



PROTOCOL OF UNDERSTANDING

GELATOn the ROAD, CREA-CULT-2022-COOP, 101100373

GELATO STAKEHOLDERS

INTRODUCTION

This document contains the guidelines to which the gelato stakeholders must adhere, in order to participate in the European Route of Gelato (ERoG). In fact, the Protocol means to support European policies related to the preservation and enhancement of cultural heritage, both intangible (memories, history of Gelato) and tangible (Gelato as a cultural product), by giving life to a European itinerary made out of the signatories of this document. Actually, participants are essential actors of the process of shaping the European Route of Gelato and they are key players in its creation.

The Protocol of Understanding stands upon the logic of the “Manifesto”, sharing with it the same Vision and Mission. In fact, the Protocol, through its criteria, intends to act in favor of the preservation and promotion of Gelato as a local cultural heritage and as a symbol of local identity.

Thus, applicants who are willing to participate in the ERoG must accept the set criteria described in art.1 concerning the valorization of Gelato as cultural heritage and the recognition of its role in shaping the cultural identity, inherited from generation to generation over the history.

In this sense, by adhering to the Protocol the participants will act as main characters in the attempt to raise awareness of the cultural importance of Gelato as culinary tradition, to foster deeper appreciation of its rich history and enduring legacy, to disseminate artisan knowledge throughout Europe and to promote it as a healthy product made out of local ingredients and traditional methods embracing a Green Economy development model of reduced waste and plastic use, limited environmental impact and km0 ingredients. Within this frame participants are called to cooperate to promote artisan knowledge throughout Europe through Gelato, as important element of the European cultural heritage that must be preserved and promoted.

The Protocol of Understanding aims at involving the stakeholders and actors of artisanal Gelato and then define the shape of the itinerary of the ERoG, with the final goal of:



- disseminating sustainable cultural tourism and gastronomy, as a key element of European cultural heritage;
- promoting cooperation, valorization and safeguard of the diversity of European cultural heritage through the transnational circulation of food products
- increasing competitiveness in the field of sustainable cultural tourism
- developing and promoting sustainable practices in the field of cultural tourism, with a particular attention on green solutions and quality labels for gastronomic tourism sites and production methods.

In conclusion, in order to benefit from the participation in the European Route of Gelato, each participant must commit to the below described criteria of quality and sustainability that defines and distinguish the artisanal Gelato, as culinary tradition and cultural heritage and identity.

BENEFICIARIES:

List of eligible participants (the below list is indicative and not limited):

- Tourism operators
- Museums / historical centers
- Organizations
- Cultural/Creative Associations
- Archives
- Libraries
- Artisanal Centers
- Educational centers
- Schools
- Events agencies
- Festivals
- Public Entities
- NGOs

CONTENT

- Art.1 Definition of Artisanal Gelato
- Art.2 Advantages and Benefits
- Art.3 Eligibility Criteria
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Art.1 DEFINITION OF of Artisanal Gelato

Above all, participants must be reminded with a special brochure or guide or other info that the road is first and foremost an example of a cultural route that must be explained and told to consumers

The below guidelines describe what defines a sustainable and artisanal gelato of quality. Artisanal gelato is recognized as such if it complies with the following:

****PRODUCT:****

1. The production of gelato must be done, using traceable ingredients.
 - a. For local ingredients (sourced from the region or produced in-house), the producing company preferably possesses certification.
2. Gelato distribution and sales must occur within 15 days of production.
3. In milk-based flavors, the minimum milk fat content must not be less than 3%.
4. Sorbets must not contain traces of lactose.
5. Fruit sorbets must contain at least 25% fresh or frozen fruit.
6. Citrus sorbets must contain at least 15% citrus juice or centrifuged citrus.
7. The use of vegetable fats is allowed, but must be declared on the ingredient label.
8. Displaying the ingredient table for each flavor is mandatory at the point of sale.
 - a. The table must highlight allergens in accordance with European regulations.

****PRODUCTION:****

1. Production areas must be easily washable and comply with local hygiene and sanitation standards.
2. The HACCP self-control system must be executed, documented daily, and kept for a minimum of 2 years.
3. Milk/cream-based and/or egg-based flavors must be pasteurized.
 - a. Pasteurization is not obligatory for water-based flavors (sorbets), yogurt, or kefir in the absence of fresh milk, cream, and eggs.

