

Interreg

CENTRAL EUROPE



European Union
European Regional
Development Fund

SlowFood-CE

TAKING
COOPERATION
FORWARD

**TRAINING COURSE IN GCH
RESOURCES VALORISATION**

Training course in GCH resources valorization

- ❑ Course aims and project phase
- ❑ Valorization: what does it mean?
- ❑ Slow Food's approach to Valorization
- ❑ How to Valorize: 4 Clusters

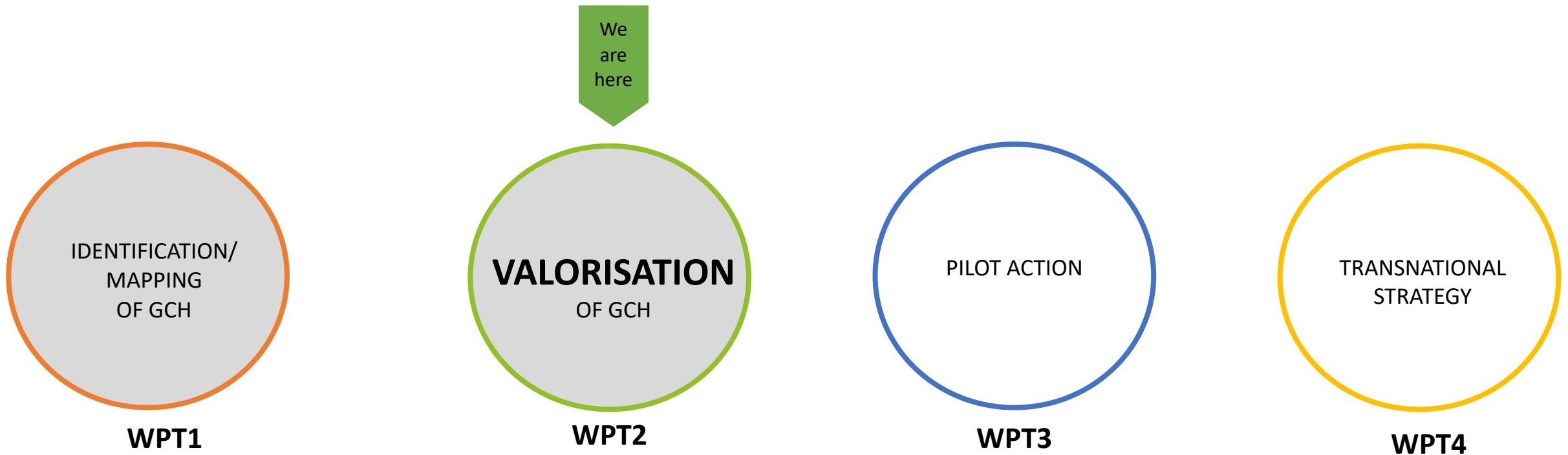
Course aims



The training aims to provide basic concepts, best practices and guidelines for the **sustainable valorisation** of foods that are part of the gastronomic cultural heritage (GCH) of a territory

Project phase

This is the **second phase** in the development of the project Slow Food-CE



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Valorisation: what does it mean?



All the **techniques** and **methodologies** that increase the value of a given good and the **management and promotion mechanisms** through which this value can be transmitted to beneficiaries.

Valorisation is also **education** that serve to increase knowledge and, consequently, increasing the ability of beneficiaries to benefit from these goods.

Objects of valorization can be:

- ☐ **Material goods**
- ☐ **Immaterial goods** (traditions, know-how ...)

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Slow Food approach to Valorisation

What should be valorized?

2 main criteria for a food product

1. GOOD

2. AT RISK OF DISAPPEARANCE

What elements are involved in this valorization process?

Key element

The Product

- Producers faces
- Production area
- Cultural aspects

Actors

Slow Food = process facilitator

Producers = main actor

Consumers = co-producers

Success factors'

Education

- Technical skills,
- Communication skills (storytelling)

Networking with other producers

Community

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How to valorise

Clusters have been identified in order to group the different initiatives and activities that are possible in the attempt to valorise cultural heritage

Best practices

Projects which are examples of valorisation of GCH. Developed by Slow Food, their methodologies and tools can be used to develop the pilot actions

PUBLIC MARKETS



EARTH MARKET

COOKS AND CHEFS



CHEFS' ALLIANCE

SUSTAINABLE TOURISM



SLOW FOOD TRAVEL

EDUCATION



SLOW FOOD EDUCATION

Public Markets

**What is their role
in the valorisation
of GHC?**



Direct sell (from producers to consumers)

Urban communities meet farmers

Specific High Quality products

Multifunctionality selling, buying, meeting, exchanging knowledge,
training, testing, networking, making
community

Cooks and chefs

What is their role in the valorisation of GHC?



- **create relationships** of mutual understanding and collaboration **with** small-scale, local, sustainable **food producers**;
- **promote sustainability in food consumption** by informing consumers on biodiversity, food environmental footprint, sustainable farming and fishing, responsible meat consumption, etc.

Sustainable tourism

**What is its role
in the valorisation
of GHC?**



- **Make optimal use of environmental resources**, maintaining essential ecological processes
- **Conserve natural heritage and biodiversity**
- **Respect the socio-cultural authenticity** of host communities
- **Ensure viable, long-term economic operations**, providing socio-economic benefits to all stakeholders that are fairly distributed

Education

What is its role in the valorisation of GHC?



- Recognise cultural and ecosystemic heritage as common goods that need to be valorised and transmitted.
- Increase awareness on the sustainable use of cultural heritage
- Increase the sense of belonging to the cultural heritage, developing projects that promote emotional connections and cultural assimilation through the valorisation of the different elements of a territory **Develop and promote networks** that include schools, public authorities, cultural institutions and the territory in which they operate
- **Develop reflective and experiential “journeys”** focused on understanding territories as a “diffused cultural good”