

## WP 4 – Networking and Awareness

WP Leader: ZRC SAZU

# Vision Paper & Alpine Food Heritage Charter

O.T4.2

### Participating Partners:

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Camonica Valley Mountain Community  
Regional Development Agency of Northern Primorska L.t.d.  
Nova Gorica  
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TSM – 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



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**Output T4.2** consist of Alpine Food Heritage Charter (D.T4.4.1) and Vision paper (D.T4.3.1) that constitute the policy basis for the further development and integration of safeguarding Alpine Food ICH within EUSALP, national, regional, and local policies.

## ALPINE FOOD HERITAGE CHARTER

### Preamble

We, people who care about the future of the Alps, endorse safeguarding of Alpine Food Heritage through shared responsibilities and its inscription on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity. We understand Alpine Food Heritage as the set of sustainable production and consumption practices, knowledge and skills, productive landscapes, and traditional food produced in Alpine regions through relying on the commons, shared goods and services as well as on mutual assistance. We believe it is crucial for the future of the Alps, as it:

- provides the basis of Alpine cultural identity and a way of life,
- contributes to the resilience of Alpine communities,
- motivates people to live in Alpine rural areas,
- preserves productive landscapes and biodiversity,
- fosters the sustainability of the Alps,
- boosts the attractiveness of Alpine regions.

### The aim

The Alpine Food Heritage Charter is a participatory and shared document that calls on every citizen, association, company, institution, and authority to assume responsibility in ensuring the safeguarding of Alpine Food Heritage and to support its nomination to the UNESCO Representative List of the Intangible Cultural Heritage of Humanity.

### Alpine Food Heritage

The Alps are one of the greatest mountain ranges in Europe, stretching across Austria, Slovenia, Italy, Switzerland, Liechtenstein, Germany, France, and Monaco. Commonly referred to as Europe's mountain heart, they are characterized by high pyramidal peaks, glacial valleys, ribbon lakes and fast-flowing rivers. These features, together with unique climate and soil conditions that depend on altitude and sun exposure, create extraordinary biodiversity, nurtured through pastoral and agricultural activities of humans who settled here as early as in Palaeolithic times.

Over centuries of living in these peripheral areas, with their challenging weather conditions, scarce agricultural land and dispersed settlements, Alpine communities

developed specific livelihood strategies and managed to maintain them through the transmission of knowledge and way of life to succeeding generations. Communities have been producing and consuming locally, migrating seasonally from lower to upper areas and back, practising agriculture in harmony with nature, relying on transhumance and food conservation, sustainably using natural resources, striving for self-subsistence, and carefully using material goods. They have depended on the sharing of goods and services, relied on mutual aid, and developed multi-functional skills. The combination of self-sufficiency with an openness to other cultures and an ability to accommodate innovations from other areas has shaped Alpine landscapes and resulted in the development of an extraordinary food heritage in Alpine areas. Supported by the growth of Alpine cities, hubs of technological and social innovations with a booming tourism and catering industry promoting critical consumption, this heritage contributes to the competitiveness and attractiveness of Alpine territories as sustainable settlements.

Alpine Food Heritage is one of the most important markers of this particular (macro)regional identity. Being community-based, it creates strong links among very diverse people, reproduces common values, and embeds a certain quality of life. It is a mix of region-specific tangible (productive landscapes, outbuildings, crops, dishes, kitchen devices and utensils) and intangible aspects (farming, wine-growing, breeding, hunting, freshwater fishing and beekeeping traditions, cooking and conservation methods, recipes, eating customs, social connotations, family and community relationships, rituals and festivals). The mixture of diverse traditions has resulted in a versatile mixed food culture. Varieties of long-lasting bread, sour vegetables, cheese, smoked or salted meat and long-lasting meat products, Alpine herbs and fruits, and sweet dough delicacies are among the most renowned examples of dishes which, given the specific manners of their production and consumption, preserve Alpine cultural values and characterize the uniqueness of this region.

### **Alpine Food Heritage is at risk of losing its distinctiveness**

Urban sprawl, mass tourism, heavy traffic, air and water pollution, intensified farming, and global warming have a negative effect on the quality of life of the inhabitants and threaten traditional ways of living in the Alps. Despite remaining the most densely settled mountains in the world, the Alps currently face depopulation and abandonment of higher-altitude areas, causing a decline in traditional farming lands and occupations as well as a loss of knowledge and skills, traditions, practices, and values shaping Alpine Food Heritage. The safeguarding of Alpine Food Heritage

is thus essential to preserve the culture and identity of the inhabitants of the Alps, to re-establish a sustainable way of living that respects the fragile environment, to promote and preserve the quality of Alpine landscapes, and thereby to ensure sustainable development of the Alpine regions for the benefit of current and future generations.

In 2003, UNESCO adopted the Convention for the Safeguarding of the Intangible Cultural Heritage, which supports communities, groups, and individuals in identifying and defining their intangible cultural heritage, and raises awareness about the need for its safeguarding. Alpine communities from Austria, Slovenia, Italy, Switzerland, Germany, and France thus jointly endeavour to convince their states for a serial nomination of Alpine Food Heritage on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity.

### **Commit to Alpine Food Heritage safeguarding**

Overcoming these challenges, supported by the inscription on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity, can only be achieved through the active involvement of citizens, communities, associations, businesses, institutions, and authorities in the Alps and beyond, and their commitment to heritage safeguarding. Everyone can assume and share the responsibility for the future of Alpine Food Heritage.

As farmers and food producers, we can

- continue with the production of locally specific food, preserving vital rural landscapes and biodiversity while favouring local varieties of seeds, plant species, and animal breeds;
- follow ecological principles in farming and food transportation to provide healthy food to consumers and contribute to environmental sustainability;
- valorize the products by charging fair prices that respect the dignity of our work and highlight differences compared to mass-produced goods;
- cooperate with local restaurants and tourism businesses in short supply chains to promote local food culture;
- preserve, take pride in, and promote traditional farming practices, food conservation know-how, recipes, and cooking techniques, as well as dishes that constitute the basis of Alpine Food Heritage.

As citizens of the Alps, we can

- support Alpine farmers and artisan food producers by buying their crops and produce;
- visit local markets to take advantage of the varieties of local products;
- prepare Alpine dishes at home and transfer the knowledge to younger generations;
- form or join local heritage communities, volunteering in activities aiming to preserve and promote Alpine Food Heritage;
- encourage local institutions and authorities to support safeguarding of Alpine Food Heritage.

