



# WHY UPVIVIUM

**Italian Biosphere Reserve are land of vast culinary excellence and high quality agricultural products.**

Most of this products are closely linked to the conservation of landscape and biodiversity.

**Still few restaurants in Biosphere Reserves use and promote these local products** that are so important for the sustainable development of the territory and local communities.





# A SMALL NETWORK OF BIOSPHERE RESERVES

UPVIVIUM is a small network of Biosphere Reserves, highly diversified from a territorial and cultural point of view, but united by a common vision.

2020 edition was cancelled due to the pandemic, but as soon as possible UPVIVIUM will be organised again.

The number of Biosphere Reserves participating in the contest may be increased, even outside of Italy.



## LAST EDITION (2019)

over  
**100**

**PRODUCERS**  
involved



Competing  
**RESTAURANTS**



**37**

# THE GENESIS OF UPVIVUM



## INTERNATIONAL WORKSHOP - AUGUST 2016 - LANGHIRANO DI PARMA

*“Biosphere Reserve branding through high quality products and gastronomy”*

On this occasion, the role of gastronomy as a ***vehicle of promotion of the Biosphere Reserve’s values*** was highlighted, and the Appennino Tosco Emiliano Biosphere Reserve was invited to ***expand the good practice of the contest «Gastronomic Appenine – 0 Km Menu»*** (on-going project since 2008) to other Italian and European Biosphere Reserves.

UPVIVIUM was launched in 2017 as a shared initiative of the Italian MAB National Committee, and testifies the networking capacity of the Italian Biosphere Reserves.

# UPVIVIVUM MAIN GOALS

- To encourage the use of **local products** by the restaurants of our Biosphere Reserves;
- To **raise awareness of restaurateurs on the value of local food products** present in their menus, and promoting them among their guests through **storytelling**;
- To **enhance the gastronomic heritage** of Biosphere Reserves as a tool for the **conservation of their “cultivated and farmed biodiversity”**;
- To stimulate **sustainable forms of tourisms** related to fine dining and quality gastronomy in Biosphere Reserve;





# UPVIVIUM 4 RULES

1. The competition is based on a "dish" accompanied by a drink (wine, beer, juice,...).
2. The dish must contain **one or more local products** chosen from a list decided by each Biosphere Reserve. This local products must represent a contribution to the:
  - farmed/cultivated conservation of biodiversity,
  - landscape protection
  - sustainable development
3. in the "dish" there must NOT be any products:
  - coming from very far away (>1000 KM)
  - out of season
  - coming from rare or endangered species
4. The techniques for preparing the dish should avoid food waste.



# EVALUATION MECHANISM

1. **People taste the competing dishes** in restaurants in each Biosphere Reserve and vote for their favorites online (smatphone).
2. On the basis of the online votes some team (food producers & restaurateurs) enter a “local final”, at the level of each Biosphere Reserve, where a technical jury selects the **local winner**.
3. Local winners participate to a **national final**, where a technical jury and a jury of specialized journalists draw up the final ranking and select the **national winner**





# PROJECT STAGES

SEPTEMBER 2018

Training of participating restaurateurs



Tasting of the «UPVIVIUM dishes» on Week-ends and on-line voting



Ristorante Don Pedro - FINALISTA

Fèsta granda

VEDI

VEDI SULLA MAPPA



Albergo Maggiorina - FINALISTA

Gnocco boemo: la cucina dell'esodo

VEDI

VEDI SULLA MAPPA



JUNE 2019

Local finals organized in Catering Schools in participating BRs



National Final at the ALMA International School of Italian Cuisine



**ALMA**

La Scuola Internazionale di Cucina Italiana

ALMA, the most influential training center and internationally renewed school of Italian Cuisine. Located In Colorno (Parma), ALMA is an official partner of Parma – UNESCO Creative City For Gastronomy



# EACH EDITION OF THE CONTEST HAS A FOCUS

**Bread is a common root of many civilizations and a key identity element of the Italian culture in the world.**

The 2019 UPVIVIUM edition focuses on bread, side dish but also key ingredient of many traditional recipes. The objective is to enhance the agro-food heritage of Biosphere Reserves.







# PROJECT COSTS

## ***Costs shared between BR partners***

*(around 8000 € each)*

- organization of the national final
- jury remuneration
- general and joint communication of the project website (*On which you can vote online for the competing restaurants*), social media, newsletter, press office,....
- significant and attractive prizes for all finalists.

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## ***Costs to be borne by each BR***

- Competent entity for training and evaluation of dishes at local level
- Organization of contest at local level
- Local communication of the project
- Costs of participation of the local winner to the national final (travel, food,...)
- Costs of participation with own delegation in the final (including journalist)



# WHAT'S NEXT?

Our ambition for the near future is:

- **To expand the network of Biosphere Reserves participating** in UPVIVIUM, in Italy and in the World Network of Biosphere Reserves;
- **To boost the popularity of UPVIVIUM** by turning it into a more and more known, awaited and esteemed yearly appointment;
- **To increase the number restaurants and food producers involved**, to enhance the overall impact of the contest.
- **Grew up the sustainability criteria** on which the contest is based

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**To know more about UPVIVIUM:**

[www.upvivium.it](http://www.upvivium.it)



Filippo Lenzerini  
[filippo@punto3.it](mailto:filippo@punto3.it)