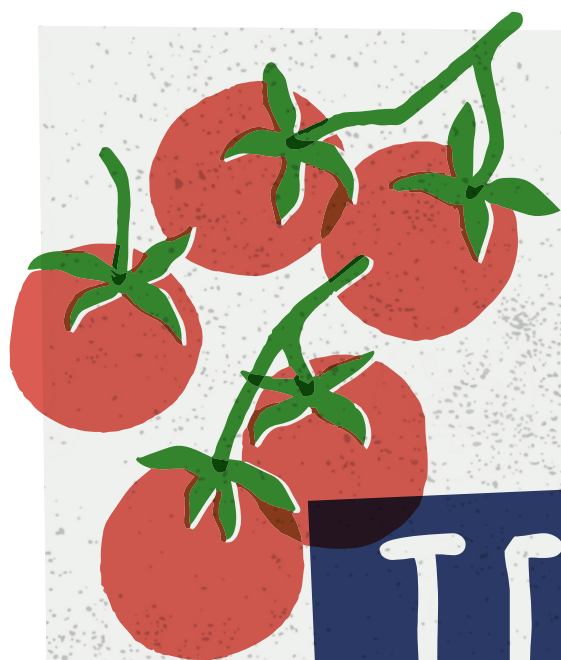


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THE

TESTEAT

Transferability Plan

**Supporting the Long-term Uptake,
Replication and Continuity of
TESTEAT Results**



DELIVERABLE SUMMARY	
PROJECT INFORMATION	
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Starting date	1/2/2024
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Lead partner organisation	Agency for rural development of Istria- AZRRI
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THE TESTEAT

Transferability Plan Supporting the Long-term Uptake, Replication and Continuity of TESTEAT Results



This Transferability Plan promotes the long-term dissemination, transfer and replication of the TESTEAT Manifesto by mobilising stakeholders and networks to share good practices, foster policy dialogue and support the adoption of sustainable enogastronomic tourism models across Europe.



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1. Purpose of the Transferability Plan

The **TESTEAT Transferability Plan** has been developed to ensure that the knowledge, methodologies, partnerships and innovative approaches generated throughout the project continue to create value beyond the project's formal conclusion. Building upon the **Strategy and Action Plan** and the **TESTEAT Manifesto**, this deliverable provides a practical framework for disseminating, transferring and replicating the TESTEAT approach across the Italy–Croatia Programme area and beyond.

Throughout its implementation, TESTEAT has demonstrated that sustainable enogastronomic tourism is not only the result of innovative products or services, but also of effective cooperation among public authorities, educational institutions, tourism organisations, HORECA operators, local producers, cultural organisations and local communities. The project has therefore generated not only tangible outputs—including methodologies, educational tools, pilot actions and operational guidelines—but also a strong network of stakeholders capable of ensuring the continuity of these results over time.

Within this perspective, transferability should not be understood as a simple dissemination exercise. Instead, it represents the capacity of the project to enable other organisations, territories and institutions to adopt, adapt and further develop the methodologies and principles generated by TESTEAT according to their own social, cultural and economic contexts. The objective is not to reproduce identical activities, but to facilitate the application of a common approach based on sustainability, inclusion, innovation and cross-border cooperation.

The preparation of the Transferability Plan followed a collaborative process involving all project partners. Each organisation identified the stakeholders, institutional actors and professional networks that, according to its territorial context and institutional mission, are best positioned to promote the long-term implementation of the TESTEAT methodology. Collectively, these mappings provide a comprehensive overview of the ecosystem capable of supporting the project's future development.

Together with the **Strategy and Action Plan**, which defines the common strategic direction, and the **TESTEAT Manifesto**, which consolidates the shared values underpinning the partnership, the present document completes the long-term framework developed under Work Package 4. While each deliverable has a specific function, together they provide complementary instruments supporting governance, knowledge transfer, stakeholder engagement and policy uptake well beyond the duration of the project.

2. The TESTEAT Transferability Approach

The transferability strategy developed within TESTEAT is based on the principle that innovation generates lasting value only when knowledge is shared, continuously updated and progressively integrated into the practices of different organisations and territories. Consequently, the project adopts a transferability model centred on cooperation rather than replication, encouraging stakeholders to adapt the TESTEAT methodology to their own institutional and territorial contexts while preserving its core principles.