As tourists in the Alps, we can

- respect the natural environment to preserve biodiversity and the quality of rural landscapes;
- ask Alpine restaurants to serve locally produced traditional food;
- attend Alpine food festivals and other events to support local communities;
- visit local museums to learn about Alpine food and other cultural heritage;
- promote Alpine Food Heritage and food festivals by spreading the word to friends and communities worldwide.

As cultural and educational institutions, we can engage in

- safeguarding local Alpine Food Heritage through studies, documentation, analysis, and promotion;
- fostering the transmission of Alpine Food Heritage by organizing forums and cultural events as well as by providing performative spaces;
- improving common knowledge on Alpine Food Heritage by educating people about local traditions and their own potential for heritage safeguarding;
- transmitting knowledge to younger generations;
- supporting Alpine heritage communities by helping them recognize and valorize their food heritage and motivating them to take an active part in heritage activities;
- helping Alpine communities to preserve rural landscapes as their living space and the basis of local identity;
- cooperating with similar institutions inside and outside the region or country in common actions addressing Alpine Food Heritage;
- convincing the authorities of the need to safeguard Alpine Food Heritage and support heritage communities.

As scientific institutions, we can engage in:

- researching Alpine Food Heritage, especially its effects on human health, cultural identity and way of life, biodiversity, landscape preservation, and sustainable development;
- studying connections between rural and urban Alpine areas to understand the rural-urban dynamics in food production and consumption;
- cooperating with cultural, education, and tourism organizations as well as media to ensure better transmission of knowledge to the field;
- collaborating with diverse scientific communities to provide transnational multidisciplinary insights into the importance of Alpine Food Heritage;
- pressuring the states and the European Union to fund multidisciplinary research, transnational programs, and applied projects supporting the development of Alpine regions.

As tourism organizations, we can

- promote traditional Alpine restaurants and festivals as tourist attractions;
- create thematic tourist packages focusing on Alpine farming and artisan food production, processing, preparation, or tasting while highlighting the relationship between the quality of food production and the quality of rural landscapes;
- foster regional and transnational Alpine food routes or trails;
- support local communities organizing food-related activities and events.

As media, journalists and influencers, we can

- spread the word on the uniqueness of Alpine Food Heritage;
- promote Alpine farmers and food producers, processors and retailers;
- cooperate with local communities and cultural organizations to innovatively promote their activities;
- inform local businesses and authorities about the potential of Alpine Food Heritage for regional identity, local economy, and sustainable development.

As food processing businesses and retailers, we can

buy and sell food produced in the Alpine area, supporting traditional farmers and food producers;

set fair prices for Alpine Food Heritage products;

use promotional strategies that highlight special characteristics of these products by telling their stories and educating the taste of consumers;

support initiatives such as territorial brands and local networks that promote Alpine Food Heritage;

respect the rights of heritage communities when branding the products or registering geographical indications.

As restaurants and chefs, we can

- buy ingredients produced in the Alps to support local farmers and food producers;
- contribute to the promotion of Alpine Food Heritage by offering dishes that are inspired by Alpine traditions, using authentic ingredients, and respecting the rhythm of the seasons;
- learn traditional recipes from Alpine communities and acknowledge the role of tradition bearers;
- support initiatives such as territorial brands and local networks that promote Alpine Food Heritage.

As local and regional authorities, we can

- facilitate the access of Alpine communities, associations, institutions and businesses to know-how on food heritage preservation, transmission, and promotion;
- adopt adequate measures to protect Alpine Food Heritage in our region and support local farmers, artisan food producers, and heritage communities in their endeavours to preserve and promote it;
- actively support the network of actors aiming to inscribe Alpine Food Heritage on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity and connect them to national authorities.

As national authorities, we can

- work with local and regional authorities in the Alps to support safeguarding of Alpine Food Heritage and create sustainable ways for its use in the local economy;
- adopt measures supporting sustainable development of Alpine regions in our country;



- cooperate transnationally for the recognition of the Alpine Food Heritage as a common heritage worthy of safeguarding and holding a crucial role for sustainable development of the Alps;
- support the nomination of Alpine Food Heritage on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity and promote the endeavours of Alpine communities transnationally.

We, people who care about the future of the Alps, believe in the urgency of safeguarding Alpine Food Heritage for the identity, way of life, landscape, biodiversity, and sustainable development of the Alps. When we share responsibility, it is safeguarded more efficiently. Preserving Alpine Food Heritage is our responsibility, too.

## Alpine Food Heritage as a Lever for Sustainable Development in Peripheral Mountain Areas

This document contains a vision of the future of the Alps – a vision based on the activities carried out as part of the Interreg Alpine Space project AlpFoodway.

A vision is a fragile thing, but it can also be a powerful force for change affecting the future. The Alpine food heritage can play a crucial role in achieving the United Nations' Sustainable Development Goals.

We share our vision with local, regional, national and EUSALP authorities to offer concrete guidance on how to turn the Alpine Food Heritage into a lever for the sustainable development of peripheral mountain areas.

## Our Vision for 2030

In 2030, the Alpine Food Heritage is an important lever for economic, social, cultural, environmental and political development of peripheral mountain regions in all Alpine countries. The inscription on the UNESCO Representative List of the Intangible Cultural Heritage (ICH) of Humanity was a turning point that increased awareness about the significance of the Alpine Food Heritage for sustainable development. The good practices identified by the AlpFoodway project have been replicated in the entire EUSALP area and beyond. The resulting virtuous circle has contributed to achieving the United Nations' Sustainable Development Goals.

As a result of the changes, inspired by the objectives and principles of the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage and reinforced in the process of multinational UNESCO nomination:

- Alpine farmers and food producers have preserved and taken pride in their traditional know-how, enhancing their products with fair prices, respecting the dignity of their work and highlighting the differences between their products and mass-produced goods;
- Citizens of the Alps support local farmers and food producers, prepare Alpine dishes and contribute to transmitting the Alpine food heritage to future generations;
- Tourists in the Alps appreciate and respect the Alpine cultures, landscapes and biodiversity, they ask local restaurants to serve locally produced traditional food and are willing to learn about the Alpine food heritage by attending community festivals, meeting communities in their living contexts and visiting local museums;
- Cultural and educational institutions document and promote the Alpine food heritage and contribute to transmitting it to future generations;
- Scientific institutions research the Alpine food heritage and its connection to human health, cultural identity, biodiversity, landscape preservation and sustainable development;

- Tourism organizations promote cultural tourism in the Alps by promoting restaurants, cultural events and festivals, food-based experiences, packages and routes;
- Media, journalists, and influencers provide accurate information about the Alpine food heritage, beyond the clichés that do not do justice to the living experience of Alpine people;
- Food producers and retailers set fair prices for Alpine heritage products, highlight their stories and unique characteristics, and respect the rights of local communities and producers when registering brands or geographical indications;
- Restaurants and chefs learn about traditional recipes and promote the Alpine food heritage by offering dishes inspired by Alpine traditions, made with local and seasonal ingredients;
- Local and regional authorities have adopted adequate measures to protect the Alpine food heritage and support local farmers, artisan food producers and heritage communities;
- National authorities have worked with local and regional authorities and adopted measures to support safeguarding of the Alpine food heritage and create sustainable ways for its use in local economies.

