an endangered cattle breed through cooperative marketing. Lochbihler also explained the many challenges that presented themselves and the solutions that could be found, answered questions and participated in the discussion.

Results:

Improvements regarding awareness raising, safeguarding, valorisation, benefits for the community, prospects for the future (if possible, please provide quantitative data; e.g. number of visitors, participants, direct income through sales at events, etc.)

The Naturpark Metzgerei Nagelfluhkette was successful in defining their criteria and launching first products with label “Naturpark Fleisch” in December 2018. Due to the current debate about the transport of calves, they concentrated on veal products. Lacking the critical mass of OBV farmers/cattle in the region, no OBV specialty product was developed.

The networking event could be organized successfully and was well received. In total, 31 people participated at the event. The debate about the future of OBV in the nature park region was very lively and the interest of the participants about the presentations was high (PDF versions were sent to the participants a few days afterwards, since they were requested multiple times). The Austrian TV station ORF filmed interviews with the speakers/participants and broadcasted a short report on the meeting on national TV. Multiple regional newspapers and magazines informed about the meeting, wrote articles on OBV cattle and informed about the AlpFoodway project. Even though no direct effects on further cooperation between the participants on the topic can be measured, the event performed well with raising awareness for the topic and connecting

Innovative tools & replicable formats:

Which innovative tools and replicable formats have been developed within the pilot case and how they could be transferred to other regions/contexts?

The creation of the “Naturpark Fleisch” products by the Naturpark Metzgerei Nagelfluhkette is a participative approach for regional value creation, involving stakeholders from agriculture, food production, gastronomy, tourism and landscape protection, which can be used as a replicable format for other regions and products.

Timeline, Milestones:

Please describe and date the main phases and important milestones of the pilot case

October 17: Kickoff Meeting between Nature Park Nagelfluhkette and MUAS, the partners agree to cooperate on the subject within the pilot case. Necessary research is identified to define the approach, which is consecutively carried out by MUAS.

February 18: Visit of the Naturpark Metzgerei butcher shop, work on criteria regarding “Naturpark Fleisch” starts.

November 18: Criteria are finished and first veal products labelled with “Naturpark Fleisch” are offered. Nature Park starts work on promotion/distribution. To discuss the possibility of including OBV farmers and products, the idea of a networking event is created.

April 19: Networking event at OBV farm in Doren

Encountered Problems, Diversions from Original Outline

Which problems were encountered, how did the outline of the pilot case change?

The initial plan had to be revised several times, since it was formulated before a sufficient overview of the possibilities was assessed.

The first research showed that only a small number of OBV farmers was active in the nature park area with a comparatively small livestock and established ways of marketing their products.

Furthermore, an analysis of the gastronomic offer showed multitude of restaurants which seemed to fit (communication of regionality, sustainability, high quality, etc.) Upon first contact by the Nature Park, it became clear that it would be very hard to engage the regional gastronomy and the nature park decided to first concentrate on hotels/restaurants, that are already certified nature park partners. Since the participation of gastronomy turned out to be an issue that would be solved within the pilot case, the planned workshops for chefs about handling all parts of the meat in a nose-to-tail approach were not considered purposeful any longer by the pilot case partners.

Since The definition of criteria for “Naturpark Fleisch” was a discourse led by the members of the collective, MUAS was only indirectly involved by providing feedback and consultation to the involved pilot case partner Naturpark Nagelfluhkette and thus had very limited influence on the decision making. As already explained before, the mere lack of OBV in the region was the main reason that the use of OBV (as well as other endangered and autochthonous breeds) did not become an obligatory requirement for the use of the label. MUAS formulated the idea to encourage the use of these breeds through a point system/bonus payment within the criteria. The idea was discussed by the collective, but not put into practice yet. One of the reasons

could be that several members are cattle farmers themselves, but keep different breeds, so bonus payments for OBV would mean they would subsidize other farmers, which naturally poses a conflict of interest.

Lessons learned:

Main insights achieved through the pilot case regarding the value creation of Alpine Food Heritage

One important insight in this case was, that intensive tourism and the market potential it brings along are not always helpful for promoting food ICH. The gastronomy industry in the pilot case region is blessed with customers during the two busy seasons (summer and winter) and many owners see no real incentive to differentiate themselves with a regional/ICH concept. In this regard, the restaurants still often present themselves in a “typical” way, but many tourists are not familiar enough with the region to differentiate between more and less authentic concepts, and the percentage of local guests who could be convinced by such concepts to spend more and maybe visit more often is relatively small. The prospect of dealing with new suppliers and the need to valorise whole cow-halves nose-to-tail was mainly conceived as additional work and costs with no or uncertain surplus income.

Simultaneously, the farmers involved in the regional butchery collective were highly motivated to create a regional network and label, but were understandably not willing to decide on criteria, that would be desirable on pilot case level, but are economically not in their favour. In the context of creating regional networks for the valorisation of Alpine Food ICH, the experience made in this pilot case shows that a detailed overview of the regional actors, as well as their business models is essential to formulate fitting objectives and approaches

References:

(not only scientific, in general)

<https://naturparkmetzgerei.at/genossenschaft/>

<http://www.nagelfluhkette.info/naturpark/wir-ueber-uns/naturpark-gemeinden/>

<http://www.originalbraunviehzuchtverein.de/index.php?zuchtgeschichte>

<http://www.spezialtaetenland-bayern.de/spezialtaeten/allgaeuer-braunvieh/>

Deliverable D.T3.2.2: Connecting Food Heritage and Tourism in the Region Pfaffenwinkel

Project Partner, Data Gathering, Date of Report:

MUAS, Florian Ortanderl, 05.06.2019

Time frame:

June 2017 – June 2019

Pilot case area:

The „Pfaffenwinkel“ is a pre-Alpine region in Upper Bavaria between the rivers Lech and Loisach. It is famous for its cultural landscape between the Bavarian lakes and mountains and a great number of monasteries and churches, among them the Pilgrimage Church of Wies, which is a UNESCO world heritage site.

Context of Pilot Case:

Please describe the starting point of the pilot case, including

- *Description of involved ICH Elements and Communities*
- *State of safeguarding (Associations, Labels, PDO, etc.)*
- *State of valorisation (Product offering, marketing and distribution.)*
- *Key Issues*

For this pilot case, the elements were not identified in the beginning phase, and it is not planned to focus on one specific element, but rather to encompass all food traditions of the region. According to the regional Slow Food Convivium and the District Administration, the region has many traditional food producers and related initiatives, where food ICH could be found. The planned approach was to collect, assess and inventory the food ICH of the region in a first step (synergies with WP1). The fields where ICH was expected is animal husbandry (cattle, sheep), fishery, gardening, the collecting and use of wild herbs, and traditional handicrafts like bakery and butchery.

According to the regional management of the district administration and the regional slow food convivium many producers of traditional, regional food and related initiatives exist, but the desk research showed no connection between them and no communication regarding the food heritage of the area, neither to locals nor to tourists.

Pilot case actors and stakeholders:

Please include short description and the designated roles in pilot case (which actors were involved, which stakeholders were affected? Please quantify where possible)

- The Tourismusverband Pfaffenwinkel (“tourism association”) is a corporation under public law and is represented by the first chairwoman Andrea Jochner-Weiß. As the DMO of the region, it operates the website <https://www.pfaffen-winkel.de> and the tourist information.
- The department for Regional Development of the district administration Weilheim-Schongau.
- The Slow Food Convivium Pfaffenwinkel and the chairman Heiner Putzier.
- The city of Weilheim in Upper Bavaria
- Gut Dietlhofen – an ecological farm, which is managed by the charitable foundation Peter Mafay Stiftung Betriebs GmbH.
- The other main actors are food producers and food related initiatives in the area

Objectives:

What were the overall objectives of the pilot case?

The main objective is to raise awareness for the regions food ICH and start a process that leads to valorisation

Implemented Measures and Activities:

Which measures and activities were implemented to achieve the objectives? (Please be specific and provide quantitative data: e.g. number of workshop/invited stakeholders, etc.)

- As a first step, suitable producers were identified, based on a list supplied by the local slow food convivium, and supplemented through information given by the regional partner organisations. An only survey was created and sent to all the identified producers to assess their offered products and services (including information on quantity and seasonality), their current channels of promotion and distribution and their interest in participating in regional networking and marketing activities to gain more visibility and further ways of distribution.
- The results of the survey were analysed and presented at an expert workshop, where the potential of a regional marketing initiative and the next steps were discussed.
- The experts agreed, that a regional food event would be a suitable governance tool to engage the producers. A format was developed by MUAS, the regional development department of the district and the tourism association, during the planning, also the town of Weilheim was included and Gut Dietlhofen joined the partner organisations, as it was selected as suitable venue for the market. The format combines a workshop for local producers on the topic of cooperative and direct marketing, with a food market exclusively for products made within the district of Weilheim-Schongau, where locals and tourists can sample, experience, and participate in the culinary food heritage of the region. The event will be promoted in the whole district and communicated actively by all partners. The district administration of Weilheim-Schongau agreed to be the official event organizer.

Results:

Improvements regarding awareness raising, safeguarding, valorisation, benefits for the community, prospects for the future (if possible, please provide quantitative data; e.g. number of visitors, participants, direct income through sales at events, etc.)

- An inventory of regional producers interested in cooperational regional marketing including information on their products and services, as well as their channels of promotion and distribution could be compiled as a data basis for further initiatives
- With the district of Weilheim-Schongau, the town of Weilheim and the tourism association Pfaffenwinkel, three key actors in the pilot case area could be convinced to cooperate on the topic of heritage food.
- A major event could be organized by the partner organisations, 27 regional producers agreed to participate at the market (which is the maximum number of participants, due to the area limits of the venue). Furthermore, several local and regional initiatives have agreed to present themselves and their approach at the workshop and to participate at the podium discussion. While the event is still to happen at the time of reporting, regional newspapers have started to report about the pilot case and the market weekend weeks before the event. Expected visitor numbers are 2000 – 3000 over the weekend.
- Even during the preparations of the market weekend, an aspirational mindset and social bonding among the producers becomes apparent, which will hopefully manifest itself during the workshop in an common strategy for the food ICH of the region.
- As part of the promotion strategy of the event, the name of the event “Puregio” was developed and protected as a brand for further use by the regional stakeholders.

Innovative tools & replicable formats:

Which innovative tools and replicable formats have been developed within the pilot case and how they could be transferred to other regions/contexts?

This pilot case developed a blueprint for the creation of a regional network for the (touristic) valorisation of food ICH. While some decisions were contingent on the specific regional circumstances, the documentation and analysis of this pilot case provides valuable information for other Alpine regions and ICH communities.

Timeline, Milestones:

Please describe and date the main phases and important milestones of the pilot case

Oktober 2017: Kickoff and Agreement of main pilot case partners to participate

January – April 2018: Design and implementation of online survey.

May 2018: Presentation and discussion of survey results at expert workshop.

July/August 2018: Work meetings: discussion of next steps, decision for market/workshop with regional producers.

September 2018. – Mai 2018: Work on concept, organisation and promotion of event by all partners. Frequent meetings to discuss work status and next steps.

June 2018: Hosting of event, documentation.

Encountered Problems, Diversions from Original Outline

Which problems were encountered, how did the outline of the pilot case change?

The initial planned timeline expected the valorisation activities to be developed much faster, within the year 2018 and to be able to present first results within the year. Due to various partners commitments, the scale of the planned event and the seasonality of many of the products, the timeline had to be adapted accordingly.

Lessons learned:

Main insights achieved through the pilot case regarding the value creation of Alpine Food Heritage

One important insight from the survey was, that a fair portion of the traditional small-scale farmers and food producers have quite successfully found a way of direct marketing and showed no interest in becoming more visible. They have developed a base of loyal local customers, willing to pay fair prices over the years, who recommend them to friends and relatives as a “secret tip”. They are content with their sales, have no capacities for further marketing initiatives or to upscale their production and rather fear to hurt their business model by losing their local customers, if they sell their products to tourists instead. While they are certainly strong bearers of food ICH, they cannot be mobilized by an approach connecting local food actors with tourism actors.

