

D.4.2.2 TESTEAT Action Plan



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DELIVERABLE SUMMARY	
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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
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Authors	Meridies snc di Erica Croce e Giovanni Perri - City of Venice EU Policies Staff
Contact e-mail of team leader	testeata@comune.venezia.it
Telephone number	+39 041 2747829
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The TESTEAT ACTION PLAN

The TESTEAT Action Plan transforms the project's strategic vision into coordinated actions, ensuring that knowledge, partnerships and innovative practices continue to generate sustainable value long after the project has ended.



Contents

1. TESTEAT Action Plan: Objectives, Actions and Expected Results	6
1.1 Implementation Timeline	9
Short-term actions	9
Medium-term actions	9
Long-term actions	10
Strategic interpretation	10
1.2 Monitoring and Update Cycle (after project closure)	10
Mainstream TESTEAT methodologies within education and training systems	10
Promote sustainable, inclusive and accessible gastronomic tourism	10
Strengthen stakeholder cooperation and territorial governance	11
Disseminate and transfer TESTEAT results	11
Support innovation through practical pilot initiatives	11
Ensure long-term sustainability and institutional integration	11
1.3. Overall Roadmap for the Implementation of the Partner Action Plans	11
2. Partners' Action Plans	13
1. AZRRI - Agency for Rural Development of Istria Ltd. Pazin	14
• Action 1 AdriFLAVOUR (Food cuLture and heritAge Values fOr sUstainable Regeneration)	15
• Action 2 YOUCROSS (Youth Experiencing Crossborder Eco-Tourism)	17
2. City of Venice	19
• Action 1 SAOR – Saperi e saperi veneziani in festa (2026 edition)	20
• Action 2 Promotion of cycle tourism food itineraries	21
• Action 3 Open innovation lab for the future of the food system	22
• Action 4 Promotion of local enogastronomy during public events	23
3. Juraj Dobrila University of Pula (UNIPU)	24
• Action 1 Integration of TESTEAT project results into teaching and learning activities at UNIPU	25
• Action 2 Promotion of the TESTEAT Blueprint as a reference framework for inclusive gastronomy	26
4. Università Ca' Foscari Venezia (UNIVE)	27
• Action 1 TESTEAT Student Experience Academy	28
• Action 2 TESTEAT Local Food Mapping & Award	30



Italy – Croatia



5. Municipality of Ston	32
• Action 1 Ston and Pelješac Enogastronomic Heritage Festival	33
• Action 2 Enhancing Skills for Sustainable Tourism and Gastronomic Heritage Promotion	36
6. Scuola Centrale Formazione (SCF)	39
• Action 1 Training for trainers offer	40
• Action 2 Short mobility of small groups of students	41
• Action 3 Awareness raising and education to sustainability and zero food waste	42
7. CIVIFORM	43
• Action 1 Corte Natisonis	44
• Action 2 Il Giardino del Chiostro	47
8. DURA - Dubrovnik Development Agency	50
• Action 1 Inclusive and Healthy Traditional Gastronomy within 'Dubrovačka trpeza' Event	51
• Action 2 Healthy Dessert Innovation within the 'Torta Party' Event	53
List of Tables	54



1. TESTEAT Action Plan: Applying the Strategic Principles to Project Initiatives through Objectives, Actions and Expected Results

The ten TESTEAT Strategic Principles provide the conceptual framework underpinning the TESTEAT Action Plan. Their practical application is translated into a coherent set of strategic objectives, expected actions and expected outcomes, reflecting the specific roles, characteristics and operational functions of each project partner. In this way, the principles move from a shared strategic vision to an operational framework that guides the implementation of project initiatives. This translation ensures that each action contributes to the achievement of the project's long-term vision while promoting the sustainability, transferability and institutional integration of the TESTEAT results.

The analysis of the Action Plans developed by all TESTEAT partners reveals a high level of convergence in terms of strategic priorities and implementation approaches. Although each partner has identified actions tailored to its own territorial context and institutional mission, all Action Plans contribute to a common objective: ensuring the long-term sustainability and transferability of TESTEAT results beyond the project lifetime.

The first strategic objective is to **mainstream TESTEAT methodologies within education and training systems**. Partners intend to integrate the project's educational resources into university courses, vocational education and lifelong learning programmes. This objective will be achieved through lectures, workshops, practical training sessions and cooperation with educational institutions. The expected outcome is the strengthening of professional competences among students, teachers and tourism professionals, while the main outputs will include updated curricula, training modules, educational resources and practical learning activities.

A second objective focuses on **promoting sustainable, inclusive and accessible gastronomic tourism**. Partners plan to encourage the adoption of sustainable practices within the HORECA sector by promoting local products, seasonal ingredients, circular economy principles and food accessibility. Particular attention will be devoted to adapting gastronomic experiences to changing dietary needs while preserving local traditions and cultural identity. These actions are expected to improve the quality and inclusiveness of tourism services and generate practical outputs such as inclusive menus, awareness campaigns and demonstration activities.

The Action Plans also place strong emphasis on **strengthening stakeholder cooperation and territorial governance**. Building upon the experience of the TESTEAT Innovation HUBs, partners aim to consolidate long-term collaboration among public authorities, tourism organisations, educational institutions, SMEs, local producers and cultural organisations. By reinforcing these networks, the project



Italy – Croatia



seeks to establish durable governance mechanisms capable of supporting sustainable tourism development beyond the duration of the project. Expected outputs include cooperation agreements, stakeholder networks, HUB activities and joint governance models.

Another common objective concerns the **transferability and dissemination of TESTEAT results**. Partners will continue promoting the project's methodologies and tools through conferences, workshops, institutional events, communication campaigns and professional networks. This dissemination effort is expected to increase the visibility and uptake of TESTEAT results while encouraging their replication in other territories. The principal outputs will consist of dissemination events, digital resources, publications and transferability initiatives.

Innovation also represents a key implementation priority. The Action Plans foresee the organisation of pilot initiatives, thematic festivals, educational events and experiential tourism activities that integrate gastronomy, culture and local heritage. These initiatives will allow partners to test and further develop innovative approaches while strengthening destination attractiveness, extending the tourism season and increasing community participation. The resulting outputs will include **public events**, thematic routes and new tourism products inspired by the TESTEAT methodology.

Finally, all partners recognise the importance of ensuring the **long-term continuity of project results**. The Action Plans therefore include activities aimed at embedding TESTEAT methodologies within institutional policies, educational systems and local development strategies. Monitoring mechanisms and periodic evaluations will support continuous improvement and facilitate the adaptation of project outputs to future market trends. These actions are expected to ensure the long-term sustainability, scalability and transferability of the TESTEAT model, generating strategic outputs such as monitoring frameworks, policy recommendations and updated Action Plans.



Table 1. TESTEAT From Strategy to Action Plan: Objectives, Actions, Expected Outcomes and Main Outputs

Strategic Principles	Objectives	Expected Actions	Expected Outcomes	Main Outputs
1. Sustainability 2. Authenticity, Local Identity and Innovation Rooted in Tradition 3. Food Inclusion, Accessibility and Respect for Diversity 4. Digital Skills and Innovation 5. Collaboration, Co-Creation, Stakeholder and Community Engagement 6. Cross-border Cooperation 7. Knowledge Transfer and Capacity Building 8. Pilot Events and Culture 9. Tourism, Generosity and Hospitality 10. Continuous Improvement	1. Mainstream TESTEAT results into education and training systems 2. Promote sustainable and inclusive gastronomic tourism 3. Strengthen stakeholder cooperation and territorial governance 4. Disseminate and transfer TESTEAT methodologies 5. Support innovation through practical pilot initiatives 6. Ensure continuity through monitoring and institutional integration	Integrate the Blueprint, Recipe Matrix, Guidelines and Digital Tool into universities, VET centres and lifelong learning programmes; organise lectures, workshops and practical activities. Introduce inclusive traditional recipes, healthier menus and sustainable gastronomic practices into festivals, restaurants and tourism initiatives; promote food accessibility and circular economy principles. Consolidate TESTEAT HUBs; reinforce cooperation among municipalities, tourism boards, SMEs, schools, universities and local producers; create permanent territorial networks. Promote the Blueprint, Guidelines and online tools through conferences, professional events, communication activities and institutional networks Integrate TESTEAT principles into existing festivals, educational activities and tourism events; develop innovative visitor experiences based on local heritage Embed project outputs into local policies, institutional activities and organisational practices; establish monitoring mechanisms and periodic evaluation.	Increased professional competences; long-term use of TESTEAT methodologies; stronger educational links between education and labour market. More accessible tourism services; increased sustainability of HORECA operators; improved visitor experience. Stronger governance; enhanced stakeholder engagement; durable partnerships beyond project completion. Wider uptake of TESTEAT results; increased visibility; replication in other territories. Validation of innovative approaches; increased attractiveness of destinations; stronger local participation. Long-term sustainability; policy uptake; continuous improvement of TESTEAT results.	Updated curricula; training modules; educational resources; practical workshops. Inclusive gastronomic events; adapted recipes; operational guidelines; awareness campaigns. Cooperation agreements; stakeholder networks; HUB activities; governance framework. Dissemination events; publications; digital resources; transferability actions. Pilot initiatives; thematic events; experiential tourism products. Action Plans; monitoring indicators; implementation reports; policy recommendations.

1.1 Implementation Timeline

The implementation of the TESTEAT Action Plan follows a progressive roadmap articulated over three complementary phases.