In 2030, peripheral mountain regions are politically relevant and a model of a high-quality living environment. The inhabitants are motivated to live there and are welcoming to newcomers. Alpine communities are resilient and prosper.

## The AlpFoodway Decalogue: 10 Strategies to Turn the Vision into Reality

Culture has become the key driver for creating decent work, achieving economic growth, reducing inequalities, protecting the environment, and building peaceful and inclusive societies. Food Cultural Heritage, which is an important basis of the Alpine cultural identity, uniqueness and attractiveness, stands out as a motivator for people to become active participants in sustainable development of the Alps. The policies will thus support multilevel, cross-sectorial and Alpine-wide partnerships in their endeavours to implement the following ten strategies towards realizing our vision by 2030.

1. Identify, document, research and inventory the Alpine Food Heritage by actively involving Alpine communities.
2. Safeguard productive landscapes and biodiversity, improving a permanent dialogue between traditional knowledge, skills and practices and innovative experiences or solutions.
3. Integrate educational modules related to local heritage know-how into primary and secondary school programmes, as well as into informal educational modules to promote intergenerational transmission of the Alpine Food Heritage.
4. Create vocational and lifelong learning training to help young people and adults learn valuable heritage skills.
5. Use territorial brands and other collective promotional approaches to reorganise local food value chains and generate awareness of local heritage as a driver of sustainable development for local economies.
6. Develop heritage-based products, tourism experiences, packages, and routes that provide new job opportunities for local communities.
7. Establish legal frameworks and safeguarding measures, including Intellectual Property Rights, to protect the Alpine Food Heritage and facilitate prospering of the communities concerned.
8. Celebrate and communicate the Alpine Food Heritage, supporting and promoting international festivals and other relevant local, regional or international events.
9. Form multilevel and cross-sectorial partnerships for common actions towards sustainable development of peripheral mountain regions.
10. Facilitate an Alpine-wide exchange of good practices of safeguarding the Alpine Food Heritage as an Intangible Cultural Heritage to generate learning and cross-fertilization of knowledge.

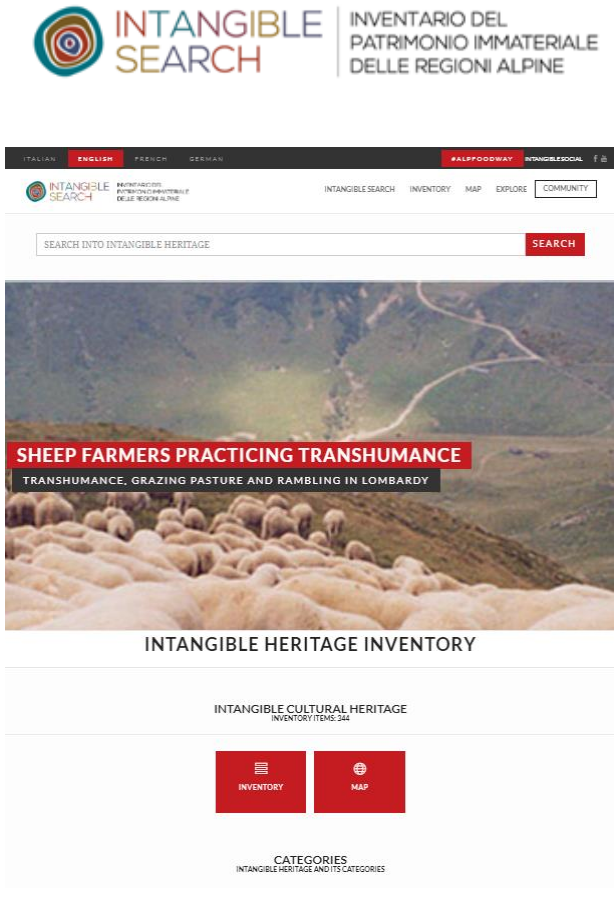
## Strategy 1

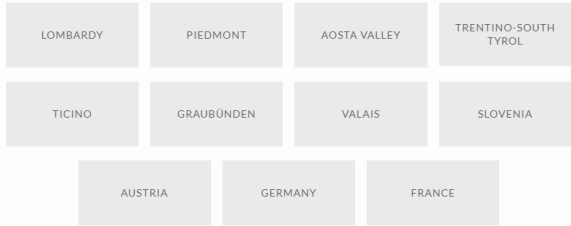

### IDENTIFY, DOCUMENT, RESEARCH AND INVENTORY THE ALPINE FOOD HERITAGE BY ACTIVELY INVOLVING ALPINE COMMUNITIES

The involvement of communities, groups and individuals in identification, documentation, research and inventorying of the Alpine Food Heritage as a living heritage improves its safeguarding and ensures its longevity and viability. To make the Alpine Food Heritage a driver of development, Alpine communities must be empowered and actively involved in its safeguarding.