The Transferability Plan therefore promotes a **multi-level dissemination approach**, capable of connecting local initiatives with regional, national and European cooperation frameworks. Rather than relying on isolated dissemination activities, the project seeks to activate existing institutional networks and establish new collaborative relationships that will continue supporting the TESTEAT approach after project completion.

Four complementary dimensions characterise this transferability model.

2.1. Local transferability

The first level concerns the territories directly involved in the project. Municipalities, tourism operators, hospitality businesses, producers, schools, cultural organisations and local associations represent the primary

users of the TESTEAT methodology. Their role is to integrate the project's principles into tourism services, educational activities, local events and community initiatives, ensuring that the project's results continue generating tangible benefits within the participating territories.

2.2. Regional and national transferability

The second level involves institutions capable of integrating TESTEAT results into wider policy and development frameworks. Regional administrations, tourism boards, chambers of commerce, vocational education systems, universities and professional organisations can contribute to mainstreaming the project's methodologies into tourism strategies, educational programmes and regional development policies.

2.3. Cross-border transferability

Cross-border cooperation represents one of the most significant legacies of TESTEAT. The partnerships established between Italian and Croatian organisations provide a solid basis for future joint initiatives, educational exchanges, collaborative tourism products and new European projects. Maintaining these relationships will contribute to reinforcing the integrated identity of the Programme area and to supporting continuous knowledge exchange between the two countries.

2.4. European transferability

The final dimension extends beyond the Programme area. European thematic networks, professional associations, universities and cooperation platforms offer opportunities to disseminate TESTEAT methodologies to a wider audience, facilitating policy dialogue, exchange of good practices and participation in future European initiatives. Through these channels, the project can continue contributing to broader discussions on sustainable tourism, food heritage, digital innovation, food inclusion and capacity building.

Taken together, these four dimensions transform transferability into a continuous process of institutional learning, stakeholder engagement and collaborative innovation, ensuring that TESTEAT remains a living methodology rather than a completed project.

3. How to Read this Document

This Transferability Plan should be considered a strategic guidance document. Rather than presenting a simple directory of organisations, it illustrates how each project partner intends to capitalise on its institutional relationships, stakeholder communities and cooperation networks to ensure the continuity of TESTEAT.

Although tailored to different institutional missions and territorial contexts, the eight Partner Transferability Plans reveal a high degree of complementarity. Together, they demonstrate that TESTEAT has generated not only project outputs, but also a structured ecosystem of organisations committed to promoting sustainable, inclusive and innovative enogastronomic tourism across the Italy–Croatia cooperation area.

Introduction to the Partner Transferability Plans

The following sections present the individual Transferability Plans prepared by each project partner. While reflecting the diversity of the partnership, these plans collectively demonstrate the shared commitment to ensuring that the TESTEAT methodology continues to evolve beyond the project lifetime.

Each partner contributes according to its own institutional mission and territorial responsibilities. Public authorities focus on governance and policy integration; universities and vocational education providers promote knowledge transfer and capacity building; development agencies facilitate territorial cooperation; tourism organisations strengthen destination management; while local stakeholders contribute to preserving and promoting the unique enogastronomic heritage of the Programme area.

Together, these complementary perspectives form the foundation of the TESTEAT transferability ecosystem, creating favourable conditions for the replication, adaptation and long-term sustainability of the project's results.

4. Partner Transferability Profiles

4.1. AZRRI – Agency for Rural Development of Istria Ltd. Pazin

As Lead Partner of the TESTEAT project, AZRRI coordinated the overall implementation of the initiative, contributing to the development of an integrated approach to sustainable and inclusive enogastronomic tourism across the Italy–Croatia cooperation area. Through its coordination role, the agency promoted cooperation among partners and facilitated the exchange of knowledge, experiences and good practices.

AZRRI contributed to the development of key project outputs, including the TESTEAT Online Tool, the establishment of the TESTEAT HUBs and the implementation of a regional pilot action focused on enogastronomic tourism. It also supported vocational education and training activities aimed at strengthening skills in sustainable tourism, digitalisation and innovation.

Building on these experiences, AZRRI is well positioned to support the dissemination and transferability of the TESTEAT approach by sharing methodologies, fostering dialogue among public institutions and tourism stakeholders, and contributing to the wider uptake of project results through its territorial cooperation activities and stakeholder networks.