References:

(not only scientific, in general)

<https://www.pfaffen-winkel.de>

Deliverable D.T3.2.3: Pilot case Valle d'Aosta: Developing a model to join tourism and food heritage

Project Partner, Data Gathering, Date of Report:

Partners: Regione autonoma Valle d'Aosta – Assessorato al Turismo, – BREL and Kedge Business School (data gathering for evaluation of results)

Data Gathering: Laura Saudin, Diego Rinallo, Valentina Pitardi, Raffaella Lucianaz

Date of Report: April 2019

Time frame:

January 2018 – May 2019

Pilot case area:

Event areas (both in the Aosta Valley):

Issogne Castle : 11-12th August 2018

Sarriod de la Tour Castle (Saint-Pierre): 17-18th August 2018

Involvement area of interested and consulted companies:

The entire territory of Valle d'Aosta autonomous region. With regard to the dairy chain, the area taken into account with priority was the Evançon community, in the lower valley.

Context of Pilot Case:

Please describe the starting point of the pilot case, including

- *Description of involved ICH Elements and Communities*
- *State of safeguarding (Associations, Labels, PDO, etc.)*
- *State of valorisation (Product offering, marketing and distribution.)*
- *Key Issues*

Involved ICH Elements and Communities:

- Traditional know-how in the sheep and goat dairy supply chain in the Evançon community;
- Traditional know-how in the cereal supply chain (various communities in the Aosta Valley)

State of safeguarding:

The involved elements are not safeguarded by PDO or other geographical indications, trademarks, or collective marketing initiatives. Through the pilot actions, the intent was to promote the heritage

communities behind niche food products characterized by a minor commercial visibility compared to others more present on the market and already safeguarded by geographical indications. The pilot action formed an opportunity to create a network of heritage producers that might be conducive in the future to other forms of safeguarding.

A unique brand, *Goûter au château – Cibo e cultura si incontrano*, was conceived as the bearer of the identity and image of the two initiatives and for those to be possibly proposed in future years.

State of valorisation:

The producers involved have not so far organised themselves collectively to safeguard/promote their heritage. In most cases, the pilot community events involved small producers who still need to develop marketing and promotional competences and enhance their access to the market. For most of them, *Goûter au château* was a first experience in taking part in a collective promotional initiative.

The Communities involved:

For each initiative, producers along the supply chains, producers of complementary products, associations and/or companies able to market third-party products were involved. This resulted in a fair representation of various typologies of actors present in the territory. More specifically, involved communities included:

- proponents of initiatives, selected based on the coherence between their proposed ideas and the pilot initiatives' goals;
- beneficiaries of the initiatives, such as farmers and food producers, restaurants, the local population, and tourists (focus on younger generations);
- the local administrations in which the events were carried out;
- the local population and the tourists taking part in the events;
- institutions: Regional Ministry for Agriculture and Natural Resources, Chambers of Commerce, Regional Ministry for Tourism, Sport, Commerce and Transport.

Pilot case actors and stakeholders:

Please include short description and the designated roles in pilot case (which actors were involved, which stakeholders were affected? Please quantify where possible)

Different actors/stakeholders were involved in different stages of the pilot event organisation process, as specified below.

1. Realisation of a draft discussion paper with the goal of sharing initial ideas and obtaining institutional support, feedback, and proposals by key actors and institutions (BREL).
2. Identification of venues for the pilot case (BREL with the support of the Historical and Artistic Heritage Office of the Regional Authority for Cultural Heritage and Initiatives).

3. Identification of the heritage food-related supply chain to focus on in the pilot case (BREL with the support of the Regional Ministry for Agriculture and Natural Resources).
4. Starting of public consultation procedure (Legislative Decree 50/2016) for the presentation of project proposals for initiatives of touristic valorisation of food-related ICH, based on the results of the previous consultation process. The rationale was not to impose creativity and formats top-down, but to leave proponents to develop ideas in a bottom-up manner, based on their knowledge of local heritage communities, products, and promotional needs. Exams of proposals by BREL, Kedge BS, Chamber of Commerce, Regional Ministry for Agriculture and Natural Resources, Regional Ministry for Tourism, Sport, Commerce and Services. Commissioning of services to the selected project proponents.
5. Predisposition of evaluation activities, based on primary and secondary data, to assess participant satisfaction and impacts on the initiative on the awareness and commercial valorisation of the Aosta Valley Food ICH (Kedge BS). Predisposition of a questionnaire to be submitted to all people involved in the consultation procedure, and in the organization of the event (Regional Ministry for Agriculture and Natural Resources, Regional Ministry for Tourism, Sport, Commerce and Services, Historical and Artistic Heritage Office of the Regional Authority for Cultural Heritage and Initiatives).
6. Promotion of the initiative (BREL and other departments of Regione Valle d'Aosta).
7. Realisation by selected proponents of the initiatives, based on the approved project (A.V.I. Presse and Seghesio & Grivon s.a.s.)
8. Data gathering and analysis: Participant observation of data gathering activities (BREL and KEDGE BS); analysis of traditional and social media coverage (Kedge BS); analysis of economic and image impacts of the initiatives for involved producers (Kedge BS).
9. Reporting on case study and realisation of a replicable model of bottom-up community initiatives to commercially valorise food-related intangible cultural heritage through products and experiences to generate sustainable development in the Alpine space (KEDGE BS) and definition of the final document available to those wishing to organize the event model in the castles of the Valle d'Aosta (BREL).

Objectives:

What were the overall objectives of the pilot case?

- Safeguarding and promotion of the Aosta Valley's food-related ICH.
- Favouring a participative approach by the communities that are the ICH food heritage holders;
- Increasing awareness of local food-related ICH and key actors in its safeguard and transmission (farming, food production, restaurants, etc.).
- Differentiating ICH-consistent products from lower-priced alternatives, also through experiences and emotional/sensorial activities beyond mere food tastings;
- Providing an opportunity to younger generations (both tourists and local populations) to engage with traditional food products and the supply chain behind them.

Implemented Measures and Activities:

Which measures and activities were implemented to achieve the objectives? (Please be specific and provide quantitative data: e.g. number of workshop/invited stakeholders, etc.)

Two community pilot events - *Goûter au château – Cibo e cultura si incontrano* - were organized with the goal of establishing a participative model integrating collective marketing, tourism, safeguarding and promoting the of the local heritage. The two events took place at different venues and times, and with a different format, based on the proponents' format and creativity.

1. Issogne Castle: 11-12th August 2018, 9am-7pm

Focus: Promotion of traditional know-how in the sheep/goat dairy supply chain

Number of producers consulted: more than 15

N. of producers involved: 5 belonging to the *Unité des Communes Valdôtaines Evançon* (lower Aosta valley)

Format:

- Heritage product market supplemented by an exhibition showing the area's traditional know-how and by ancillary experiential activities.

- Activities took place in an unscheduled manner, based on the flow of public, repeating themselves at regular times.

- Visitors were free to take part in activities proposed in the castle park as they would see it fit. These included: a theatrical show for children, producers/vendors booth (tasting area with the possibility to buy the products), an experiential area exhibiting elements of the sheep/goat dairy supply chain in a sensorial manner; a showcase of modern artefacts and artistic works based on elements of the supply chain; and demonstrations of goat bells production made by a heritage producer.

Promotion:

- 40,000 leaflets distributed widely throughout the regional territory (all 15 regional touristic information points, Gressoney, Verrès, Issogne, Gamba, Fénis, Sarre and Sarriod de la Tour castles, Baths of Saint-Vincent, SkyWay, Bard and Adventures Park of Pré-Saint-Didier)

- A press release issued to the Aosta Valley and Piedmontese newspapers.

- Creation of a pin / gadget distributed to all participants.

- Advertisements in local weeklies (La Vallee: ¼ page exits on 4th and 11th August;

Gazzetta Matin: half page exits on 6th and 11th August); national newspapers (La Stampa, ½ page exits July 28th, 3rd, 7th and 10th August); online (Aosta Sera newspaper);

- Facebook page dedicated to the event.

2. Saint-Pierre, Castle of Sarriod de la Tour: 17th-18th August 2018, 9am-7pm

Focus: Promotion of traditional know-how in the cereal supply chain

N. of producers consulted: about 10

Number of producers involved: 1 company that marketed third-party products - representing 4 producers in the Aosta Valley area.

Format:

- Community event around the theme of the Aosta Valley cereal heritage with activities scheduled at set times.
- Activities included a bakery workshop for children; a theatrical show for adults and children; traditional dances; conferences on the subject of cereal growing; excursions in the area (with a meeting with the managers of the Alleysen and Rossan ovens, lighting of the ovens, opening of the Gerbore Museum in Saint-Nicolas, special opening of the Vétan bakery); an historical-ethnographic exhibition; an exhibition of agricultural machines in reduced dimensions, with explanations of use and demonstrations; grain sensory recognition games; video illustrating the methods of cultivation, harvesting and processing of cereals; a sales counter; and a street food van.

Promotion:

- a 6x3 poster in the most popular underpass in the area around the castle;

Advertising in the national press (La Stampa), in local weeklies (La Vallée news, Gazzetta Matin and WeekEnd) and on online newspapers (12vda, Aostanews24, Aostaoggi, Aostasera, bobinetv, La Stampa web).

- Dedicated Instagram account
- Sponsored Facebook event
- Distribution of 10,000 postcards in Aosta, Saint-Pierre, Pollein, Villeneuve, Introd, Val di Rhêmes, Valgrisenche and Valsavarenche (the main municipalities adjacent to the place where the event took place)
- Placement of a totem with the event program at the castle ticket office from 10th August
- Placement of posters with program of conferences and shows on the door of the Remparts Room and at the ticket office entrance during the two days of the event
- the issue of a press release to the Aosta Valley and Piedmontese newspapers (within a radius of approximately 200 km)

A press conference was held by Aosta Valley autonomous region, which took place on 3rd August, in order to present the project relating to the pilot case.

Results:

Improvements regarding awareness raising, safeguarding, valorisation, benefits for the community, prospects for the future (if possible, please provide quantitative data; e.g. number of visitors, participants, direct income through sales at events, etc.)

Results were jointly evaluated by BREL and Kedge BS. Some performance indicators were obtained through the events' information system. Visitors perceptions were obtained through a survey administered to visitors of the two initiatives (N=94 in the case of the Issogne Castle initiative, N=92 in the case of the Sarriod de la Tour initiative).

1. Issogne Castle

Degree to which the initiative achieved the set objectives

- The initiative achieved the goal to promote the Aosta Valley's food-related ICH with an appealing setup targeting a public of families, with some experiential elements expressly targeting younger generations. It also favoured a participative approach by the communities that are the ICH food heritage holders through the heritage product market, which hosted local producers who were able to interact with the public and among themselves. In particular, only a limited number of producers were selected to take part in the initiative, each with a distinct positioning, resulting in limited competition among themselves and a complementary offer.
- The goal of differentiating ICH-consistent products from lower-priced alternatives was achieved through various experiences and emotional/sensorial activities beyond mere food tastings. These experiences and activities could be accessed all day-long.
- By staging an exhibition on the supply chain and know-how behind products, the initiative achieved the goal of increasing awareness of many aspects of the local food-related ICH. More could have been done to showcase the productive know-how (no cheese making demonstrations were proposed). Consumption rituals were not addressed by the initiative. No recipes or information about the specificities of the marketed products were provided.
- The initiative was also characterized for a high level of sustainability, linked to limited use of energy and other resources. Most of the materials used (set-ups for experiential areas and marketplace) have been designed with re-use in mind, and the organisers have given them to the Autonomous Region Aosta Valley that could employ them for future initiatives on different supply chains with a limited additional investment.

Direct audience of the event (n. of visitors)

- 1,200 tickets sold for the visit to the castle (450 visitors took advantage of the activities proposed at the event and 350 people went to the castle specifically for the event)

Indirect audience of the event (through the media)

- 40,000 leaflets distributed widely throughout the region.
- 2,924 accesses to the article published on the Aosta Sera website
- 8,558 people reached through the event Facebook page
- additional audience (difficult to quantify) thanks to advertising on local/national newspapers and other online press)

Visitor satisfaction and experience evaluation

- Visitors on average highly satisfied (mean satisfaction level of 5.6 on a 1-7 scale)
- Most visitors are rather satisfied with the overall experience (average rating of 4.5 on a 1-7 scale).
- All proposed activities resulted in high levels of satisfaction (>5.5 on a 1-7 scale). The most appreciated element was the possibility to buy products from local producers (average satisfaction of 6 on a 1-7 scale).

Perceived event authenticity and cultural impact

- The event was perceived as highly authentic and linked to the traditions and culture of the Aosta Valley (average rating of 5.6 on a 1-7 scale)
- According to visitors, the event contributed to a better knowledge of the Aosta Valley food-related cultural heritage, in particular for what concerns the communities behind products (5.1 on a 1-7 scale), the supply chains (5.0) and the production know-how (5.0).