Short-term actions will focus on consolidating the immediate legacy of the project. During this phase, partners will disseminate the TESTEAT Blueprint, Guidelines and educational resources, organise stakeholder meetings and communication events, integrate project materials into university and vocational training programmes, strengthen the Innovation HUBs and promote awareness of sustainable and inclusive gastronomy among tourism operators and local communities.

Medium-term actions will concentrate on embedding TESTEAT methodologies into everyday practice. Partners will develop recurring training programmes, strengthen cooperation between educational institutions and the tourism sector, promote inclusive gastronomic services within HORECA businesses, organise regular cultural and gastronomic events and further develop integrated tourism products and thematic routes capable of enhancing local identity and extending the tourist season.

Long-term actions will ensure the institutionalisation and transferability of the project results. Partners will work towards integrating TESTEAT principles into regional development strategies, tourism policies and educational systems, maintaining permanent stakeholder networks and strengthening cross-border cooperation. Continuous monitoring, periodic updating of methodologies and participation in future European cooperation initiatives will contribute to replicating the TESTEAT approach in other territories, ensuring that the project's legacy continues to generate value well beyond its formal conclusion.

Short-term actions

(within 1 year after project completion)

- Disseminate the TESTEAT Blueprint, Guidelines and Recipe Matrix.
- Present project results through conferences, workshops and stakeholder meetings.
- Integrate TESTEAT materials into university and VET courses.
- Organise awareness-raising activities on inclusive gastronomy and sustainability.
- Consolidate TESTEAT HUBs and stakeholder networks.
- Launch communication and dissemination campaigns.

Medium-term actions

(1-3 years)

- Develop recurring educational programmes and lifelong learning courses.
- Integrate inclusive gastronomic practices into local restaurants and HORECA services.
- Organise periodic gastronomic festivals and public events inspired by TESTEAT.
- Promote cooperation among tourism boards, municipalities and local producers.
- Extend the use of the online tools and educational resources.
- Develop integrated gastronomic tourism products and thematic routes.

Long-term actions

(beyond 3 years)

- Institutionalise TESTEAT methodologies within universities and vocational education systems.



Italy – Croatia



- Integrate TESTEAT principles into regional tourism and cultural development strategies.
- Maintain permanent cross-border stakeholder networks.
- Expand transferability towards other Adriatic and European regions.
- Continuously monitor and update methodologies according to market trends.
- Support the replication of TESTEAT practices through new European projects and policy initiatives.

Strategic interpretation

The analysis of all partners' Action Plans reveals a common implementation logic. Although each partner proposes actions tailored to its territorial context—such as integrating inclusive gastronomy into established events in Dubrovnik, embedding TESTEAT resources in university curricula at UNIPU, or transferring educational materials through vocational education networks coordinated by SCF—all initiatives pursue the same strategic goals: preserving and enhancing enogastronomic heritage, strengthening professional skills, promoting sustainability and food accessibility, fostering stakeholder cooperation, and ensuring the long-term transferability of project results. Collectively, the Action Plans transform the TESTEAT Strategy into a coherent roadmap that supports capacity building, territorial resilience and sustainable tourism development across the Italy-Croatia cooperation area.

1.2 Monitoring and Update Cycle (after project closure)

Mainstream TESTEAT methodologies within education and training systems

Partner institutions could review the integration of TESTEAT materials every **two years**, collecting feedback from teachers, students and tourism professionals. Educational contents could be updated according to labour market needs, emerging tourism trends and new European policy priorities.

Promote sustainable, inclusive and accessible gastronomic tourism

Local tourism organisations and HORECA stakeholders should periodically assess the adoption of sustainable and inclusive practices through stakeholder consultations and customer feedback. Good practices could be updated and shared within the TESTEAT network at least every **2-3 years**.

Strengthen stakeholder cooperation and territorial governance

Stakeholder networks should remain active through **annual meetings** or thematic workshops to review progress, identify new cooperation opportunities and update local implementation priorities according to territorial needs.

Disseminate and transfer TESTEAT results

Communication activities could be reviewed **annually**, monitoring downloads, participation in dissemination events, use of digital resources and requests for replication from other organisations or territories.

Support innovation through practical pilot initiatives

Pilot initiatives could be evaluated after each implementation cycle by collecting visitor feedback, stakeholder opinions and economic impacts. Successful experiences should be progressively integrated into regular tourism programming.

Ensure long-term sustainability and institutional integration



A comprehensive review of the Strategy and Action Plan could be carried out every **three years** by partner organisations and key stakeholders. The review should assess implementation progress, emerging challenges, policy developments and opportunities for updating the Strategy or developing new European cooperation initiatives.

1.3 Overall Roadmap for the Implementation of the Partner Action Plans

The table below provides a synthetic overview of the **Action Plans** developed by each TESTEAT partner as a concrete commitment to ensure the continuity and long-term sustainability of the project's results beyond its formal completion. While each Action Plan reflects the specific priorities and institutional role of the respective partner, together they outline a coherent and complementary roadmap for the future implementation of TESTEAT's strategic objectives. The timeline groups the planned actions according to their expected implementation period—from short-term initiatives to long-term and permanent activities—providing an immediate overview of the sequencing of activities and their expected contribution to the project's legacy across the Italy-Croatia Programme area.



Table 2. Overview of Partners' Action Plans Implementation Roadmap

Partner	Action	Short-term (0-6 months)	Medium-term (6-12 months)	Long-term (1-3 years)	Beyond 3 years
AZRRI	AdriFLAVOUR	• Project preparation	• Proposal development • Proposal preparation	• Project implementation (2026-2028)	Continuation through new projects
	YOUCROSS	• Partnership building	• Proposal preparation	• Implementation (2026-2028)	Long-term educational cooperation
City of Venice	SAOR Festival 2026	• Planning	• Organisation • First implementation	• Annual editions	Permanent event
	Cycle Tourism Itineraries	• Route design	• Implementation	• Annual editions	Integration into local tourism
	Open Innovation Lab	-	• Preparation	• Implementation (2027)	Replication through AdriFLAVOUR
	Sustainable Food at Public Events	• Continuous planning	• Implementation	• Annual implementation	Permanent municipal practice
UNIPU	Integration into Teaching	• Immediate implementation	• Integration into courses	• Annual teaching	Permanent curriculum
	Promotion of the Blueprint	• Dissemination	• Academic promotion	• Continuous dissemination	Long-term reference methodology
UNIVE	Student Experience Academy	• Academic planning	• Curriculum design	• Annual implementation	Permanent university course
	Local Food Mapping & Award	• Methodology	• Mapping activities	• Annual Award	Permanent educational initiative
	Moodle Training for Trainers	• Platform completion	• Full online availability	• Continuous updating	Permanent catalogue
Municipality of Ston	Enogastronomic Heritage Festival	• Preparation	• First edition	• Annual festival	Permanent territorial event
	Capacity Building Programme	• Programme design	• First training course	• Annual implementation	Permanent training programme
SCF	International Exchange Camps	• Partnership building	• First exchanges	• Annual implementation	Integration into Erasmus+/YOUCROSS
	Sustainability Education	• Immediate dissemination	• Integration into courses	• Annual use	Permanent educational resource
CIVIFORM	Transfer of WP4 Guidelines	• Guideline transfer	• Stakeholder adoption	• Integration into local planning	Permanent planning reference
	Transfer of WP2 Framework	• Module adaptation	• Pilot workshops	• Permanent educational activities	Long-term educational model
DURA	Dubrovačka Tereza	• Preparation	• 2027 implementation	• Annual integration	Permanent inclusive gastronomic event
	Torta Party	• Recipe development	• 2027 implementation	• Annual editions	Permanent educational event

The full description of each Partner Action Plan, including objectives, activities, stakeholders, implementation arrangements, expected outcomes and monitoring framework, is presented in the Annex to this Strategy and Action Plan.

2.Partners' Action Plans

The following Action Plans reproduce the contents provided by the partners in the submitted Action Plan sheets



1

**Partner: AZRRI - Agency for rural development of Istria
Ltd. Pazin**

ACTION 1

ACTION 2



ACTION 1 - AdriFLAVOUR (Food cuLture and heritAge Values fOr sUstainable Regeneration)

