



PROTOCOL OF UNDERSTANDING

For GELATO MAKERS

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

INTRODUCTION

This document contains the guidelines to which the gelato makers and the gelato parlors 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 valorisation 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 will have to agree on adopting products and production methods that define and distinguish the artisanal gelato.

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, valorisation 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.

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Art.1

DEFINITION OF QUALITY AND SUSTAINABILITY

CRITERIA GUIDELINES

Above all, Gelato makers 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 following criteria have been identified in order to ensure quality and sustainability of the artisanal gelato production.

****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 possess 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

The European Route of Gelato (ERoG) presents a variety of exclusive opportunities and benefits that can elevate your brand, enhance visibility, and boost sales and prestige across Europe.

Here's how:

- **Enhance your visibility:** get noticed everywhere 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 an excellence-driven community.
- **Complimentary Promotion:** Enjoy complimentary promotion across GELATOn the ROAD's influential social media channels, including Facebook, Instagram <https://www.linkedin.com/showcase/gelaton-the-road/>, an exclusive website (<https://gelatontheroad.eu/>) and a mobile App, giving your brand a significant digital boost.
- **Increase your local and European sales:** Get ready for more customers, not just from your town, but from all over Europe. Foster cultural tourism.
- **Quality and sustainability recognition:** Receive a distinguished ERoG label attesting to the quality and sustainability of your gelato, acknowledged at the European Union level, establishing your commitment to excellence and your cultural heritage belonging.
- **Gelato contest participation:** Showcase your expertise by participating in the prestigious gelato contest for the best Gelato Maker of the European Route of Gelato.
- **Promote artisanal gelato significance:** Contribute to the dissemination of the importance of premium artisanal gelato and its history, among your peers and within your community. Play a vital role in promoting the rich cultural and gastronomic heritage of European gelato.

Art.3 RATING SYSTEM

Applicants and participants in the European Route of Gelato (ERoG) will be evaluated based on the criteria outlined below. Please note that criteria in **bold** in the table below are mandatory, while others are optional. This means that all mandatory criteria need to be met in order to participate in ERoG. Participants meeting all mandatory criteria will receive the official Logo of the European Route of Gelato (ERoG).

Besides, participants will be rated¹ and will be assigned from 1 to 3 STARS, reflecting the level of quality and sustainability adopted in their artisanal gelato production.

The STARS are appointed as per the following table:

1 STAR	Automatic when you meet all mandatory criteria (1-12)
2 STARS	If you meet up to 7 optional criteria (13-19)
3 STARS	If you meet 8 or more optional criteria (20-25)

¹ Except for Gelato Makers from Austria who will receive only the logo with no stars, whether they meet 12 criteria or all



	CRITERIA	DESCRIPTION	STATUS
1	Freshly sold gelato	Gelato must be sold within 15 days from its production	Mandatory
2	Pasteurization	Fresh milk, cream and egg flavors must be pasteurized. Note: not mandatory for water-based flavors (sorbets), yogurt or kefir, in the absence of fresh milk, cream and eggs	Mandatory
3	At least 3% of fat milk, in milk-based gelato	In milk-based flavors, the minimum milk fat content shall not be less than 3%. Note: the use of vegetable fats is allowed, but must be declared in the ingredients table	Mandatory
4	Sorbets lactose free	Sorbets must not contain traces of lactose.	Mandatory
5	At least 25% of fresh or frozen fruit in fruit sorbets	Fruit sorbets must contain at least 25% fresh or frozen fruit.	Mandatory
6	At least 15% of citrus juice or centrifuged citrus in citrus sorbets	Citrus sorbets must contain at least 15% citrus juice or centrifugate.	Mandatory
7	Ingredients and allergens displayed and visible (in accordance with EU regulations)	It is mandatory to display the ingredient table for each flavor at the retail outlet. The table must highlight allergens in accordance with European regulations.	Mandatory
8	High hygiene and sanitation standards (HACCP)	The HACCP self-control system must be performed, documented daily and retained for at least 2 years.	Mandatory
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	Mandatory
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	Mandatory
11	Historical and cultural promotion	To promote gelato history and culture through material provided by the GELATOn The ROAD consortium	Mandatory
12	Support initiatives to local, social, and cultural activities – sense of belonging	To display/promote flyers or other material related to local activities, events, and participation_ community engagement/ promotion	Mandatory
13	Pop-up museum promotion	To promote the pop-up museum (at both national and international level), participating in it by contributing with historical data and info.	Optional
14	International exchange on cultural heritage	To promote cultural exchange on gelato heritage and history at international level	Optional
15	Proposing flavors symbol of your own regional culture	Flavors to enhance the excellence of his/her own area, in order to promote the area of origin from a culinary point of view.	Optional
16	Traceable documentation issued by third party	Traceability documentation issued by third party (e.g., specific and recognized labels such as "Sudtirol")	Optional
17	Support initiatives concerning social inclusion	Promoting social inclusiveness (for instance, displaying/promoting flyers or other material related to social inclusion initiatives and events. Als, participation to social inclusive initiatives and events)	Optional
18	Use of recyclable or already recycled materials	Encourage gelato makers to use recyclable or already recycled materials to help reduce environmental impact	Optional
19	Use of 0Km ingredients	Local ingredients produced between 0 and 20Km.	Optional



