

CULTURAL SUSTAINABILITY



AgriXPlainer

Description of the activity

- **Cultural sustainability actions** are all those activities designed to preserve the culture of a place, in this case, the culture of food of a place. Therefore, the cultural sustainability valorize the tradition and the history of food of a specific geographical context
- **Cultural sustainability actions** can take form in many ways. The format of cultural sustainability can be expressed through: guide, informative materials, cooking class, events, videos. Therefore feel free to combine this practice with others in this Atlas

Easy operations to be replicated

- Identify the key tradition(s) to be promoted by the cultural sustainability action
- Involve experts who can promote and define with accuracy the tradition like historians, if the tradition dates back on time or senior citizens holding the knowledge also by direct experience
- Interview them and collect as much as possible the information about the tradition object of the educational activity
- Define the format of transmission of the cultural sustainability: guide, informative materials, cooking class, event or video
- Directly involve the experts who shared the knowledge with your group. Historians can be special guests of your event, or senior citizens may play an active role in the cooking class, by showing the recipes of the tradition
- Invite participants to contribute in cultural sustainability by keeping alive the tradition

Expected outcomes

Purpose	Added value	Target Audience
To promote the preservation of tradition and culture around food. To invite participants to make alive the old tradition about food	The cultural sustainability action play a double role: it can adopt storytelling in order to create positive memories about the past, but also promote the social identity by promoting the culture of the place. When involving customers from other regions or countries, it can transmit the culture of the place and link it to your food products.	The cultural sustainability action can be promoted at the local level, especially in the new generations that may not be familiar with the tradition of the place. Another important target group of the cultural sustainability actions are tourists, who can be completely unaware of the traditions of the place.

Type of experts to be involved

- Historian
- Senior citizens

Requirements

Geographical requirements	Type of products	Legal requirements
It's suggested to implement the cultural sustainability actions at the local level. A second strategy may be to invite representative of more local area and perform a multi-tradition event.	In order to keep the cultural sustainability process alive, try to be as most coherent as possible with tradition including seasonal ingredients, traditional tools and procedures.	There are no common legal requirements for this activity.

Tips & tricks/successful case study

1. Identify the maximum adherence to clear information about cultural sustainability

2. Adopt historians in order to identify rare information. Things that few people knows are very attractive for curious customers and can make your educational activity unique.
 3. Target tourists and translate your content at least in English or in the most common languages adopted by the tourists in your area.
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