Name of the Partner/Respondent	AZRRI - Agency for rural development of Istria Ltd. Pazin
Title of the action:	AdriFLAVOUR (Food cuLture and heritAge Values fOr sUstainable Regeneration)
1. Relevance to the project (.)	AdriFLAVOUR represents a natural continuation of the cooperation, knowledge exchange and innovation processes initiated through the TESTEAT project. Building on the experience gained in the valorisation of gastronomic heritage, educational activities and sustainable tourism development, the project further explores the role of food culture and local traditions as key drivers of territorial attractiveness, community resilience and sustainable economic development. The implementation of TESTEAT highlighted the growing importance of experiential and sustainable tourism models that connect local products, traditional knowledge, cultural heritage and community participation. It also demonstrated the need to further strengthen the visibility and attractiveness of rural, inland, island and less-visited areas by creating integrated tourism experiences based on authentic local resources. Building on these findings, AdriFLAVOUR expands the TESTEAT approach by focusing on the valorisation of cultural-gastronomic heritage as a driver of sustainable territorial development. Through participatory mapping, the development of gastronomic routes, digital tools, educational activities, public events and cross-border knowledge exchange, the project creates new opportunities for local communities, producers, tourism operators and visitors. Particular emphasis is placed on the preservation, interpretation and promotion of local food traditions as an integral part of the Adriatic cultural identity. The action contributes to the strategic objectives of the participating territories by promoting sustainable tourism, preserving and valorising gastronomic heritage, strengthening local identity and encouraging cooperation between public authorities, cultural organisations, educational institutions and local stakeholders. Furthermore, it supports the sustainable socio-economic development of the programme area by increasing the visibility of peripheral destinations, supporting local food systems and creating transferable models for community-based cultural and gastronomic tourism across the Adriatic region.
2. Nature of the (realistic and measureable) action	The action consists of the development and implementation of the AdriFLAVOUR project, aimed at enhancing the valorisation of cultural-gastronomic heritage through sustainable tourism, community engagement and cross-border cooperation. The action will be implemented through the following groups of activities: • Participatory mapping and knowledge collection – identifying, documenting and mapping cultural-gastronomic assets, traditional food practices, local products, recipes, stories and places of significance through the active involvement of local communities, producers, cultural organisations and tourism stakeholders; • Development of cultural-gastronomic routes and digital tools – designing and testing cross-border gastronomic routes, creating an interactive digital map and multilingual database, and developing digital storytelling tools that promote local heritage and visitor engagement; • Educational, networking and promotional activities – organising peer exchanges, workshops, educational activities, capacity-building initiatives and public events, including Flavour Weeks, aimed at increasing awareness of gastronomic heritage and strengthening cooperation among stakeholders; • Pilot actions and community engagement – implementing and testing pilot cultural-gastronomic tourism experiences in participating territories, involving local producers, chefs, tourism operators, schools, youth and community organisations; • Strategic development and long-term integration – developing a Joint Strategy for Adriatic cultural-gastronomic tourism, preparing Regional Action Plans and integrating project results into local and regional tourism development policies to ensure long-term sustainability and transferability. Through these activities, the action will establish a transferable cross-border model for the valorisation of gastronomic heritage, contributing to sustainable tourism development, stronger local identities and increased attractiveness of rural, coastal, island and peripheral areas across the Adriatic region.
3. Stakeholders involved, roles and responsibilities	The implementation of the AdriFLAVOUR project will involve a wide range of stakeholders from the tourism, cultural, educational, public and community sectors, ensuring a participatory approach to the valorisation of cultural-gastronomic heritage. • Project partners will be responsible for the coordination and implementation of project activities, including participatory mapping, development of gastronomic routes, pilot actions, digital tools, educational activities and the preparation of strategic documents. • Public authorities, development agencies and tourism organisations will support stakeholder engagement, integration of project results into local and regional policies, and the long-term sustainability of the developed tourism model.



Italy – Croatia



	- Local producers, farmers, chefs, hospitality providers and cultural organisations will contribute expertise, local knowledge and authentic content for the development and testing of cultural-gastronomic routes and experiences. - Educational institutions, youth organisations, heritage institutions and museums and local communities will participate in educational activities, knowledge-sharing initiatives, public events and awareness-raising actions, contributing to the preservation and promotion of local gastronomic heritage. Through the active involvement of these stakeholders, the project will strengthen cross-sectoral cooperation and support the development of sustainable cultural-gastronomic tourism across the Adriatic region.
4. Expected Timeframe	Expected timeframe: 2026–2028 (30 months). The action will be implemented in phases, including participatory mapping and knowledge collection activities, development of cultural-gastronomic routes and digital tools, implementation of pilot actions and public events, and the preparation of the Joint Strategy and Regional Action Plans for the long-term integration and sustainability of project results.
5. Costs and funding sources	The estimated total cost of the action is approximately EUR 2.33 million, corresponding to the overall budget of the AdriFLAVOUR project. The implementation of the action is expected to be financed through the Interreg Italy–Croatia Programme 2021–2027, with co-financing provided by the project partners in accordance with programme rules. The budget will cover project management and coordination, participatory mapping and research activities, development of digital tools and the interactive platform, implementation of cultural-gastronomic routes and pilot actions, educational and capacity-building activities, organisation of public events and Flavour Weeks, communication and dissemination activities, and the preparation of the Joint Strategy and Regional Action Plans for Sustainable Cultural-Gastronomic Tourism.
6. Monitoring indicators and risk assessment	The implementation of the action will be monitored through a set of quantitative and qualitative indicators, including: - Number of cultural-gastronomic routes developed and piloted; - Number of local producers, chefs and cultural organisations involved in project activities; - Number of Flavour Week events and other promotional activities organised; - Number of participants involved in educational, networking and public engagement activities; - Adoption of the Joint Strategy and Regional Action Plans for Sustainable Cultural-Gastronomic Tourism. Potential risks include limited stakeholder participation, delays in the implementation of pilot activities, insufficient engagement of local producers and tourism operators, and administrative or financial challenges affecting project delivery. These risks will be mitigated through continuous stakeholder involvement, effective project coordination, regular monitoring of activities and results, and strong cross-border cooperation among project partners.



ACTION 2 - YOUCROSS (Youth Experiencing Crossborder Eco-Tourism)

Name of the Partner/ Respondent	AZRRI - Agency for rural development of Istria Ltd. Pazin
Title of the action:	YOUCROSS (Youth Experiencing Crossborder Eco-Tourism)
1. Relevance to the project .	The YOUCROSS project directly builds upon the experience, knowledge, partnerships and cross-border cooperation framework developed through the TESTEAT project. Through the implementation of TESTEAT, project partners strengthened their cooperation and gained valuable experience in the valorisation of cultural and gastronomic heritage, the development of sustainable tourism experiences, stakeholder engagement, educational activities and the promotion of local identity through innovative tourism approaches. The implementation of TESTEAT highlighted several common challenges across the programme area, including the need to increase the visibility and attractiveness of rural and inland areas, diversify tourism offers beyond traditional seasonal patterns, strengthen the connection between tourism, local heritage and education, and encourage greater participation of local communities in tourism development processes. Through its educational activities, training programmes, workshops and cross-border exchanges, TESTEAT also demonstrated the importance of actively engaging students, young people and future tourism professionals in the promotion and preservation of local cultural, gastronomic and natural heritage. At the same time, the project demonstrated the potential of experience-based, sustainable and community-oriented tourism models as effective tools for local development. Building on these findings and experiences, YOUCROSS further develops and transfers the methodologies, cooperation models and participatory approaches tested through TESTEAT, while introducing a stronger focus on youth engagement and youth-centred tourism development. The project expands the scope of previous activities through participatory mapping, digital storytelling, interactive tourism tools and the co-creation of tourism experiences tailored to the interests and expectations of younger generations. The proposed action contributes to the strategic objectives of the participating territories by promoting sustainable tourism, strengthening local identity, increasing the attractiveness of rural and peripheral areas and fostering stronger links between tourism, culture, education and local communities. Furthermore, it supports the sustainable socio-economic development of the programme area by encouraging innovation, enhancing the visibility of lesser-known destinations and creating new opportunities for community-based tourism through a shared cross-border approach.
2. Nature of the (realistic and measureable) action	The action consists of the development and implementation of the YOUCROSS project, aimed at creating and testing an innovative cross-border youth tourism model based on sustainability, participation, local heritage and experiential learning. The action will be implemented through the following groups of activities: • Research, mapping and co-design activities – conducting participatory mapping, surveys, interviews and focus groups involving young people and local stakeholders in order to identify tourism assets, analyse youth travel trends and co-design tourism experiences tailored to the interests and expectations of younger generations; • Development of digital tools and promotional resources – creating interactive digital maps, digital storytelling content, visitor information tools, QR-code-based resources and a Digital Youth Guidebook presenting sustainable tourism experiences across the participating territories; • Educational and awareness-raising activities – establishing educational environments and implementing workshops, training sessions, awareness-raising initiatives, web broadcasts and cross-border exchanges focused on biodiversity, local heritage, gastronomy, circular economy principles and sustainable tourism; • Pilot implementation of youth tourism experiences – testing and evaluating innovative tourism experiences co-created with young people and local stakeholders, combining nature, culture, gastronomy, biodiversity and community engagement in participating territories; • Strategic development and transferability – monitoring and evaluating project activities, collecting feedback from participants and stakeholders and developing a Joint Cross-Border Strategy for Sustainable Youth Tourism to support the long-term transferability and uptake of project results. Through these activities, the action will establish a transferable and scalable model for youth-centred sustainable tourism, contributing to the attractiveness, resilience and sustainable development of rural and peripheral areas within the Italy-Croatia programme area.
3. Stakeholders involved, roles and responsibilities	The implementation of the YOUCROSS project will involve a wide range of stakeholders from the tourism, education, public and community sectors, ensuring a participatory approach to sustainable youth tourism development. • Project partners (SCF, AZRRI, UNIPU, TNG, GAL Costa dei Trabocchi and the City of Kaštela) will be responsible for the coordination and implementation of project activities, including research, educational activities, pilot actions, digital tools and the development of the Joint Cross-Border Strategy.