Economic impact for the involved producers

- Intention of purchase (declared during the event): 60% of sample highly intentioned to purchase products (6-7 on a 1-7 scale)
- Sales during the event: on average about € 500 of total direct sales for each producer;
- New contacts developed following the event (between 3 and 15 new customers);
- Increased market recognition and awareness (as they were small producers, they were not widely known to the public).

Learning and networking impact for the involved producers

- For most of the small producers, the event was a first experience with a collective promotional initiative. The owners/producers were present at the initiative (and not represented by salespersons). Thanks to the interaction with the public and the observation of other producers' promotional efforts (presentation of efforts, sales techniques), they improved on their marketing competences. They also compared with each other productive know-how, making sense of the respective similarities and differences.
- While based in the same area (Evançon), most producers did not know each other personally. The event contributed to the creation of a sense of community between these heritage producers, who share a similar traditional know how.

2. Saint-Pierre, Sarriod de la Tour Castle

Degree to which the initiative achieved the set objectives

- The initiative achieved the goal to promote the Aosta Valley's food-related ICH with an appealing setup targeting a public of families, with some experiential elements expressly targeting younger generations.
- The objective of favouring a participative approach by the communities that are food heritage holders was not achieved, as products were sold by a distributor without the direct intervention of producers; product sold only represented some of the local producers and products. It must however be highlighted that in this market niche, the number of producers is very limited and their participation in promotional initiatives during peak moments of the year is difficult.

- The goal of differentiating ICH-consistent products from lower-priced alternatives was achieved through various experiences and emotional/sensorial activities beyond mere food tastings. These experiences and activities could be accessed only at fixed times based on the event programming.
- By staging an exhibition on the supply chain and know-how behind products, the initiative achieved the goal of increasing awareness of many aspects of the local food-related ICH (in particular the production techniques, with visits to traditional ovens and pedagogical workshops for children). Producers (see above) and consumption rituals were not showcased the initiative. No recipes of information about the specificities of the marketed products were provided.
- The materials and audio-video contents produced for the initiative do not lend themselves to be re-used for future initiatives devoted to other supply chains.

Direct audience of the event (n. of visitors)

- 400 tickets sold for the visit to the castle (150 visitors took advantage of the activities proposed at the event and 180 people went to the castle specifically for the event)

Indirect audience of the event (through the media)

- 10,000 postcards distributed in the main municipalities adjacent to the site where the event took place
- Instagram account (45 post, 139 followers)
- Facebook event (17,235 people reached in Italy, 169 active responses)
- additional audience (difficult to quantify) thanks to advertising on local/national newspapers and other online press)

Visitor satisfaction and experience evaluation

- Visitors on average highly satisfied (mean satisfaction level of 5.9 on a 1-7 scale)
- Most visitors are highly satisfied with the overall experience (average rating of 5.2 on a 1-7 scale).
- All proposed activities resulted in high levels of satisfaction (>5.3 on a 1-7 scale), except for the two conferences (4.2 and 4.8). The most appreciated elements were the theatre performance (6.3), the bread-making laboratory (6), and the excursion to the Leysen castel (5.9).

Perceived event authenticity and cultural impact

- The event was perceived as highly authentic and linked to the traditions and culture of the Aosta Valley (average rating of 5.6 on a 1-7 scale)
- According to visitors, the event contributed to a better knowledge of the Aosta Valley food-related cultural heritage, in particular for what concerns the production know-how (5.1 on a 1-7 scale) and the supply chains (4.9).

Economic impact for the involved producers

- Intention of purchase (declared during the event): 45% of sample highly intentioned to purchase products (6-7 on a 1-7 scale)
- Direct income through sales: good direct economic effects (about € 1000 of total direct sales) for the involved company (which sold products from 4 Aosta Valley producers). Given that the company already had a market presence, no new contacts followed the event (producers were already known by consumers).

Learning and networking impact for the involved producers

- Limited. The selected company already had an established market presence and intervened at the event through staff/salespersons. Represented producers were not physically there. On the positive, this saved them the effort and time to be present at the event.

Innovative tools & replicable formats:

Which innovative tools and replicable formats have been developed within the pilot case and how they could be transferred to other regions/contexts?

The pilot case permitted to develop these replicable format/tools/approaches.

A format for the cooperation between policy actors representing culture, agriculture, and tourism

The pilot case represents an innovative approach to new cultural event development processes, characterized by the collaboration between different departments within the public administration representing, broadly speaking, agriculture and food production, cultural, and tourism. By pooling together financial resources, material resources (e.g., access to castles), and competences (e.g., knowledge of supply chains), these pilot action permitted to go beyond one of the problems in the promotion of food-related intangible cultural heritage identified in the context of the AlpFoodway Work Package T2 (commercial valorisation), that is the fragmentation of efforts leading to suboptimal results. We recommend that policy makers and local/regional governments adopt a similar collaborative approach that, despite its organisational complexity, results in better results for the local communities and a unitary front towards tourists, consumers, and stakeholders in general.

A format for the development of new cultural events through the bottom-up mobilization of local heritage actors

The pilot case represents an innovative approach to new cultural event development processes. Instead of proposing local cultural actors and heritage producers an event format and creativity developed by experts and policy makers, the initiative left proponents free to propose in a bottom-up manner some cultural promotional initiatives based on their knowledge of local market needs and supply chains. These resulted in a number of initiatives that were selected based on the coherence with the stated objectives. This permit the coexistence of top-down inputs and bottom-up mobilization processes that we recommend is replicated in other Alpine areas and to supply chains different to the two promoted through the pilot events. The replicability of this approach is therefore high, despite the specificities of public procurement procedures in

different Alpine countries and regions, that require to adapt the process reported in this document to local institutional and legal frameworks.

A tool to evaluate the results of cultural events

Thanks to the pilot action, an event evaluation tool was developed that, with limited adjustments, can be applied to a variety of cultural events, focusing not only on the cultural results but also on the economic impact for involved producers. Broadly speaking, this evaluation toolkit permit to implement an event information system with key indicators in these related areas:

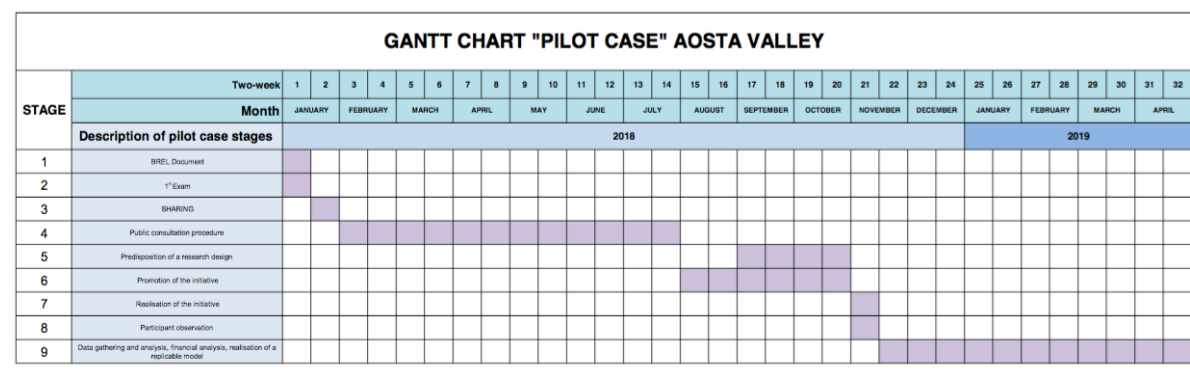
- Direct audience (n. of event visitors);
- Indirect audience (n. of visitors reached through the event marketing communication system, including press relations, advertising, and social media)
- Visitor satisfaction and experience evaluation (survey-based indicators)
- Perceived event authenticity and cultural impact (survey-based indicators)
- Economic impact for involved producers (sales at the event; n. of new contacts/customers) and consumers intention to buy (survey-based indicator)
- Learning and networking impact.

Beyond the value as diagnostic tool, this event has also permitted to conclude that perceived authenticity and experience are drivers of visitor satisfaction and intention to buy. This is a never-explored before research finding in the context of intangible cultural heritage promotion. AlpFoodway WP T2 deliverables further discuss this finding and its policy and managerial implication.

Timeline, Milestones:

Please describe and date the main phases and important milestones of the pilot case

See schedule attached



Encountered Problems, Diversions from Original Outline

Which problems were encountered, how did the outline of the pilot case change?

The creation of two events and the creation of two different formats made it possible to assess the aspects and positive aspects of each proposal and to define an "ideal format" based on what emerged also from the questionnaires submitted to visitors and Administration regional staff involved in the realization of the initiative.

Encountered problems and solutions:

- need to identify a figure that illustrates to the public the offer of the event as well as the supply chain;
- excursions should be of shorter duration;
- a greater number of producers should be involved;
- practical demonstrations for each phase of the supply chain as well as, where possible, the presence of animals, are desirable;
- available space should be better utilized;
- a greater sharing of tastings, knowledge between producers and participants during the events is desirable
- a greater participation and support of local associations is desirable.

To be repeated, the pilot case must take into account the findings reported above.

Lessons learned:

Main insights achieved through the pilot case regarding the value creation of Alpine Food Heritage

The two pilot cases showed both problems and possibilities for improvement. The format considered, most suitable for the future, brings together the merits of the two initiatives. To achieve the objectives set, it is necessary to carry out this initiative in the castles with the greatest influx of public and during the high season.

References:

(not only scientific, in general)

http://www.intangiblesearch.eu/search/show_ich_detail.php?db_name=intangible_search&lingua=inglese&idk=ICH-DST00-0000000560

http://www.intangiblesearch.eu/search/show_ich_detail.php?db_name=intangible_search&lingua=inglese&idk=ICH-DST00-0000000546

Deliverable D.T3.3.1: Vocational training module “innovative communication” in Valposchiavo (CH) & Val Camonica (IT)

Project Partner, Data Gathering, Date of Report:

PoP/CMVC, Cassiano Luminati/Elena Turetti, 10.03.2018 (Work in Progress)

Time frame:

December 2018 – May 2019

Pilot case area:

Val Camonica (Province of Brescia, Italy)

It's a pre-alpine valley with orientation nord-east sud-west, 80km long. The Vallecamonica valley has 40 village, of which 19 in the Adamello Natural Park and 4 in the Stelvio Natural Park. It's UNESCO World Heritage Site n. 94 "Rock Drawings in Valle camonica" <http://www.vallecamonicaunesco.it/>

Valposchiavo (Canton of Graubünden, Switzerland)

2 Municipalities (Poschiavo and Brusio) / 4'900 inhabitants /

Part of the UNESCO World Heritage “Rhaetian Railway in the Albula / Bernina Landscapes”

<https://www.rhb.ch/en/world-of-railway-experiences/rhb-unesco-world-heritage>

Pilot case actors and stakeholders:

Please include short description and the designated roles in pilot case (which stakeholders are currently involved, which do you plan to include in the pilot case?)

Polo Poschiavo and Comunità Montana Val Camonica are in charge of the development, organisation and promotion of the pilot activity.

Municipalities, farmers associations, tourism organizations, media and other actors of the local food value chain of both territories will be involved to promote the training module and invited to participate.

Involved ICH elements:

- *Please list all elements that are already identified and possibly suitable elements due to your estimation. If the element is already listed on Intangible Search, please name the Element and insert a link to the website. If not: Please write a short summary for the following three aspects based on your current state of research. Document can be updated later to include further research or add the link to Intangible Search. If connected valorisation practices have been analysed in WP2, please mention here and add document to the appendix*
 - *Description of Element and historical background*
 - *State of safeguarding (Associations, Labels, PDO, etc.)*
 - *State of valorisation (Product offering, marketing and distribution.)*

Valposchiavo: the developed training module will help in the implementation of the strategic project 100% Valposchiavo (which is also a valorisation practice analysed in WPT2)

<https://www.valposchiavo.ch/en/experience/100-valposchiavo/the-project>

Particular attention will be given to the food value chain related to cereals, fruits and vegetables.

