

WP 4 – Networking and Awareness

WP Leader: ZRC SAZU

MULTILEVEL COMMUNITY NETWORK

(O.T4.1)

Participating Partners:

Polo Poschiavo
Lombardy Region
Camonica Valley Mountain Community
Regional Development Agency of Northern Primorska L.t.d.
Nova Gorica
ZRC SAZU
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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Intangible cultural heritage (ICH) can exist only in its enactment by local people in specific communities, who together with experts from heritage institutions, business and decision-making bodies give the elements from the past the cultural, social and creative values. 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.

Alpfoodway project networking relied on the quadruple helix approach. It connected public authorities (local, regional, and national authorities, EUSALP, Alpine Convention); knowledge providers (universities, research or development centres, museums, libraries, and other cultural or educational institutions), civil society (NGOs, communities, households and individual citizens) and business (mainly SMEs in tourism and catering) in the majority of Alpine countries. Alpfoodway project partners and observes invited these stakeholders to actively take part in all WPs and assisted them throughout the project. WP T4 leader ZRC SAZU provided partners with [Guidelines](#) to support the process.



Multilevel network and its meaning for Alpine Food Heritage communities, as presented on the WP T4 [Poster](#) for the Mid-term conference in Innsbruck in October 2018.

Three project partners – ZRC SAZU, Camonica Valley and Bauges Massif Regional Natural Park – developed the methodology to best support communities in their ICH

safeguarding. They organised [Capacity-Building Ateliers](#) which connected local heritage bearers to the stakeholders needed to empower the heritage bearers in addressing the chosen goals. In Slovenia, Rateče community – which also cooperated in the pilot action of Development Agency for Upper Gorenjska – met with the representatives of museums, research institutions, heritage associations and the Slovenian 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 from the Park a venue to share the know-how and experience in heritage safeguarding. It provided different actors with new visibility in a wider 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. The capacity-building ateliers have the potential to serve as a model for other communities in the Alps aiming at safeguarding and developing their ICH.

The networking has been further supported by the [Alpfoodway Engagement Platform](#) and a [Stakeholders Map](#). The latter follows the target group scheme proposed by the Interreg Alpine Space programme and categorizes stakeholders into:

- Local public authorities (Municipalities; Union of municipalities; Urban and metropolitan public authorities)
- Regional public authorities (Regional authorities; Subdivisions of regional authorities)
- National public authorities (Ministries of culture and agriculture; Departments of culture and agriculture)
- Interest groups including NGOs (Groups; Organizations; Individuals)
- International organizations under international law (EUSALP; UNESCO; Alpine Convention and its bodies)
- Education and training centres and schools (Education centres; Training centres)
- SMEs (SMEs in tourism sector; SMEs in food production; SMEs in agricultural sector; SMEs in cultural sector, SMEs in creative business)
- Business support organizations (Chamber of commerce; Business incubators)
- Enterprises excluding SMEs (Regional retailers; National retailers; Transnational associations of Alpine Tourism Marketing organizations)

- Others (Heritage communities; Regional tourist marketing organisations; Associations for safeguarding national/regional Food Heritage; Organizations related to social innovation)

The map visualizes Alpine-wide multilevel network and provides contact information in order to simplify and facilitate continuous knowledge and experience exchange aimed to strengthen and support the Alpine communities in their endeavours to safeguard the Alpine Food Heritage. Furthermore, it also provides data that institutions and decision-makers can use in their actions to turn the Alpine Food Heritage into a lever for sustainable development, as well as ideas to ICH-based businesses. At the end of the project, it has involved 665 actors, but it is continuously expanding.



A cached map of multilevel network of stakeholders, formed by Alpfoodway project partners, December 2019.

The stakeholders included in the network also support the nomination of the Alpine Food Heritage to the UNESCO Representative list of the Intangible Cultural Heritage of Humanity and will continue to be actively involved in the nomination process.