

# GELATOn

## the ROAD



POP-UP MUSEUM TOUR  
**1**

COUNTRIES  
**12**

PARTNERS  
**14**

ASSOCIATED PARTNERS  
**2**



## Press kit



**PARTNERS**



**ASSOCIATED PARTNERS**





# GELATOn

## the ROAD



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## About the project

Due to recent international environmental awareness campaigns that have been able to involve the local population (such as Fridays for Future), a lot of attention has been paid on sustainability and environmental impact of productive processes, particularly related to diet habits. Indeed, the demand for artisanal ice cream (instead of the industrial type) has increased and is leading to the growth of the overall European ice cream market, as Gelato forms a major segment of artisanal ice creams.

In terms of numbers, Gelato represents a sector that contributes to the direct employment, especially of young people, of about 300,000 workers in about 50,000 gelato parlours throughout Europe.

Regarding the market, in 2021 ice cream sales reached 9 billion euros, equal to 60% of the world market, with a growth of 30% compared to 2020. Gelato parlours are increasingly numerous not only in Italy (about 39,000 stores), but also in the rest of Europe. In Germany alone there are 9,000 in which more than 20,000 people work, half of which of Italian origin. And Spain (2,200 ice cream shops), Poland (2,000) and England (1,100) are no less, followed by Austria (900), Greece (680) and France (450).

The European ice-cream market has suffered due to the economic slowdown during the COVID-19 pandemic and the consequent government restrictions on restaurants,

retails and cultural places related to gastronomy. The Lockdown has indeed introduced new changes in the consumers choices in particular related to gastronomy, since in such critical situations following healthy habits is extremely important for physical and mental health. It is therefore relevant to understand which of these recent trends will be maintained in the future. One phenomenon that will probably remain in the long-term is the progressive use of technology, both to increase efficiency and competitiveness.

Hence, adopting the most performant solutions and exploiting information technology is important for companies to be distinguished and to gain competitive advantage over others. Data management will be another key tool to create additional sales, since it offers customised solutions for clients and deep analysis on all the supply chain.

The GELATOn the ROAD project represents an opportunity for the cultural tourism players to cooperate at European Level, as well as an encouragement to develop, experiment, disseminate and apply creative and sustainable practices for cultural tourism.

The main concept on which the project is based is the Road and Cultural Tour concept, i.e. an itinerary throughout European regions guiding the visitors to the most meaningful places about gelato production or information. The European Road of Gelato (ERoG) is both a physical itinerary to invite tourists to visit the sites connected to Ice Cream culture and an immaterial network among realities that have common interests and experiences in this sector.

The Road is a way to catch the attention and attract visitors towards both the topic of gelato making and the regions where this product is mostly produced. Around the concept of the Road, the project will also build other activities, such as the assessment of quality and sustainability of the product, the mapping of

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stakeholders and ingredients providers, creation of an EU label, an itinerant museum and more activities to train professionals and disseminate about project contents.

The project wants to support a sustainable cultural tourism model through the European interconnection of artisanal ice cream. In order to preserve traditional products and processes as well as craftsmanship and know-how about quality ice cream making, gelato uses fresh local products and a specific process often detailed in disciplinaries and regulations.

The tourism economic sector connected to the Road is also important; the project will support and train tourism operators to prepare them in the development of itineraries and activities concerning the ERoG and apply sustainability and quality principles promoted by the project.

The Road concept also reflects the idea of a network of subjects and sites, all linked and connected by a common vision and common objectives to bring forward the tradition and know-how about artisanal ice cream.



MIG: Mostra Internazionale del Gelato Artigianale – Longarone 2022

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## About the Main Project Actions

### Specific Objectives

1. To **increase the competitiveness** in the field of **sustainable cultural tourism** and to ensure a complete recovery and resilience of the sector after the COVID-19 crisis.
2. To **promote cooperation**, valorisation and safeguard of the diversity of **European cultural heritage** through the transnational circulation of food products.
3. To effectively **disseminate sustainable cultural tourism and gastronomy**, as a key element of European cultural heritage.
4. To **enhance skills and competences** of tourism operators in the **development of innovative strategies** and solutions for sustainable gastronomic tourism, stressing the importance of respecting the wellbeing of local communities and the use of local products.
5. To **develop methodologies to foster sustainability** in the field of cultural **tourism**, with a particular attention on **green solutions** and **quality labels** for gastronomic tourism sites and production methods.