There is a connection to the pasta making tradition and to the cross-border traditions of rye bread and wine production, which has been listed in the IntangibleSearch Inventory

http://www.intangiblesearch.eu/search/show_ich_detail.php?db_name=intangible_search&lingua=inglese&idk=ICH-PCR00-0000000612

http://www.intangiblesearch.eu/search/show_ich_detail.php?db_name=intangible_search&lingua=inglese&idk=ICH-AGO00-0000001382

http://www.intangiblesearch.eu/search/show_ich_detail.php?db_name=intangible_search&lingua=inglese&idk=ICH-FABTR-0000001348

Vallecamonica: the developed training module will help the implementation of the strategy developed by Comunità Montana of Valle Camonica to promote and enhance of intangible cultural heritage for the brand "Valle dei segni".

It is an opportunity to continue the work we have just begun to recognize producers who have a territorial vocation and that we will do in the wp4 of building the network of agricultural producers.

Particular attention will be given to the food value chain related to vineyards, orchards and processing and conservation of fruit and vegetables, cereal crop and bread hoven, olive groves.

Other relevant information on status quo:

E.g. key issues, conflicts, restrictions?

The contents of the training module will be developed in cooperation with Kedge BS based on the results of the WP "Commercial Valorization of Alpine Food ICH", which will highlight typical educational gaps and actionable knowledge on collective marketing and synergies between agriculture, culture, and tourism.

Objectives:

Objective is to develop and test on a cross-border territory an innovative vocational training module, especially designed for small scale local food value chains based on the valorization of the intangible cultural heritage aspects.

The module is be 'hands-on' and will guide participants to develop experiential, storytelling and (online-)networking marketing solutions for their products/services.

Through the cross-border approach, the creation of an exchange of competences and practices between two UNESCO World Heritage territories and the possible development of common food value chain based valorization experiences can be envisaged.

Planned Measures:

The course is structured in theoretical and practical parts, where the direct involvement of the participant and their accompaniment by the involved experts is essential.

The content of the training module will go from networking and linking to the territory, to individuation of the target, the development of the ideal packaging, the construction of the storytelling, till effective commercialization.

Theoretical part is held by experts in the fields of packaging, storytelling, commercialisation, marketing. These experts will also accompany the participants in the development of their project. The presentation of success cases through testimonies is also foreseen.

To guarantee the quality of the course, the number of participants will be limited. Participants will be selected on the basis of a concrete idea they would like to develop. Participants should also be representative of different sectors of the local food value chain, in order to be able to create within the course inter-sectoral focus groups that work on different projects.

Course activities will be held on Saturdays; morning theoretical inputs and afternoon practical work accompanied by experts.

For the whole duration of the course an on-line assistance will be guaranteed to the participants.

Expected Results:

If possible: measurable indicators for awareness raising, safeguarding, valorisation

At the end of the training module we expect the participants to have acquired essential communication and marketing skills and competences and to have developed concrete inter-sectoral marketing concepts where the whole local food value chain is integrated and collaborates to create unique and sound storytelling based experiences.

Another expected outcome is related to the awareness raising achieved through the dissemination of the result of the training module in the territories object of the pilot action.

This training module is located in the field of the valorisation of ICH.

Measurable results are the number of participants and the perceived utility of competences acquired by the participants that will be asked to give their feedback through a questionnaire.

Another indicator could be also the concrete inter-sectoral marketing concepts developed (to be decided).

Current state of activities:

PoP and CMVC have started to plan the training module and are discussing the most effective structure, the ideal timeline, the possible contents and the budget.

Innovative tools & replicable formats:

What is innovative in this training module is the inter-sectoral and collaborative approach adopted, where the different components of the local food value chain will be integrated and have to interact to create attractive and effective experience and storytelling based marketing concepts.

Also the cross-border approach is innovative and can be used as an example for the creation of additional networked food value chain based valorization experiences.

The methodology used for this training module is easily replicable and adaptable to the needs of different territories.

Starting from this pilot module, PoP has the intention to offer further modules in Valposchiavo, Bregaglia and Valtellina (IT).

Timeline, Milestones:

- April-November 2018: organisation of the training module (contents, speakers, logistics, promotion, budget)
- End of November 2018: Start of the promotion
- Mid-December 2018: Public presentations in Val Camonica and Valposchiavo
- Mid-January 2019: Start of the training module
- Mid-May 2019: End of the training module
- May 2019: Public presentations of the results

Deliverable D.T3.3.2: Development and testing of a format for “Food and landscape workshop” in Trentino

Project Partner, Data Gathering, Date of Report:

TSM-Trentino School of Management; 2018, March 2019

Time frame:

2017.10-2018.12

Pilot case area:

The pilot case is been developed in Primiero, a mountain valley in Trentino, where the Botiro is still made today as it was in the past.

Context of Pilot Case:

Please describe the starting point of the pilot case, including

- *Description of involved ICH Elements and Communities*
- *State of safeguarding (Associations, Labels, PDO, etc.)*
- *State of valorisation (Product offering, marketing and distribution.)*
- *Key Issues*

Botiro is a butter made from fresh and raw cream without additional lactic acid bacteria, it is produced from the end of June to the end of August with raw material from five mountain dairy farms - the so-called malghe - located in Primiero. The traditional production method is simple, it's the same as the traditional method and it is still quite widely known all around the territory. Botiro di Primiero di malga is only produced in small quantities (around 2,800 kg a year) and distributed exclusively by the Primiero Communal Dairy. Its quality was extraordinary both for the floristic richness of the pastures of these valleys rich in water and for the accurate processing giving birth to a product that could be preserved for several months.

The product is supported by the promotional activity of Primiero Social Dairy, Strada dei Formaggi delle Dolomiti (The Dolomite Cheese Route), the Primiero Slow Food Condotta, and the Ecomuseo del Vanoi. This chiefly consists of product communications (packaging, information brochures, exhibitions) and product demonstrations at Malga Fossernica, the production place. With the resumption of production in 2009 a regulation was introduced linked to the Slow Food brand governing the quality of pasture, fodder and production methods. The regulation incorporates all the customary health & hygiene standards of the dairy industry (Ass. CONCAST) and Trentino Breeders' Association.

During the field research (T3), adopting an ethnographic approach, we produced descriptions, photos and video to describe Botiro as a “practice of the territory”.

Key Issues: ICH element (Botiro, Butter), Food, agricultural practices, landscape, education, Food experience, senses.

Pilot case actors and stakeholders:

Please include short description and the designated roles in pilot case (which actors were involved, which stakeholders were affected? Please quantify where possible)

The experimentation "Food and landscape workshop" consists of two events and is oriented at two different targets: students; tourists and visitors. The first pilot event, "From the dish to the landscape: Botiro di Primiero di Malga", was given at the ENAIP Vocational Training Centre in Primiero, Hotels and Catering Course, class II (Bar and Kitchen Staff) made up of 21 students. The second pilot event, "The taste of the landscape: sensory workshop on the Botiro di Malga", was held in Primiero at Palazzo Scopoli, in the so-called Casa del Cibo – Food House. Around 200 Italian tourists (30 of whom were children) coming from Veneto, Lombardy and Emilia-Romagna, attended the event.

The pilot case is carried out in partnership with seven local institutions and associations: ENAIP (Secondary School, Vocational Training Centre, vocational cooking school); Primiero Public Dairy; APT San Martino di Castrozza, Primiero – Local tourist office; Strada dei Formaggi delle Dolomiti - The Dolomite Cheese Route (a gastronomic project that involves tourist operators of Primiero Valley aimed at promoting and developing activities related to the production and the consumption of cheese); Parco naturale di Paneveggio Pale di san Martino – Paneveggio Pale di San Martino Nature Parck; Primiero Slow Food Presidia (sustain quality production at risk of extinction, protect unique regions and ecosystems, recover traditional processing methods); Casa del Cibo – Home food (an important cultural center in Primiero, which brings together all the activities dedicated to the culture of food and which enhances them through a virtuous network of collaboration with the local community).

Objectives:

What were the overall objectives of the pilot case?

This pilot case is aimed at valorising the local products integrating the food experience with the values of agricultural practices and the landscapes. Can we connect the food production and the beauty of a landscape with the taste of a good piece of butter? Can we connect the taste of a good piece of butter with the food production and the beauty of a landscape? Starting from the field analysis of a traditional alpine food (Botiro del Primiero), we have developed two educational workshops aimed at elaborate and test methods and procedures (a "format") for communicating and experiencing traditional quality food in relation to the quality of landscape. "Food and landscape workshop" is an educational way to link food, agricultural practices and landscape.

Implemented Measures and Activities

Which measures and activities were implemented to achieve the objectives? (Please be specific and provide quantitative data: e.g. number of workshop/invited stakeholders, etc.).

The "Food and landscape workshop" pilot case is composed of two parts: "From the dish to the landscape" (pilot event 1) for students and "The taste of the landscape" (pilot event 2) aimed at tourists and visitors. The first one includes 4 hours of classroom lessons with experts, a cooking class, three outings on the territory (visit to the producer, overview of the Botiro landscape, public presentation). ENAIP Vocational Training Center at Primiero, Hotels and Catering Course, was the main partner of this activity which also saw the contribution of a landscape architect and an anthropologist for classroom lessons and a visit to mountain pastures. Thanks to the collaboration with the Caseificio Sociale di Primiero - Primiero public dairy, the

students were able to attend different stages of milk processing and meet professionals working in this sector.

The workshop for tourists and visitors, "The taste of the landscape", consists of a single workshop of about 3 hours divided in five activities. Primiero institutions and associations operating in the area of food and local development were involved: Primiero Public Dairy; APT San Martino di Castrozza, Primiero - Local tourist office; Paneveggio - Pale di San Martino Nature Park Nature - Pale di San Martino Paneveggio Nature Park; Cheese Route of the Dolomites - The Dolomite Cheese Route, Slow Food Presidia Primiero, House of Food - Home food.

Results

Improvements regarding awareness raising, safeguarding, valorisation, benefits for the community, prospects for the future (if possible, please provide quantitative data; e.g. number of visitors, participants, direct income through sales at events, etc.).

Pilot event 1 "From the dish to the landscape": Class II (Bar and Kitchen staff) was made up of 21 students which presented the results of the educational experience to the community, other students and external observers during public event "Costruire_paesaggi- Make landscape" (I, 30th of May 2018). The meeting was attended by about 160 students from seven Trentino high schools as well as representatives of various professional associations (engineers, architects, agronomists) and educational landscape experts. This pilot case was also presented at the conference: "Il paesaggio, spazio dell'educazione" (I, 15th of June 2018). See you more at: [COSTRUIRE PAESAGGI](#).

Pilot event 2 "The taste of the landscape": more than 200 people participated in the tasting session of the workshop, and 78 sheets were filled out. Fifty-five participants correctly guessed which one was the Botiro by recognising its manufacturing and environmental features. The flavour of the Botiro is indeed unique and easily recognisable also by non-experts. The participants were handed a second sheet related to the imaginative and landscape dimension. Forty-two sheets were filled out. The analysis of the sheets clearly shows the imaginative and landscape contrast between the Botiro and the other two types of butter: the column dedicated to the Botiro is indeed almost always filled out (with specific references to feelings or simple ticks), while the other two columns are often left empty. More than thirty people participated to technical explanation with the expert, the director of the local dairy *Caseificio Sociale Primiero* (the only producer of Botiro). A lively debate ensued, with specific questions, references to the landscape, and an analysis of the current situation of the mountain landscape.

See you more at: [The taste of the landscape](#)

Innovative tools & replicable formats:

Which innovative tools and replicable formats have been developed within the pilot case and how they could be transferred to other regions/contexts?

If we want to support different target groups in understanding the close relationship between «food-agricultural practices-landscape», we should promote educational actions:

1. based on experiences: from a focus on teaching to a focus on learning (from transmitting knowledge to learning from the experiences);
2. focused on a synesthetic approach, based on five senses;

3. to be able to integrate theory with practice and contents with context;

4. capable of encouraging collaboration among different actors: the value of creating a network of relationships between institutions and associations operating in the area to enhance the value of the product and stimulate an internal discussion.

The central theme of the workshop is the link between *food* and *landscape*. Food is the product of common practices (processing phases, equipment, spaces and times, places and procedures, symbols and rituals), just as the landscape is a living space and therefore the product of the community's activity.

What connects food with landscape is in reality the practice of the territory: a know-how and an attitude to life shared by the community, the fruit of continual mediation and adaptation to historical circumstances, containing both traditional and modern elements.

Timeline, Milestones:

Please describe and date the main phases and important milestones of the pilot case

The pilot event “**From the Dish to the Landscape: Botìro di Primiero di Malga**” was broken down into five steps designed to help students learn the key elements characterising the relationship between food and landscape, through the narrative description of the manufacturing process of the Botìro di Primiero.