Key local, national, and international stakeholders to target

- Local and regional authorities responsible for tourism, education, culture and rural development
- Tourism boards and destination management organisations
- Vocational schools (High schools), universities active in tourism, gastronomy and hospitality
- Local producers, farmers, chefs, restaurants and hospitality businesses
- Chambers of commerce and business support organisations
- Cultural and heritage organisations
- Local Action Groups (LAGs) and rural development organisations.

Networks that can act as a sounding board for the project Manifesto

- Interreg Italy–Croatia projects and partner networks active in tourism, gastronomy, cultural heritage and education
- Local Action Group (LAG) networks in Croatia and Italy
- Tourism and destination management networks
- Vocational education and training (VET) networks
- Regional development and rural development networks
- Professional networks from the gastronomy, hospitality and tourism sectors.

4.2. City of Venice (CoV)

The City of Venice contributed to the TESTEAT project by promoting innovative approaches to the valorisation of local enogastronomic heritage, with particular attention to sustainability, accessibility and food inclusion. Throughout the project, it supported the development of participatory processes, encouraging dialogue between public institutions, tourism operators, educational organisations, cultural institutions and local communities.

A key contribution was the organisation of the **“SAOR – Saperi e Sapori Veneziani in Festa 2025”** festival, which provided an opportunity to test the TESTEAT approach through stakeholder engagement and the co-creation of local initiatives. Building on this experience, the City of Venice coordinated, together with the project partners, the development of the **TESTEAT Strategy and Manifesto**, translating the project’s outcomes into a shared strategic framework for the future.

Thanks to its institutional role and participation in local, national and European cooperation networks, the City of Venice can support the dissemination of the TESTEAT approach by fostering dialogue with public authorities, educational institutions, tourism stakeholders and international city networks, while contributing to the visibility and transferability of the Manifesto across different territorial contexts.

Key local, national, and international stakeholders to target

Local:

- Europe Direct, European information network of the City of Venice (26 local institutional partners) - <https://www.comune.venezia.it/it/content/europe-direct>
- DeTourism Newsletter of the City of Venice, <https://www.comune.venezia.it/en/content/detourism-sustainable-itineraries>
- AEPE Venezia (Association of Public Establishment Operators, Venice branch)
- Coldiretti Venezia (National Confederation of Direct Farmers, Venice branch)
- Confesercenti Venezia (Italian Confederation of Commercial, Tourism and Services Enterprises, Venice branch)
- AERES Venezia (“Solidarity and Social Economy Network (RES) of Venice), which brings together organisations operating in the local solidarity and social economy sector
- Professional Institute for Food and Wine Services and Hospitality Andrea Barbarigo, Venezia <https://www.barbarigo.edu.it/>
- Hospitality and Catering Vocational School “Musatti”, Dolo

National:

- Great Italian Destinations for Sustainable Tourism (GIDST) network <https://www.italia.it/en/italy/grandi-destinazioni-italiane>
- Slow Food Italia organization - <https://www.slowfood.it/>

European:

- Partners of the “AdriFLAVOUR” Interreg IT-HR project (where the City of Venice and Azrri are partner, recently approved)
- Former partners of the “SlowFood-CE” Interreg CE project (where the City of Venice was responsible for the strategy development) - <https://programme2014-20.interreg-central.eu/Content.Node/SlowFood-CE.html>
- Former partners of the “Central markets” Interreg CE project (led by the City of Venice) - <https://keep.eu/projects/5605/REVITALISING-AND-PROMOTING-T-EN/>

Networks that can act as a sounding board for the project Manifesto

- MUFPP Milan Urban food policy pact (where the City of Venice is a member signatory to the pact) - <https://www.milanurbanfoodpolicypact.org/>
- Eurocities network - WG Food - <https://eurocities.eu/topics/food/>
- EU Urban Agenda Sustainable Tourism partnership (where the City of Venice is a key member) - <https://www.urbanagenda.urban-initiative.eu/partnerships/sustainable-tourism>
- EU Urban Agenda Food partnership - <https://www.urbanagenda.urban-initiative.eu/partnerships/food>
- Europe direct Venezia, the European information network of the City of Venice

4.3. Juraj Dobrila University of Pula (UNIPU)

As the leader of Work Package 1, Juraj Dobrila University of Pula (UNIPU) provided the scientific foundation for the TESTEAT project through research, analysis and the development of innovative frameworks supporting sustainable and inclusive enogastronomic tourism. The University contributed to mapping intangible enogastronomic heritage, analysing contemporary tourism trends and identifying emerging food preferences, thereby providing evidence to support the design of innovative tourism products. UNIPU also participated in educational activities, workshops and student exchanges, strengthening the skills and awareness of future tourism professionals.

