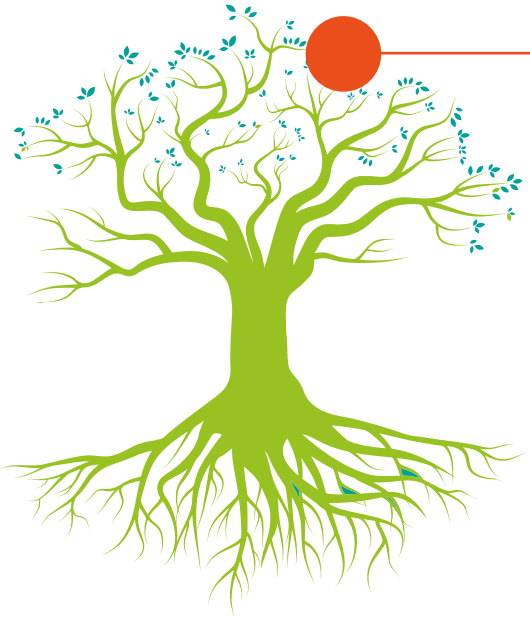




COORDINATOR

Lombardy Region - Ethnographic and Social History Archive

SAFEGUARDING THE FOOD HERITAGE RELEVANT TO ALPINE COMMUNITIES



What is Intangible Cultural Heritage?

Intangible Cultural Heritage means the "oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts" (ich.unesco.org) that are passed on from a generation to the next within a community.

WHY

Identifying and describing food-related customs and practices is the first necessary step toward safeguarding and valorizing intangible cultural heritage. "Intangible Cultural Heritage does not only represent inherited traditions from the past but also contemporary rural and urban practices". This also represent the first moment in which the project involves the communities and helps them become aware of the wealth of knowledge and practices they own.

WHAT WE DO

1

INVENTORY OF FOOD-RELATED PRACTICES AND CUSTOMS

We identify the most identity-laden foods, study related cultural heritage through fieldwork and add results to the food heritage section of www.intangiblesearch.eu online inventory.

2

INQUIRY ON TRADITIONAL AND CONTEMPORARY ALPINE VALUES

We assess how traditional values have evolved into present-day values and how these can be carried on into the future.

3

SAFEGUARDING ALPINE FOOD CULTURE

We explore the legal measures communities can take to protect their traditional know-how from unduly exploitation and the ways to make this protection more effective.

4

SEEKING UNESCO RECOGNITION FOR ALPINE FOOD HERITAGE

Through the joint effort of project partners, we launch a participatory process to achieve the inscription of Alpine Food Heritage on the Unesco List of Intangible Cultural Heritage.

traditional knowledge, oral tradition

social practices, rituals, community



WHO IS INVOLVED



INVENTORY SAGUARDING

TRANSMISSION EXPERIENCE

RELATIONSHIPS

Mapping and describing food ICH is the preliminary step defining what ICH elements pilot actions will focus on.

PARTNERS

Lombardy Region - Ethnographic and Social History Archive
Regional Centre for Alpine Population Studies
Research Centre of the Slovenian Academy of Sciences and Arts
TSM -Trentino School of Management

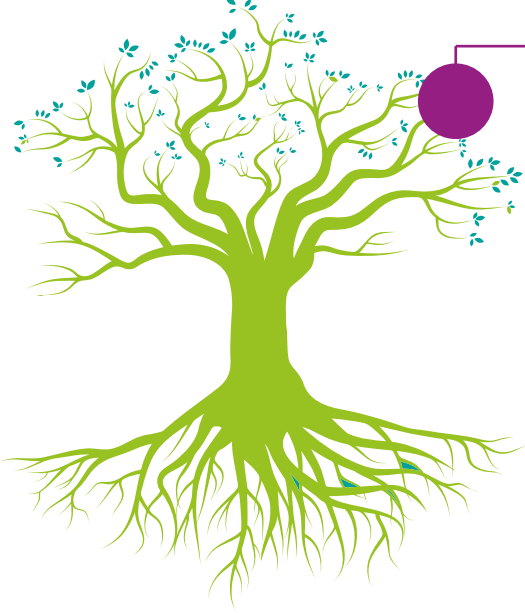
Autonomous Region of Valle d'Aosta - Department for Education and Culture
Bauges Massif Regional Natural Park
Development agency for Upper Gorenjska