#### AlpFoodway Best Practices

##### INTANGIBLE SEARCH – INVENTORY OF INTANGIBLE CULTURAL HERITAGE

	<p>Intangible Search is a community-based inventory developed by the Ethnographical and Social History Archives of the Lombardy Region according to the principles of the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage (2003). When it comes to the identification, documentation, research and promotion of the ICH elements, it relies on the participation of heritage bearers, groups and communities, making the inventory a powerful tool for heritage safeguarding. This participatory approach has brought new standards in the practice of identifying and inventorying the ICH and brought together communities, non-governmental associations, research and cultural institutions, public administrations and other bodies in common actions.</p> <p>The AlpFoodway project has connected project partners with heritage</p>
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<p style="text-align: center;"><b>AREA</b> PLACES OF INTANGIBLE HERITAGE</p> 	<p>communities, interest groups, NGOs and other organizations in inventorying the practices of production, processing and consumption of food. More than 100 ICH elements were included in the inventory, ranging from agricultural and horticultural practices, wine- and fruit growing, animal breeding and beekeeping, hunting, fishing and gathering, dairying, conserving meat, baking bread, making festive dishes to community celebrations. The participation of diverse actors has resulted in greater awareness of the local or regional intangible cultural heritage as well as highlighted common, transnational cultural values of the Alpine regions involved in the project.</p>
<p><b>LINKS</b></p> <p><a href="http://www.intangiblesearch.eu">www.intangiblesearch.eu</a></p>	
<p><b>UN SUSTAINABLE DEVELOPMENT GOALS</b></p> 	
<p><b>POLICIES</b></p> <p>ICH Cultural Policy Participatory Safeguarding Programme</p>	

## Strategy 2

### **SAFEGUARD PRODUCTIVE LANDSCAPES AND BIODIVERSITY, IMPROVING A PERMANENT DIALOGUE BETWEEN TRADITIONAL KNOWLEDGE, SKILLS AND PRACTICES AND INNOVATIVE EXPERIENCES OR SOLUTIONS**

Productive landscapes provide the conditions necessary to satisfy people's existential needs, especially in peripheral mountain regions, while old species adapted to the harsh climatic conditions prevent the decline of food production due to climate change. Improving biodiversity, by means of the reintroduction of autochthonous species and revitalisation of traditional know-how, not only ensures natural balance, but also embodies a strong picture of the Alps.

#### **AlpFoodway Best Practices**

##### **RECOVERING PRODUCTIVE PLOTS IN THE CAMONICA VALLEY, LOMBARDY REGION, ITALY**



When environmental restoration that encompasses the recovery of arable land and safeguarding of the intangible cultural heritage connected to agriculture and landscape is a participatory process, it can lead to increased agricultural productivity. With this aim, the Camonica Valley organized fieldwork focused on studying ecological agricultural techniques, deforestation of terraces, vineyard pruning, olive and fruit tree growing, maintenance and reconstruction of dry stone walls, as well as knowledge on the microclimate and related hydrogeological risks. They identified individual and community-based values, involved the local farmers in hands-on and bottom-up land restoration and in taking care of landscape practices, and connected them into a network for better support of their endeavours.





The model of ICH safeguarding based on a direct involvement of its bearers, their families, and their communities is transferrable to other regions. The teamwork includes a project manager, an ethnographer and a video maker who do long-term fieldwork based on direct observation, interviews, participation in everyday life, and discussions of the results at the end of each fieldwork day to provide feedback to the people involved.

The Camonica Valley aims to further support the network of farmers involved in recovering and safeguarding of productive plots of land, as it is strongly linked to the liveability of the Alps.

## LINKS

[Pilot action Productive Plots](#)

## UN SUSTAINABLE DEVELOPMENT GOALS



## POLICIES

Agricultural Policy  
 Resilience Approach Programme  
 Network Approach Programme

## A FOOD AND LANDSCAPE WORKSHOP – HIGHLIGHTING THE CO-DEPENDENCY OF QUALITY FOOD AND THE TERRITORY



The thing that connects food with a landscape are the practices linked to a territory – the know-how and an attitude to life shared by the community, which are the result of continual mediation and adaptation to historical circumstances, containing both traditional and modern elements. When consumers do not understand that the link between a product, its manufacturing, and the landscape is crucial for the quality of food and its taste, this negatively affects the promotion of the place, the income of the producers, and the development of local tourism. It is therefore of key importance to raise awareness of the co-dependency of quality food and the territory.

Based on a field analysis of the traditional Alpine food from Trentino, Botiro del Primiero, tsm-Trentino School of Management developed an educational format aimed at highlighting the dependence of a product's taste on the landscape where its ingredients are grown and processed. The workshops were based on a hands-on and multisensory approach, which engaged people in experiencing the said co-dependency. This innovative educational format was tested on different target groups and proved the efficiency of the approach for all to learn about the relationship between food, agricultural

practices and landscape. Furthermore, the collaboration of various institutions and associations operating in the area greatly contributed to the value of the local products and revealed the potential of such networks for local sustainable development.

### LINKS

[Pilot Action Food and Landscape](#)

[Workshop Video](#)

### UN SUSTAINABLE DEVELOPMENT GOALS



### POLICIES

Landscape Policy

Lifelong Learning Programme

### Strategy 3

#### **INTEGRATE EDUCATIONAL MODULES RELATED TO LOCAL HERITAGE KNOW-HOW INTO PRIMARY AND SECONDARY SCHOOL PROGRAMMES TO GUARANTEE INTERGENERATIONAL TRANSMISSION OF THE ALPINE FOOD HERITAGE**

Intergenerational transfer of cultural values embedded in the Alpine Food Heritage positively affects the feelings of belonging and builds a positive attitude towards living in the Alps. The acquired knowledge and skills related to Alpine traditions encourage young people's creativity and boost innovations, providing the basis of employment opportunities in peripheral areas.

#### **AlpFoodway best practices**

##### **“LOAB VO UNS”: DAY OF THE BREAD AT THE GLENLEITEN OPEN-AIR MUSEUM – ENSURING INTERGENERATIONAL TRANSMISSION OF HERITAGE**



Young generations do not know how to bake bread and are not interested in learning the craft despite a strong Bavarian bread-making tradition and the revival of old baking houses. This weakens the preservation of local know-how and could, in the long-run, diminish local employment opportunities.

The Glenleiten Open-Air Museum, master baker Stefan Luidl and the Großweil-Schlehdorf primary school set up *Loab Vo Uns* (Bread for Us) event to celebrate bread culture and pass the knowledge down to young people. This educational heritage format includes a hands-on programme focused on the history of farming and cereal processing; sourdough bread making and baking in a historic wood-fired baking house; traditional songs and dances related to the cereal harvest and threshing; and a communal meal with freshly baked



bread and self-made butter. Thanks to this event, the children and their families have become more aware of the Bavarian bread heritage and have learnt to appreciate the difference between industrially produced and artisanal bread. This has raised awareness of the value of local heritage as well as of the business opportunities afforded by local craftsmanship.

