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European Union  
European Regional  
Development Fund

## **CARPATHIAN CULINARY HERITAGE NETWORK**

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# CARPATHIAN CULINARY HERITAGE NETWORK

**Project was co-financed by the European Union within the framework of the  
Hungary-Slovakia-Romania-Ukraine ENPI Cross-border Cooperation Programme 2007-2013**

**Value: 475.000 Euro, out of which 421.000 EU funding**

**Timing: 04/01/2012 - 03/31/2014**





## PARTNERS



**Tourism Association of Ivano-Frankivsk Region  
(Ukraine)**



**Executive committee of the Ivano-Frankivsk city council  
(Ukraine)**



**“EcoLogic” Association (Romania)**



**Satu Mare Chamber of Commerce, Industry and  
Agriculture (Romania)**



**Kosice Office of Chamber of Commerce and Industry  
(Slovakia)**



**Szamos-bazár Association (Hungary)**



**Ivano-Frankivsk Regional State Administration (Ukraine)**

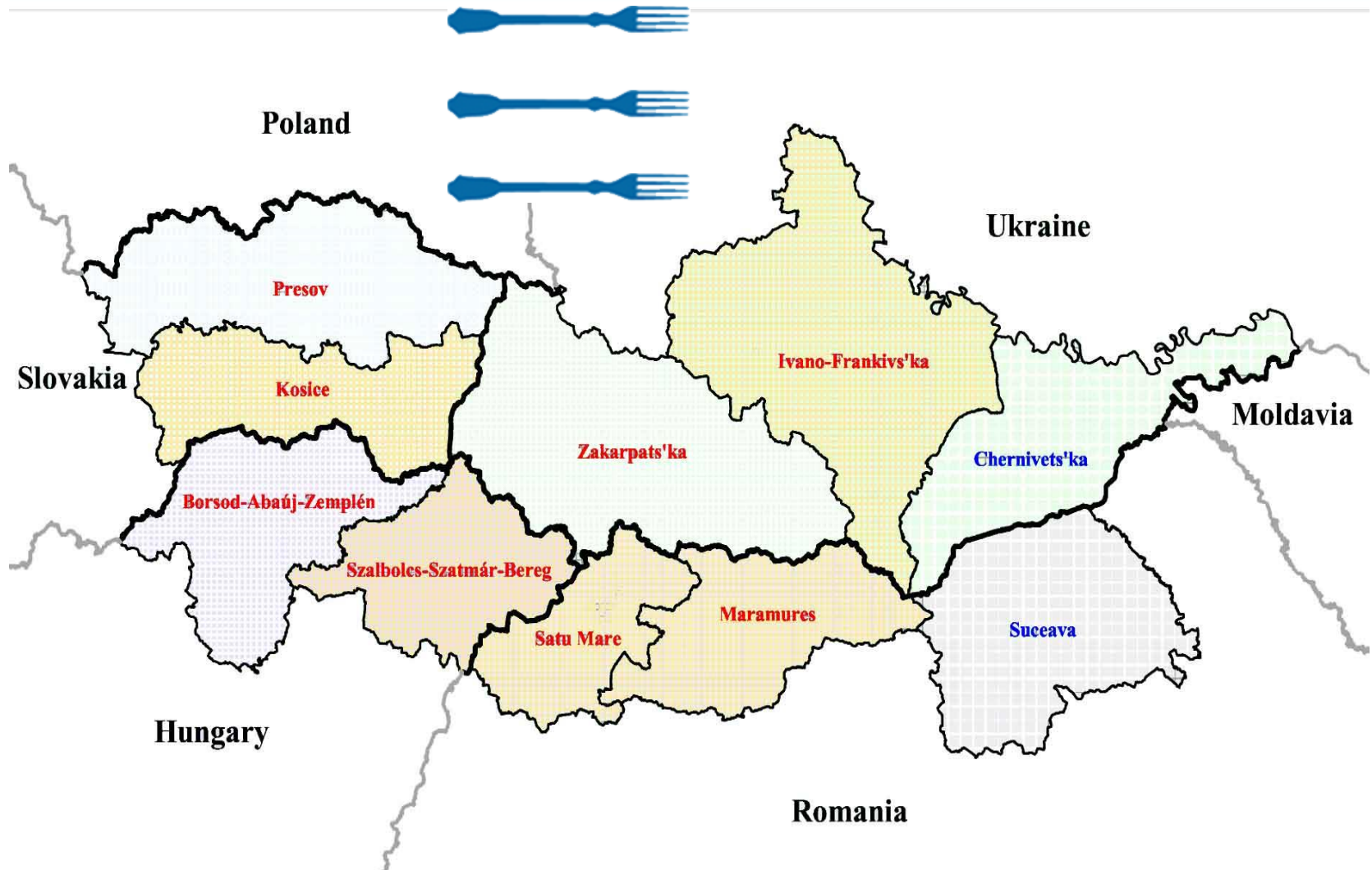


**European Culinary Heritage Network (Sweden)**

**Cluj Napoca Technical University – Baia Mare Nord  
University (Romania)**

# PROJECT REGIONS

ENPI CBC PROGRAMME 2007 - 2013 HUNGARIA - SLOVAKIA - ROMANIA - UKRAINE



# OBJECTIVE AND PROBLEMS ADDRESSED

## **Overall objective:**

to conserve and popularize the role and range of the different traditional Carpathian food products and cuisines as a catalyst for sustainable regional development and preservation of local cultural heritage.

## **The project addressed the following specific problems:**

- Gradual step by step lost of traditions and food culture within the local population, lack of appreciation of potential of the local products and traditions, of value of culinary traditions within the community and nature based tourism sector of the regions
- Poor variety of community based tourism products to generate more visitation&visitor spending
- Difficulties to economically progress and survival for small scale traditional food producers: lack of local and outer customers, lack of management and marketing skills, lack of recognition of their roles
- Lack of cooperation in traditional food sector, mostly small scaled, family based and located in the rural areas, very small to have a big voice.



## RESULTS

- Carpathian Culinary Heritage (CCH) joint strategy, CCH logo and brand identity developed
- 1 International & 3 regional CCH Festivals , 4 national cross-border tour packages related to the national culinary heritage trails