Dislivelli Association
Munich University of Applied Sciences
University of Innsbruck School of Management



COORDINATOR
Kedge Business School

LOOKING FOR THE MOST EFFECTIVE WAYS TO VALORISE FOOD CULTURE



Cultural meanings resonant with consumers' quests for authenticity are typically produced by smaller and more traditional producers, but are commercially exploited by larger and more industrialised ones.

WHY

Missed Opportunities

- * Ideological preclusions
- * Insufficient time, investments, skills
- * Fragmented efforts and investments

Commercial Valorisation

- * Balance between commercial and cultural considerations
- * ICH is safeguarded and externally promoted. It generates local economic impacts

Over-commercialisation

- * ICH meaning is diluted or distorted
- * Cultural and/or economic misappropriation by third parties



In order to take advantage of existing opportunities while safeguarding their food culture, community members must work together to devise effective commercial valorisation activities. To ease cooperation and ensure positive outcomes, it is paramount to understand what makes a collective project a success.

WHAT WE DO

1

DESK RESEARCH ON BEST PRACTICES IN COLLECTIVE MARKETING

Research starts with a desk analysis of 114 cases from the Alpine area and beyond to identify best and worst practices in the commercial exploitation of food-related traditions.

2

FIELD STUDIES TO UNDERSTAND WHAT DRIVES SUCCESS

Field studies look into marketing organisations, products, experiences, distributors, restaurants, festivals, periodic markets and trade fairs to understand how traditional know-how can turn into high-value market offers that result in economic benefits for local communities.

3

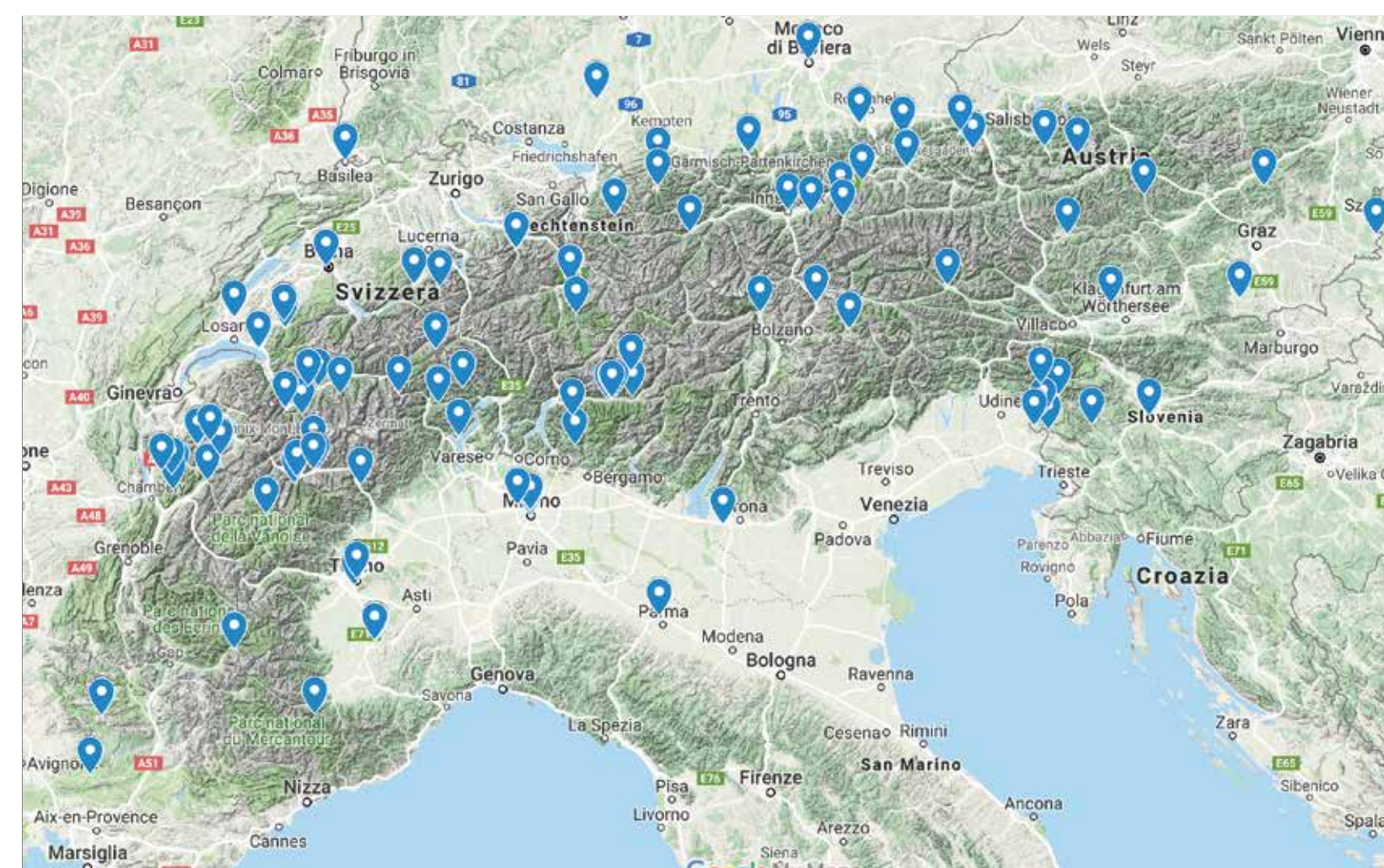
DIGITAL ETHNOGRAPHY TO DELVE INTO THE MEANINGS CUSTOMERS ASSOCIATE WITH ALPINE FOOD