Italy – Croatia



	- Educational institutions and youth organisations will support workshops, training activities, awareness-raising initiatives and cross-border exchanges, while actively engaging students and young people in project activities. - Young people will play a central role in surveys, focus groups, participatory mapping, co-design processes and pilot activities, ensuring that the developed tourism experiences reflect the interests and expectations of younger generations. - Tourism operators, local producers, cultural organisations and public authorities will contribute expertise, local knowledge and infrastructure, support the implementation of tourism experiences and facilitate the long-term uptake of project results within local and regional development policies. Through the active involvement of these stakeholders, the project will strengthen cross-sectoral cooperation and support the development of sustainable and youth-centred tourism across the Italy-Croatia programme area.
4. Expected Timeframe	The implementation of the YOUCROSS project is envisaged over a period of 30 months, starting in 2026 and ending in 2028, subject to project approval and contracting procedures. Activities will be implemented progressively, beginning with research, participatory mapping and stakeholder engagement, followed by the development of educational and digital tools, the implementation of pilot actions and, finally, the preparation of the Joint Cross-Border Strategy for Sustainable Youth Tourism and the dissemination of project results.
5. Costs and funding sources	The estimated total cost of the action is approximately EUR 1.96 million, corresponding to the overall budget of the YOUCROSS project. The implementation of the action is expected to be financed through the Interreg Italy-Croatia Programme 2021-2027, with co-financing provided by the project partners in accordance with programme rules. The budget will cover project management and coordination, research and participatory activities, development of digital tools and educational resources, implementation of workshops and cross-border exchanges, pilot tourism experiences, communication and dissemination activities, and the preparation of the Joint Cross-Border Strategy for Sustainable Youth Tourism.
6. Monitoring indicators and risk assessment	The implementation of the action will be monitored through a set of quantitative and qualitative indicators, including: - Number of young people involved in project activities, workshops, surveys and cross-border exchanges; - Number of stakeholders engaged in participatory mapping, co-design and pilot activities; - Number of tourism experiences developed and piloted; - Number of digital tools and resources developed (interactive maps, guidebooks, digital storytelling content, QR-code resources); - Adoption of the Joint Cross-Border Strategy for Sustainable Youth Tourism. Potential risks include limited participation of young people and local stakeholders, delays in the implementation of project activities, insufficient engagement of tourism operators, and administrative or financial challenges affecting project delivery. These risks will be mitigated through continuous stakeholder involvement, effective project coordination, regular monitoring of activities and results, and strong cross-border cooperation among project partners.



2

Partner: City of Venice

ACTION 1

ACTION 2

ACTION 3

ACTION 4



COV - ACTION 1 - “SAOR – Saperi e saperi veneziani in festa” – 2026 edition

Name of the Partner/Respondent	CITY OF VENICE
Title of the action:	“SAOR – Saperi e saperi veneziani in festa” – 2026 edition A new edition of the “SAOR” festival in 2026, with the aim of consolidating and expanding what has been developed in previous experiences, strengthening the link between Venetian gastronomic tradition, sustainability and inclusion. The event seeks to once again engage the network of local stakeholders, promoting local products, practices and knowledge through accessible and participatory activities, capable of attracting both residents and visitors and positioning Venice as a model for responsible food tourism.
1. Relevance to the project (.)	This action strongly builds on the experience developed within TESTEAT, combining the City’s experience of organising the SAOR festival 2025 as pilot action, with the exchange and learning activities carried out with Italian and Croatian partners, in particular those who organised similar pilot actions such as enogastronomy days. SAOR 2026 represents a direct continuation and upscaling of these experiences. It responds to local challenges related to sustainable tourism, community engagement and preservation of food heritage, while also reflecting shared needs identified at cross-border level. The festival will be implemented following the recommendations included in the TESTEAT “Guidelines for the creation of integrated tourism model” and will give a very strong contribution to the implementation in Venice of the TESTEAT joint cross-border strategy, translating its medium and long-term objectives into concrete local practice.
2. Nature of the (realistic and measureable) action	The action consists of designing and implementing the 2026 edition of the SAOR festival, building on the TESTEAT pilot action developed in 2025. The event will take place over three days, from Friday to Sunday, and will feature a programme of activities distributed across the entire municipal area, including the historic centre, the islands and the mainland. It will include food experiences, workshops, public talks and participatory activities focused on valorising the local enogastronomic heritage and making it more inclusive and sustainable. The programme will integrate lessons learnt from partner food festivals across Italy and Croatia and will aim to expand the scale and impact of the initiative. Activities will be accessible and designed to involve both residents and visitors.
3. Stakeholders involved, roles and responsibilities	The City will coordinate the action, overseeing the overall design and implementation of the festival. It will be responsible for organising the opening and closing events, as well as for managing and coordinating all communication and promotion activities, ensuring full consistency with the TESTEAT strategy and its long-term objectives. Local stakeholders – including producers, restaurants, tourism operators, cultural institutions and civic associations – will play a central role in shaping the programme by organising and hosting events across the territory and actively contributing to the content and quality of the initiative. Cultural organisations and local associations will further support community engagement, facilitating participation, promoting inclusiveness and helping to connect the activities with local communities and audiences.
4. Expected Timeframe	Preparation will start in early 2026, with implementation of the event in October 2026, on the weekend from Friday 16 to Sunday 18, building on the timeline tested during SAOR 2025.
5. Costs and funding sources	Estimated cost: EUR 140,000. Approximately EUR 65,000 will be covered by national funds within the City of Venice’s UNESCO project. The remaining amount will be financed through internal resources, complemented where possible by contributions from local sponsors and partners.
6. Monitoring indicators and risk assessment	Indicators include number of participants, number of stakeholders involved and diversity of activities. Additional attention will be given to the level of inclusiveness and sustainability of the event. Risks include weather conditions, limited resources and reduced stakeholder engagement.



Italy – Croatia



COV - ACTION 2 - Promotion of cycle tourism food itineraries

Name of the Partner/Respondent	CITY OF VENICE
Title of the action:	Promotion of cycle tourism food itineraries Promotion of food-themed cycling itineraries within the “Bici in comune” initiative, designed to enhance the territory in an active and sustainable way by combining soft mobility with the discovery of local products. The initiative aims to involve families and local communities in accessible experiences that bring together environmental education, food culture and well-being, contributing to the spread of responsible and inclusive tourism practices.
1. Relevance to the project (.	This action builds on TESTEAT cross-border exchanges on sustainable tourism, local food valorisation and soft mobility. Experiences shared among Italian and Croatian partners highlighted the importance of integrated tourism products combining food and active mobility. The action responds to local needs for more sustainable tourism models and healthier lifestyles. It represents a practical step towards implementing the TESTEAT joint cross-border strategy, contributing to its objectives of promoting low-impact tourism and stronger connections between communities and local production systems.
2. Nature of the (realistic and measureable) action	The action includes the design and promotion of enogastronomic cycling itineraries within the “Bici in comune” initiative. It involves mapping routes, identifying local food stops, organising guided cycling experiences and producing simple communication materials. The itineraries will be accessible, especially to families, and will combine environmental education, local culture and food experiences.
3. Stakeholders involved, roles and responsibilities	The City will coordinate the process. Cycling associations will support route design and event organisation. Local producers and food businesses will act as points of interest along the routes. Schools and local communities will be involved to encourage participation. Other partners and sponsors may support communication or technical aspects.
4. Expected Timeframe	The action will be implemented during the European mobility week 16-22 September 2026 and 16-22 September 2027.
5. Costs and funding sources	Estimated cost: EUR 28,000 per edition. Funding will come from national resources provided by the Department of Sport of the Italian Presidency of the Council of Ministers, which supported the “Bici in Comune” initiative in 2025.
6. Monitoring indicators and risk assessment	Indicators include number of participants, number of routes created and number of local operators involved. Risks include weather conditions, safety issues and limited participation.



Italy – Croatia



COV - ACTION 3 - Open innovation lab for the future of the food system

Name of the Partner/Respondent	CITY OF VENICE
Title of the action:	Open innovation lab for the future of the food system Within the AdriFLAVOUR project, funded by the Interreg Italy-Croatia Programme, organisation, in collaboration with Ca' Foscari University, of a participatory lab involving different actors from the gastronomy and tourism sectors – chefs, restaurateurs, tourism operators and local institutions – to encourage dialogue and co-creation of ideas. The objective is to imagine and develop innovative solutions for a more sustainable, inclusive and aware model of catering and food supply chains, in close connection with territories and communities.
1. Relevance to the project (.)	This action is directly connected to the cross-border learning process of TESTEAT and to the broader cooperation framework between Italy and Croatia on sustainable gastronomy. It also creates synergies with the AdriFLAVOUR project. It responds to the need identified at both local and cross-border level to strengthen collaboration among actors and to develop innovative solutions for the food system. The action contributes to the implementation of the TESTEAT joint strategy by supporting long-term objectives related to innovation, sustainability and inclusiveness.
2. Nature of the (realistic and measurable) action	The action consists of organising a participatory open innovation lab in collaboration with Ca' Foscari University, building on cross-border training activities carried out within the TESTEAT project and will be implemented as part of the "Flavour Weeks" framework of the newly approved INTERREG Italy-Croatia project "Adriflavours". The lab will take place over several days and will combine different formats, including inspirational talks and interactive sessions. Activities will include workshops, group discussions and co-creation exercises, bringing together a diverse range of participants such as chefs, restaurateurs, tourism and hospitality operators, students, local food system actors and other stakeholders. Participants will work collaboratively to identify key challenges and explore innovative solutions, focusing on more sustainable, inclusive and locally rooted models of gastronomy and food supply chains. The process will aim to stimulate dialogue, exchange of perspectives and the development of practical ideas, also highlighting the potential role of food professionals as drivers of positive change.
3. Stakeholders involved, roles and responsibilities	Ca' Foscari University will support the design and facilitation of the lab. The City will coordinate and ensure alignment with ensuring full consistency with the TESTEAT strategy and its long-term objectives and the AdriFLAVOUR's objectives. Chefs, restaurateurs, tourism operators, schools, and local institutions will participate actively and contribute with their experiences.
4. Expected Timeframe	The lab will be organised during 2027, with preparation in the months before.
5. Costs and funding sources	Estimated cost: 110.000 euros. Funding will be made available by the AdriFLAVOUR project.
6. Monitoring indicators and risk assessment	Indicators include number of participants, number of ideas generated and follow-up initiatives. Risks include low engagement and limited continuation after the lab.



