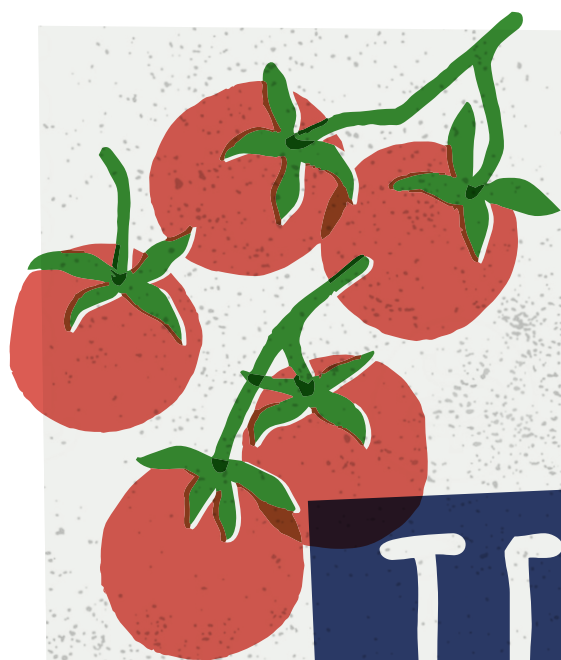


Interreg



Co-funded by
the European Union

Italy – Croatia



THE

TESTEAT

Manifesto



DELIVERABLE SUMMARY	
PROJECT INFORMATION	
Project acronym	TESTEAT
Project title	Enhance Eno gastronomy heritage to establish and expand sustainable tourism
Programme priority	Culture and tourism for sustainable development
Starting date	1/2/2024
Ending date	31/7/2026
Lead partner organisation	Agency for rural development of Istria- AZRRI
Name of representative	Igor Merlić
Project manager	Jasenska Kapuralin
E-mail	jasenska.kapuralin@azrri.hr
Telephone number	+385 52 351 590
DELIVERABLE INFORMATION	
Title of the deliverable	D.4.3.1 TESTEAT Manifesto
WP/activity/deliverable	WP4 / A.4.3 / D.4.3.1
Type (internal/restricted/public)	Public
WP leader	City of Venice
Activity leader	City of Venice
Participating partner(s)	AZRRI, COV, UNIPU, UNIVE, Ston, SCF, CIVIFORM, DURA
Authors	Meridies snc di Erica Croce e Giovanni Perri - City of Venice EU Policies Staff
Contact e-mail of team leader	testeat@comune.venezia.it
Telephone number	+39 041 2747829
DELIVERY DEADLINE	
Date of the delivery	31/07/2026

THE TESTEAT

Manifesto



The following Manifesto translates the shared values developed throughout the TESTEAT project into ten guiding commitments that will continue to inspire cooperation, decision-making and sustainable action beyond the project's lifetime.



Content

1. The TESTEAT Manifesto Package	5
2. Introduction	6
3. The Extended TESTEAT Manifesto	7
Protect what feeds us	8
Roots shape the future of food	9
Food inclusion, a universal approach.....	10
Digital skills, the infrastructure of sustainable tourism.....	11
Collective responsibility builds lasting impacts	12
Shared recipes connect territories	13
Today's learning shapes tomorrow's food culture.....	14
Create together, celebrate together	15
Travel through taste, stay for people and the land	16
Experiment, learn, evolve.....	17
4. Annex – TESTEAT Manifesto Leaflet (print-ready dissemination version)	18

1. The TESTEAT Manifesto Package

The TESTEAT Manifesto has been conceived as a multi-level communication and strategic package in order to maximise its usability by different target groups and ensure its long-term transferability. Rather than producing a single document, the partnership developed three complementary outputs that together support dissemination, institutional adoption and practical implementation of the project's principles.

The Manifesto Package therefore includes:

- **the Introduction**, providing the institutional context, explaining the co-design process and illustrating the strategic role of the Manifesto within the TESTEAT project;
- **the Extended Manifesto**, representing the official reference document that explains the ten guiding principles and translates them into concrete commitments and recommendations for stakeholders;
- **the TESTEAT Manifesto Leaflet**, a concise and visually engaging communication tool designed for dissemination activities, public events, workshops and stakeholder engagement, allowing the Manifesto's key messages to reach a broader audience in an accessible format.