Building on its academic expertise and strong regional engagement, UNIPU is well positioned to support the dissemination of the TESTEAT approach within higher education, research and professional communities. Its collaboration with universities, tourism institutions and regional stakeholders provides valuable opportunities to share project methodologies, promote evidence-based approaches to sustainable tourism development and encourage the transferability of TESTEAT results across different territorial contexts.

Key local, national, and international stakeholders to target

Local:

- Restaurants and hospitality businesses in Istria
- Tourism boards
- Local producers and family farms
- Secondary schools and higher education institutions
- Tourism and hospitality students

National:

- Croatian National Tourist Board
- Ministry of Tourism and Sport
- Universities and research institutions
- Professional associations in tourism and hospitality
- Regional development agencies

International:

- TESTEAT project partners
- Universities and research centres in the programme area
- European networks focused on sustainable tourism, gastronomy and cultural heritage.

Networks that can act as a sounding board for the project Manifesto

Local:

- Restaurants and hospitality businesses in Istria
- Tourism boards
- Local producers and family farms
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- Professional associations in tourism and hospitality
- Regional development agencies

International:

- TESTEAT project partners
- Universities and research centres in the programme area
- European networks focused on sustainable tourism, gastronomy and cultural heritage.

The eight Partner Transferability Profiles demonstrate how organisations with different institutional missions and territorial responsibilities can contribute to a shared long-term vision. While each partner has identified specific stakeholder groups and dissemination pathways, together they form a complementary ecosystem in which education, public administration, tourism, cultural heritage and local development reinforce one another, supporting the long-term continuity and transferability of the TESTEAT approach.

4.4. Ca' Foscari University of Venice (UNIVE)

As the scientific partner of the TESTEAT project, Ca' Foscari University of Venice contributed to the generation of knowledge, the analysis of territorial case studies and the development of shared strategic frameworks supporting sustainable and inclusive enogastronomic tourism. Through research activities, co-design workshops and stakeholder engagement, the University helped translate project evidence into practical methodologies and supported the establishment of the TESTEAT Hub in Venice as a space for dialogue, collaboration and innovation.

Ca' Foscari also contributed to training activities and cross-border exchanges, strengthening the skills of current and future tourism professionals while promoting collaboration between academia, public institutions and local stakeholders. Thanks to its academic expertise, educational activities and participation in regional, national and international cooperation networks, the University is well positioned to support the dissemination of the TESTEAT methodologies, facilitate knowledge transfer and encourage the uptake of project results within higher education, research communities and territorial development initiatives.

Key local, national, and international stakeholders to target

Local:

- Local municipalities
- Regione Veneto
- Local producers, consortia and agricultural/artisanal SMEs
- Restaurants, HORECA operators, hotels and tourism enterprises
- Museums, theatres and cultural institutions
- Schools, hospitality institutes and vocational training centres
- Local associations, communities and residents
- Chambers of commerce and business associations
- Tourism boards and destination management organisations

National:

- Italian universities and research centres active in tourism, food, heritage, sustainability and innovation
- National HORECA and tourism associations
- Consortia for the protection and promotion of typical products
- Chambers of commerce and regional/national development agencies
- Foundations supporting culture, food heritage and territorial development
- National networks for sustainable tourism, food innovation and cultural heritage.

International:

- Croatian universities and TESTEAT project partners
- Croatian tourism and food heritage organisations

- Interreg Italy–Croatia and other EU territorial cooperation networks
- European networks on sustainable tourism, food heritage, cultural routes and innovation
- International universities and research groups in food studies, tourism management and heritage valorisation
- Cross-border public institutions and destination networks.

Networks that can act as a sounding board for the project Manifesto

- TESTEAT HUBs and partner network
- Interreg Italy–Croatia programme network
- Ca' Foscari academic and alumni networks
- Local and cross-border communities of practice
- HORECA and tourism professional networks
- Sustainable tourism and food culture networks
- Networks of producers, consortia and territorial brands
- Cultural institutions and educational networks.