COV - ACTION 4 - Promotion of local enogastronomy during public events

Name of the Partner/Respondent	CITY OF VENICE
Title of the action:	Promotion of local enogastronomy during public events Promotion of sustainable and innovative local gastronomic offerings within public events such as “Marghera Estate” and “Spring Fest Bissuola”, with the aim of providing high-quality, locally rooted food that is accessible to all. The action seeks to involve local operators in creating a diverse offer attentive to different dietary needs, while encouraging more environmentally responsible choices and increasing awareness among participants.
1. Relevance to the project (.	This action builds on the TESTEAT experience and on exchanges with Italian and Croatian partners regarding sustainable food offer in public events. It responds to local needs to improve the quality and sustainability of food available during large events. It represents a concrete implementation of the TESTEAT joint cross-border strategy by promoting sustainable consumption patterns and strengthening local food systems in line with shared objectives.
2. Nature of the (realistic and measureable) action	The action focuses on promoting sustainable and local food proposals within events such as “Marghera Estate” and “Spring Fest Bissuola”. It includes the selection of operators based on simple sustainability criteria, coordination with event organisers and small awareness actions targeting participants.
3. Stakeholders involved, roles and responsibilities	The City will play a coordinating and enabling role, promoting and guiding the integration of sustainable, local and inclusive gastronomic offers within major public events it organises. Event organisers will be responsible for implementing the initiative within their specific programmes. Local food operators, producers and street food producers will be key actors in providing high-quality, locally rooted food options. Additional stakeholders such as local associations may support awareness-raising and communication activities.
4. Expected Timeframe	The action does not follow a single defined timeframe, but is implemented on an ongoing basis in connection with major public events organised by the City, such as Marghera Estate and Spring Fest Bissuola. Activities are therefore aligned with the planning and calendar of these events throughout the year.
5. Costs and funding sources	Estimated cost: Funding will mainly come from event budgets and local resources.
6. Monitoring indicators and risk assessment	The action does not have a dedicated or fixed budget, as it is integrated into the organisation of existing public events. Costs related to the implementation are included within the overall event budgets and may be supported by municipal resources and contributions from participating operators.



3

Partner: Juraj Dobrila University of Pula (UNIPU)

ACTION 1

ACTION 2



Italy – Croatia



UNIPU – ACTION 1 – Integration of TESTEAT project results into teaching and learning activities at UNIPU

Name of the Partner/Respondent	Juraj Dobrila University of Pula (UNIPU) Anica Dobran Černjul, Samantha Brgić, Jelena Bačić
Title of the action	Integration of TESTEAT project results into teaching and learning activities at UNIPU
1. Relevance to the project	This action builds on the knowledge, methodologies and outputs developed through the TESTEAT project, particularly the Blueprint, the innovative recipe matrix and the online tool. It responds to the need for continuous education on sustainable gastronomy, food heritage, food accessibility and dietary requirements. The action supports the transfer of project results to future professionals in tourism, gastronomy and related fields. It contributes to the long-term sustainability of the project by embedding TESTEAT knowledge into university teaching and learning activities.
2. Nature of the (realistic and measureable) action	Introduce selected TESTEAT results into relevant university courses. Present the innovative recipe matrix and Blueprint as examples of cross-border cooperation and innovation in gastronomy. Organising guest lectures and classroom presentations delivered by the UNIPU project team. Using the TESTEAT online tool as a learning resource during practical exercises. Encouraging students to analyse inclusive gastronomy, sustainable tourism and food accessibility through papers and project assignments.
3. Stakeholders involved, roles and responsibilities	• UNIPU project team - transfer project knowledge and materials. • Prepare presentations and teaching resources. • Support professors in integrating project outputs. • Professors - will include relevant project topics in lectures and practical exercises. • Encourage student participation and discussion. • Students - will participate in lectures, workshops and assignments. • Use project materials and tools for learning purposes.
4. Expected Timeframe	Starting from the completion of the project and continuing throughout future academic years.
5. Costs and funding sources	N/A. No additional costs are expected. Activities will be implemented within existing teaching and dissemination activities of UNIPU.
6. Monitoring indicators and risk assessment	KPIs: • Number of courses including TESTEAT content. • Number of students reached annually. • Number of lectures/workshops organised. • Number of student assignments related to TESTEAT topics. Risks: • Limited availability of teaching hours. • Changes in course curricula. • Limited student interest in specific topics.



Italy – Croatia



UNIPU – ACTION 2 – Promotion of the TESTEAT Blueprint as a reference framework for inclusive gastronomy

Name of the Partner/ Respondent	Juraj Dobrila University of Pula – UNIPU Anica Dobran Černjul, Samantha Brgić, Jelena Bačić
Title of the action	Promotion of the TESTEAT Blueprint as a reference framework for inclusive gastronomy
1. Relevance to the project	This action is directly linked to the main results of the TESTEAT project, particularly Deliverable D.1.4.2 – Blueprint of Innovative Enogastronomy Offer Adaptive to Modern Tourism Demand. The Blueprint represents a methodological framework for adapting traditional recipes to different dietary needs while preserving their cultural and gastronomic value. The action aims to ensure the long-term visibility and use of the Blueprint beyond the project lifetime by promoting its application among tourism, hospitality and educational stakeholders. The action contributes to the sustainability and transferability of TESTEAT results and supports the project's objective of developing more inclusive and accessible eno-gastronomic experiences.
2. Nature of the (realistic and measureable) action	Present the Blueprint and its key findings at academic, professional university events. Disseminate examples of innovative recipe adaptations developed within the TESTEAT project. Promote the methodology used for adapting traditional dishes and beverages to different dietary requirements. Raise awareness of inclusive gastronomy among tourism and hospitality stakeholders. Share project results through university communication channels and professional networks.
3. Stakeholders involved, roles and responsibilities	UNIPU project team - will • coordinate dissemination activities. • present project results and the Blueprint methodology. • prepare promotional and educational materials. Educational institutions - will • use the Blueprint as a learning and reference resource. • promote awareness of inclusive gastronomy among students. Project partners - will support dissemination through existing networks and communication channels.
4. Expected Timeframe	The action will start after project completion and continue as part of regular dissemination, educational engagement activities.
5. Costs and funding sources	N/A. No significant additional costs are expected. Activities will be implemented through existing dissemination channels and university events
6. Monitoring indicators and risk assessment	Key Performance Indicators (KPIs): • Number of dissemination activities organised or attended. • Number of stakeholders reached. • Number of presentations delivered. • Number of educational and promotional materials distributed. • Number of institutions and organisations informed about the Blueprint. Risks: • Limited stakeholder participation. • Low awareness of inclusive gastronomy topics. • Limited opportunities for dissemination events



4

Partner: Università Ca' Foscari Venezia (UNIVE)

ACTION 1

ACTION 2



UNIVE - ACTION 1 - TESTEAT Student Experience Academy – Experiential learning pathway for university students.

Name of the Partner/ Respondent	Ca' Foscari University of Venice, UNIVE Francesca Checchinato
Title of the action:	TESTEAT Student Experience Academy - Experiential learning pathway for university students.
1. Relevance to the project	This action focuses on the education of the future workforce in tourism, food culture, sustainability and territorial development. It is directly connected to the TESTEAT objective of training both current and future tourism professionals and to the Manifesto's emphasis on knowledge transfer, lifelong learning and the involvement of young people. The action responds to the need to bridge academic learning and market needs by turning local enogastronomic heritage into an interdisciplinary learning field. It strengthens the link between universities, businesses, public institutions and local communities.
2. Nature of the (realistic and measureable) action	The action consists of an experiential learning pathway for university students, which may be recognised as a curricular laboratory. Proposed structure: 1. Learning module: seminars on enogastronomic heritage, sustainable and regenerative tourism, food inclusion, authenticity, innovation, storytelling; 2. Field experience: immersive visits to producers or markets or farms; 3. Student challenge: teams of students develop project works on real territorial challenges, such as food itineraries, inclusive experiences, storytelling campaigns, pilot events or innovative reinterpretations of traditional recipes; 4. Public restitution: final event with presentations, exhibition of results, feedback from operators and institutions and possible awards for the most promising ideas. Expected outputs include student project works, prototype experiences, digital storytelling materials, itineraries, research insights and reusable educational content
3. Stakeholders involved, roles and responsibilities	• Ca' Foscari University of Venice: academic coordination, teaching, tutoring and evaluation; • University students: participation, field research, project work and final presentations; • HORECA operators, producers and tourism enterprises: case studies, testimonies, field visits and challenges; • TESTEAT HUB Members: case studies and support; • Municipalities and local institutions: territorial support and connection with local strategies; • Museums, cultural institutions and associations: contribution to the cultural dimension of food; • Local communities: sharing of intangible heritage, memories, practices and traditions.
4. Expected Timeframe	2026 - 2028 2026: engagement of professors, MSc coordinators for find out the most consistent course in which develop this project 2027: design of the syllabus and selection of the HORECA partners A.Y.2027-2028: implementation as a laboratory and organization of the event of results's presentation.
5. Costs and funding sources	Estimated annual costs: €1.000 for field visits and logistics - Communication and educational materials will be developed by VSM Channels (free of charge) - Possible funding sources: university funds for innovative teaching, private sponsorships.



Italy – Croatia



6. Monitoring indicators and risk assessment

KPIs:

- number of students involved;
- number of training hours delivered;
- number of field visits organised;
- number of project works developed;
- student satisfaction rate;
- number of prototypes or ideas generated;
- number of outputs reused by stakeholders;
- continuity of the pathway over time.