## LINKS

[Pilot Action Bread for Us](#)  
[Lo Pan Ner – Upper Bavaria](#)  
[Local News on the Event](#)

## UN SUSTAINABLE DEVELOPMENT GOALS



## POLICIES

Educational Policy  
Learning by Doing Programme

'LA CUISINE MAISON CHEZ LES...' –  
 INNOVATIVE EXCHANGE OF FOOD KNOW-HOW



La «cuisine maison» du Valais

Soupes et potages	 <i>Viande séchée artisanale</i> Bien frotter la viande avec la salaison jusqu'à ce que le sel soit fondu. Tasser les morceaux de viande dans une caissette ou un bac. Retourner la viande et l'arroser avec le jus rendu deux fois par jour. Après deux jours, rajouter trois décilitres de vin pour vingt kilos de viande. Après sept jours, sortir la viande.	 <i>Choux rouges étouffés</i> Laver et couper les choux et les pommes en fines lamelles. Faire revenir le tout avec l'oignon. Ajouter le vinaigre, remuer, puis le vin, les baies de genévrier et le laurier. Assaisonner. Ajouter le bouillon. Laisser mijoter et, en fin de cuisson, ajouter la gelée.
Entrées	<b>PROPOSITION</b>	
Plats et accompagnements		
Desserts et sucreries		

Young people are often not interested in heritage and see no use in learning about it, especially when traditional educational methods are used to transmit knowledge. A mobile application is thus often a more effective way to motivate younger generations to take a more active role in the society.

'La cuisine maison chez les...' is a participative and transgenerational event dedicated to the transmission of food preparation-related know-how as well as to collecting and exchanging recipes. The generated knowledge and materials are used to replenish the data on the home cuisine of Valais, promoted through the mobile application 'La cuisine maison du Valais'.

The event involves several actors from each village in the canton where the event takes place, such as foundations dedicated to the well-being of elderly people, local associations, school children, professional chefs or individuals, occasionally also academics or other speakers. They work together with the aim of valorising local food heritage and sharing their specific knowledge and know-how. The event combined with continuous development of the mobile application also raises regional actors', people's and stakeholders' awareness of the value of Valais food's ICH and ensures its transmission to younger generations in a non-conventional way.

## LINKS

[Cuisine Valais Pilot Action](#)  
[A Report on the Events and Application](#)  
[Application Apple Store](#)  
[Application Google Play](#)

## UN SUSTAINABLE DEVELOPMENT GOALS



## POLICIES

Social Policy  
Social Innovation Programme

## Strategy 4

### CREATE VOCATIONAL AND LIFELONG LEARNING TRAINING TO HELP YOUNG PEOPLE AND ADULTS LEARN VALUABLE HERITAGE SKILLS

Vocational and lifelong learning training with their specific methods and informal environment allow citizens to develop specialised skills and improve knowledge transfer. Relaxed conversations and group learning encourage the exchange of experiences, historical and practical knowledge, motivating people to develop new ideas for heritage use and share them with others.

#### AlpFoodway best practices

##### INTERGENERATIONAL COOKERY COURSES IN RATEČE – TRAINING AIMED AT INCREASING THE VALUE PEOPLE ATTACH TO TRADITIONAL KNOWLEDGE AND DEVELOPING PRACTICAL SKILLS



Both students and adults prefer practical knowledge to theoretical one and appreciate learning by doing. This is especially effective in vocational training, which can be used to develop a business or in lifelong learning programmes, which improve the participants' skills. However, when participants have to act as teachers, this greatly influences the community cohesion and the perceived value of traditional know-how.

In order to sharpen cooking skills and ensure their most effective transmission from older people to younger ones, ten intergenerational cookery courses were organised in the area of Rateče. Courses were focused on three target groups: pre-schoolers from the Rateče nursery school, students of the Josip Vandot primary school from Kranjska Gora, and local people, mostly housewives, from Rateče. Course participants cooked the





traditional local food, such as Rateški krapci (Rateče dumplings), potica (potica cake), braised lamb leg steak, cabbage soup etc.

Activities that included local people strengthened the awareness of the importance of intangible cultural heritage in the local area. Intergenerational exchange of knowledge ensured the transfer of heritage from older to younger generations. Furthermore, all gatherings and events brought locals together and connected the community, which is why these activities had a positive social influence on the village as well.

## LINKS

[Rateče Pilot Action](#)  
[Newspaper Report on Courses, p. 11](#)  
[Report in the AlpFoodway Newsletter in Slovenia, pp. 3-4](#)

## UN SUSTAINABLE DEVELOPMENT GOALS



## POLICIES

Social Policy  
 Social Innovation Programme

## FROM A DISH TO A LANDSCAPE – VOCATIONAL TRAINING TO CONNECT THE TASTE OF FOOD TO THE LANDSCAPE


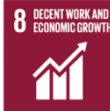




Vocational training is an effective means of preparing people for taking on various jobs, often in crafts or other businesses connected with intangible cultural heritage.

From the Dish to the Landscape: Botìro di Primiero di Malga is an educational workshop training students to recognise the link between food, agricultural practices and landscape.

The workshop was tested at the ENAIP Vocational Training Centre in Primiero. The class of 21 students taking the Hotels and Catering Course, class II (Bar and Kitchen Staff), learnt the key elements that are characteristic of the relationship between food and the landscape. The training was divided into five stages designed to help students learn through a narrative description of the Botiro di Primiero's manufacturing process. First, the training participants tasted Botiro and two other types of butter, then they described the differences and imagined the landscapes connected with each butter. After this, they watched the video on their production, tasted the butters under expert guidance and, lastly, discussed the links between individual butter types, imagined and real landscapes.

The training, which focused on the cognitive, affective and experiential dimensions of the landscape and used a multidisciplinary method and a variety of materials (historical, ethnographic,

	<p>architectural sources), has proved especially effective in transmitting the knowledge on the interdependency of the landscape, production and the taste of food. It has raised awareness of the value of traditional practices, knowledge and skills for contemporary jobs.</p>
<p style="text-align: center;">LINKS</p> <p style="text-align: center;"><a href="#">Pilot Action Food and Landscape TSM Report on the Training</a></p>	
<p style="text-align: center;">UN SUSTAINABLE DEVELOPMENT GOALS</p> <div style="display: flex; justify-content: center; gap: 10px;"> <div data-bbox="577 920 687 1030"> <p>4 QUALITY EDUCATION</p>  </div> <div data-bbox="695 920 805 1030"> <p>8 DECENT WORK AND ECONOMIC GROWTH</p>  </div> <div data-bbox="813 920 924 1030"> <p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>  </div> <div data-bbox="932 920 1042 1030"> <p>17 PARTNERSHIPS FOR THE GOALS</p>  </div> </div>	
<p style="text-align: center;">POLICIES</p> <p style="text-align: center;">Social Policy Social Innovation Programme</p>	

## Strategy 5

### USE TERRITORIAL BRANDS AND OTHER COLLECTIVE PROMOTIONAL APPROACHES TO REORGANISE LOCAL FOOD VALUE CHAINS AND GENERATE AWARENESS OF LOCAL HERITAGE AS A DRIVER OF SUSTAINABLE DEVELOPMENT FOR LOCAL ECONOMIES

Locally produced food, its processing and distribution following the ‘100% local’ or ‘0 km’ schemes provide jobs locally and bring healthy food directly to consumers. Intensive promotion, including registering territorial brands and using collective approaches, help local producers, processing businesses, retailers, restaurants and festivals be competitive and survive on the global market.