- a promotion film, leaflets, brochures, maps promoting the traditional cultures of target regions/countries
- 7 big and 9 smaller joint cross border events were held during the project life time
- 220 people were directly involved into the project CB activities



# International Festival Ivano - Frankyivsk





# FESTIVAL NEGRESTI OAS



INSTITUTUL PATRIMONIULUI CULINAR CARPATIC

Programul este cofinanțat de către Uniunea Europeană

Programul de Cooperare Transfrontalieră ENPI  
**Ungaria-Slovacia-România-Ucraina**

ECOLOGIC

SATU MARE MARAMURES

FESTIVALUL PATRIMONIULUI CULINAR  
CARPATIC REGIONAL - ROMANIA

07-08 Septembrie 2013  
Muzeul Tarii Oasului Negresti Oas



# POTENTIAL FOR LEARNING AND TRANSFER

- ✓ Project preparation and activities have been built on joint development, implementation, staffing and financing.
- ✓ The project strengthens cross-border cooperation: about 40 businesses were linked under the cross-border trail tour package. New cross border cooperation and sales opportunities have been open for local SMEs through the CCHN and its facilities developed by the project.
- ✓ CB culinary festival is an excellent opportunity to introduce neighbor country handicrafts, local food, but also culture (dances, songs, art, culinary heritage etc) and by this unite cross border communities, both young people and adults.
- ✓ The experience accumulated in the Carpathian border region can be valuable for other regions, regarding not only the idea but also the way to implement it and update it according to the evolution of the territory.
- ✓ It represents a transferable GP once the project addresses a long-term strategy for the CB management and protection of a shared culinary culture heritage.



## WHAT'S NEXT ?

**The strong relations within CCHN project and the satisfaction of overpassing the foreseen results also created for the partners the idea of a new project within ENI program, „52 Carpathian Lifestyle Experiences: Reinventing Traditional Work Cultures“.**

**The project will turn local cultural assets into 52 market-ready products, providing diverse entrepreneurial opportunities to local population, motivating to continue traditional practices, cultivating respect for heritage preservation.**

**The proposed project was selected for financing under the HUSKROUA Programme 2014-2020.**



Thank you for  
your attention!

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*Project smedia*