Risks and mitigation:

- low interdisciplinary participation: promote the pathway across several degree programmes and recognise credits;
- limited operator engagement: involve stakeholders early and assign real challenges;
- overly academic outputs: require applied project work and final stakeholder feedback;
- difficulty in institutionalisation: start as a flexible pilot and progressively convert it into a recognised educational offer.



UNIVE - ACTION 2 - TESTEAT Local Food Mapping & Award – Territorial research and contest on local food heritage.

Name of the Partner/Respondent	Ca' Foscari University of Venice, UNIVE Francesca Checchinato
Title of the action:	TESTEAT Local Food Mapping & Award – Territorial research and contest on local food heritage.
1. Relevance to the project	This action aims to valorise local enogastronomic heritage through research, community engagement, digital mapping and an award. It is closely aligned with the TESTEAT Manifesto's principles of authenticity, local identity, innovation rooted in tradition, pilot events and cultural participation. The action responds to the need to make local food heritage more visible, understandable and usable for tourism development. It promotes sustainable socio-economic development by connecting products, producers, communities, students, institutions and visitors, transforming research into public value and practical territorial promotion. Moreover, the action could lead to the development of a tool designed to educate tourists and promote sustainable places and practices as popular alternatives to traditional tourism
2. Nature of the (realistic and measureable) action	The action consists in a micro-credential challenge for university students and it is structured in three phases: Phase 1 – Territorial Food Mapping organized by university students: • selection of one pilot territory; • identification of the most representative products, recipes, food practices and producers; • interviews with producers, restaurateurs, residents, associations and local communities; • collection of stories, images, videos and documents; • analysis of the link between product, terroir, tradition, sustainability and tourism potential. Some mapping criteria could be: historical relevance; territorial rootedness; availability and production continuity; sustainability of the supply chain; tourism potential; narrative strength; connection with traditional recipes and practices; possibility of contemporary reinterpretation; accessibility and inclusiveness. Phase 2 – TESTEAT Local Food AI Agent/AI Repository: development of a digital AI agent/AI repository including product sheets, producer stories, recipes, suggested itineraries, production places, multimedia content. Phase 3 – TESTEAT Local Food Award: organisation of an annual contest and an event with categories such as "most identity-based product, best innovation rooted in tradition, best territorial storytelling, best sustainable food experience, best inclusive proposal", students' award. Students, professors, trade association, HUB Members and some citizens are the committee that select the winner
3. Stakeholders involved, roles and responsibilities	• Ca' Foscari University of Venice: scientific coordination, research methodology, supervision of students and validation of outputs. • University students: field research, interviews, data collection, storytelling and digital content production. • Local producers, local SMEs and consortia: knowledge sharing, participation in the mapping and contest. • Restaurateurs and HORECA operators: valorisation of products in menus and tourism experiences. • Municipalities and territorial institutions: patronage, logistics and community involvement. • Cultural associations and local communities: memories, intangible heritage and local practices. • Experts and jury members: evaluation of products, stories and experiences. • Media and digital channels: dissemination and promotion.
4. Expected Timeframe	2026–2028 2026: engagement of professors, MSc coordinators for find out the most consistent course in which develop this project A.Y. 2027 - 2028: definition of the methodology with students involved, selection of the pilot territory, stakeholder engagement, mapping and development of the digital agent/repository 2° part of 2028: selection of jury members and organization of event for the first award edition.
5. Costs and funding sources	Estimated annual costs: 2.000 - 5.000 € The costs include: - prizes and recognitions - digital platform fro AI agent/repository Possible funding sources: regional funds for tourism/culture/rural development, municipalities, chambers of commerce, foundations, private sponsors, consortia and business associations.
6. Monitoring indicators and risk	KPIs: • number of mapped products; • number of producers involved;



Italy – Croatia



assessment implementation)	• number of interviews collected; • number of students involved; • number of published product sheets; • number of digital repository visitors; • number of contest applications; • number of participants in the final event; • media and social media reach; • number of products integrated into menus or tourism experiences; • number of territories replicating the model. Risks and mitigation: • difficulty in involving producers and communities: use trusted local intermediaries and municipalities; • mapping too broad or dispersed: define clear criteria and start from a limited pilot area; • award perceived as merely celebratory: link it strongly to research, training and tourism development; • high cost of the digital platform: start with a simple repository and develop it progressively; • risk of folklorisation: ensure scientific supervision and respectful community-based storytelling.
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5

Partner: Municipality of Ston

ACTION 1

ACTION 2



STON - ACTION 1 - Ston and Pelješac Enogastronomic Heritage Festival

Name of the Partner/Respondent	Municipality of Ston Nives Babić
Title of the action	Ston and Pelješac Enogastronomic Heritage Festival
1. Relevance to the project	This action builds on the knowledge, experiences and good practices exchanged through the TESTEAT cross-border cooperation framework between Croatian and Italian partners. The project enabled stakeholders to explore innovative approaches to safeguarding and promoting intangible enogastronomic heritage while strengthening links between tourism, local food production and cultural identity. The action responds to the specific needs and opportunities of the Ston and Pelješac area, where traditional gastronomy based on oysters and mussels, olive oil, wine production and homemade local cuisine represents a key element of local identity and tourism attractiveness. At the same time, there is a need to preserve traditional knowledge, improve its interpretation for visitors and adapt gastronomic experiences to contemporary tourism and dietary trends while maintaining authenticity. The proposed action contributes to the territorial objectives of promoting sustainable tourism development, enhancing the visibility of local producers and strengthening cooperation among tourism stakeholders, farmers, shellfish producers, olive growers, winemakers and hospitality businesses. It capitalises on the results achieved through the TESTEAT pilot activities, particularly the Enogastronomic Days and the training programme for tourism professionals, ensuring their continuation beyond the project lifetime. Furthermore, the action promotes the sustainable socio-economic development of the Programme area by supporting local value chains, encouraging the consumption of local products, creating opportunities for knowledge transfer and skills development, and enhancing the competitiveness of the destination through authentic and sustainable gastronomic tourism experiences based on the “from sea to table” approach.
2. Nature of the (realistic and measureable) action	The action consists of the annual organisation of the Ston Enogastronomic Days, a multi-day event dedicated to the preservation, promotion and valorisation of the gastronomic heritage of Ston and the Pelješac Peninsula. The programme will include: • Organisation of thematic workshops on traditional food preparation, local recipes and contemporary applications of traditional gastronomy; • Educational lectures and expert presentations on wine production, olive oil production, shellfish farming, sustainable food systems and gastronomic heritage; • Round tables and networking events bringing together local producers, tourism stakeholders, public authorities and educational institutions; • Tasting sessions and presentations of local products, including oysters, mussels, fish products, wines, olive oils and traditional homemade food; • Demonstration activities based on the “from sea to table” concept, showcasing local production processes and sustainable food practices; • Promotional and communication activities aimed at increasing awareness of the area's gastronomic heritage among residents and visitors; • Involvement of young people, students and tourism professionals through educational and experiential learning activities; • Establishment of cooperation mechanisms among local stakeholders to support the long-term development of sustainable gastronomic tourism. The event will be organised once per year and will involve at least 20 local stakeholders and producers, with the objective of attracting both local participants and visitors interested in authentic gastronomic experiences
3. Stakeholders involved, roles and responsibilities	• Municipality of Ston – Lead coordinator of the action. Responsible for strategic planning, stakeholder engagement, decision-making processes, coordination with local authorities and ensuring the long-term sustainability of the initiative. • Development Agency of the Municipality of Ston – RAST – Operational coordinator of the action. Responsible for the organisation and implementation of activities, project management, stakeholder coordination, preparation of promotional and educational materials, communication activities, reporting and identification of funding opportunities for future editions of the event. • Tourist Board of Ston Municipality – Responsible for destination promotion, marketing activities, visitor outreach, media communication and integration of the event into the local tourism offer. • Local shellfish farmers – Participate in presentations, demonstrations and tasting activities related to oyster and mussel production, promoting the traditional shellfish farming heritage of Ston Bay. • Local winemakers and olive oil producers – Present local products, participate in workshops and tasting sessions, and contribute to the promotion of traditional production methods and regional identity. • Family farms (OPGs) and local food producers – Showcase traditional homemade food products, participate in exhibitions and workshops, and contribute to preserving local culinary traditions.