Transferability mechanisms

- Publication of toolkits, templates and methodological guidelines
- Open access dissemination of selected educational materials
- Replication of the workshop format in other territories
- Integration of the actions with students into university and cross-border training initiatives
- Regular stakeholder feedback loops and community engagement sessions.

4.5. Municipality of Ston

Within the TESTEAT project, the Municipality of Ston contributed to the implementation of the integrated tourism model by hosting one of the project's pilot actions, centred on the promotion of local enogastronomic heritage and the active involvement of local stakeholders. Through the organisation of regional enogastronomic days and dedicated training activities for hospitality professionals, the Municipality supported the enhancement of local skills and encouraged the integration of tradition, sustainability and innovation within the tourism sector.

The experience gained through these activities provides a valuable basis for sharing practical approaches to sustainable local tourism development. Thanks to its cooperation with public institutions, tourism organisations, local producers and territorial networks, the Municipality of Ston can contribute to the dissemination of the TESTEAT approach by promoting dialogue among local stakeholders and supporting the transfer of good practices related to enogastronomic heritage, community engagement and destination development.

Key local, national, and international stakeholders to target

Local:

- Municipality of Ston
- Development Agency of the Municipality of Ston – RAST
- Tourist Board of the Municipality of Ston
- Local shellfish farmers' associations and producers
- Local winemakers and wine associations
- Olive oil producers and family farms (OPGs)
- Restaurants, taverns and hospitality businesses
- Tourism professionals and tourist guides

- Local cultural and heritage associations
- Educational institutions and students involved in tourism, gastronomy and hospitality sectors
- Key National Stakeholders

National:

- Croatian National Tourist Board
- Ministry of Tourism and Sport of the Republic of Croatia
- Ministry of Agriculture, Forestry and Fisheries of the Republic of Croatia
- Croatian Chamber of Economy
- Croatian Chamber of Trades and Crafts
- Regional Development Agency of Dubrovnik-Neretva County (DUNEA)
- Dubrovnik-Neretva County
- National associations of winemakers, olive oil producers and shellfish farmers
- Universities and higher education institutions specialising in tourism, gastronomy and sustainable development
- National networks and clusters promoting sustainable tourism and local food production

International:

- TESTEAT project partners and associated organisations
- Interreg Italy-Croatia Programme stakeholders
- European networks focused on sustainable tourism and cultural heritage
- European gastronomy and food heritage networks
- International tourism and hospitality organisations
- International associations promoting local food systems and sustainable gastronomy
- UNESCO-related networks working on safeguarding intangible cultural heritage
- European universities and research institutions active in tourism, gastronomy and cultural heritage fields
- Other Mediterranean destinations interested in developing tourism products based on local gastronomic heritage

Networks that can act as a sounding board for the project Manifesto

Local and Regional Networks:

- Local Action Group (LAG) 5
- Dubrovnik-Neretva County tourism and development networks
- Tourist Board network of Dubrovnik-Neretva County
- Regional associations of shellfish farmers, winemakers and olive oil producers
- Local and regional hospitality and tourism associations
- Regional cultural heritage and rural development networks

National:

- Croatian National Tourist Board network
- Croatian Chamber of Economy (Tourism and Agriculture sectors)
- Croatian Chamber of Trades and Crafts
- Croatian Rural Development Network
- National associations of winemakers, olive oil producers and shellfish farmers
- Croatian Sustainable Tourism Network
- University and research networks focused on tourism, gastronomy and heritage preservation

International:

- Interreg Italy–Croatia Programme network
- European Network for Rural Development (ENRD) and successor cooperation platforms
- European Cultural Tourism Network (ECTN)
- European regions and destinations promoting sustainable gastronomy tourism
- Mediterranean tourism and gastronomy cooperation networks
- UNESCO-related cultural heritage networks
- European research and innovation networks in tourism, food heritage and sustainable development
- Existing networks and partnerships established through the TESTEAT project consortium

4.6. Scuola Centrale Formazione (SCF)

Within the TESTEAT project, Scuola Centrale Formazione (SCF) coordinated the communication activities of the partnership, leading the development and implementation of the project's Communication Strategy and managing the official TESTEAT website. Alongside this role, SCF contributed to the design and delivery of training activities for trainers and students, while supporting the organisation of the cross-border student exchange programme. These activities strengthened knowledge sharing, promoted cooperation among project partners and encouraged the active participation of learners and educators throughout the project.