Step 1: classroom lecture (use of description, photos and video elaborated in the field research)

Step 2: Visit to the producer - Caseificio Sociale di Primiero - (Primiero public dairy)

Step 3: Overview of the Botìro landscape (Malga Fossetta)

Step 4: cooking class

The menu was designed by the chef specifically to highlight an ingredient that is often taken for granted in the kitchen. From starters to dessert the use of Botìro was given emphasis in the preparation of the dish and in the students' description of the menu.

Step 5: public presentation.

The pilot event “**The taste of the landscape: sensory workshop on the Botìro di Malga**” was broken down into five steps, designed in such a way as to make participants gradually discover the product and the close relationship between its quality and manufacturing processes, and the landscape.

1. Blindfolded” tourists taste different types of butter (botìro and other two types):

a) Trademarked butter for small to medium-scale distribution;

b) Trademarked butter for large-scale distribution;

c) Botìro: made from raw cream without additional lactic acid bacteria.

2. They describe the differences between the butters and they describe the “imagined” landscape they connect with each butter.

3. They listen to the story of botìro (using description, photos and video elaborated in the field research).

4. Butter testing session (under expert guidance).

5. Discussion about the differences between the different types of butter and the “imagined” landscape and the “real” one. All participants were gifted a “postcard” which briefly recounts the history of the Botiro, its manufacturing process, and the landscape elements that underpin it.

Encountered Problems, Diversions from Original Outline

Which problems were encountered, how did the outline of the pilot case change?

In the pilot event, "From the dish to the landscape", step three "Overview of the Botiro landscape" is expected to take place immediately after step 2 "Visit to the producer". Due to the weather and climatic conditions, Malga Fossernica is located at 1804 m. the visit took place at the end of the path, before the public presentation. This variation did not affect the success of the workshop and the general sense of the activity.

In the pilot event “The taste of the landscape”, the excessive number of participants did not allow for a detailed explanation on how to complete the sheets, and as a result some were filled out in a hurried or incorrect manner and, therefore, had to be excluded from the final analysis. Nevertheless, there was a significant participatory debate focusing on life in the mountains, and a strong curiosity towards the products manufactured in the valley, as well as a considerable interest towards the landscape wherein mountain dairy farm activities and breeding in general take place.

Lessons learned:

Main insights achieved through the pilot case regarding the value creation of Alpine Food Heritage

In terms of the educational method employed to support the learning of the relationship between product, manufacturing processes and techniques, and landscape, the workshop highlighted:

the effectiveness of an approach focused on the participants’ hands-on experience;

the convenience of an educational resource able to favour a synaesthesia-based approach, which means trying to stimulate more senses when enjoying the product;

the importance of comparing products (i.e. the three different types of butter), which leads to a shift from the notion/perception of “other” to that of “difference”, as something which requires thought and hence, openness to dialogue and willingness to broaden one’s knowledge;

the value of creating a network of relationships between institutions and associations operating in the area to enhance the value of the product and stimulate an internal discussion;

the focus on promoting participation and the exchange of knowledge between participants and experts involved in the initiative.

References:

(not only scientific, in general)

Cepollaro G., Zanon B. (2019), Il paesaggio, spazio dell'educazione. Atti del convegno, Edizioni ETS, Pisa.

Cepollaro G., Mori L. (2018), Mettersi al mondo. Educazione al paesaggio per le nuove generazioni, Edizioni ETS, Pisa.

Longo A. (2018), "Foodscape: relazioni tra cibo e paesaggio. Riflessioni attorno al botiro di Primiero", in *Urbantracks. Landscape education*, n. 27, pp. 65-72.

Salsa A. (2018), "AlpFoodway: Traditional and contemporary values in Alpine agriculture", in *alpe.news*, 12 gennaio 2018.

Costruire_paesaggi Project: <https://step.tsm.tn.it/stepjunior-progetti/costruire-paesaggi>

The taste of the landscape: <https://youtu.be/NHF-jQh-QVc>

Deliverable D.T3.3.3: Pilot case in Valais: AlpFoodway App: participative and transgenerational events dedicated to recipes' exchange and collect in order to enhance the "La cuisine 'maison' du Valais" app

Project Partner, Data Gathering, Date of Report:

CREPA, Séraphine Mettan, 11.06.2019

Time frame:

June 2017-June 2019

Pilot case area:

The area concerned is the different municipalities that composed the CREPA's association. Field work is particularly conducted in the villages where events are organised (Champsec in 2017, Salvan in 2018 and Orsières in 2019).

Context of Pilot Case:

Please describe the starting point of the pilot case, including

- *Description of involved ICH Elements and Communities*
- *State of safeguarding (Associations, Labels, PDO, etc.)*
- *State of valorisation (Product offering, marketing and distribution.)*
- *Key Issues*

- Fratze sausage (cabbage sausage that is listed in Intangible search. Not safeguarded yet)
- Merveilles (alpine pastry fabricated by families for specific events, like Carnivals, weddings, name days, ...). It is already listed in the Intangible search but it's not safeguarded yet.
- Different uses of the Raclette, the local cow cheese. The Raclette cow cheese is already protected by a PDO. It will be entered in Intangible search.
- Rye bread has been served in many occasions. It will be in Intangible search and it's already protected by PDO.
- Different types of the dry meat. It will be in Intangible search and it's already protected by IGP.
- Aromatic plants from Wallis. Already listed in Intangible search.

Pilot case actors and stakeholders:

Please include short description and the designated roles in pilot case (which actors were involved, which stakeholders were affected? Please quantify where possible)

Involved actors:

Champsec:

- Pro Senectute: a swiss federal fondation dedicated to the well-being of the elderly people.
- Two local associations from the village of Champsec: "L'esprit du village", les « coeurs unis » (a local choir).
- School children of Champsec and their grand-parents
- Individuals related to Pro Senectute that are interested by the project.
- A Professional chef, Charles-Henri Zuchuat (L'Escale, Le Châble, VS, CH).
- Isabelle Raboud-Schüle, head of the Musée gruérien in Bulle, one of the most well-known specialist of alpine food culture in Switzerland.
- People that participate to the event in Champsec (circa 70 persons).
- The Mayor of the commune de Bagnes who participated to the Champsec event.

Salvan:

- Pro Senectute.
- Different local associations from the village of Salvan: club des aînés de Salvan (senior citizens' club of Salvan), les Patoisants de Salvan (the local dialect association)
- The folkloric group of Salvan
- School children and their grand-parents
- A former baker, Philippe Fournier
- The local butcher from Salvan.
- The cheesemaker of Les Granges, Caroline Gay
- A local political representative, Michèle Gay.
- Cassiano Luminati (gave a keynote speech)
- People that participate to the event in Salvan (circa 70 persons).
- The Mayor of the commune de Salvan who participated to the Salvan event.

Orsières:

- Different local associations from the municipality of Orsières: club des aînés de Praz-de-Fort (senior citizens' club)

- Youth Association of La Côte
- School children and their grand-parents
- Professional chef, Yann Troillet
- Michel Rausis, a beekeeper, who gave a keynote speech
- Kurt Hostettmann, former professor of pharmacology
- People that participate to the event in Orsières (circa 70 persons).
- The Mayor of the commune d'Orsières (also cantonal deputy) who participated to the Orsières event.

All events:

- Prof. Clothilde Palazzo Crettol, HES-SO Valais-Wallis who is following the project in order to help us product a transferable guideline of transgenerational food related event organisation. Moreover, she will also write an academic article based on her field observations of the proceedings of the organisation of the different events.

Objectives:

What were the overall objectives of the pilot case?

There are two main objectives:

- Involve different regional communities in the AlpFoodway project and mix different generations in the process. The idea is to make these different communities work together in order to valorise and share their specific knowledge and know-how.
- Rise the awareness of regional actors, people and stakeholders about the value of the alpine food ICH
- Enhance and update the app "La cuisine 'maison' du Valais". New recipes to be added and optimisation of the interface.

Implemented Measures and Activities:

Which measures and activities were implemented to achieve the objectives? (Please be specific and provide quantitative data: e.g. number of workshop/invited stakeholders, etc.)

- Three public events, four preparation workshop per event (12 in total)
- 20 stakeholders
- Updating of the app "La cuisine maison du Valais" (coming soon)
- Publication of a transferable guideline.

Results:

Improvements regarding awareness raising, safeguarding, valorisation, benefits for the community, prospects for the future (if possible, please provide quantitative data; e.g. number of visitors, participants, direct income through sales at events, etc.)

The project had a direct awareness rising effect on the people that participated as they became more aware of the value of their alpine food heritage (products, recipes but especially know how). Nevertheless, they were not the only ones concerned as the project was largely relayed by the media (locally, regionally and nationally).

Some datas:

- Circa 210 people who participated to the evenings
- Among 20 persons directly involved in the design, organisation and setting up of the events.
- 20 recipes were edited and distributed among participants but also in some restaurants and among people visiting the CREPA

Innovative tools & replicable formats:

Which innovative tools and replicable formats have been developed within the pilot case and how they could be transferred to other regions/contexts?

The participative procedure of organisation of the different events is quite innovative and is replicable. In fact, a transferable guideline is almost ready and will be edited soon.

Timeline, Milestones:

Please describe and date the main phases and important milestones of the pilot case

Before AlpFoodway:

Autumn 2015: brainstorming in the CREPA in order to define the design and the objectives of a future project. Choice of the Commune of Liddes

Winter 2015-2016: work around the Commune of Liddes social life and organisation. Selection of the stakeholder and actors.

Spring: establishing of contacts and first workshops and meetings

June: event

In the frame of Alpfoodway: (On the basis of what had been explored in Liddes)

Autumn 2016: Choice of the Commune of Bagnes, selection of the village of Champsec. Research around the village social life and organisation. Selection of the stakeholder and actors and presentation of the project

January and February 2017: setting up of a group project

Spring: workshops and meetings in order to organise and design the event.

June: event

Autumn 2017: Choice of the Commune of Salvan. Research around the village social life and organisation. Selection of the stakeholder and actors and presentation of the project

January and February 2018: setting up of a group project

Spring: workshops and meetings in order to organise and design the event.

June: event

Autumn 2018: Choice of the Commune of Orsières. Research around the village social life and organisation. Selection of the stakeholder and actors and presentation of the project

January and February 2019: setting up of a group project

Spring: workshops and meetings in order to organise and design the event.

June: event

Encountered Problems, Diversions from Original Outline

Which problems were encountered, how did the outline of the pilot case change?

No major problem but some unforeseen events related to any organisation of event (last minute cancellation of actors, choice of date and place)

The most difficult aspect of the project is to reinitiate all the process, every time, in new locations with new actors. In fact, it is an important aspect of the project as it allows a maximum of people to be involved and because the process itself participate to the raise of the awareness among participants. The feel part of it and share this with their relatives, friends and on social networks, Nevertheless, it would clearly be more easy to work with the same group on different editions.

Lessons learned:

Main insights achieved through the pilot case regarding the value creation of Alpine Food Heritage

One of the inputs (that is also stressed during the work for the inventory) is that people from the area are not very aware of the value of the food heritage. They seem surprise that we want to highlight it. Then, when we talk about the project and that they begin to prepare the event with us, they gradually begin to be more and more conscious of it.

The fact that food is quite emotional help to achieve the goals of the project. Besides, the strong trans and intergenerational aspect of our project create a virtuous circle

Deliverable D.T3.3.4: Pilot case in Upper Sava Valley: promoting fair local food and traditional cuisine

Project Partner, Data Gathering, Date of Report:

RAGOR, Klemen Klinar, 7. 6. 2019

Time frame:

10/2017 – 08/2019

Pilot case area:

Rateče, Upper Sava Valley, Municipality of Kranjska Gora, 864 m, 620 inhabitants

The village lies in the Upper Sava Valley situated between Julian Alps and Karavanke mountain ridge. It is close to the border with Italy and Austria, near the tourist destination Kranjska Gora and on the border of Triglav National Park. In addition to many natural sights, there is also a rich cultural heritage as it has 43 registered units of immovable cultural heritage. Moreover, the intangible cultural heritage of the village is also very special. The village has its own dialect, folk costumes, religious rituals, craft skills and traditional food that are all unique in Slovenia.

