



FORUM ORIGIN, DIVERSITY AND TERRITORIES

Perspectives on territories in transition

Turin, September 19th-21st 2018

Workshop 5. Foodways and Food-related Intangible Cultural Heritage as drivers for sustainable development in rural areas

Coordinated by Cassiano Luminati and Polo Poschiavo, AlpFoodWay Switzerland, Michelle Geringer, MountainPartnership Secretariat Renata Meazza, Regione Lombardia Italy, Laura Saudin, Regione Valle d'Aosta Italy, Elena Turetti, Comunità Montana Valle Camonica Italy, Diego Rinallo, Kedge Business School France, Valentina Zingari, Parc naturel régional du Massif des Bauges France, Sasa Poljak Istenic, and Špela Ladinek Lozej, ZRC SAZU Slovenia, Hiroyuki Ono and Aurélie Fernandez, GIAHS Secretariat FAO HQ

Foodways are socioeconomic and cultural practices related to food production and consumption. Food heritage is a strong identity source for rural communities. It goes beyond products to include productive landscapes and traditional knowledge on production techniques, consumption customs and rituals, and the transmission of ancient wisdom. In many rural areas, factors such as depopulation, the ageing of population, migration, climate change, globalization and the industrialization and concentration of agriculture and food production are putting food heritage at risk of disappearing. This can result in the loss of biodiversity and cultural diversity, not to mention the threat to local cultural knowledge and practices that could form the base for alternative and more sustainable models of local development.

The workshop builds on the insights on the links between food-related intangible cultural heritage and sustainable development matured in the context of the Interreg Alpine Space AlpFoodway project (<http://www.alpine-space.eu/projects/alpfoodway/>), which aims to contribute to sustainable development policies in peripheral mountain areas by developing and testing new participatory community-based strategies connecting economic, agro-forestry, socio-cultural sectors at the Alpine scale.

Based on such insight, which to some extent can be useful also to other mountain and non-mountain areas outside of the Alpine space, the workshop aims to discuss:

- sustainable development models for peripheral areas based on the preservation and commercial valorization of food-related cultural heritage;
- appropriate models to engage with the market without resulting in overcommercialization and loss of authenticity;
- inventories and other tools for the mapping and safeguarding of intangible cultural heritage
- bottom-up and community-based approaches to the commercial valorization of intangible cultural heritage through the revitalization of heritage products and productive landscapes and the exploitation of synergies between agriculture, food production, tourism, and culture;
- collective Intellectual Property Rights (IPRs) suitable for food heritage chains, and measures to prevent/reduce the risk of illegal exploitation and cultural/economic misappropriation by third parties;

Exploring the value chains connecting agriculture, food, productive landscapes, tourism, community resilience and economic development to identify ways to safeguard, transmit to new generations, and commercially valorize Intangible Cultural Heritage (ICH) core values, the workshop would also like to give a contribution to the international debate on the Intangible Cultural Heritage started after the UNESCO Intangible Cultural Heritage Convention of 2003 (<https://ich.unesco.org/en/convention>) and would like to explore the links between UNESCO approaches and FAO's Program for Globally Important Agricultural Heritage Sites (GIAHS, <http://www.fao.org/giahs/en/>), where the combination of agricultural biodiversity, resilient ecosystems, traditional farming practices and cultural identity is essential. Heritage communities, local development professionals and organizations, cultural institutions, local, regional and national authorities are invited to share their experiences on this topic and to send their contribution to this workshop.

Program of the Workshop 5. Foodways and Food-related Intangible Cultural Heritage as drivers for sustainable development in rural areas

Wednesday 19 th of SEPTEMBRE			
Time	Session	Speaker	Note
14h20 – 15h30	<p>Session 1: Foodways, ICH and local development</p> <p>Foodways in transition: ICH as a strategy of regional development</p> <p>An experiential-based approach to the integration of landscape values in traditional mountain food production</p> <p>Intangible cultural heritage and its sustainable development potential</p>	<p>Clemens Maaß, Rike Stotten, Markus Schermer, University of Innsbruck, Department of Sociology</p> <p>Gianluca Cepollaro, Trentino School of Management</p> <p>Saša Poljak Istenič, ZRC SAZU</p>	<p>Moderator: Saša Poljak Istenič, Centre of the Slovenian Academy of Sciences and Arts</p> <p>AlpFoodway Members Keywords: Local economic development, ICH Theoretical work, Tyrolean case study</p> <p>AlpFoodway Members Keyword: Landscape, pedagogy</p> <p>AlpFoodway member</p>
16h00- 17h30	<p>Session 2: The valorization and promotion of food-related ICH</p> <p>What is traditional food? Symbolic competition between industrial and heritage food producers in the Alpine Space</p> <p>Local knowledge and intangible cultural heritage: microeconomics for small villages and inner areas</p> <p>Revitalization of Takachihogo-Shiibayama site by sharing its value with the locals by internal marketing of GIAHS</p>	<p>Diego Rinaldo et Valentina Pitardi, Kedge Business School</p> <p>Mathieu Champretavy, Tascapan.com</p> <p>Tomonori Tasaki, Secretariat of GIAHS Promotion Association of Takachihogo-Shiibayama</p>	<p>Moderator: Diego Rinaldo and Valentina Pitardi, Kedge Business School</p> <p>AlpFoodway members Keywords: Marketing, product, innovation</p> <p>Case study, Valle d'Aosta, practitioner-oriented</p>

Thursday 20th of September

Time	Session	Speaker	Note
8h30-10h00	<p>Session 3: Community-based experiences to safeguarding and valorizing food-related ICH</p> <p>Ceibal Coffee</p> <p>The value of Mountain Partnership Label in enhancing livelihood of Mountain communities. An experience of Nepal</p> <p>Supporting a just indigenous food economy: building knowledge around use, production and heritage in the Cape Town area</p>	<p>Alberto Pascual, Fundación CoMunidad, Panama</p> <p>Umesh Lama. Président de Organic World and Fair Future, Pvt Ltd</p> <p>Jenny Willis, Centre of Excellence in Food Security/Local WILD and Loubie Rusch, Local WILD</p>	<p>Moderator: Cassiano Luminati and Polo Poschiavo, AlpFoodway</p> <p>Keywords: Coffee Case study from Panama</p> <p>Case study from Nepal Personal testimony</p> <p>Type: case study from South Africa (master thesis) Keywords: indigenous food, local chefs, supply chains</p>
10h30 – 12h00	<p>Session 4: ICH, food and wellbeing</p> <p>A holistic approach of food</p> <p>Terroir products and well-being: how do consumers make it possible?</p> <p>Presenting the EUREGIO-Environment, Food and Health project - a one health project within the Euregion Trento, Sud Tyrol and Tyrol</p>	<p>Jean-Marc Louvin, Tesi di Ricerca alla Cattedra UNESCO Alimentazioni del Mondo, Montpellier</p> <p>Fort Fatiha et Florent Saucède, Montpellier SupAgro, France</p> <p>Kieran Tuohy, Fondazione Edmund Mach</p>	<p>Moderator: Fatiha Fort, Montpellier SupAgro, France</p> <p>Literature review on food studies (very generic)</p> <p>Theoretical work, consumer behavior point of view</p>