Building on its expertise in vocational education and training, communication and international cooperation, SCF is well positioned to support the dissemination of the TESTEAT approach through education and professional networks. Its collaboration with national training organisations and European VET networks provides valuable opportunities to promote the project's methodologies, encourage knowledge exchange and increase the visibility of the TESTEAT Manifesto among education providers, trainers and tourism professionals.

Key local, national, and international stakeholders to target

- GAL Meridaunia
- GAL Terre d'Arneo
- IRFIP
- Fondazione Calasanzio Cultura e Formazione
- ITCA
- Fondazione Lepido Rocco.

Networks that can act as a sounding board for the project Manifesto

- EfVET (www.efvet.org), European Forum of Technical and Vocational Education and Training
- CEC (www.cecassbl.org/): CEC – Acting for Social Inclusion
- AMFORHT (www.amforht.org): AMFORHT is a UN Tourism affiliate, holding a Special Consultative Status with the United Nations Economic & Social Council (ECOSOC).

4.7. CIVIFORM

Within the TESTEAT project, CIVIFORM contributed throughout the entire project lifecycle, supporting coordination activities, stakeholder engagement and the implementation of project actions across different work packages. Its main contribution was the leadership of WP2, dedicated to the upskilling and reskilling of the tourism workforce, building on its extensive experience in vocational education, career guidance and skills development. CIVIFORM also contributed to the development of innovative gastronomic proposals, the organisation of a regional enogastronomic day and the implementation of project activities aimed at testing and promoting the TESTEAT approach.

Through its expertise in vocational education and its close collaboration with local tourism and hospitality stakeholders, CIVIFORM is well positioned to support the transferability of the project's educational methodologies and training approaches. Its connections with local networks and tourism operators provide opportunities to disseminate the TESTEAT principles, encourage the adoption of innovative training practices and strengthen the link between skills development, local food heritage and sustainable tourism.

Key local, national, and international stakeholders to target

- Il Giardino del Chioistro (Cividale del Friuli)
- Agriturismo Monte del Re (Cividale del Friuli)
- Restaurant "Il Campanile" (Cividale del Friuli)

Networks that can act as a sounding board for the project Manifesto

- Corte Natisone (Natisone and Torre Valleys)
- Sapori nelle Valli and Invito a Pranzo association

4.8. Dubrovnik Development Agency (DURA)

Within the TESTEAT project, the Dubrovnik Development Agency (DURA) coordinated Work Package 3, dedicated to the development and testing of integrated cross-border tourism solutions. Through this role, DURA contributed to the design of methodological guidelines, the development of an innovative enogastronomic framework for the Dubrovnik-Neretva County and the evaluation of pilot activities aimed at promoting sustainable and experience-based tourism. The Agency also facilitated stakeholder engagement through the local TESTEAT HUB, workshops and awareness-raising initiatives involving tourism professionals, students and local communities.

Building on its experience in regional development and territorial cooperation, DURA is well positioned to support the dissemination of the TESTEAT approach by promoting the exchange of good practices and encouraging dialogue among local authorities, tourism organisations and development agencies. Its cooperation with institutional partners and national tourism bodies provides a valuable context for increasing the visibility of the TESTEAT methodologies and supporting their transferability to other territories.

Key local, national, and international stakeholders to target

Regarding the Transferability Plan, DURA intends to involve the Croatian Association of Cities, with whom we already cooperate through other projects. The Croatian Association of Cities is a national, non-partisan association representing Croatian cities. It promotes cooperation among local authorities, supports the exchange of good practices, and works on local development and EU-related initiatives.

Networks that can act as a sounding board for the project Manifesto

DURA intends to include the Institute for Tourism in Croatia as a relevant stakeholder for dissemination and knowledge transfer activities.

5. Cross-partner Transferability Analysis

5.1. Building a Common Transferability Ecosystem

The analysis of the eight Partner Transferability Plans demonstrates that TESTEAT has successfully established a structured ecosystem capable of supporting the long-term continuity of the project beyond its formal conclusion. Although each partner identified stakeholders according to its own institutional mission and territorial context, a strong convergence emerges with regard to the categories of organisations involved, the dissemination mechanisms adopted and the expected long-term objectives.

Rather than creating separate dissemination strategies, the partners have collectively designed a complementary governance framework in which each organisation contributes according to its specific expertise while reinforcing the overall capacity of the partnership to generate lasting impact.

