

Food Trotter

Key words:

- gastronomy
- culture
- traditions
- territory
- tourism
- across-border

Values for the community

The project aims to enhance the local area through the rediscovery of gastronomic and cultural traditions, in order to promote tourism and consequently to support the economic growth of the Adriatic area. It involves all citizens, including public and private entities, in particular young people, who represent the spirit of the project itself.

Context data

01/01/2018 - 30/09/2019

Total budget

€ 872.000

Lead Partners

- AZRRI;
- CIVIFORM;
- City of Apulia;
- Municipality of Cividale del Friuli;
- Market of Pula Idt;
- Central Vocational Training School;
- Tourist board of the town of Mali Lošinj;
- Casa Artusi Soc. Cons a R.L.;
- Slow Friuli Venezia Giulia.

Target group

- Individual tourists and groups;
- Local, regional and national public authorities;
- Regional and local development agencies;
- Enterprises;
- Education and training organisations.

Facts & Figures

- € 872.000 of Total Budget;
- € 794.000 of European Regional Development Fund;
- € 78.000 of National Co-Financing.

Short description of civic monitoring

After visiting the OpenCoesion website, we chose to focus on the KeyQ+ project, with the aim of recovering and preserving the gastronomic and historical cultural traditions of a border region. The result of it is represented by the development of an innovative tourist itinerary divided in 7 parts, based on agri-food biodiversity linked to lesser known cultural and historical heritage, which have characterized different periods in different regions of the Adriatic area.

Project and theme chosen

We chose the project KeyQ+, insofar as Culture and Tourism are the keys for quality cross-border development of Italy and Croatia.

It is based on an authentic, local and traditional food and historical culture, which promote the progress and the growth of an experimental and sustainable tourism and a more balanced territorial development.

Communication Format and engagement strategy

In 2022, a website is the most effective way to transmit information on a large scale, allowing the attachment of banner ads with a high engagement rate at a low price. At the same time, a social media allows us to reach a young audience to involve them in the rediscovery of local traditions.

Experienced people on the subject

Politicians

- Gianfranco Fini;
- Gianni Alemanno;
- Pier Luigi Bersani.

Journalists

- Brunella Giovana;
- Simonetta Fiori.

Important Chefs

- Emanuele Scarello;
- Antonia Klugmann;
- Enrico Chicco Cerea;
- Philippe Lèveillé.

Additional research

- search for secondary data
- diary and reporting
- content analysis