Together, these three complementary components ensure that the TESTEAT Manifesto simultaneously fulfils strategic, operational and communication functions, thereby increasing its visibility, usability and long-term impact beyond the project's lifetime.

2. Introduction

The **TESTEAT Manifesto** represents the collective expression of the vision, values and long-term commitment developed by the project partnership throughout the implementation of the TESTEAT initiative. Rather than being a simple declaration of principles, the Manifesto is conceived as a shared strategic framework that consolidates the project's identity and provides a common reference for future actions aimed at promoting sustainable, inclusive and innovative enogastronomic tourism across the Italy–Croatia cooperation area.

The Manifesto is the result of a **co-design and co-production process** involving all project partners. Building on the knowledge generated through territorial analyses, stakeholder engagement, pilot actions and cross-border cooperation, partners jointly identified the core values that consistently emerged during the project and transformed them into a coherent set of guiding principles. This participatory process ensured that the Manifesto reflects not only the strategic objectives of TESTEAT but also the experiences, expectations and perspectives of the different organisations involved, reinforcing a shared sense of ownership and responsibility for the project's long-term legacy.

The values underpinning the Manifesto—including sustainability, authenticity, food inclusion, innovation, cooperation, knowledge transfer, hospitality and continuous improvement—represent the common foundation upon which the project's Strategy, Action Plans and future initiatives are built. They are intended to inspire decision-making, strengthen collaboration among stakeholders and support the continued development of integrated tourism models capable of preserving local identity while responding to evolving societal and market needs.

Beyond its strategic role within the partnership, the Manifesto has been conceived as a **communication and awareness-raising tool** addressed to a broad audience. It seeks to disseminate the principles promoted by TESTEAT among public authorities, tourism and HORECA professionals, educational institutions, local producers, cultural organisations, students and civil society, while also engaging visitors and host communities in a shared vision of sustainable tourism development. In this respect, the Manifesto contributes to strengthening knowledge, encouraging behavioural change and fostering greater awareness of the cultural, social and environmental value of the cross-border enogastronomic heritage.

Finally, the TESTEAT Manifesto has been designed as a **transferable reference document** that extends beyond the project's lifetime. By clearly articulating the values and principles that have guided the partnership, it provides a practical framework that can inspire future projects, territorial strategies and policy initiatives within the Italy–Croatia Programme area and beyond. As such, it supports the continuity of TESTEAT results, encourages their replication in different territorial contexts and reinforces the project's contribution to the long-term objectives of sustainable, resilient and inclusive tourism development.

3. The Extended TESTEAT Manifesto

The Ten Guiding Principles

TESTEAT shapes an innovative and integrated cross-border tourism model through the joint valorization of Italian and Croatian food and wine heritage.

It promotes socio-economic transformation in the tourism sector by strengthening the skills of current and future professionals and by supporting the organisation of innovative pilot initiatives and public events.

It respectfully reinterprets local gastronomic heritage, adapting it to emerging dietary needs and the evolving expectations of contemporary tourism demand.

It strengthens and enhances the food system sustainability of the cross-border area by putting into practice the principles of resilience, authenticity, regenerativity innovation, digitalisation and sense of place.

The TESTEAT partners invite public authorities, universities, vocational education and training providers, tourism and hospitality schools, HORECA and tourism operators, agri-food producers and local communities to embrace the principles of this Manifesto and contribute to a more sustainable, inclusive and resilient future for enogastronomic tourism.

Principle 1**SUSTAINABILITY****Protect what feeds us**

Sustainability is not a choice: it is a standard quality of tourism and food experiences. Today we must care for what feeds us tomorrow.

Preserve local resources and protect landscapes, biodiversity and cultural heritage for future generations, ensuring a balance between environmental, social and economic wellbeing.

Adopt responsible practices that value local supply chains and promote the use of seasonal, high-quality ingredients. Build stable relationships with local suppliers, thereby contributing to their long-term viability.

