



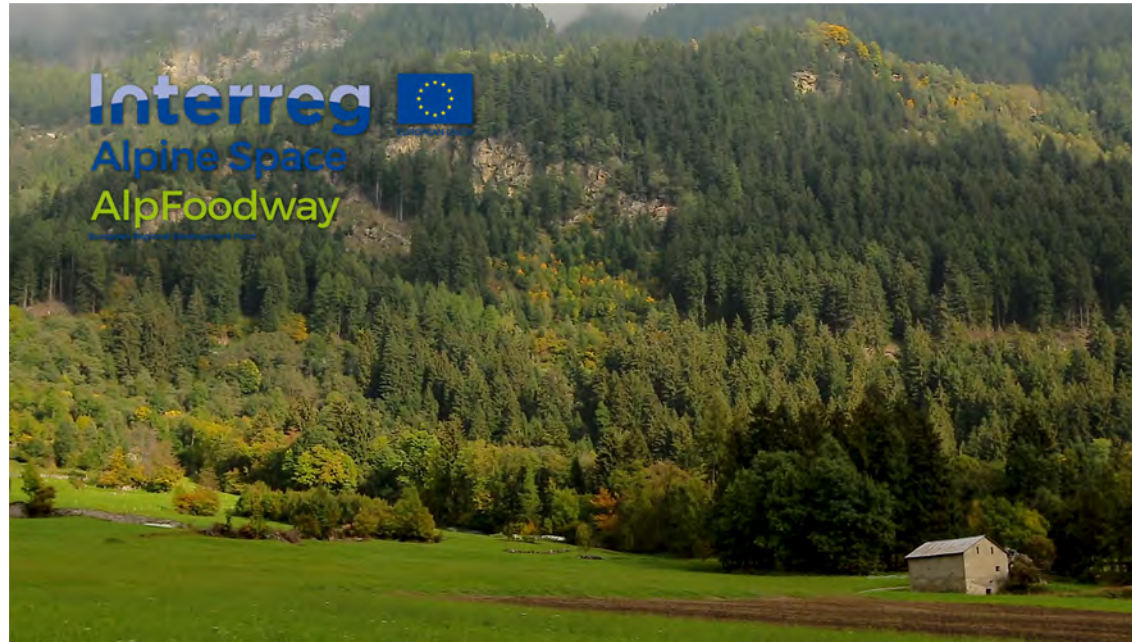
AlpFoodway

a cross-disciplinary, transnational and participative approach to
Alpine food cultural heritage

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#AlpFoodway
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Focus on Alpine Food Heritage



Food heritage is a **strong identity source** for alpine populations.

It goes **beyond products** to include **productive landscapes** and **traditional knowledge on production techniques, consumption customs and rituals**, and the **transmission of ancient wisdom**.

AlpFoodway is creating **sustainable development models** for **peripheral mountain areas** based on the **preservation/valorization of alpine cultural food heritage** and on the **adoption of innovative marketing and governance tools**.

It will also highlight the emerging of a **transnational alpine identity based on the common cultural values** expressed in food heritage.

Development of a common understanding of Alpine food heritage and its potential for sustainable development

Creation of a coordination platform to generate
strategic instruments, e.g. Vision Paper, Value Charter

guidelines to develop participated safeguard processes

studies to promote alpine food value chains

online inventory for Alpine Food ICH



Development of innovative approaches for the transfer of knowledge linked to traditional skills

Creation and experimentation in pilot areas of innovative educational tools for selected traditional skills referred to food value chains and their commercial exploitation, training units for stakeholders and heritage professionals.



Main Objectives

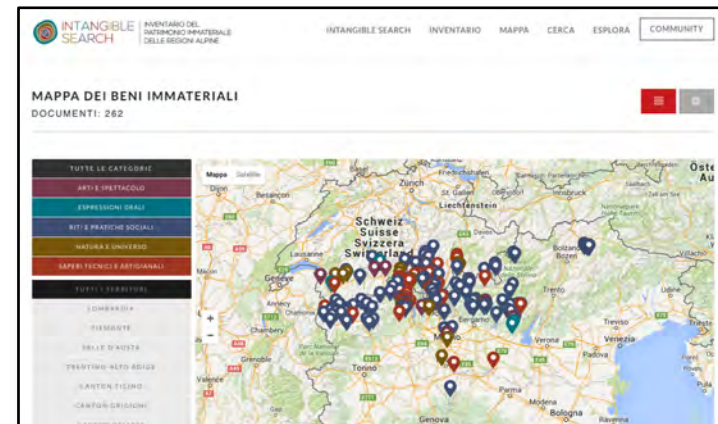
Experimentation of participative tools in order to increase awareness of a common Alpine identity

Involvement of stakeholders and heritage communities
with the goal to share information,
ensure participation and inclusive decision-making,
and develop an AS cultural exchange platform.



- **Inventory** of traditional Alpine Food ICH containing hundreds of multimedia records
- Guidelines for **Community rights and ICH intellectual properties**
- Guidance papers to **successfully commercialize Alpine Food Heritage**
- Guidance for the development of **successful integrated food value chains**, based on **ICH valorization**
- **courses and educational units**
- **Multilevel alpine community network**, with the function of a cultural exchange platform supported by storytelling events with high communication impact
- **Vision Paper&Value Charta on Alpine Food ICH** representing strategic policy documents summarizing how Alpine Food ICH is a lever for sustainable development in peripheral alpine areas

www.IntangibleSearch.eu



The project has been selected by the European Commission as highlight for the European Year of Cultural Heritage and thus has been awarded the EYCH label.



Mid-Term Conference in Innsbruck 4.10.2018
part of the Official Program of Tyrolian Presidency of EUSALP



EUSALP EU STRATEGY FOR THE ALPINE REGION

AlpFoodway as UNESCO Intangible World Heritage?



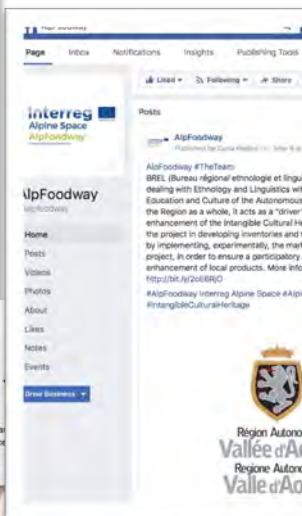
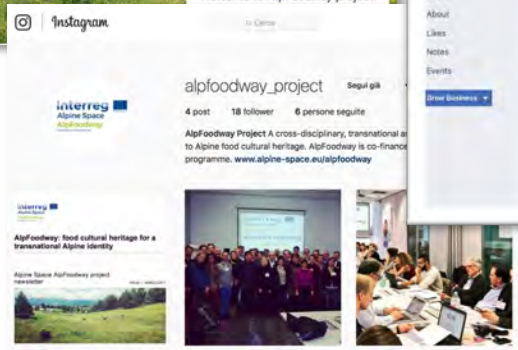
United Nations
Educational, Scientific and
Cultural Organization



Intangible
Cultural
Heritage



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