### Main Activities

- Definition of **Manifesto** and **Protocol of understanding** with principles and criteria to ensure a high-quality gelato and the sustainability for its production.
- The project **Sustainability Label** will develop indicators and criteria to ensure high quality and sustainable gelato products and will ensure the respect of consumers, so gelato producers will be required to commit to implement any action needed to ensure a correct relationship with consumers.
- Establishment of the **European Road of Gelato (ERoG)** that will touch 12 European countries, with direct involvement and engagement of artisanal ice cream makers.
- An itinerant **Pop-Up Museum Tour** will be created in the sites touched by the Road, to further promote the Road and its values and adherents. During these stops three formats of collateral events are to take place: **Capacity building training** dedicated to professionals (cultural tourist operators of the gelato sector), **Cooking shows** and **Project Presentation**.
- Develop of the **GELATOn the ROAD APP** and **Virtual Tour** where to connect with all available solutions and environment information in an easy and orderly way. A specific section of the app will be cross-cutting to

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all countries and will develop a **virtual tour** of gelato, which will help to create a “story” about traditional gelato and its value for local communities.

- **Gelato Passport** tool will target the public to increase costumers’ fidelity and encourage them to travel the EROG’s itinerary and visit the other gelato parlours.
- **Flavours Content:** Applicants can candidate only one flavour that makes use of at least one of the ingredients from the ones promoted by the consortium partners (local of their countries).

## GELATOn the ROAD – key words

**Partners: 14 + 2 Associated Partners**

**European Countries: 12**

**Duration: 3 Year**

**Pop up museum: 1**

**Cooking shows: 12**

**Flavors Content: 1**

**European Road of Gelato (ERoG): 1**



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## About our Team

**LONGARONE FIERE DOLOMITI Srl LFD** is the only Fair of and for the mountains in Italy, developing the economy and the tourism of the Dolomites area (a World Heritage Site since 2009).

**VENETIAN CLUSTER SRL** is the only productive cluster of cultural and environmental heritage in Italy.

**CHAMBRE DE COMMERCE BELGO-ITALIENNEASBL.** The Belgian-Italian Chamber of Commerce engages in promoting SMEs internationalisation, business education (with a focus on the green and digital transitions needs) and sustainable tourism.

**AGRODIATROFIKI SYMPRAKSI PERIFEREIAS DYTIKIS ELLADAS** The main activities of AGRIFOOD WEST are related to the participation to national and international trade fairs & gastronomic events.

**UNITEIS EV** Is the association of Italian artisan gelato makers in Germany. It currently has around 1000 members with over 2200 gelato parlours throughout Germany.

**CAMERA DI COMMERCIO ITALO-LUSSEMBURGHESE A.S.B.L.** Is not-profit organisation and has since been involved in promotional and consulting activities in the field of business and start-ups support, tourism, agriculture and food, culture, and adult education.

**PRIVREDNA KOMORA SRBIJE** Is an independent professional business association promoting interests of enterprises, sole proprietors and other types of organisations involved in the economic activity on the territory of the Republic of Serbia bound by common business interests.

**REGIJSKA RAZVOJNA AGENCIJA ROD AJDOVSCINA** has participated in more than 20 European projects. They operate mainly in the area of the municipalities of Vipava and Ajdovščina. At the regional level, we are responsible for "green" contents.

**UDRUGA ISTARSKO-EKOMUZEJ IZ VODNJANA** The main goal of the organisation is to improve the quality of life of the local community by increasing and valuing its resources, fostering cooperation, unity and solidarity among members.

**EUROPEAN TRAINING AND RESEARCH INSTITUT I** is a Non-Profit Organisation established 2002 focusing on research-cooperation, training, innovative technologies and internationalisation.