Adopt, whenever possible, circular economy approaches in food and tourism activities, events and experiences: reduce, reuse, repair, recycle. Minimize pollution within the limits of resilience and optimize the use of natural resources and energy. Eliminate food waste. Consider adopting sustainable certifications and create a more sustainable long-term economic food system.

Promote responsible and regenerative tourism that generates benefits for both the environment and host communities. Protect and enhance tourist destinations by offering authentic immersion in local food and wine culture.

Support and strengthen small-scale farming and artisanal businesses by creating opportunities for participation through on-site visits, hands-on activities, workshops and the sale of local food products.

Raise awareness of sustainability issues and inspire future generations through targeted campaigns, using languages and communication channels that resonate more closely with their sensibilities, including social media.

Principle 2

AUTHENTICITY, LOCAL IDENTITY AND INNOVATION ROOTED IN TRADITION

Roots shape the future of food

Local is not the past: it is the foundation of the future of food. Authenticity can adapt, transform and still remain true to itself. Behind every flavour lies a place, a story, a memory. Enogastronomic heritage lives and evolves, shaped by traditions, knowledge and territories.

Safeguard and enhance enogastronomic heritage as a living expression of local identity and culture, rooted in traditions, knowledge and territories.

When preparing dishes, encourage the adoption of innovative and creative approaches, capable of reinterpreting culinary heritage while responding to contemporary dietary choices without compromising authenticity. Look at local recipes through a new lens: reinterpret them with a contemporary spirit.

Give gastronomic heritage a future and open new pathways for food and terroir. Make them a medium through which people can understand and experience the culture of a place, both today and for generations to come.

Use storytelling to give meaning and value to food: tell the stories of people, supply chains, products, challenges and the potential of agri-food terroirs through colors, aromas and flavors.

Cultivate a strong sense of place and be proud of being part of it: become an ambassador of local know how and tastes.

Principle 3

FOOD INCLUSION, ACCESSIBILITY AND RESPECT FOR DIVERSITY

Food inclusion, a universal approach

A table must be open to everyone: food inclusion is not a trend, but a responsibility. Every person, regardless of dietary needs, should feel welcome, understood and at ease.

Promote the adoption of a universal design approach, where food inclusion becomes the norm rather than the exception.

Foster a dialogue between gastronomic heritage and emerging food needs without compromising identity, rootedness to terroir or quality. Offer authentic products that honor tradition while embracing contemporary tastes and dietary choices.

Ensure that gastronomic and tourism heritage is accessible to diverse audiences and respectful of different dietary needs, whether shaped by health, culture, ethics, religion, or lifestyle.

Create welcoming, enjoyable stress-free experiences for everyone. Cultivate the art of hospitality: sitting at the table should be a pleasure shared by all.

View dietary diversity as a source of enrichment. Encourage dialogue and embrace cultural exchange as a powerful driver of growth, creativity and innovation.

Always ensure the availability of dishes designed to meet a variety of dietary needs and preferences on menus of restaurants and events.

Principle 4

DIGITAL SKILLS AND INNOVATION

Digital skills, the infrastructure of sustainable tourism

Innovation goes beyond technology: it starts with people, from digital networks to local communities. Building sustainability also means investing in innovation and digital culture, because digital skills shape the future.

Develop interactive, user-friendly and engaging tools along with digital content to inform visitors about the connection between food, places and inclusive experiences within your territory.

Promote the adoption of smart technologies among stakeholders, especially professionals in the HO-RECA and tourism sectors, to support their activities and help them reach new markets.

Strengthen the knowledge, skills and digital readiness of food sector operators through targeted training, capacity-building and skills development activities.

Continuously evolve and explore new pathways of organizational, social, experiential innovation in order to create meaningful, engaging and future-oriented forms of food and wine tourism, also through collaborative networks and territorial information systems.

Principle 5

COLLABORATION AND CO-CREATION

Collective responsibility builds lasting impacts

No meaningful change happens alone. When institutions, communities and businesses come together, ideas gain strength. Co-creation transforms participation into belonging and collaboration into lasting impact. Sustainability grows stronger when it is shared.