#### AlpFoodway best practices

##### TERRITORIAL BRAND ‘100% VALPOSCHIAVO’



Territorial brands have become indispensable for commercial valorisation and promotion of a range of regional specialities while also helping consumers recognise local products of high quality.

The local labels ‘100% Valposchiavo’ and ‘Fait sü in Valposchiavo’ certify that the products are 100% locally produced and made entirely from local ingredients or raw materials (100% Valposchiavo) or that products are locally produced from raw materials that are not entirely local, provided that at least 75% of the added value is generated in Valposchiavo (Fait sü in Valposchiavo). Today, more than 150 products benefit from one of the two labels; 13 restaurants subscribed the 100% Valposchiavo Charter, committing themselves to using local products for the preparation of at least three 100% local dishes every day.

# Ristorante Motrice Poschiavo



The initiative has not only contributed to the position the Poschiavo Valley has as a tourist destination, but has also restructured local supply chains by providing a local market for food ingredients (e.g. rye, buckwheat, pork), stimulated innovation in the food sector, and enhanced the cooperation between producers and service companies.

## LINKS

[100% Valposchiavo Project](#)  
[100% Valposchiavo Restaurants](#)

## UN SUSTAINABLE DEVELOPMENT GOALS



## POLICIES

Tourism Policies  
 Agricultural Policies  
 Local Policies for Economic Development

## Strategy 6

### **DEVELOP HERITAGE-BASED PRODUCTS AND TOURISM EXPERIENCES, PACKAGES, AND ROUTES THAT PROVIDE NEW JOB OPPORTUNITIES FOR LOCAL COMMUNITIES**

ICH-based tourism is a new global trend with food heritage being the most successful in bringing new revenues. By providing a multi-sensorial experience, food heritage facilitates added value to the range of tourist products and services and development of unique tourist destinations. The Alpine food heritage provides the most fruitful opportunity for local people to make a living in economically peripheral regions.

#### **AlpFoodway best practices**

##### **A VOCATIONAL TRAINING MODULE DEDICATED TO THE LOCAL FOOD VALUE CHAIN IN VALPOSCHIAVO (CH) & VALLE CAMONICA (IT)**



Local food value chains are gaining importance as they ensure fresh, seasonal and safe food for consumers, as well as fairer product prices for producers. However, the latter often lack the skills of how to establish such chains. The vocational training module has thus been designed especially for small-scale food value chains based on the valorisation of the intangible cultural heritage.

The aim of the module was to actively involve local producers and processors of cereals and chestnuts in the conception and realisation of a new product that could work as a testimonial to their territories: Valposchiavo and Valle Camonica. The concept was developed with the help of experts from the fields of art, design, communication and storytelling. Participants were selected on the basis of a concrete idea that was to be developed. At the end of the



training module, concrete inter-sectorial marketing concepts were produced – this involved the integration of the entire local food value chain and the partners’ collaboration to create unique and sound storytelling-based products.

The innovative feature of this training module is the adoption of an inter-sectorial and collaborative approach, where different parts of the local food value chain have been integrated and have to interact to create an attractive product, an effective experience, and a storytelling-based marketing concept. Additionally, a cross-border approach can be used as an example for the creation of additional network of food value chains based on the ICH valorisation. The methodology used for this training module is replicable and adaptable to the needs of different territories.

### LINKS

[Pilot Action Innovative Communication](#)

### UN SUSTAINABLE DEVELOPMENT GOALS



### POLICIES

Commercial and Handicraft Policy  
 Innovation Design Programme


## 'GOÛTER AU CHÂTEAU' – CREATING PROMOTIONAL OPPORTUNITIES OR LOCAL PRODUCERS AND LOCAL HERITAGE TOURISM



Although events for tourists represent important business opportunities for local producers, it is local consumers that are often more regular customers. Events targeting such groups are thus the most effective means of promoting local businesses.

Two community events under the common name 'Goûter au Château' (loosely translated as 'A Snack at the Castle') have been created to stimulate interest in the traditional food chains of the Aosta Valley by exploiting the synergies between collective marketing, tourism and the protection and promotion of local heritage. The initiatives, coordinated by the Autonomous Region Aosta Valley – Department of Tourism – BREL, in collaboration with several local stakeholders and communities, adopted a participatory approach to generate the idea. The events took place in August 2018 at two of Aosta Valley's castles (Issogne and Sarriod de la Tour), which are important tourist attractions, targeting both tourists and locals. The events focused on different supply chains and adopted specific formats; the event at the Issogne Castle promoted the sheep/goat dairy supply chain, while the one at the Sarriod de la Tour Castle focused on the Aosta Valley's cereal heritage. Both events were family-



	<p>friendly and favoured cross-generational heritage transmission.</p> <p>The popularity of the events, characterised by the cooperation between policy actors representing culture, agriculture, and tourism, as well as bottom-up mobilisation of local heritage actors, proved that community-oriented events combining cultural and market-based activities are very effective in creating promotional opportunities for the local business and tourism.</p>
<p style="text-align: center;">LINKS</p> <p style="text-align: center;"><a href="#">Gouter au Chateau Events</a></p>	
<p style="text-align: center;">UN SUSTAINABLE DEVELOPMENT GOALS</p> <div style="display: flex; justify-content: center; gap: 10px;"> <div data-bbox="571 1115 687 1227">  </div> <div data-bbox="694 1115 810 1227">  </div> <div data-bbox="817 1115 933 1227">  </div> <div data-bbox="940 1115 1056 1227">  </div> </div>	
<p style="text-align: center;">POLICIES</p> <p style="text-align: center;">             Tourism Policy              Agricultural Policy              Cultural Policy         </p>	

## PUREGIO FOOD MARKET WEILHEIM-SCHONGAU: A WEEKEND EVENT FOR REGIONAL PRODUCERS AND TOURISTS



In peripheral regions in particular, joint promotion is a more effective strategy for small producers' competitiveness on the global market. The Upper-Bavarian district of Weilheim-Schongau is rich in small-scale farmers and traditional food producers, however, they have not been connected yet. As a result, the local food heritage has not been communicated to the local population and tourists, nor has it been utilised for gaining a competitive advantage in the market. Actors from the fields of regional development and tourism and a network of regional heritage food producers thus established PUREGIO, a 2-day food market event exclusively for the promotion of regional producers. The event combined a workshop on collaborative marketing for regional producers and the region's first heritage food market. It has initiated the establishment of a regional producers' network and attracted 2,500 visitors over the weekend.