Context of Pilot Case:

Please describe the starting point of the pilot case, including

- *Description of involved ICH Elements and Communities*
- *State of safeguarding (Associations, Labels, PDO, etc.)*
- *State of valorisation (Product offering, marketing and distribution.)*
- *Key Issues*

The village of Rateče is distinguished by its rich cultural heritage (rituals, folk costumes, dialect, traditional food) which, however, is maintained only by older inhabitants and some committed families. As regards food heritage, the village is most famous for its Rateče dumplings. In addition to those, other typical local dishes and regional specialities are prepared in Rateče (for example, tarragon *potica* is prepared as a variety of Slovenian *potica* application of which was lodged for registration as Traditional Speciality Guaranteed). However, there is a lack of an intergenerational connection, transfer of knowledge and skills that would ensure the preservation of heritage in its basic form, i.e. in the everyday life of people.

The heritage of the village is not sufficiently included in the economy, since, with the exception of the annual ethnological event Vaški dan, organised by the local Tourist Society, the intangible cultural heritage does not have a role in the tourism or handicrafts of the place. Even though Rateče are known for their strong catering

service with five restaurants, traditional dishes are included in the menus on a limited scale. Only Rateče dumplings are offered and no other traditional dishes are served.

Pilot case actors and stakeholders:

Please include short description and the designated roles in pilot case (which actors were involved, which stakeholders were affected? Please quantify where possible)

The following actors and stakeholders were included in the project:

1. Turistično društvo Rateče-Planica is a local tourist association responsible for tourism services in the village and the surrounding area. In the pilot case, the society and its members (local housewives) performed intergenerational cooking workshops where the knowledge of traditional food preparation was passed on to children and other locals. The society also participated in organising the promotional event of “Rateška južna” menu tasting (5 housewives involved).
2. Osnovna šola Josipa Vandota Kranjska Gora is a primary school in Kranjska Gora. A group of pupils from 7th to 9th grade, who take optional subjects ethnology and tourism, was involved in the intergenerational cooking workshops (3 workshops, 22 pupils and 2 teachers involved).
3. Vrtec Kekčevi junaki Kranjska Gora is a kindergarten in Kranjska Gora. Its dislocated unit in Rateče was involved in the intergenerational cooking workshops (3 workshops, 13 children and 2 teachers involved).
4. Elderly people, especially local women from Rateče, were involved as bearers of knowledge about food heritage. They were involved as mentors in the intergenerational cooking workshops and as participants in discussion meetings (25 elderly locals from Rateče involved).
5. Inhabitants of Upper Sava Valley were involved as participants in the intergenerational cooking workshops and Lo Pan Ner event (4 workshops, 1 event, approx. 100 people involved).
6. Municipality of Kranjska Gora is a local political subject. Its representative was constantly informed about the activities of the pilot case; she was present at all pilot case meetings. Representatives of Municipal Council and mayor of the municipality were present at the promotional event of “Rateška južna” menu tasting.
7. Turizem Kranjska Gora is the official tourist board of Kranjska Gora. Representative of the organisation was acquainted with the results of the pilot case, especially with the new culinary product “Rateška južna”.
8. Gornjesavski muzej Jesenice is the regional museum that cooperated in organising the Lo Pan Ner Festival. The event took place on their premises.
9. Local restaurant and alpine hut owners participated in preparing the common traditional menu “Rateška južna”. Three restaurants have actually offered the traditional menu after the pilot case was completed. They participated in organising the promotional event of “Rateška južna” menu tasting (4 restaurants involved).
10. Professional chef Jernej Rac was involved in studying the food heritage of Rateče. Together with restaurant owners and cooks he created common traditional menu “Rateška južna” which included local traditional dishes.
11. Local, regional and national journalists were present in the AlpFoodway project events and regarding the pilot case in Rateče, particularly at the press conference in May 2017. They were also present at the promotional event of “Rateška južna” menu tasting.
12. All tourism providers from Upper Sava Valley were invited to the promotional event of “Rateška južna” menu tasting to get acquainted with it.

Objectives:

What were the overall objectives of the pilot case?

- to raise awareness about importance of food heritage among locals
- to pass on food heritage to younger generations
- to preserve the current ICH in its original/authentic form
- to encourage tourism-orientated local development that is based on local food heritage
- to promote local ICH

Implemented Measures and Activities:

Which measures and activities were implemented to achieve the objectives? (Please be specific and provide quantitative data: e.g. number of workshop/invited stakeholders, etc.)

In order to preserve the food heritage of Rateče, an in-depth analysis of the village's food heritage was first performed, on the basis of 7 discussion meetings with elderly locals. The findings of these meetings were the basis for a book about Rateče's food heritage and for the intergenerational exchange of culinary skills and knowledge. 10 cookery courses/workshops with three target groups (pre-school children, elementary school pupils and younger housewives) were held where older women taught younger generations how to prepare traditional dishes.

To encourage local development based on food heritage all local restaurants and mountain huts were invited to co-create a common menu with traditional dishes. Being a professional chef, Mr. Jernej Rac was invited to help interpret and transform traditional dishes to be included in the innovative menu called "Rateška južna". Currently, three (out of five) restaurants offer this special traditional menu.

Several activities were implemented and events held to raise awareness among people of Upper Sava Valley and to promote Rateče's rich heritage. During the AlpFoodway project, the area of Upper Sava Valley joined the international alpine initiative Lo Pan Ner Festival (Alpine Day of Rye Bread). In cooperation with the regional museum, an event regarding typical rye bread was carried out. In addition, a promotional event of "Rateška južna" menu tasting was organised. Media and stakeholders from the field of tourism, politics, agriculture and heritage preservation were invited to the tasting, and 15 people responded. For better public visibility two films were produced – a short documentary on *rateški krapji* (Rateče dumplings) and a general promotional film on Rateče and its rich heritage.

Results:

Improvements regarding awareness raising, safeguarding, valorisation, benefits for the community, prospects for the future (if possible, please provide quantitative data; e.g. number of visitors, participants, direct income through sales at events, etc.)

Activities (e.g. intergenerational workshops, discussion meetings), results (e.g. book) and events that included local people strengthened the awareness about the importance of intangible cultural heritage. Intergenerational exchange of knowledge ensured transfer of heritage from older to younger generations. At the same time, all gatherings and events brought locals together and connected the community which is why the pilot case activities had a positive social influence on the village as well.

Setting up a new culinary product, the Rateška južna menu, also has positive results on the village's economy. Based on the first two months of offering the menu, restaurants got a positive feedback from their guests.

Innovative tools & replicable formats:

Which innovative tools and replicable formats have been developed within the pilot case and how they could be transferred to other regions/contexts?

The pilot case approach in Rateče was multi-layered. First, activities were dedicated to basic analysis of food heritage where discussion meetings were the tool through which we received an insight into the heritage of the village and its condition in today's time. At the last meeting, the participants were stimulated by a projection of old photos from their village. It turned out very successful because old photos aroused memories and stories.

Because generations do not live together in one household anymore, there is no opportunity to exchange knowledge. Therefore, intergenerational workshops were the tool to transfer the skills of preparing traditional dishes from older to younger generations.

Until now, restaurants in Rateče were working only for themselves, there was no cooperation between them at all. Through the pilot case, the owners of restaurants got together and co-created a common product that connects them and binds them firmly to village's heritage and thus its community.

Timeline, Milestones:

Please describe and date the main phases and important milestones of the pilot case

	11/17	12/17	01/18	02/18	03/18	04/18	05/18	06/18	07/18	08/18	09/18	10/18	11/18	12/18	01/19	02/19	03/19	04/19	05/19	06/19	07/19	08/19	
Discussion meetings	Yellow	Yellow	Yellow	Yellow			Yellow	Yellow					Yellow										
Intergenerational cooking courses	Green	Green	Green	Green	Green	Green	Green																
Inclusion of traditional cuisine in local restaurants' offer							Blue	Blue				Blue	Blue										
Promotional events												Orange							Orange	Orange			
Book about food heritage of Rateče													Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey
Documentary/promotional video																Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue

Encountered Problems, Diversions from Original Outline

Which problems were encountered, how did the outline of the pilot case change?

During the pilot case implementation, it turned out that the planned time schedule of activities was too intense for such a small community. Some individuals have been involved in several activities and that was too time-consuming for them. During the summer months, the work was hindered due to the tourist season, holidays and farm work. As a result, the project's timetable was changed and prolonged for 7 months.

When working with the caterers, the work was very stressful, as they were initially not interested in cooperation. Later, 3 out of 5 restaurants participated in making the common "Rateška južna" menu. The representative of the mountain hut showed interest, but is unable to include the menu in their offer due to technical limitations.

According to initial results, minor changes occurred during the implementation which were adapted to the wishes and ideas of the community, for example:

- a book on Rateče food heritage instead of a vocabulary of dialectal words includes more recipes for traditional dishes;
- at the request of restaurant owners, journalists and stakeholders from local politics, tourism, catering, preservation of cultural heritage and local people who participated in other events were invited to the promotional event Rateška južna instead of randomly picked tourists. This way, better promotion of the menu was ensured.

Lessons learned:

Main insights achieved through the pilot case regarding the value creation of Alpine Food Heritage

The community of Rateče still practices their ICH, but they are not aware of its importance. Therefore, no measures to preserve it and transfer it to the next generation, and to take advantage of it in favour of the use of tourism and crafts, were taken.

The activities of the pilot case were focused on multi-layered work with the community that was discovering, recording and valorising its food heritage, passing it on to younger people through intergenerational gatherings and using it in the local economy as a tourist-catering product.

The advantage of the pilot case in Rateče was that the activities were planned together and agreed with the community during the AlpFoodway project application phase, hence the project was well accepted among locals.

During the implementation of the activities, it turned out that the project manager has to be flexible and patient. He must have a fair attitude towards the locals. They must not feel exploited, but actually recognize the results of the project as beneficial to their community.

The aspect worth mentioning is the appropriate and constant promotion of project activities and results. Facebook posts, films on Youtube, articles in local and regional newspapers, presentation of pilot activities on national television and radio on one hand spread the news about Rateče and its specialties, and on the other hand, the heritage bearers who are presented or participating in the articles, are more self-confident and prouder of their heritage.

References:

(not only scientific, in general)

<https://4d.rtv slo.si/arhiv/u3nek/174520382> - educational documentary U3nek on Slovenian national TV

http://www.planinskivestnik.com/files/File/PV_1954_05.pdf (page 268-275) - an old article on shepherds in Rateče

<https://val202.rtv slo.si/2018/07/nedeljski-izlet-127/> - reportage about Rateče on national radio station (article was written within We Are Alps 2018 Tour, organised by Alpine Convention)

<https://www.youtube.com/watch?v=zIJl0mM7i28> – short documentary on Rateče dumplings, produced within T1 work package

<http://online.fliphtml5.com/eirrx/phoe/> - Slovenian AlpFoodway Newsletter vol. 1

<http://online.fliphtml5.com/eirrx/qybi/#p=6> - Slovenian AlpFoodway Newsletter vol. 2

<http://online.fliphtml5.com/eirrx/kgno/#p=1> - Slovenian AlpFoodway Newsletter vol. 3

4. Guidance on the development of successfully integrated food value chains

These are the central insights gained across all pilot cases by the AlpFoodway project partners through synthesis on a meta-level, illustrated by selected examples. The recommendations are formulated as a “manual” to provide guidance for anyone looking to take action in the field of safeguarding and valorising Alpine Food ICH, and are possibly transferable to other fields of cultural heritage. Since the AlpFoodway partners are not themselves members of the involved heritage communities, these recommendations take the perspective of an “outside agent” with the objective to initiate and facilitate processes in cooperation with the heritage community.

4.1 ICH Communities

As defined by the UNESCO Convention of 2003, intangible cultural heritage can be understood as *“the practices, representations, expressions, knowledge, skills [...] that communities, groups and, in some cases, individuals recognize as part of their cultural heritage [...]; [it] is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history.”*¹ Following this definition, heritage communities are the central actors in two regards: Defining, what their cultural heritage is, and also keeping it alive through recreation and adaption.

Furthermore, the UNESCO states in articles 116 and 117 of the Operational Directives for the Implementation of the Convention in regard to any activities of commercial valorisation of intangible cultural heritage that *“all appropriate measures should be taken to ensure that the communities concerned are their primary beneficiaries”* and recommends to take particular care *“to ensuring that the commercial use does not distort the meaning and purpose of the intangible cultural heritage for the community concerned.”*²

Any effort regarding the safeguarding and valorisation thus has to start with the heritage community.