Foster strong partnerships among public institutions, schools, universities, training organizations, businesses and local communities to co-design sustainable solutions that are relevant and impactful for your territory.

Encourage synergies with existing and well-established stakeholder networks.

Promote active participation and shared responsibility within HUBs and local communities through dialogue and regular opportunities for exchange.

Respect stakeholder time commitments: ensure that every meeting is meaningful and productive. Foster engagement through initiatives that provide tangible benefits and appropriate visibility for all participants.

Give value and visibility to opinions and work of each participant: every voice matters and every contribution helps shape a shared vision in which a strong sense of belonging makes concrete results possible.

Principle 6

CROSS-BORDER COOPERATION

Shared recipes connect territories

Food has the power to cross borders. Flavours travel, stories and traditions meet and blend. Through shared culinary roots and ongoing dialogue, territories connect, understanding deepens and new possibilities emerge, rooted in a common heritage and shaped by diversity.

View cooperation between regions and countries **not just as a requirement, but as a working method that fosters exchange, mutual learning and intercultural dialogue.**

Overcome barriers related to language, policies, organizational systems. Create integration, shared governance practices, transferable and adaptable models, added value.

Continue exploring and researching the common roots of Italian and Croatian recipes, encouraging an ongoing exchange of good cross-border culinary practices.

Develop communication tools, including digital ones, to inform visitors about cross-border territories and their shared gastronomic and cultural heritage. Curate their content with care and ensure they remain constantly updated.

Design virtual experiences as well as well-structured, accessible travel routes to connect shores and transcend borders, both symbolically and physically.

Principle 7

KNOWLEDGE TRANSFER AND CAPACITY BUILDING

Today's learning shapes tomorrow's food culture

Knowledge keeps traditions alive. Food heritage only survives and evolves if it is understood, interpreted and passed on.

Invest in education, skills development (skilling, upskilling, reskilling) and lifelong learning, especially for young people and professionals in the HORECA and tourism sectors to sustain and evolve food cultural heritage in response to emerging needs, while preserving identity.

Co-create educational and training programs with updated, practical and flexible content focused on inclusion, innovation and tourism in the food sector, tailored to different audiences, skills and abilities. Integrate them within universities, vocational education systems and technical tourism and hospitality institutes.

Encourage the organization of reciprocal cross-border exchange programs for students, professors, entrepreneurs and public administrators.

Create opportunities for training and dialogue also involving local administrators and residents, so that host communities are enabled to effectively manage tourism activities and benefit from them.

Principle 8

PILOT EVENTS AND CULTURE

Create together, celebrate together

An inclusive food event is a meeting point: ideas take shape through people, turning into experiences that connect communities and create memories. When culture, creativity participation meet, places come alive in ways that are inclusive, vibrant and lasting. Pilot events are effective tools to engage local communities, connect stakeholders and test ideas in practice.

Build together: empower local actors and co-create with them!

Motivate stakeholders to give their best: develop bottom-up food events, festivals and experiences driven by stakeholder engagement, under the coordination of municipalities and public institutions.

Strengthen within food communities a sense of belonging and identity connected to the territory through public calls for ideas, reinforcing long-term cooperation.

Impactful events do not always require large budgets: use small grants to unlock huge local participation.

Strengthen the involvement of cultural institutions (museums, theatres, etc.), recognized non-profit organizations and education systems to enhance the cultural dimension of food and the link between flavours and knowledge.

Stimulate creativity, create meaningful and festive experiences designed for residents, tourists and stakeholders, contributing to inclusiveness, accessibility and quality of life.

Principle 9

TOURISM, GENEROSITY AND HOSPITALITY

Travel through taste, stay for people and the land

Food connects local communities, tourists and places through unique stories and identities. Hospitality is more than a service: it's a culture of care for people, places and resources. It lives in the connection between those who welcome and those who arrive. The relationship between visitor and producer should generate mutual respect, value for local communities and genuine integration.

Strengthen the connection between people, products and places by offering authentic, thematic and integrated experiences deeply rooted in the terroir. Create opportunities for meaningful interactions with producers through guided tours, experiential workshops, participation in festivals and events.