Through digital ethnography, we analyse the texts from online social networks to understand the meanings consumers attribute to Alpine food culture. This helps us identify the constituting elements of the 'Alpine Food culture' collective brand and assess its potential for differentiation.

4

GUIDANCE PAPER FOR ALPINE FOOD HERITAGE VALORISATION

Building on research findings, the *AlpFoodway guidelines for successful commercial valorisation* will provide communities, businesses, policy makers, and educational institutions with practical advice the sustainable valorisation of local food culture.



WHO IS INVOLVED



RELATIONSHIPS



The research in collective marketing provides the knowledge upon which marketing related pilot actions and training activities rest.

PARTNERS

Kedge Business School
Regional Development Agency of Northern Primorska Ltd Nova Gorica

Munich University of Applied Sciences
University of Innsbruck School of Management



COORDINATOR
Munich University of Applied Sciences

DEVELOPING NEW FORMATS AND TOOLS TO TRANSMIT CUSTOMS AND TRADITIONAL KNOW HOW

11 Pilot actions in 5 Alpine countries
 France: Parc des Bauges;
 Germany: Glentleiten,
 Natural park Nagelfluhkette,
 Pfaffenuwinkel;
 Italy: Valle d'Aosta,
 Valle Canonica, Trentino;
 Slovenia: Upper Sava Valley
 Switzerland: Valposchiavo, Valais.

WHY

The knowledge about relevant practices and valorisation do's and don'ts highlighted by research must be put into practice in order to actually keep food heritage alive, empower communities, increase their pride in local food culture and let them learn how to manage it more effectively.

WHAT WE DO

1

WORKING WITH LOCAL COMMUNITIES TO DEVISE AND TEST INNOVATIVE WAYS TO...

Keep traditional food production practices alive

workshops, events and other activities aimed at transferring knowledge to youth and to a wider audience

Build meaningful and authentic experiences for locals and tourists

recipe swaps, food-based itineraries, courses and hands-on events

Improve the visibility and appeal of traditional Alpine products

publications, on line apps and innovative training formats in communication

2

ANALYSING RESULTS AND SHARING LESSONS LEARNED

Together with experts in the tourism, education and marketing fields we will discuss all cases and write a white paper useful to local and regional policy-makers.