The developed promotional format has connected regional producers in a joint promotion and enhanced their competitiveness in the market.

### LINKS

[Puregio Event Preparation Report](#)  
[Puregio Website](#)

## UN SUSTAINABLE DEVELOPMENT GOALS



## POLICIES

Tourism Policy  
 Green Marketing Programme

## THE SAVOY CHEESE ROUTE – CREATING UNIQUE TOURISM AND BUSINESS OPPORTUNITIES BY LINKING REGIONAL PRODUCERS



Cultural routes have been gaining increasing prominence in recent years. They are some of the world's richest and most diverse cultural destinations, building upon unique local heritage and traditions, while encouraging the close participation of local communities.

The Route des Fromages de Savoie is a tourist experience coordinated by AFTALP, the Association of Traditional Cheese of the Savoyard Alps. It consists of more than 70 member sites (farms, high-mountain pastures, cooperative dairies, cheese maturing cellars) thanks to which visitors can learn about and enjoy the Savoyard cheese-making culture. For individuals and organisations running the member sites, taking part in the route is a way to be collectively promoted as a part of the Savoyard food heritage. Additional benefits include learning about the staging of effective

consumer experiences and networking with other member sites. For AFTALP, the Route contributes to the collective image of the traditional Savoyard Cheese with real consumer experiences that reinforce AFTALP’s promotional messages. The Route also contributes to the attractiveness of the Departments of Savoy and High Savoy, by offering family-oriented ‘things to do’ to tourists and locals alike.

### LINKS

[Savoie Cheeses](#)

### UN SUSTAINABLE DEVELOPMENT GOALS



### POLICIES

Agricultural Policy  
 Food Policy  
 Tourism Policy  
 Sustainable Development Policy

## Strategy 7

### **ESTABLISH LEGAL FRAMEWORKS AND SAFEGUARDING MEASURES, INCLUDING INTELLECTUAL PROPERTY RIGHTS, TO PROTECT THE ALPINE FOOD HERITAGE AND FACILITATE PROSPERING OF THE COMMUNITIES CONCERNED**

Intellectual property rights (IPRs) associated with intangible cultural heritage are strategic safeguarding measures to protect community-held traditional knowledge at different levels, facilitating the sustainable development of the communities concerned. IPRs prevent intangible cultural heritage from being misappropriated or misrepresented, and help control access to it. They protect and enhance the value of heritage to the benefit of the communities.



#### **AlpFoodway best practices**

#### **INTELLECTUAL PROPERTY RIGHTS PROTECTION OF TOME DES BAUGES CHEESE-MAKING**



Intellectual property rights are legal rights that provide monopoly powers over intellectual activities that have a tangible expression or output in the industrial, scientific, literary and artistic fields. They constitute a relevant safeguarding and protective measure also when it comes to the Alpine Food Heritage, preventing and reducing the risk of its illegal exploitation and favouring its sustainable commercialisation and development.

The Tome has been a traditional family cheese in the Massif des Bauges since at least the 17th century. In 2002, the Tome obtained a French Controlled Designation of Origin (CDO), one of the means of protecting intellectual property rights, after years of work towards this goal by the Syndicat Interprofessionnel

	<p>de la Tome des Bauges. In 2017, the Syndicat also registered an EU PDO (Protected Designation of Origin) on the Tome. Today this cheese-production practice is in decline, but it remains strongly linked to the sense of identity of a significant part of the pastoral community. The PDO is contributing to safeguarding the element and facilitates the reconciliation of the needs of modern production with those of an old and deep-rooted tradition with a socially, environmentally and economically sustainable development approach.</p>
<p style="text-align: center;"><b>LINKS</b></p> <p style="text-align: center;"><a href="#">Tome des Bauges</a></p>	
<p style="text-align: center;"><b>UN SUSTAINABLE DEVELOPMENT GOALS</b></p> <div style="text-align: center;">  </div>	
<p style="text-align: center;"><b>POLICIES</b></p> <p style="text-align: center;">Agricultural Policy</p>	

## IPR PROTECTION OF MOUNTAIN CHEESE PRODUCERS IN ALLGÄU

	<p>IPRs are relevant to the intangible cultural heritage as its practice and transmission is grounded on intellectual activity, such as ideas, skills, knowledge and know-how, which is expressed in tangible outputs. In the field of ICH, IPRs mainly refer to</p>
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the collective or certification trademarks and geographical indications.

The association representing most community members in Allgäu is the Alpwirtschaftlicher Verein im Allgäu e.V. (Mountain Farming Association in the Allgäu Region), which includes herdsman, members of the cooperatives, owners and tenants. It was founded in 1952 and is an active community, which gathers a few times a year for central events, such as the mountain cheese-makers' course and a mountain cheese award ceremony, where the cheese from up to 53 alpine pastures is presented. There is a strong communal spirit and very little competition between the mountain cheese makers. The Association registered an EU PDO (Protected Designation of Origin) on the Allgäuer Sennalpkäse cheese in 2016. This PDO was developed in an inclusive way, with active participation of the community. The PDO is used by certain community members in association with a certified organic 'bio' label, effectively combining protection and promotion measures framed by an integrated marketing strategy.

#### LINKS

[Alpwirtschaftlicher Verein im Allgäu](#)  
[Allgäuer Sennalpkäse](#)

#### UN SUSTAINABLE DEVELOPMENT GOALS



## POLICIES

### Agricultural Policy

## Strategy 8

### CELEBRATE AND COMMUNICATE THE ALPINE FOOD HERITAGE THROUGH A SERIES OF INTERNATIONAL FESTIVALS AND OTHER EVENTS

Festivals are the most popular media to promote cultural heritage and tourist destinations, providing a platform for knowledge exchange and transmission between generations and communities. International festivals celebrating the common yet locally diverse Alpine Food Heritage foster a transnational Alpine identity, connect heritage communities across the borders, and provide opportunities for political alliances.

