WP 4 – Networking and Awareness

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Deliverable T4.3.1

VISION PAPER

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This project is co-financed by the European Regional Development Fund through the Interreg Alpine Space programme.
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

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.

The AlpFoodway project has connected project partners with heritage
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.

**LINKS**

[www.intangiblesearch.eu](http://www.intangiblesearch.eu)

**UN SUSTAINABLE DEVELOPMENT GOALS**

**POLICIES**

ICH Cultural Policy
Participatory Safeguarding Programme
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.
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 GLENTLEITEN 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.
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
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**

![Icons representing 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 form 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 krapš (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
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: Botiro 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,
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.

**LINKS**

- [Pilot Action Food and Landscape](#)
- [TSM Report on the Training](#)

**UN SUSTAINABLE DEVELOPMENT GOALS**

- [4 Quality Education](#)
- [8 DECENT WORK AND ECONOMIC GROWTH](#)
- [11 SUSTAINABLE URBAN AND RURAL DEVELOPMENT](#)
- [17 PARTNERSHIP FOR THE GOALS](#)

**POLICIES**

- Social Policy
- Social Innovation Programme
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% VALPOSCIAVO’

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.
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 VALPOSCIHAO (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-friendly and favoured cross-generational
heritage transmission.

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.

LINKS

Gouter au Chateau Events

UN SUSTAINABLE DEVELOPMENT GOALS

POLICIES

Tourism Policy
Agricultural Policy
Cultural Policy
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
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
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.

LINKS

Tome des Bauges

UN SUSTAINABLE DEVELOPMENT GOALS

POLICIES

Agricultural Policy

IPR PROTECTION OF MOUNTAIN CHEESE PRODUCERS IN ALLGÄU

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
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 herdsmen, 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

[Icons for SDGs 4, 11, and 17]

### 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