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PRESS RELEASE

GELATOn the ROAD

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

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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.





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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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