

Food as European cultural heritage



On **18 June 2015**, the enchanting countryside of **Valdera** (Pisa, Italy) was seat of an interesting international meeting, focussed on the role of **food** as element of the **European cultural heritage (CH)** and aimed at discussing how the changes within our society may have an impact on the **wine & food traditions of a territory**.

The meeting was organised by **Promoter SRL**, leading company in the ICT, research, communication and digitisation of CH sectors managed by Dr Antonella Fresa, coordinator of numerous European projects.

The meeting took place in the framework of **RICHERS**, ambitious research EU-funded project, coordinated by **Coventry University** together with Promoter SRL, investigating the relationship between culture and society. In particular a case study, centred on the **relationship between food and territories**, is currently underway on a European level, in order to understand how to realise **social and economic development** through the promotion of typical products, traditional cultivations and the discovery of foods from other countries we are coming in closer and closer contact with.

Prof. **Moya Kneafsey** (Food, Local Development and Human Geography), Prof. **Ernest Taylor** (Tourism Management) and Prof. **Neil Forbes** (lecturer of International Contemporary History as well as general coordinator of RICHES) from Coventry University (UK) intervened. The three scholars exchanged visions in a fascinating debate with Dr **Tiziana Nadalutti**, expert of agricultural science and operating for more than twenty years for the safeguard and promotion of environment and sustainable farming, and Dr **Monica Zoppè**, researcher at Pisa's CNR and interested in themes of environment protection, food and landscape as well. Nadalutti and Zoppè are involved in **?Consiglio del Cibo?** (?Food Council?), project for an interdisciplinary plan by the University and the province of Pisa, first round table of its kind in Italy; the project aims to structure in a democratic form the relation between citizens looking for a healthy and sustainable diet, public interest and privates' prerogatives.

During the afternoon Prof **Marcello Buiatti** too, lecturer of Genetics at Florence's University and expert in ethics and environment, joined the debate in a teleconference.

Results of the workshop will merge into a public document about the **relation between food, culture, identity and sense of belonging in a multicultural context**. The document will constitute the ground for a **policy brief** by the RICHES project, addressed towards the European Commission.

Further information on RICHES are available online at www.riches-project.eu.