WHO IS INVOLVED



RELATIONSHIPS



AlpFoodway pilot actions build on the knowledge developed through ethnographic and marketing research. In turn, they provide evidence researchers and communities can learn from.

PARTNERS

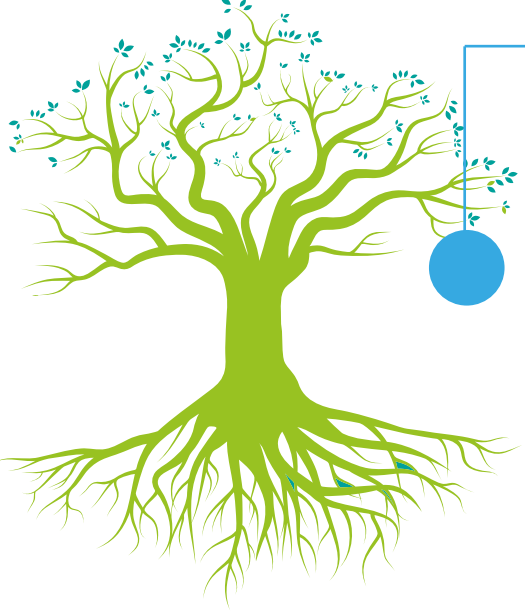
Munich University of Applied Sciences
 Polo Poschiavo
 Mountain Community of Canonica Valley
 Regional Centre for Alpine Population Studies
 TSM -Trentino School of Management

Autonomous Region of Valle d'Aosta - Department for Education and Culture
 Bauges Massif Regional Natural Park
 Kedge Business School
 Development Agency for Upper Gorenjska