4.1.1 Learning about the community

The first step to be taken is thorough research and analysis to gain a reliable knowledge base about the ICH and the heritage community. Depending on the scale of the pilot case area, the size of the community and pre-existing contact/interaction, a variety of methodological tools (e.g. desk research, interviews, surveys) can be used and combined. As a general recommendation, the following questions should be addressed:

- What is the scale of the territory?
- Who are the community members?
- What are their different roles within the community (actors/recipients, key actors, leaders, facilitators, multipliers, gate keepers, etc.)?
- How strong is the connection between relevant actors?
- How is the network organised and embedded in other (e.g. political) structures?
- Which factors threaten the ICH?

¹[Basic text of the 2003 UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage](#), Art. 2

² [Operational Directives for the Implementation of the Convention for the Safeguarding of the Intangible Cultural Heritage](#), Art. 116, 117

- Are their differences in opinion or conflicts within the community?
- What is the current status of safeguarding and valorisation? In particular, how well developed are individual and collective marketing competencies? Is the community's heritage protected by intellectual property rights such as geographical indications or individual/collective trademarks?
- What is the business model, including ways of promotion and distribution, seasonality etc. of the community members (especially for food producers)?
- Which developments and changes are viewed as favourable/necessary?

The pilot case Valle Camonica for example carried out a detailed survey to gather information about the area's farmers cultivating traditional plots, verify the size of their farms and cultivations, inform them about the planned pilot case and assess their willingness to participate. They met a very diverse group of organic and biodynamic farmers in small and medium enterprises, winery start-ups, newly arrived alpine citizens on the search for a better lifestyle, retirees that cultivate vegetable gardens for the self-supply of their families, and diversified farming businesses that merge farming with breeding and forest management. Apart from these directly involved actors, the researchers detected and included a wide variety of other stakeholders, that are active in the field of safeguarding ICH, as well as agricultural and environmental policies, such as the agriculture service of Camonica Valley Community, the Adamello regional park, the APAV fruit growers association, the Biodistretto di Valle Camonica biological farmers association, and the Distretto Culturale di Valle Camonica cultural association of museums, archives, libraries and contemporary art spaces.

4.1.2 *Contacting the relevant actors*

The AlpFoodway pilot cases showed very different starting situations regarding these aspects, which made it necessary to use different strategies of communication with the community, also during the initial research and first contact with the relevant actors. Despite all differences, the AlpFoodway partners evaluated the following approaches as most successful:

4.1.2.1 *Using existing structures*

In a perfect scenario, the heritage community is already organized (e.g. in the form of an association). In this case, the community members have already recognized their common interests and have established ways to exchange knowledge and information, make decisions and cooperate in common pursuits. Furthermore, they usually provide basic information online and have a contact address, all of which makes first contact with the community much easier. But even if this ideal case does not apply, the search for existing structures can be helpful: One circumstance that provides an opportunity is the cooperation or informal relations between community members and other professional actors (examples from pilot cases include a regional Slow Food convivium, regional management agencies, nature parks, destination management organisations (DMOs), heritage museums, schools). Involving these professional actors at an early stage can create a multiplying effect and generate credibility. Furthermore, the involvement of existing structures prepares the ground for ensuring the results and developed formats will not be discarded and forgotten once the involvement of an outside initiator (and possibly project funding) ends.

An example for the successful involvement of existing structures is the pilot case Glentleiten: Since the involved partners in this case are professional organisations (a school and a museum), of which

especially the Museum Glentleiten has a lot of experience in the planning and organisation of events, the AlpFoodway project partner MUAS could act as an incubator to initiate the development of this format, but the event has already been managed in cooperation with the other pilot case partners and the management of future events will be managed independently.

4.1.2.2 Communicating in person

Even though electronic ways of communication allow are comparably fast and effortless, the AlpFoodway partners made the experience that personal meetings, preferably in the relevant area, are the most promising way of communication when getting in contact with heritage communities and other involved actors. Especially in the conceptual phases, a personal meeting allows to communicate the respective needs and objectives of all involved parties and to discuss first ideas and possibilities of cooperation.

The advantage of personal contact becomes apparent in an example from the pilot case Pfaffenwinkel: To get a first impression of the general situation, an online survey was created and shared with a large number of regional food producers through the already cooperating DMO. At the first attempt, the response rate was very low. This problem could be bypassed by employing a student assistant from the region, who called the producers personally and explained the pilot case idea as well as the objective of the survey. Through talking in person – at least on the phone, the reasons why some of the producers were sceptical at first could be detected and the effects could be mitigated.

4.1.2.3 Concentrating on the motivated to convince the reluctant

Normally, the work in the field of ICH aims for the highest possible inclusion of stakeholders. While this requirement shall not be disputed as a final objective, it is not a realistic benchmark for the start of a new initiative. Even the most elaborate and sensible proposal can initially split the stakeholders into three groups: Willing supporters, a more hesitant group and a third group in which the attitude ranges from a lack of interest to outright rejection. Rather than trying to convince and include all stakeholders at the very beginning, it is advisable to continue the development and implementation of new approaches with the motivated group. The reluctant will likely be convinced once they see first results. To make this step possible, they should stay informed about the process and have the possibility to join the initiative at a later stage.

4.1.3 Establishing a Network and Taking Action

Once the knowledge base exists and the relevant actors have been identified and contacted, it is time to set things into motion. If no self-organized community network exists at this stage, the main task at hand is to enable its emergence. If a solid network already exists, the focus should lay on facilitating processes that the community has already identified as common objectives, and to capture and substantiate ideas that are already “in the air”.

The experience of the pilot cases shows, that bringing a network together works best with a specific purpose, that should be connected to the greater goal – safeguarding and valorising Alpine food ICH, but it has not to be the final answer to all questions. In many cases, the prospect of long discussions on complex issues which will likely not be solved easily might be discouraging to the community members. The first step should rather be an opportunity for the community members to get together and cooperate on the topic more practically oriented, with a goal that can

foreseeably be achieved. Optimally, the participation also represents an incentive to the community members – e.g. an opportunity to gain knowledge, or to promote and sell their products. The formats created for the AlpFoodway pilot cases include educational workshops, festivals, events, food markets, development of new products and others. Invitations for the participation at these initiatives were sent to all community members and the process was continued with the ones that wanted to be included, thus creating a self-selected network.

During the organisation and implementation of these formats, the AlpFoodway partners have made the observation that the topic of food heritage has unifying effect: The involved people identify strongly with their practices and recognise this emotional connection in others as well. Just getting the different actors to spend time together and getting to know each other was often enough for them to realise their common interests and get beyond the feeling of competing against each other.

4.2 Raising Awareness

Another question which has been crucial for the AlpFoodway pilot cases, was how to raise awareness for the Alpine food ICH in the general public.

One of the most fundamental findings in this context is, that the “public” is also represented through the local population and the involvement starts implicitly with the community. Following this assumption, the informal communication channels through the network within the region are just as effective and important as the different possibilities of formal communication.

A fitting example for this point can be found in the pilot case Valais, where the local population of the involved villages was very surprised to learn that the researchers are interested in their food heritage and traditional dishes, which they regarded as “not particularly special”. Through the common effort to organise an event and the resulting dialogue between the community members, their consciousness and attitude towards the topic started to change. The researchers noticed that knowledge is not passed on to the younger generation naturally, because the families are not sharing a household as in former times. For this reason, intergenerational cooking events focused on the knowledge and skills of preparing traditional dishes were organised within this pilot case, as well as in the pilot case Upper Sava Valley.

Furthermore, the AlpFoodway partners achieved very positive results in the pilot cases with interactive formats that include visitors and give them an opportunity to experience the heritage in some form – e.g. events, markets, festivals. The events were promoted over a wide variety of communication channels: flyers, banners, social media, local and regional media. An effective way to reach a suitable target audience and the relevant media channels is to take advantage of already existing events and attractions to promote the initiative.

In the discussion of the different pilot case events, the observation was made that the success of awareness raising cannot be measured in visitor numbers alone. It makes a significant difference especially for the community members, if the offered format and the way it is promoted attracts visitors that are genuinely interested in cultural heritage, or rather “random” visitors expecting to see a spectacle. The basic recommendation from these experiences is to concentrate the format on the core topic, rather than offering too much sideshow entertainment.

Regarding the use of different communication channels, the biggest effect in terms of reach was still achieved through classical media – articles in local and regional print media, as well as reports in regional and national television programmes. These channels can be highly recommended, as long as the presence of reporters and cameras does not disturb the community or the cultural heritage activity.

The use of social media was evaluated as an expedient addition, especially to reach younger members of the public. Through regularly sharing “puzzle pieces” of information, optimally in combination with selected photos, a comprehensive image can be created and a wide audience can be involved. In the future, as these communications instruments diffuse and digital natives will represent a larger share of the population, the role of social media will arguably be more important. It is therefore important that heritage communities learn how to use effectively these instruments and develop their skills in online heritage storytelling³.

4.3 Reinventing traditional jobs

In the three AlpFoodway pilot cases focused on the topic of reinventing traditional jobs, the involved partners agree that a solid knowledge base is a mandatory requirement. Apart from learning about the community, further research should be carried out on the history, facts, context and the social function of the specific tradition. Once a comprehensive overview could be obtained, the task of the researcher is to communicate his results to the community members and the interested public in an intelligible manner, so the further cooperation can be realized with the stakeholders on the same level of knowledge. While this approach is grounded in the historical side of the heritage, the most important starting point for all activities is the living heritage, which is still tangible – in the sense, that it can be experienced first-hand. The objective of all activities should be to activate, support and strengthen cultural production and life.

In regard to ICH products, the conceptual framework developed in the AlpFoodway work package T2 differentiates between survivals, retro-innovations and living ICH innovations⁴, which also represent different approaches of reinventing traditional jobs – depending on how connected the community still is to the heritage:

Survivals: If the local heritage is still in existence but at the risk of disappearing, concerted efforts of internal actors in collective safeguarding can help to make the heritage endure the social and cultural developments leading to its decline and “survive”.

Retro-innovations: In this scenario, the reinvented production methods are not commonly practiced and continually transferred to the younger generations anymore. They rather have to be re-discovered through research or active exchange with still existing heritage-bearers, to be then used as inspiration by local producers.

³ On storytelling, see [AlpFoodway - Map of ICH Commercial Valorisation Practices Across the Alpine Space, Chapter 6.1 Storytelling and taste education through experiences, p. 48ff.](#)

⁴ For more information, see [AlpFoodway - Map of ICH Commercial Valorisation Practices Across the Alpine Space, Chapter 5.2 Survivals, retro-innovations and living ICH products, p. 38ff.](#)

Living ICH innovations: In this case, the living heritage is dynamically recreated by the heritage community in response to their changing environment. This process can be moderated and supported.

One important question in this context is, how much innovation is necessary and adequate. While the recommendation from the pilot case experiences is not to be apprehensive when it comes to innovation, it has to be insured that the adaptations are not leading to over-commercialisation, neglecting historical and social values of the heritage. The goal is to find balance between these values and necessary commercial considerations to ensure economical viability. The question of adequacy can only be answered by the respective heritage community itself, which also has to remain the primary beneficiary of all commercial valorisation. While the concept of innovation is often associated with digital and technical approaches, it is important to remember that innovation can take place in many ways, for example through the social context.

In the pilot case Valposchiavo and Valle Camonica, a format was tested to develop new products based on the main ingredients of native chestnuts and local cereals, in which all actors of the local value chain and all experts and protagonists of the local supply chain got together to understand each other's needs and to recount and enhance their technical knowledge. They received support from outside experts in the fields of design, storytelling and bakery/patisserie. The innovative aspect of this pilot case is not the new product itself – it is the process for its creation.

4.4 Integrating experiences from other Alpine regions

While some of the partners had been new to the topic of Alpine Food ICH at the start of the AlpFoodway project, others had been active in the field for several years and had already successfully implemented initiatives for safeguarding and valorisation. This naturally brought up the question how the experiences made in these regions could be transferred to other pilot case areas.

A common solution to this issue is to invite experts from a successful model region to give a keynote speech at a conference for all relevant stakeholders in the replicating region. While this approach was also tried in some of the pilot cases, its effectiveness was evaluated as very limited in retrospect.