### AlpFoodway best practices

#### ‘LO PAN NER’ – A FESTIVAL CONNECTING ALPINE COMMUNITIES FROM MOST ALPINE COUNTRIES



Although local festivals bring various financial and social benefits to organisers and participants alike, international festivals have even greater potential for a positive impact.

The ‘Lo Pan Ner’ festival is an example of an initiative conceived on a regional level in the Aosta Valley, which has grown into a transnational festival joining communities from eight Alpine regions in six countries. Created with the aim of enhancing a ritual in which the communities’ know-how is still alive, it involved (already in its first edition in





2015) almost all of the Aosta Valley's 63 municipalities that preserved communal ovens. The success and enthusiasm of the 1,000 volunteers who worked in the area have grown and inspired other Alpine communities to join in the festivities. They adapted the format and timing of the event to reflect their needs.

Rye bread, despite local differences, is a common Alpine food heritage and by supporting the Festival, local communities not only celebrate their own traditions, but also become more aware of the common roots and similarities across areas and countries.

### LINKS

[Lo Pan Ner Festival](#)

[Lo Pan Ner 2018 Video](#)

[Traditional Bread of la Saxe on Intangible Search](#)

### UN SUSTAINABLE DEVELOPMENT GOALS



### POLICIES

Cultural Policy

Tourism Policy

## Strategy 9

### **FORM MULTILEVEL, CROSS-SECTORIAL AND ALPINE-WIDE PARTNERSHIPS FOR COMMON ACTIONS TOWARDS SUSTAINABLE DEVELOPMENT OF PERIPHERAL MOUNTAIN REGIONS**

Multilevel, cross-sectorial and Alpine-wide partnerships mobilise knowledge, expertise, technology, and resources from the whole EUSALP area in the most effective way. This is crucial for the community-based utilisation of cultural heritage, which effectively contributes to sustainable economic, social, cultural, environmental and political development of the Alps.

#### **AlpFoodway best practices**

#### **CAPACITY-BUILDING ATELIERS – EMPOWERING HERITAGE COMMUNITIES FOR SUSTAINABLE DEVELOPMENT THROUGH MULTILEVEL NETWORKING**



Intangible cultural heritage can exist only in its enactment by local people in specific communities, which give the elements from the past contemporary cultural, social and creative values. Capacity-building ateliers are activities aimed at empowering communities through involvement of other stakeholders, which have the resources to safeguard and promote the intangible cultural heritage of the said communities.

Heritage networks are at their strongest when connecting communities and stakeholders with a different status (public institutions, NGOs, private companies etc.), from diverse sectors (education, environment, culture, welfare institutions, business), from different levels of decision-making (municipalities, regions, provinces, state and transnational bodies), and from



various countries. Such networks have a great capacity to sustainably develop, manage, maintain and utilise intangible cultural heritage, resulting in better promotion of the area, increased tourism income, stronger place-attachment of the inhabitants, and sustainable development in general.

The AlpFoodway partners established three local capacity-building ateliers: in the Kranjska gora region of Slovenia, the Camonica Valley in Italy and Massif des Bauges in France. Each atelier connected local heritage bearers to stakeholders needed to empower the heritage bearers in addressing the chosen goals. In Slovenia, the community met with the representatives of museums, research institutions, heritage associations and the Coordinator for the Safeguarding of Intangible Cultural Heritage to discuss the inscription of their heritage into the National Register of the Intangible Cultural Heritage. The Massif des Bauges park organised a workshop to give communities a venue to share the know-how and experience in heritage safeguarding. It provided different actors with new visibility in an Alpine dialogue: communities have presented themselves, shared ideas and practices, identified challenges, and formed a new and broad Alpine heritage community. The Camonica Valley opted to develop business opportunities for heritage bearers and involved diverse stakeholders in supporting farmers setting up their businesses.

## LINKS

[Guidelines for Forming Multilevel Community Networks](#)  
[Capacity-building Ateliers Report](#)

## UN SUSTAINABLE DEVELOPMENT GOALS



## POLICIES

Cultural Policy  
ICH Policy  
Participatory Safeguarding Programme

## Strategy 10

### **FACILITATE AN ALPINE-WIDE EXCHANGE OF GOOD PRACTICES OF SAFEGUARDING AND VALORISING THE ALPINE FOOD HERITAGE TO GENERATE LEARNING AND CROSS-FERTILIZATION OF KNOWLEDGE**

An Alpine-wide exchange of good safeguarding and valorising practices concerning the Alpine Food Heritage gives participants the opportunity to learn of one another's traditions, experiences, skills, and strategies to cope with new developmental challenges. It is a powerful tool for empowering heritage communities and motivating them to actively engage in community life and maintain the vitality of the Alps.

#### **AlpFoodway best practices**

##### **A STUDY TRIP TO BREAD COMMUNITIES – AN EFFECTIVE MEANS FOR TRANSNATIONAL TRANSMISSION OF KNOWLEDGE**



Conventional conference meetings are not the most effective means of transferring knowledge from one community to another. The Massif des Bauges Natural Park thus organised a study trip for all relevant stakeholders from the Park's municipalities. Its goal was to meet the communities and actors in the Aosta Valley on a peer-to-peer basis and obtain a first-hand experience of the Lo Pan Ner bread-baking festival.

The trip created a motivated multilevel network and a strong connection between the communities. It motivated the Park des Bauges communities to organize the 'Fête au four', remodelling the experience from the Aosta Valley and connecting several local communities in a common programme. The festival promoted a mutual understanding of local communities and built a living



‘traditional ovens network’. This network has improved the dialogue between diverse communities and raised the awareness of the values embedded in local bread-making traditions.

Such a study trip has proved to be an especially effective tool for transnational knowledge exchange when it involves communities from the very beginning, i.e. in planning the trip, identifying relevant stakeholders and choosing a model community ready to share its experiences and obstacles. The model can be continuously improved by initiating a wide discussion on the gained knowledge and its evaluation.

## LINKS

[Faire au Four at the Intangible Search](#)

[Faire au Four Report](#)

[Faire au Four Video 1](#)

[Faire au Four Video 2](#)

[Faire au Four Programme](#)

## UN SUSTAINABLE DEVELOPMENT GOALS



## POLICIES

Educational Policy

Cultural Policy

Participatory Safeguarding Programme