Italy – Croatia



	• Restaurants and hospitality businesses – Develop and promote menus based on local ingredients and traditional recipes, participate in gastronomic events and support visitors' experiences of authentic local cuisine. • Educational institutions and students – Participate in educational activities, workshops and knowledge-transfer initiatives, contributing to the preservation and promotion of gastronomic heritage among younger generations. • Local associations and cultural organisations – Support community engagement, dissemination activities and the preservation of local cultural and gastronomic heritage. • Tourism professionals and guides – Contribute to the interpretation and promotion of local gastronomic heritage and support the development of authentic tourism experiences based on the “from sea to table” approach
4. Expected Timeframe	The action is envisaged as a long-term annual programme to be implemented after the completion of the TESTEAT project. Ston Enogastronomic Days will be organised once per year, preferably during the shoulder tourism season (spring or autumn), in order to promote sustainable tourism and extend visitor flows beyond the peak summer months. Preparatory activities, including stakeholder engagement, programme development, promotion and logistical organisation, will be carried out each year in the months preceding the event. Evaluation and follow-up activities will take place after each edition to assess results and identify opportunities for improvement. Frequency: Annual implementation (one edition per year).
5. Costs and funding sources	Estimated Costs: EUR 20,000-25,000 per year The estimated costs include: • Organisation and coordination of the event; • Rental of equipment and event infrastructure (if required); • Promotional and communication activities; • Fees and travel costs for experts, speakers and facilitators; • Workshop materials and educational resources; • Catering, tasting sessions and presentation materials; • Administrative and logistical support. Funding Sources: • Municipal budget of the Municipality of Ston; • Financial contributions (participation fees/advance contributions) from event participants and exhibitors, where applicable; • Donations and sponsorships from local businesses, tourism operators and private sector stakeholders; • Support from development agencies and tourism organisations through co-financing and project-based initiatives. • The implementation model will be based on a combination of public funding and contributions from local stakeholders to ensure the long-term sustainability of the action.
6. Monitoring indicators and risk assessment	The implementation and effectiveness of the action will be monitored through the following indicators: • Number of editions of Ston Enogastronomic Days organised annually (target: 1 event per year); • Number of participating stakeholders and local producers (target: at least 20 participants per edition); • Number of workshops, lectures, round tables and tasting sessions organised (target: minimum 5 activities per edition); • Number of visitors and participants attending the event; • Number of tourism and hospitality businesses involved; • Number of students and young participants engaged in educational activities; • Level of stakeholder and visitor satisfaction measured through feedback questionnaires; • Number of promotional activities and media publications related to the event; • Number of partnerships established or maintained among local stakeholders. Risk Factors • Insufficient financial resources for the organisation and long-term continuation of the event; • Limited participation of local stakeholders, producers and tourism operators; • Adverse weather conditions affecting outdoor activities and visitor attendance; • Lack of human resources and organisational capacity; • Reduced interest from visitors and tourists; • Changes in tourism trends and visitor preferences; • Economic instability affecting sponsorship opportunities and stakeholder participation; • Difficulties in coordinating a large number of stakeholders with different interests and priorities; • Seasonal workload of local producers, shellfish farmers, winemakers and hospitality businesses limiting their availability; • Insufficient promotion and visibility of the event at local, national and international levels.





STON - ACTION 2 - Enhancing Skills for Sustainable Tourism and Gastronomic Heritage Promotion

Name of the Partner/Respondent	Municipality of Ston Nives Babić
Title of the action	Enhancing Skills for Sustainable Tourism and Gastronomic Heritage Promotion
1. Relevance to the project	This action builds on the knowledge, experiences and good practices developed within the TESTEAT project through cross-border cooperation among project partners. The exchange of approaches and methodologies related to the preservation and promotion of enogastronomic heritage highlighted the importance of strengthening the skills and competencies of tourism professionals as a key factor for sustainable tourism development. The action addresses local needs identified in the Ston and Pelješac area, where tourism is strongly connected to traditional gastronomy, local food production, shellfish farming, winemaking and olive oil production. While the area possesses valuable gastronomic heritage and high-quality local products, there is a need for continuous professional development to improve service quality, interpretation of local heritage and the integration of authentic gastronomic experiences into the tourism offer. The action contributes to the objectives of the territory by enhancing the knowledge and skills of tourism professionals, students and other tourism stakeholders, strengthening cooperation between the tourism sector and local producers, and increasing awareness of the value of local gastronomic heritage. Furthermore, the action supports the sustainable socio-economic development of the Programme area by investing in human capital, improving the competitiveness of tourism services, encouraging the promotion of local products and fostering a more sustainable and authentic tourism model based on local identity and traditions
2. Nature of the (realistic and measureable) action	The action consists of the implementation of an annual training and capacity-building programme for tourism professionals, students, hospitality staff and other stakeholders involved in the tourism and gastronomy sectors in the Ston and Pelješac area. The programme will include: • Organisation of one professional training course per year focused on sustainable tourism development and gastronomic heritage; • Educational sessions on the interpretation and promotion of local gastronomic traditions, including shellfish farming, wine production, olive oil production and traditional cuisine; • Training on contemporary tourism trends, visitor expectations and sustainable tourism practices; • Workshops on storytelling, destination branding and the promotion of authentic local experiences; • Knowledge-sharing sessions involving local producers, restaurateurs and tourism professionals; • Practical field visits and demonstrations showcasing local production processes and traditional gastronomic practices; • Networking activities aimed at strengthening cooperation between tourism stakeholders and local producers; • Engagement of students and young professionals to encourage knowledge transfer and professional development. The programme will be implemented through one training activity per year and will involve at least 20 participants annually. The action aims to improve professional competencies, strengthen the connection between tourism and local gastronomy, and support the development of high-quality, authentic and sustainable tourism experiences in the Ston and Pelješac area.
3. Stakeholders involved, roles and responsibilities	• Municipality of Ston – Responsible for the strategic coordination of the action, stakeholder engagement, support in the implementation process and ensuring the long-term sustainability of the training programme. • Development Agency of the Municipality of Ston – RAST – Responsible for the organisation and implementation of the training programme, coordination of participants and trainers, preparation of training materials, communication activities and identification of funding opportunities. • Tourist Board of the Municipality of Ston – Supports the promotion of the programme, dissemination of information among tourism stakeholders and identification of training needs within the tourism sector. • Local tourism and hospitality businesses – Participate in training activities, provide practical insights from the tourism sector and contribute to the development of high-quality tourism services. • Restaurants and hospitality establishments – Share examples of good practice, participate in knowledge-transfer activities and support the promotion of local gastronomy. • Local producers (shellfish farmers, winemakers, olive oil producers and family farms) – Contribute expertise on local products and traditional production methods and participate in practical demonstrations and educational sessions.



Italy – Croatia



	- Educational institutions and students – Participate in training activities and support knowledge transfer to future tourism professionals. - Tourism professionals and guides – Attend training sessions and apply acquired knowledge and skills in the development and promotion of authentic tourism experiences. - External experts and trainers – Deliver specialised training modules on sustainable tourism, gastronomic heritage, destination promotion and contemporary tourism trends
4. Expected Timeframe	Expected Timeframe: 2026-2030 The action is planned as a long-term capacity-building initiative to be implemented after the completion of the TESTEAT project. One training programme will be organised annually for tourism professionals, hospitality staff, students and other stakeholders involved in the tourism and gastronomy sectors. Preparatory activities, including identification of training needs, selection of trainers, participant recruitment and programme development, will be carried out prior to each training cycle. Evaluation activities will be conducted after each training session to assess participant satisfaction and identify opportunities for improvement. Frequency: One training programme per year.
5. Costs and funding sources	Estimated Costs: EUR 1,000-3,000 per year The estimated costs include: - Fees and travel expenses for trainers and guest speakers; - Preparation of training and educational materials; - Venue and technical equipment (if required); - Organisational and administrative support; - Promotion and dissemination activities. Funding Sources: - Municipal budget of the Municipality of Ston; - Support from the Development Agency of the Municipality of Ston – RAST; - In-kind contributions from local stakeholders, institutions and participating organisations. The action is designed as a low-cost capacity-building initiative that can be implemented using existing local resources, facilities and expertise, ensuring its long-term sustainability.



Italy – Croatia



6. Monitoring indicators and risk assessment	Monitoring Indicators (KPIs) • Number of training programmes organised (target: 1 training programme per year); • Number of participants attending the training (target: at least 20 participants per year); • Number of tourism and hospitality stakeholders involved; • Number of local producers participating in training activities; • Participant satisfaction rate based on evaluation questionnaires; • Number of students and young professionals engaged in the programme; • Number of new partnerships or collaborations established through the training activities; • Percentage of participants reporting improved knowledge and skills related to sustainable tourism and gastronomic heritage. Risk Factors • Insufficient financial resources for organising the training programme; • Low interest or participation from tourism stakeholders; • Limited availability of qualified trainers and experts; • Seasonal workload of tourism professionals reducing participation rates; • Difficulties in coordinating participants and stakeholders; • Changes in tourism market conditions and training needs; • Lack of long-term commitment from stakeholders; • Limited promotion and visibility of the training programme.
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Partner: Scuola Centrale Formazione (SCF)