COORDINATOR
Research Centre of the Slovenian Academy of Sciences and Arts

EMPOWERING COMMUNITIES AND FOSTERING TRANSNATIONAL EXCHANGES

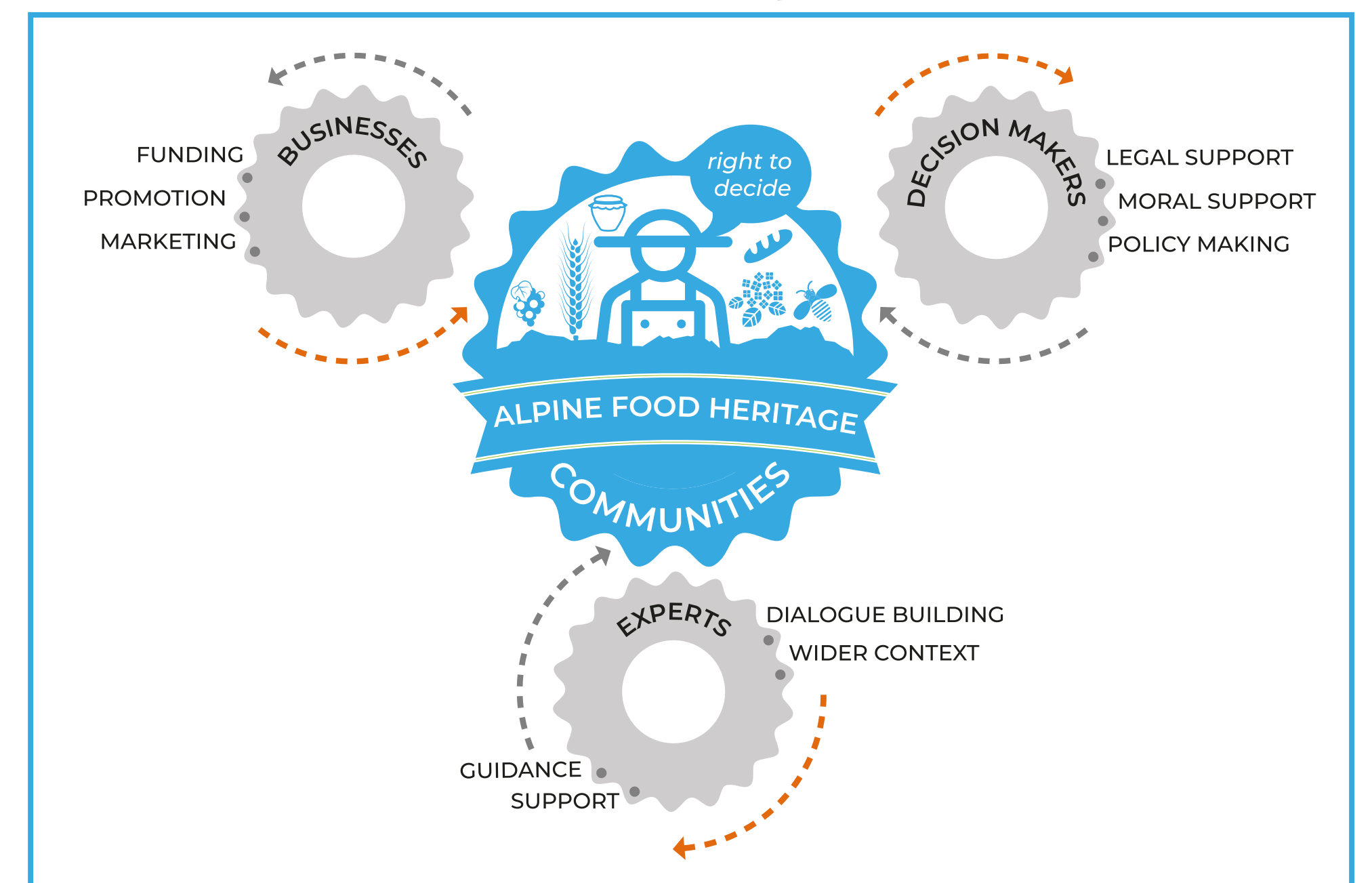


Heritage is safeguarded if it finds a way to people. Food is what we share and what connects us.

Andreja,
community member,
Tržič (SL)

WHY

Communities are the bearers and the owners of intangible cultural heritage. They have the right to decide whether and how to safeguard and use it. Networking activities help build the capacities of local communities and connect them with one another to boost their pride, foster exchanges and enhance food heritage protection.



WHAT WE DO

- 1
- 2
- 3
- 4

MULTILEVEL NETWORKING FRAMEWORK

We provide guidelines and practical help in order to get citizens, businesses, academia and policy-makers at different administrative levels to work together, manage food related practices and use them appropriately while avoiding overcommercialisation.

AWARENESS RAISING ACTIVITIES

Capacity building ateliers

Workshops are set up in France, Italy and Slovenia to share insights from AlpFoodway research.

Online platform for alpine-wide participation

www.alpfoodway.eu is a virtual meeting point for Alpine communities and the place where to sign the petition for inscribing Alpine food heritage on the UNESCO ICH list.

MEETING OCCASIONS

We provide occasions for communities to meet and exchange ideas, knowledge and experiences, raising awareness about commonalities and helping a shared Alpine identity emerge. One such occasion will be the International AlpFoodway Forum that is coming up in 2019.

VISION PAPER AND CHARTER OF ALPINE VALUES

The Charter of the Alpine Food Heritage mobilizes people in the Alps and beyond to get Alpine food culture inscribed on the UNESCO ICH List. The Vision Paper provides policy recommendations to sustainably develop peripheral Alpine areas.

WHO IS INVOLVED



RELATIONSHIPS

Community mobilisation is the core element of the AlpFoodway working approach. Community members take active part in the identification and description of food-related cultural expressions and often kick-start transmission and valorisation activities.

PARTNERS

Research Centre of the Slovenian Academy of Sciences and Arts
Polo Poschiavo
Lombardy Region
Mountain Community of Camonica Valley

Regional Development Agency of Northern Primorska Lt.d. Nova Gorica
TSM -Trentino School of Management
Autonomous Region of Valle d'Aosta - Department for Education and Culture

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