Ensure that food and wine tourism leads visitors toward understanding the authentic value, rhythms, limitations, potential and living conditions of productive terroirs, without distorting them to meet tourist expectations.

Recognise host communities as storytellers and guardians of meanings and traditions that go beyond taste: make them protagonists of experiential forms of tourism that create new opportunities for rural communities, especially for younger generations.

Be professional in hospitality: the art of hospitality is a blend of talent and expertise.

Principle 10**CONTINUOUS IMPROVEMENT****Experiment, learn, evolve**

Growth is a continuous journey. We walk on a path of constant evolution. Every experience is an opportunity to learn, refine and grow.

Embrace experimentation in the field of food inclusion and tourism, test ideas in practice and learn from experience.

Adopt a multidisciplinary approach capable of broadening perspectives and embracing multiple cultural dimensions in each activity, from training initiatives to pilot events.

Continue research on cross-border food and cultural potential, extend the research and exchange experience across different territories.

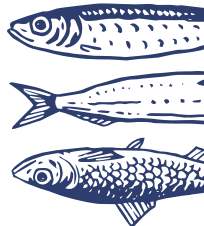
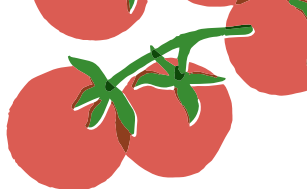
Monitor results continuously and improve strategies and products by adapting them ethically and consciously to changing conditions and emerging dietary needs.

Embed best practices into institutions, policies and education systems.

Ensure that project positive outputs are scalable, transferable, reproducible and capable of making a lasting impact.

Ensure that sustainability, food inclusion, authenticity, intercultural exchange and openness to innovation become everyday practices across the TESTEAT territories.

4. Annex – TESTEAT Manifesto Leaflet (print-ready dissemination version)



DAVIDGAFICARTS

Italy – Croatia



Tourism, Generosity and Hospitality

Travel through taste, stay for people and the land

Food connects residents, tourists and places through authentic, thematic experiences deeply rooted in the agro-food terroir. Make sure that the relationship between visitors and producers generates mutual respect, knowledge exchange, value for local communities and integration. Help visitors understand the authentic value, rhythms, limitations, potential and living conditions of productive territories, without distorting them to meet tourist expectations. Empower food communities as protagonists of storytelling and create new opportunities for them, especially for younger generations.

Continuous Improvement

Experiment, learn, evolve

Growth is a never-ending journey. Every experience is an opportunity to learn, refine and improve. Continue experimenting in the field of food inclusion and tourism. Expand research and the exchange of experiences across other regions. Embed best practices into institutions, policies and education systems. Make sure that project positive outputs are scalable, transferable, replicable and capable of producing a lasting impact.

Ensure that sustainability, food inclusion, authenticity, intercultural exchange and openness to innovation become everyday practices.



www.testeat.eu

Project Partners



Ca' Foscari
University
of Venice



OPĆINA
STON



DURA
Dubrovačka razvojna agencija
Dubrovnik Development Agency



Faculty of Economics and
Tourism "Dr. Mijo Mirković"

Italy – Croatia



THE TESTEAT MANIFESTO



TESTEAT shapes an innovative and integrated cross-border tourism offer through the joint valorization of Italian and Croatian food and wine heritage.

It promotes socio-economic transformation in the tourism sector by training current and future human resources and organizing public events.

It respectfully reinterprets local gastronomic heritage, adapting it to emerging dietary needs and contemporary tourism demand.

It strengthens and enhances the food sustainability of the cross-border area by putting into practice the principles of sustainability, authenticity, innovation, digitalisation and sense of place.

Sustainability

Protect what feeds us

Sustainability is not a choice: it is a standard of quality of tourism and food experiences. Care today for what will feed us tomorrow. Preserve and enhance seasonal, high-quality ingredients, local resources and supply chains, productive landscapes and biodiversity. Adopt circular economy principles. Eliminate food waste. Promote responsible and regenerative tourism. Build stable relationships with local suppliers. Support and strengthen small-scale farming and artisanal businesses.

