



# FLAVOURS of EUROPE

Digitalization of Rural  
Gastronomic Cultural  
Heritage in Europe



FLAVOURS  
of EUROPE


2021-1-RO01-KA220-ADU-000029562

Implementation period:


January 2022 – December 2023



Co-funded by  
the European Union



The Covid-19 crisis is revealing the crucial role of natural and cultural heritage for social cohesion, local development and mental wellbeing. Food and gastronomy embody agricultural practices, landscape, local history and traditions, symbolizing the cultural heritage of a territory and are becoming ever more relevant in improving the economic and environmental sustainability of both tourism and agriculture. Food serves as a strong connection between nature and human society bringing together land, heritage and the people. It is a diverse and dynamic channel for sharing stories, forming relationships and building communities.



## OBJECTIVE

Flavours of Europe project aims to develop until 2023 a new educational curricula for increasing skills of more than 800 adults, especially women with reduced opportunities from rural deprived areas on building of inclusive community development through gastronomy heritage tourism.

## RESULTS

During the two years of project implementation, partners will develop three main products:



## White Paper on Gastronomy Cultural Heritage and Tourism Digital Marketing.

The result will consist into a research study on the future trends for Human capital from Villages, focused on adults, mainly women, as key role in the efficient performance of strategies for inclusive development of rural communities by gastronomy tourism.



## Training COURSE on Digitalisation of Rural Gastronomic Cultural Heritage in Europe

The training course will contain a set of educational resources tailored to the training needs identified in the white paper:

- 4 hands-on and practical applicable digital handbooks for adults, mainly women with low skills, in precarious economic situation, living in remote village areas, unemployed, working in a company or willing to develop a new start-up as local gastronomy point in rural tourism and
- 1 training toolkit for tourism learning environment centers, comprised of more than 80 tourism stakeholders: incoming travel agencies, rural guesthouses, associations of chefs, local producers of food base materials, research institutes, local rural public administrations, from rural regions with diminishing populations and/or regions which suffer from economic crisis generated by COVID-19.



## Educational E-learning Platform

The project will transfer to the end users an innovative teaching and learning tool, adapting the training materials to web-based education efficiency in cultural gastronomy heritage tourism infrastructures and services. The platform will meet the need of using a tool for teaching but also for practicing the digital competences of the project beneficiaries.







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# PROJECT TEAM



North-East Regional Development Agency  
(Romania) Lead Partner  
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"Budakov Films" EOOD (Bulgaria)  
[www.bfstudio.eu](http://www.bfstudio.eu)



Inova+ Innovation Services, SA (Portugal)  
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Eurocrea Merchant SRL (Italy)  
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