20	Support purchasing products from local farmers	Self-declaration, or similar to prove the origin of the ingredients	Optional
21	Traceable documentation issued by third party	Documentation of traceability issued by third party (e.g., specific and recognized labels), to prove the origin of the ingredients (it refers to criteria n'20)	Optional
22	Ingredients purchased according to Fair and Equitable Trade	self-declaration, or similar to prove the origin of the products	Optional
23	Traceable documentation issued by third party	Documentation of traceability issued by third party (e.g., specific and recognized labels), to prove the origin of the products) (it refers to criteria n'22)	Optional
24	Bio certified produced ingredients	With supporting documentation (e.g., specific and recognized labels)	Optional
25	Committing in investing on Machinery renovation	Gelato makers who adopt environmentally friendly production methods (use of eco-sustainable machinery, photovoltaic panels, etc.) are encouraged to communicate it to the consumer accordingly. Those who are not so equipped are encouraged to prefer purchasing environmentally sustainable machinery ² when renewing their equipment	Optional

² The criteria n'26 on environmentally sustainable machinery stands on the following premises: in terms of CO₂e parameters, the average of 1.11KWh (=0.35+0.45+0.31) consumption has been found as the total quantity of the production of one liter of gelato. The above-mentioned consumption, has been found following the below calculation: Machinery:

- 60-liter pasteurizer - consumption 7KWh
- Maturation vat 60 liters - consumption 1.5KWh
- 8-liter mash tun - consumption 10KWh

Steps:

- Pasteurizer to pasteurize and chill 2h
- Maturation 12h
- Mantecation 4 cycles of 8 liters/h

Step 1- Pasteurizer: pasteurize the mixture (milk, cream, sugar, etc.) at an average load of 40 liters at the consumption of 7KWh. The heating and cooling process takes about 2 hours. So, one liter of pasteurized mixture is given by $14\text{KWh}/40 \text{ liters of mixture} = 0.35\text{KWh}$.

Step 2 - Maturation basin: keeps the pasteurized mixture at a constant temperature of 4 degrees, stirring it occasionally to avoid deposits. The process takes 12h. So, one liter of matured mixture is given by $(1.5\text{KWh} \times 12)/40 \text{ liters of mixture} = 0.45\text{KWh}$.

Step 3 - Whipping: the step that makes gelato from liquid to solid is whipping. In one hour, 4 whipping cycles can be done for 8 liters at a time. Thus, one liter of whipped gelato has an energy consumption of $10\text{KWh} / (4 \text{ cycles} \times 8 \text{ liters}) = 0.31 \text{ KWh}$.



**Art.4
TRANSPARENCY**

Please be informed that you might be selected to receive a simplified sustainability and carbon footprint analysis to define the sustainability and quality of your production (the report will analyze the costs of bills, the type of machine used for production, and the provenance of ingredients).

The analysis will be free of charge and will be conducted according to the guidelines of an expert analysis Lab for sustainable certifications.

**Art. 5
AGREEMENT of COMPLIANCE**

I _____, hereby declare that I have read and I agree with the articles and guidelines 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, 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 _____