****REQUIREMENTS:****

1. Gelato Makers utilizing low-impact environmental production methods (such as eco-friendly machinery, photovoltaic panels, etc.) are encouraged to communicate this to consumers in an appropriate manner.
 - a. Those not equipped with such tools, when renewing equipment, are encouraged to inquire about and prefer the purchase of eco-sustainable machinery.



Art.2

ADVANTAGES AND BENEFITS

Participating to the European Route of Gelato (ERoG), will bring to the participants many advantages and benefits:

- **Enhance your visibility:** get noticed everywhere and within the cultural tourism industry by boosting your local and European presence.
- **Network and connect with excellence:** Join an exclusive club of European gelato makers, where you can connect with the best in the industry. Share trade secrets, collaborate on innovative ideas, promote culture and tradition and contribute to a community dedicated to excellence.
- **Complimentary Promotion:** Enjoy complimentary promotion of your business/organization at EU level thanks to GELATOn the ROAD's influential social media channels, including Facebook, Instagram, and an exclusive website and App, giving your brand a significant digital boost.
- **Boost your local and European appeal:** Be a local advocate in sharing the goodness of top-notch artisanal gelato. Spread the word not only in your community, but also across Europe. Showcase the rich cultural and food heritage of European gelato, attracting visitors from both nearby and faraway places.

The Network includes:

- At least 65 cities
- At least 10.000 POP UP MUSEUMS visitors
- At least 300 gelato makers involved
- 12 itinerant museum stops around Europe
- 36 collateral events at local and EU level

Art.3

ELIGIBILITY CRITERIA

Applicants and participants to the European Route of Gelato (ERoG), will have to commit to the following in order to be eligible to join the ERoG:

	CRITERIA	DESCRIPTION
1	Promotion of the criteria for artisanal gelato identified in art.1	Organizing promotional activities* for the dissemination of the criteria
2	Support local, social and cultural initiatives	Promoting local activities and events* related to the cultural importance of Gelato, of its rich history and enduring legacy



3	Support initiatives concerning social inclusion diversity, gender equality	Promoting social inclusiveness, social integration of people with disabilities and marginalized groups through educational and creative activities and by participating to social inclusive initiatives and events
4	Organization of cultural events related to Gelato	Actively organizing events* for the promotion of Gelato's cultural heritage and history, for the cultural importance of Gelato, for its rich history and enduring legacy, for the conservation of Gelato-making traditions and culinary art
5	Participation to events related to Gelato	Actively participating to cultural events* related to the Gelato's cultural heritage and history, etc (see above)
6	Support initiatives concerning environment and fights against climate change	Actively promoting the use of low-impact environmental production methods (such as eco-friendly machinery, photovoltaic panels, etc.)
7	Actively supporting the use of recycled and recyclable material	Organization of educational activities and informative campaigns, such as lectures, seminars, webinars, etc
8	Participate to GELATOn the ROAD promoted activities	Participate to educational initiatives 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
9	Cultural Education and training	To participate in/ held classes on artisanal gelato production and gelato culture in line with the GELATOn The ROAD project's vision
10	Cultural identity, history and traditions	To display in your own gelato's shop historical material that links the store with the local culture and traditions (photos, tools, etc.) and remind the shop's role in the culture of the local community
11	Involvement in the pop- up museum	To participate to the pop-up museum by contributing with historical data and info.
12	Pop-up museum promotion	To promote the pop-up museum (at both national and international level)
13	Historical and cultural promotion	To promote gelato history and culture through material provided by the GELATOn The ROAD consortium
14	International exchange on cultural heritage	To promote cultural exchange on gelato heritage and history at international level
15	Cultural tourism promotion	To promote the local territory at international level to foster cultural tourism

*Examples of events, activities and initiatives: trainings, workshops, conferences, lectures, seminars, webinars, educational activity, etc



Art. 4

AGREEMENT of COMPLIANCE

I _____, hereby declare that I have read and agreed with the criteria for participation described in this Protocol of Understanding, which represent the rules and criteria to be embraced and adopted in order to participate to the EU Route of the GELATOn the ROAD, the itinerary promoted by the project GELATOn the ROAD, CREA-CULT-2022-COOP, 101100373.

Name of the organization/company _____

Name of the signatory person _____

Role of the signatory person in the company _____

Signature _____

Name of the GELATOn the ROAD partner organization _____

Name of the signatory person _____

Role of the signatory person in the company _____

Signature _____