**ASSOCIACIO D'EMPRESARIS DE CLOUD COMPUTING DE CATALUNYA** is a non-profit organisation that brings together entrepreneurs from the ICT sector, especially businessmen representing companies offering services related to new information technologies based on the cloud.

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**RZESZOWSKA AGENCJA ROZWOJU REGIONALNEGO SPOLKA AKCYJNA** Its objective is to support the development of the region, to improve the quality and standard of life, and to advertise and promote the possibilities offered by the region.

**CHAMBER OF COMMERCE AND INDUSTRY VRATSA SDRUZHENIE** CCI is based on the principles of voluntary participation and membership, autonomy and self-financing. Works in close cooperation with national, regional and local authorities, NGOs, SMEs, Academic and Research bodies, as well as with other BSOs and CCIs from abroad.

**DOMSPAIN CONSULTING SL** is a Training and Consulting Company active on a national and international level.

## About our Associated Partners

**PARCO DOLOMITI FRIULANE.** The Dolomiti Friulane Natural Park is the largest of the two parks in Friuli Venezia Giulia: with an area of 36,950 hectares. It is rich in unique flora and fauna, is part of the UNESCO Foundation and is part of the Natura2000 European network.

**COUNCIL OF EUROPE.** The Council of Europe is an international organisation founded in the wake of World War II to uphold human rights, democracy, and the rule of law in Europe.

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Press Release

# GELATOn the ROAD

A PROJECT FUNDED BY THE CREATIVE EUROPE PROGRAMME (CALL CREA-CULT-2022-COOP)

6<sup>th</sup> June 2023

*Räumlichkeiten des ZDH, Zentralverband des Deutschen Handwerks Mohrenstr. 20/21, 1011 Berlin, Germany.*

We are pleased to present the GELATOn the ROAD project, officially started on 1st of April, which creates the first European Gelato Road aimed at promoting and preserving local cultural heritage and identity. The project involves 12 different EU countries (Italy, Belgium, Greece, Germany, Luxembourg, Serbia, Slovenia, Croatia, Austria, Spain, Poland, Bulgaria) and 14 European organisations: Longarone Fiere (lead partner), Venetian Cluster, Belgian-Italian Chamber of Commerce, Agrifood Partnerships of the Region of Western Greece, Uniteis e.V., Italian Chamber of Commerce in Luxembourg, Chamber of Commerce and Industry of Serbia, Regional Development Agency ROD Ajdovscina, Dignan Ecomuseum, European Training and Research Institut, Cloud Computing Business Association of Catalonia, Rzeszow Regional Development Agency, Chamber of commerce and Industry Vratsa, DomSpain, and 2 associated partners: Parco Dolomiti Friuliane and Council of Europe - Venice Office.

The European Gelato Road will include the main sites linked to Gelato production and culture, starting from the project partners but ready to be enlarged with more subjects and sites around the EU. It will be recognizable thanks to dedicated maps and itineraries, a corporate image and identify reported.

The project is based on the criteria of environmental sustainability, product and raw material quality, and innovation within the artisan Gelato supply chain system. The art of Gelato making has been passed down from generation to generation incorporating local ingredients and culinary traditions. It is a step towards raising awareness of the cultural importance of Gelato and fostering a deeper appreciation of its rich history and enduring legacy.

Furthermore, Gelato transcends not only generational boundaries but also serves as a means of promoting a broader understanding of food culture while celebrating the artistry and craftsmanship that are essential components of the gelato-making process. Through a defined protocol and concrete multiple actions, this project involves the stakeholders of the production chain (material and machine manufacturing companies, Gelato product innovators) and involves adult and young customers through the European Gelato Road.

Berlin presents itself as the perfect location for the launch of the project, as capital of the country that is currently Europe's leading economy, offering excellent connectivity and accessibility to participants from various EU Member States. Moreover, Berlin's cosmopolitan character and multicultural environment make it an ideal setting to promote intercultural exchange and understanding among participants. Overall, its geographical location, logistical advantages and inclusive atmosphere make it the perfect city to host the start of a project whose main objective is to establish the European Gelato Road.

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