The most efficacious approach of the AlpFoodway pilot cases, which can also be transferred to other ICH elements and communities, turned this idea around and brought the stakeholders from the pilot case area on a guided excursion to the model region, where they facilitated them to join the relevant community events and to meet the actors of this region peer to peer. This approach requires a lot of care and organisation. One important premise is, that the community of the model region is willing to transfer their knowledge to others, share their experiences and are also open to speak about the challenges and ongoing problems. During the transfer, a discourse is necessary within the community of the replicating region to ascertain which adaptations are needed due to local circumstances and to do justice to their own heritage. After the transfer, the communities should have the chance to exchange and jointly reflect their experiences. Through the encounter of the communities, new constellations of expertise and new spaces of dialogue can be created.

The approach was developed and tested in the pilot case Parc des Bauges, where a study trip to the Aosta Valley was organised to meet the community behind the bread baking festival Lo Pan Ner: The participants of the trip included different groups of stakeholders to facilitate their exchange and thus build a multi-level network between local associations, policy makers, professional craftsmen

and inhabitants of the Massif des Bauges territory. The activity was prepared in a bottom-up approach with the local communities through several meetings at different scales.

The excursion successfully created a community with the common goal of reviving bread ovens. In the model area Valle d'Aosta, the group met with the local associations, elected representatives and active community members, who took the time to talk about their experience with organising community festival on the topic of traditional bread baking. This exchange allowed the visiting group to discover another alpine reality and motivated them to start their own version of a bread oven festival in the following year. Upon return, further meetings with a wider participation of the local population were organised to concretely advance on the organisation of concrete activities.

4.5 Creating authentic experiences

Three of the pilot cases were specifically focused on the creation of authentic Alpine food ICH experiences for tourists and locals and thus had to define the criteria for authenticity— each in their own frame of reference. These decisions have to be made by heritage community, and the attitude can vary from one community member to the next. Optimally, a discourse should develop within the community and lead to a solution acceptable for all. In the moderation of this process, it is advisable to avoid a fundamental debate on the concept of authenticity and rather concentrate on the immediate context of designing a format, which the community members can identify with.

In any initiatives including food producers, it is generally advisable to cooperate with small-scale producers who have not developed marketing strategies in which the promotional narrative differs considerably from the reality of production, which can be considered inauthentic in itself.

A basic point regarding the authenticity of events has already been touched on in the chapter on raising awareness: The event or experience should focus on the core topic - the meaning of the heritage. Entertaining elements can be an effective way to raise awareness, as long as they do not detract from the meaning and become an attraction in themselves. An even bigger threat would be a distortion of the meaning through simplification, to make it more attractive and graspable and tend to the expectations of tourist visitors.

One more aspect that needs to be considered in designing experiences for tourists, visitors, consumers and all other outsiders is, how deep their involvement in heritage practices should be. While more involvement has naturally a greater educational effect and makes a better experience, it can be detrimental for the heritage itself – for example by disturbing the social function: One important insight from the pilot case Pfaffenwinkel was, that a fair portion of the traditional small-scale farmers and food producers had already found successful ways of direct marketing and showed no interest in becoming more visible. They had developed a base of loyal local customers, willing to pay fair prices over the years, who recommended them to friends and relatives as “secret tip”. They were content with their sales, had no capacities for further marketing initiatives or to upscale their production and rather feared to hurt their business and personal relations by losing their local customers, if they started selling their products to tourists instead. While they are certainly important bearers of food ICH, there was no point in trying to mobilize them for an approach connecting local food actors with tourism actors.

4.6 Involving tourism stakeholders

Since these three pilot cases were designed to set up mixed groups of heritage and tourism stakeholders, the decision had to be made, which of the many possible stakeholders related to tourism should be involved. Following the reflections made earlier about using existing structures, the AlpFoodway partners selected a central actor in tourism (e.g. DMOs, in one case the ministry of tourism) which had the advantage of gaining access to a pre-existing network of tourism stakeholders, that in many cases have already cooperated successfully in other projects. In the pilot case Nagelflihkette, a quality label for regional meat products was developed. The partner organisation in this case was the cross-border Nature Park Nagefluhkette, which has an extensive partner network, including several gastronomical associations and thereby provides important contacts for the initiative on the search for commercial customers.

The experiences made in the pilot cases showed, that especially the involvement of actors from the gastronomy sector can be difficult. The causes were manifold: In intensive tourism areas the restaurants can be so highly frequented that they see no necessity to create a USP with heritage food. In regions with high seasonality the chefs and kitchen staff fluctuate too much to implement stable solutions. In quality initiatives a lack of control mechanisms can lead to distrust among gastronomes and quick disintegration, and more generally – most restaurants have developed time-tested processes and are not eager to change a running system. Of course, there exist exceptions from this rule and some of the most successful heritage food initiatives have been developed by highly motivated chefs and gastronomes. However, in most cases it can help to start things on a small scale and keep the entry threshold rather low. Food events or theme weeks can be used to build first ties between restaurants and regional producers. This approach was applied in the pilot case Upper Sava Valley, where local restaurants and mountain huts were invited to co-create dishes based on heritage food with the professional chef Jernej Rac. The innovative approach interpreted and transformed traditional dishes to fit contemporary taste and resulted in a three-course menu called “Rateška južna”, which was proposed as an addition to the restaurants existing offer. It is currently available in three of the five local restaurants.

Another observation made regarding the organisation of events “for tourists and locals alike”, is that the choice of the location/venue, its accessibility and usual visitor structure is the most important factor in determining the ratio between these two envisaged target groups in the event audience. In the two food events in the pilot case Valle d’Aosta, the one which was organised in a castle that is a known tourist attraction expectedly had a higher percentage of tourist participants that did not specifically come for the heritage event. In contrast, the food Market in the pilot case Pfaffenwinkel was organised in a remote location which is not very well signposted and was therefore mainly visited by locals of the nearby city of Weilheim.

On a more fundamental level, the AlpFoodway partners experienced that the basic idea of many approaches that seek to valorise Alpine food heritage through tourism is to motivate farmers and food producers to create additional experiences and formats for tourists. This way they could contribute to tourism development and achieve additional income for themselves. However, this approach neglects the fact that the farmers and food producers already provide the very basis for tourism by creating the cultural landscape without being rewarded for it by the beneficiaries.

Hence the objective of valorisation initiatives should to make the tourism industry compensate heritage food producers for these positive externalities.

4.7 Communicating “heritage”

Within the last thematic priority of the AlpFoodway pilot cases, knowledge has been gathered on how to differentiate Alpine Food ICH products in the eye of the consumer, which is necessary to justify premium prices, that can compensate for higher production costs and keep ICH-consistent production economically viable.

The work of the preceding work packages established, that the common use of goods and mutual help are traditional Alpine values which is reflected in successful collective marketing approaches for the commercial valorisation of Alpine Food, in which different stakeholders cooperate to foster and communicate the regions food heritage. Generally, this network approach enables producers and actors from other fields to find a common narrative and overcome challenges through the sharing of services and resources. ⁵

The involved project partners realized a change of their own perspective on the topic through the analysis of successful communication strategies analysed in work package T2⁶: Instead of trying to transmit knowledge onto the consumer, the objective became to facilitate learning through food experience. One important aspect of this approach is the opportunity to educate the taste of the consumer and explain the differences to industrialised products. This could especially be important for products, where the differences in taste are either very subtle and hard to discern for the uninitiated, or products on the other end of the scale – which have a very characteristic taste, that might be unfamiliar at first but might be appreciated if the story of the product is provided as context. This education of consumer taste was tested a format developed in the pilot case Trentino, called “The taste of the landscape”, which is a sensory workshop for tourists on the regional heritage product Botìro di Malga and its relationship to agricultural practices and the landscape. To get an impression of the workshop, a video can be streamed by clicking [on this link](#).

To give the consumer a comprehensive picture and create emotional resonance, a transmedia storytelling approach should be chosen for communication, packaging and all marketing aspects. The heritage bearers should be included in the creation of marketing strategies and materials.

As part of the pilot case Upper Sava Valley, several narrative documentation videos, featuring the community members have been produced to explain and promote different heritage food elements of the region. They can currently be viewed on the [RAGOR YouTube channel](#).

⁵ For more information, see [AlpFoodway - Map of ICH Commercial Valorisation Practices Across the Alpine Space](#), Chapter 4 No firm is an island: Collective marketing at the core of the commercial valorisation of Alpine food ICH, p.12ff

⁶ For more information, see [AlpFoodway - Map of ICH Commercial Valorisation Practices Across the Alpine Space](#), Chapter 6.1 Storytelling and taste education through experiences, p. 48f

4.8 Availability of Alpine ICH food

Another guiding question concerned the availability of Alpine ICH food products for the consumer – which is in turn the question of distribution for the producers, which can often be difficult due to seasonal production, small quantities and spatial separation between the production areas and potential markets.

While the initial presumption was, that more availability is always better, the insights gained in the AlpFoodway work package T2⁷ and experiences from the pilot cases showed, that the immanent scarcity of Alpine ICH food can be an opportunity - if utilized correctly. The idea behind this approach is simple: Since the food products are of high quality and additionally represent cultural values, they should be positioned in the premium segment, with an adequate price. This strategy is well complemented by the aspect of exclusivity – the products should not be available at all times, in all places and for all target groups. The solution to overcoming seasonality and small production volumes can be to especially emphasize them e.g. through selective distribution and limited editions. In the case of small production quantities respective to the regional demand, direct selling of the producers might already be enough.

To gain better availability within the area of production, a cooperative solution between ICH food producers and other regional actors could be established. In the case of the pilot case Pfaffenwinkel, producers that were interested in more visibility and availability got together for a workshop and market, which lead to an intensive exchange between the different producers. They quickly realized the potential of cooperation due to their similar target groups and often complementary nature of their products and started to offer each other's products in their shops.

If the production quantities require wider distribution, an appropriate approach would be the collaboration with selected retailers, that show concern for the preservation of heritage products and are interested in selling products in smaller quantities, but at higher margins.⁸

4.9 Transferring results into the future

The main deficiency of a pilot case is its finite nature – the project funding and often times the involvement of the initiator are designed to come to an end. This raises the question, how the developed formats and results can be carried on to be of further use for the pilot region, as well as others. The AlpFoodway pilot cases show clear differences in this regard: Some initiatives have developed into solid structures with clear responsibilities, other activities will most likely remain singular occurrences.

The time to think about the replicability of designed events and the future life of tools and formats is during conceptualization: The most effective way is to involve a regional partner organisation (again – using existing structures), that can provide continuity and perpetuate the started processes. While many types of organisations can be suitable for this purpose (e.g. regional development agencies, tourism associations, district administrations), the involvement of schools (and other

⁷ Ibid. Chapter 7. The distribution of ICH-consistent products, p.52ff

⁸ For more information, see [AlpFoodway - Map of ICH Commercial Valorisation Practices Across the Alpine Space](#), Chapter 7.2 Indirect distribution: The need for a selective approach S.60

educational facilities) offers the additional opportunities to anchor the knowledge about food heritage in education and reliably reach large shares of the younger generations. The second format of the pilot case Trentino exemplifies this idea: The workshop “From the dish to the landscape” was developed especially for gastronomical students, which subsequently presented the results of the educational experience to the community, other students and external observers during public event “Costruire paesaggi - Make landscape”

A central task of this solution is the conscientious transfer of the results, formats, and intellectual property rights, in compliance with the regulations of the respective funding programme. During the pilot case Pfaffenwinkel, a brand was developed as name of the regional food market, which showed potential to be used for all further activities of a regional heritage food initiative. The district administration and the tourism organisation decided to make further use of the brand and plans a workshop with all interested producers to determine the further approach of the initiative.

To enable the transfer to the pilot region or as blueprint for other regions, the outlines, developments and results of pilot cases should be documented, evaluated and made available. There is a variety of possibilities to diffuse the results: More practically oriented formats of publication can provide guidance for actors in the field, while academic publications can set an impulse to the discussion in the scientific community. Social media posts (e.g. videos on YouTube) can help to gain greater reach and make the results more detectable. As described in the chapter *3.4 Integrating results from other regions*, a successful pilot region can now in return become a host to pass the knowledge on to new communities. The already mentioned festival Lo Pan Ner in Valle d’Aosta inspired regions in Italy, Switzerland, France, Slovenia and Germany to join the movement of traditional bread baking and is on its way to become an alpine-wide day of the bread.

An example for evaluation of results is the survey tool developed in the pilot case Valle d’Aosta, which can be adjusted to measure cultural effects as well as economic impacts at a variety of cultural events. The toolkit provides an event information system with key indicators for the direct and indirect audience, visitor satisfaction and evaluation of the experience, perceived authenticity and cultural impact, economic impact for the involved producers, as well as the impact on learning and networking.