This integrated approach reflects one of the principal achievements of TESTEAT: transforming a cross-border cooperation project into a permanent network of institutions committed to promoting sustainable, inclusive and innovative enogastronomic tourism.

5.2. A Shared Stakeholder Ecosystem

The stakeholder mapping carried out by the partners highlights the existence of a common ecosystem involving organisations operating at different institutional and territorial levels.

The most recurrent stakeholder categories include:

- **Public authorities**, responsible for integrating TESTEAT principles into tourism and territorial development policies.
- **Universities and research institutions**, supporting scientific dissemination, innovation and higher education.
- **Vocational education and training providers**, promoting capacity building and lifelong learning.
- **Tourism Boards and Destination Management Organisations**, facilitating destination promotion and sustainable tourism planning.
- **HORECA operators and professional associations**, ensuring the practical application of innovative gastronomic approaches.
- **Local producers, SMEs and agri-food enterprises**, preserving local identity while strengthening sustainable value chains.
- **Cultural organisations and civil society**, reinforcing community participation and awareness.
- **European cooperation networks**, supporting replication, policy dialogue and international visibility.

The recurrence of these stakeholder categories across all Partner Transferability Plans confirms the existence of a shared governance model that extends well beyond the original project consortium.

5.3. Complementarity among Partners

One of the main strengths of the TESTEAT partnership lies in the complementarity of its members. Each partner contributes to the long-term dissemination of the project through its own institutional role, creating a balanced and diversified transferability model.

Table 1. Partners' contribution to the Transferability Plan

Partner	Main Contribution to the Transferability Strategy
AZRRI	Sustainable rural development, local food systems and producer networks
City of Venice	Public governance, urban food policies and international institutional cooperation
UNIPU	Academic cooperation, research and innovation
UNIVE	Research, higher education and scientific dissemination
Municipality of Ston	Community engagement, local identity and destination development
SCF	Vocational education, capacity building and lifelong learning
CIVIFORM	Professional training, employability and entrepreneurship
DURA	Territorial governance, project development and European cooperation

Taken together, these complementary competences create a comprehensive governance model capable of addressing education, tourism, public administration, entrepreneurship, research and community development within a single strategic framework.

5.4. Key Networks and Multipliers

The partner analyses also demonstrate that TESTEAT benefits from an extensive network of organisations capable of amplifying the dissemination of project results.

Among the most significant multipliers are:

- European cooperation programmes and Interreg communities;
- Universities and international academic partnerships;
- European vocational education networks;
- Tourism Boards and Destination Management Organisations;
- Local Action Groups and rural development networks;
- Chambers of Commerce and business associations;
- Professional associations representing tourism and HORECA operators;
- Cultural institutions;
- Sustainable tourism and food policy networks.

These organisations represent strategic entry points for extending the visibility and practical application of the TESTEAT methodology beyond the Programme area.

5.5. Multi-level Transferability

The analysis confirms that the TESTEAT transferability model operates simultaneously at four inter-connected levels.

Table 2. Multi-level Transferability Framework

Governance Level	Main objective	Key Actors
Local	Practical implementation of TESTEAT methodologies	Municipalities, tourism operators, producers, schools, cultural organisations
Regional/National	Integration into policies, education and territorial development	Regional authorities, Tourism Boards, universities, Chambers of Commerce
Cross-border	Consolidation of Italy–Croatia cooperation	Project partners, educational institutions, tourism organisations
European	Replication, policy uptake and international dissemination	European networks, Interreg community, international associations

This multi-level structure represents one of the principal factors ensuring the long-term sustainability of the project.

5.6. Recommendations for Long-term Transferability

The analysis of the Partner Transferability Plans suggests a number of strategic actions capable of reinforcing the long-term legacy of TESTEAT.

Recommendation 1 – Maintain the TESTEAT Stakeholder Community

The network created during the project should remain active through regular exchanges, collaborative initiatives and thematic meetings involving public authorities, tourism stakeholders, educational institutions and local communities.

Recommendation 2 – Promote the TESTEAT Methodology through Education

The Blueprint, the Innovative Recipe Book and the educational methodologies developed by the project should continue to be integrated into vocational education, university programmes and professional training initiatives.

Recommendation 3 – Strengthen Policy Uptake

Partners should continue promoting the integration of TESTEAT principles into local and regional tourism strategies, food policies and sustainable territorial development programmes.