Authenticity, Local Identity and Innovation Rooted in Tradition

Roots shape the future of food

Local is not the past: it is the foundation of the future of food. Food is an expression of territorial identity. Reinterpret local recipes with creativity and an innovative spirit: respond to contemporary dietary choices without compromising the authenticity of food and wine heritage. Nurture a strong sense of terroir and bring it to life through the storytelling of flavors.

Food Inclusion, Accessibility and Respect for Diversity

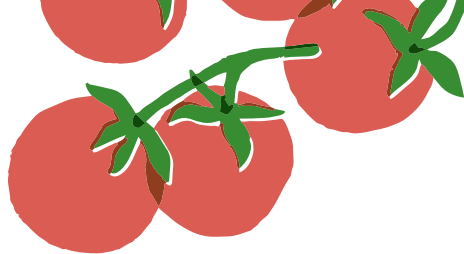
Food inclusion, a universal approach

A table must welcome everyone: food inclusion is not a trend, but a responsibility. Promote the adoption of a *universal design* approach, where food inclusion becomes the norm rather than the exception. Create authentic and high-quality proposals for different dietary needs, whether shaped by health, culture, ethics, religion or lifestyle. Create welcoming and enjoyable convivial experiences for everyone.

Digital Skills and Innovation

Digital skills, the infrastructure of sustainable tourism

Innovation goes beyond technology: it starts with people. Develop territorial networks and information systems, user-friendly tools and suitable contents to inform visitors about the relationship between food, places, producers and inclusive experiences within your terroir. Promote the adoption of smart technologies among HORECA and tourism professionals. Strengthen the knowledge, skills and digital readiness of food sector operators.



Collaboration and Co-Creation

Collective responsibility builds lasting impacts

When institutions, communities, schools, universities, training organizations and businesses collaborate, ideas gain strength. Build networks and develop strong partnerships: co-design sustainable and effective solutions for your agro-food territory. Encourage participation within HUBs: respect the work of stakeholders, actively involve them and give value to every contribution and opinion.

European Cooperation

Shared recipes connect territories

Through shared culinary roots, territories become integrated and new opportunities emerge. Make cooperation between regions and countries a working method. Overcome barriers: adopt shared governance practices and transferable, adaptable models. Develop cross-border communication tools to promote the common Italian-Croatian gastronomic and cultural heritage. Co-create virtual and real food and wine tourism activities and products that transcend borders.

Knowledge Transfer and Capacity Building

Today's learning shapes tomorrow's food culture

Food heritage only survives and evolves if it is understood, interpreted and passed on. Invest in skills development and lifelong learning, especially for young people, small entrepreneurs and professionals in the HORECA and tourism sectors. Integrate educational paths focused on food inclusion, innovation and food tourism within universities, vocational education systems and technical tourism and hospitality institutes. Encourage reciprocal cross-border exchange programs.

Public and Cultural Events

Create together, celebrate together

An inclusive food and wine event is a meeting point. Develop bottom-up food and wine experiences, events and festivals driven by stakeholder engagement, under the coordination of municipalities and public institutions. Use small grants to unlock huge local participation. Strengthen collaboration with cultural institutions, to enhance the connection between flavours and knowledge. Create meaningful and festive inclusive experiences for residents, tourists and stakeholders.

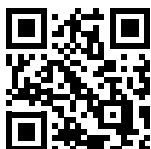


Interreg

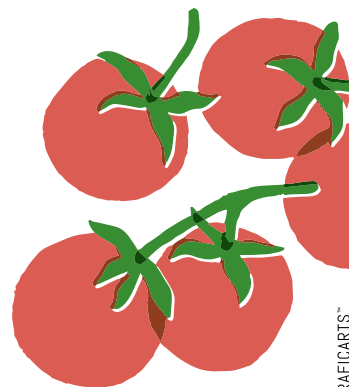


Co-funded by
the European Union

Italy – Croatia



www.testeat.eu



DAVGRAFICARTS™

Project Partners



Ca' Foscari
University
of Venice



OPĆINA
STON



DURA
Dubrovačka razvojna agencija
Dubrovnik Development Agency



Faculty of Economics and
Tourism "Dr. Mijo Mirković"