Recommendation 4 – Capitalise on European Cooperation

The partnership should continue participating in Interreg and other European cooperation initiatives, using TESTEAT as a reference model for future projects focusing on sustainable tourism, cultural heritage and food innovation.

Recommendation 5 – Encourage Replication

The methodologies tested within TESTEAT should be adapted and implemented in other destinations characterised by strong local food heritage, community participation and sustainable tourism ambitions.

Recommendation 6 – Continue Stakeholder Engagement

Stakeholder consultation should remain an ongoing process, ensuring that future actions continue responding to emerging tourism trends, changing dietary needs, digital innovation and sustainability challenges.

5.7. Communication and Dissemination for Lasting Impact

To maximise the long-term impact and transferability of TESTEAT, project partners are encouraged to continue promoting the project's results through existing communication and dissemination channels after the formal end of the project. Sustained visibility will contribute to maintaining stakeholder engagement, supporting knowledge transfer and encouraging the uptake of the TESTEAT methodology in new territorial and institutional contexts.

The following recommendations are proposed:

- **Project website** – Maintain the website online as a permanent repository for project outputs, ensuring that key deliverables, educational materials, the Manifesto and good practices remain freely accessible.
- **Social media** – Continue sharing project results, success stories, pilot experiences and examples of implementation through institutional social media channels, particularly during related initiatives and events.
- **Newsletters** – Integrate TESTEAT updates into partners' institutional newsletters to periodically remind stakeholders of available resources and new applications of the project approach.
- **Podcasts and multimedia content** – Reuse and promote existing audio and multimedia materials to reach wider audiences and support informal learning.
- **Professional and institutional networks** – Present the TESTEAT methodology within European projects, thematic networks, universities, professional associations and tourism organisations to encourage replication and policy uptake.
- **Events, conferences and training activities** – Continue showcasing TESTEAT results during conferences, workshops, educational programmes and public events, using these opportunities to foster dialogue and stimulate new collaborations.
- **Future projects** – Build upon TESTEAT outcomes within future regional, national and European initiatives, ensuring that the project's methodologies, partnerships and strategic principles continue to evolve through new cooperative actions.

Through the combined use of these complementary communication channels, TESTEAT can remain a visible and accessible reference for sustainable, inclusive and innovative enogastronomic tourism, extending its legacy well beyond the project's lifetime.

6. Conclusions

The TESTEAT Transferability Plan demonstrates that the project has generated much more than a collection of individual outputs. Through the collaborative efforts of its partners, TESTEAT has established a structured ecosystem of institutions, educational organisations, tourism stakeholders, producer networks and public authorities capable of ensuring the continuity of the project's vision beyond its formal conclusion.

The mapping exercise confirms that transferability depends not only on the quality of the methodologies produced, but also on the strength of the relationships established during implementation. By connecting governance, education, research, entrepreneurship, cultural heritage and tourism development, TESTEAT has created favourable conditions for the long-term adoption of its approach within different institutional and territorial contexts.

The Transferability Plan therefore represents both a practical roadmap and a strategic commitment. It provides the partnership with a shared framework for continuing cooperation, strengthening stakeholder engagement and promoting the replication of the TESTEAT methodology across the Italy-Croatia Programme area and beyond.

Together with the **Strategy and Action Plan** and the **TESTEAT Manifesto**, this deliverable completes the long-term governance framework developed under Work Package 4. While the Strategy defines the common direction for future action and the Manifesto consolidates the values underpinning the partnership, the Transferability Plan identifies the actors, networks and dissemination pathways capable of transforming project results into lasting territorial impact.

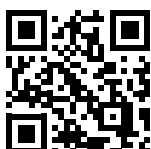
Ultimately, the legacy of TESTEAT lies not only in the tools and methodologies it has produced, but in the community of institutions and stakeholders that will continue to promote a shared vision of sustainable, inclusive and innovative enogastronomic tourism in the years to come.

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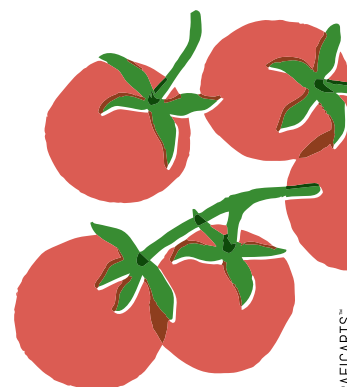


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