ACTION 1

ACTION 2

ACTION 3



Italy – Croatia



SCF - ACTION 1 - Training for trainers offer

Name of the Partner/ Respondent	Scuola Centrale Formazione (SCF) Lorena Sassi
Title of the action:	Training for trainers offer Within the AdriFLAVOUR project, funded by the Interreg Italy-Croatia Programme, organisation, in collaboration with Ca' Foscari University, of a participatory lab involving different actors from the gastronomy and tourism sectors - chefs, restaurateurs, tourism operators and local institutions - to encourage dialogue and co-creation of ideas. The objective is to imagine and develop innovative solutions for a more sustainable, inclusive and aware model of catering and food supply chains, in close connection with territories and communities.
1. Relevance to the project .	Following the testing of training for trainers modules in hybrid format during the Periods 3 and 4, SCF has identified the contents that mostly appear relevant and strategic for the teachers/trainers upskilling and the resources that can be adapted for the use in asynchronous, on-line learning, on a Moodle platform. These contents will reinforce the capacity of the teachers/trainers to raise students' awareness and readiness to tackle modern challenges in the HORECA sector, with particular reference to sustainability, adaptation of menus to special dietary choices ("free from") and use of digital technologies to promote and manage the restaurants.
2. Nature of the (realistic and measureable) action	SCF is going to create a permanent offer of on-line training for trainers paths based on micro-learning activities and include it on a MOOC (Massive Online Open Course) on Moodle platform, where it will remain available for free for teachers/trainers interested (a registration will be required). This opportunity is not strictly limited to the Italy-Croatia eligible area in the spirit of capitalisation of project results as the Mediterranean Multi-programme Mechanism encourages. These activities are considered to be in the public interest
3. Stakeholders involved, roles and responsibilities	The Micro-learning Units on Moodle platform will be included in the annual catalogue of training for trainers offer that SCF makes available every year to its member organisations (currently 53 organisations from 13 different regions of Italy, including Friuli Venezia Giulia, Veneto, Emilia Romagna, Marche, Puglia in the Italy-Croatia area). Those organisation will be enabled to attend the Moodle micro-learning courses but also to suggest further materials and activities to enrich/update the micro-learning contents and/or activities, so that continuous implementation and improvement will be animated by teachers/trainers sharing their expertise and good practices. The Moodle platform will be linked to the SCF's website so that every teachers/trainers interested can join the micro-learning units on Moodle platform..
4. Expected Timeframe	Micro-learning units on Moodle: 30% ready by the end of the project; 100% in 1 year.
5. Costs and funding sources	Experts in the design of micro-learning units on Moodle platform have been involved during the project lifetime to design and set up the technical infrastructure of the MOOC on the Moodle platform and adapt contents from the hybrid training for trainers to the Moodle platform structure for self-learning on asynchronous online training paths. The maintenance of the platform will be ensured by SCF's internal staff. In case a system of digital badges or micro-credentials will be developed by SCF to certify the learning outcomes from the micro-learning units on Moodle, this service will be available for a fee to cover the evaluation process costs.
6. Monitoring indicators and risk assessment	Number of micro-learning units on Moodle platform. Number of registered participants in the micro-learning paths on Moodle platform. Risk assessment: Risk 1 - Obsolescence of contents Probability: Medium Impact: Medium



Italy – Croatia



SCF - ACTION 2 - Short mobility of small groups of students for peer learning and skill competitions

Name of the Partner/Respondent	Scuola Centrale Formazione (SCF) Lorena Sassi
Title of the action:	Short mobility of small groups of students for peer learning and skill competitions
1. Relevance to the project	SCF has organised with the collaboration and support from CIVIFORM, a cross-border exchange camp targeted to Vocational Education and Training students in the catering sector. During the camp, students have carried out hands-on learning activities and a skill competition to test and exhibit their ability of creating a zero waste menu based on a local, seasonal ingredient with a low environmental impact, and to cooperate in team to achieve a common goal.
2. Nature of the (realistic and measurable) action	SCF will include international exchange camps formats in the HORECA sector in its offer for mobilities for learning purposes, with the option to include also a competitive session based on team competition and to adapt the format to specific objectives of the exchange experience. This opportunity is not strictly limited to the Italy-Croatia eligible area in the spirit of capitalisation of project results as the Mediterranean Multi-programme Mechanism encourages. These activities are considered to be in the public interest.
3. Stakeholders involved, roles and responsibilities	The format of short -international exchange camp will be shared with SCF's VET organisations that may be interested in acting as hosting location for the exchange camp and included in the annual catalogue of incoming offer that SCF makes available every year to its partner organisations from different European and extra-European Countries. SCF will coordinate the matching between hosting organisation and sending organisations and support the exchange camp with the formal documents to support the recognition of the exchange camp under the Erasmus+ program, if required. SCF's member organisations can act as hosting organisations while partner organisations (hospitality and catering schools/colleges) will be invited to send their students to the exchange camp. If specific interests or motivations occur, bilateral exchanges on a reciprocity basis can be taken into consideration.
4. Expected Timeframe	The format of the short exchange camp in the hospitality and tourism sector will be made available in a flexible version in the learning mobility offer by Scuola Centrale Formazione and its member organisations. Short exchange camps will be carried out indicatively by 2029 through the Interreg Italy-Croatia project YOUCROSS or the Erasmus+ program.
5. Costs and funding sources	Costs depend on the number of participants in the exchange, the duration of the exchange, and the distance between the sending organisation and the hosting organisation. We estimate a budget around 8.000 euro supported by the funds of the Interreg Italy-Croatia project YOUCROSS. In a wider geographical area, other organisations can consider alternative sources of funding such as, for example, Erasmus+ funds or ESF+ or national/regional resources.
6. Monitoring indicators and risk assessment	Number of Short exchange camps: 2 indicatively by 2029. Risk assessment: Risk 1 - Modification in the measures funded by the Erasmus+ program related to short mobility of learners Probability: Low Impact: Medium Mitigation measure: monitoring of the vocational education and training policy making process and advocacy for the support of school-to-school collaborations. Monitoring of possible alternative sources of funding (private or regional or national).



Italy – Croatia



SCF - ACTION 3 - Awareness raising and education to sustainability and zero food waste

Name of the Partner/Respondent	Scuola Centrale Formazione (SCF) Lorena Sassi
Title of the action:	Awareness raising and education to sustainability and zero food waste
1. Relevance to the project	CIVIFORM has developed (SCF collaborated in the identification of key-items) guidelines and provided didactic materials targeted to Vocational Education and Training students in the catering sector. These guidelines and materials have been used as reference materials for the planning, organisation and delivery of workshops for students to enhance the green and digital skills of the next generation of workers in the hospitality and catering sector.
2. Nature of the (realistic and measureable) action	SCF will share with its member organisations the guidelines and didactic materials, so that they can use them in their annual offer of Vocational Education and Training in the hospitality and catering sectors. In addition, the training units and didactic materials for the basic levels, thanks to their structure flexible and stackable, can be used also during educational camps for children attending educational activities to support transitions from an educational cycle to the following one, or to prevent drop-off and foster educational success. This opportunity is not strictly limited to the Italy-Croatia eligible area in the spirit of capitalisation of project results as the Mediterranean Multi-programme Mechanism encourages. These activities are considered to be in the public interest.
3. Stakeholders involved, roles and responsibilities	The guidelines and didactic materials will be shared with SCF's VET organisations that deliver annual training offer in the hospitality and catering sector (including short educational activities for school-leaving prevention or guidance in the transition phases from a cycle to the other). SCF's VET organisations interested will make use of these materials as reference for their training offer, also in cooperation with other schools or third sector organisations, as well as local/regional institutions responsible for education and social inclusion. SCF will promote exchange of experiences and good practices among its members who'll uptake this project output.
4. Expected Timeframe	Some of the Vocational training courses in the hospitality and catering sectors delivered by SCF's member organisations follow a regular calendar harmonised with general education schools, starting in autumn and ending in June every year. Other courses (e.g. shortened qualification courses) are activated in different periods of the years depending on specific calls (usually supported by ESF funds) or upon the receipt of the threshold number of candidates for courses on specific catalogues of training offer for adults requiring reskilling or upskilling. Educational activities for youth at risk of early school leaving and for the preparation of transitions from the lower to upper secondary cycle of education are generally planned yearly in each region. All this considered, the expected timeframe is very flexible but occasions will be widely available since the first years after the project conclusion.
5. Costs and funding sources	No costs will be incurred to distribute the guidelines and didactic materials because this activity will be carried out within SCF's institutional activities. The use of those materials will not generate additional costs for the schools / vocational training centers that will decide to use them within their courses that are generally financed by funds for the right to education or the reskilling/upskilling of adult people (e.g. ESF+ or next generation of EU funds after 2028 or national/regional/local funds) as public interest activities.
6. Monitoring indicators and risk assessment	Number of organisations that will receive the guidelines and didactic materials and will be enabled to use them in their training offer by 2028: at least 50. Risk 1 - Obsolescence of contents Probability: Medium Impact: Medium Mitigation measure: periodical update / renewal of the training units and didactic materials.



7

Partner: CIVIFORM

ACTION 1

ACTION 2



CIVIFORM - ACTION 1 Corte Natisonis

Name of the Partner/Respondent	CIVIFORM CRISTIAN SEDRAN - Manager of Corte Natisonis
Title of the action	Corte Natisonis Transferring TESTEAT WP4 Guidelines to territorial event-makers in the Natisone and Torre Valleys This Action Plan aims at ensuring the continuity of TESTEAT results through the local transfer of the WP4 Guidelines and Recommendations. The action focuses on a realistic knowledge-transfer process through which Civiform shares the TESTEAT WP4 Guidelines and Recommendations with Corte Natisonis, so that this territorial actor can use them as a reference framework for future community-based and enogastronomic initiatives in the Natisone and Torre Valleys. Corte Natisonis, as a commercial and touristic district supported by the Municipality of Cividale del Friuli and connected to local operators, producers, tourism structures and suppliers, can act as a bridge between TESTEAT outputs and territorial event-making practices organised by the association “Sapori nelle Valli”. Corte Natisonis upholds an everyday connection and collaboration with Sapori nelle Valli: together they are active in the promotion of the enogastronomic identity of the area and involved in the organisation and animation of local initiatives, including decentralized community lunches (so-called “Invito a pranzo nelle Valli”, cultural-venue events and events linked to typical products such as gubana. The core idea is that future local events and community initiatives of the Natisone area may be progressively informed by TESTEAT principles: stakeholder engagement, co-creation, sustainability, circular economy, food inclusion, digital communication, storytelling, monitoring and long-term territorial value.
1. Relevance to the project	The proposed action is rooted in the need to make TESTEAT outputs usable beyond the formal end of the project. The main document to be transferred is the WP4 Guidelines and Recommendations, which synthesises the experience, knowledge and inputs developed by the partnership across previous work packages and stakeholder consultations. The document is not limited to project reporting: it provides a structured reference framework for future strategies, action plans and territorial initiatives in the field of sustainable and inclusive enogastronomic tourism. The relevance of this action lies in the fact that many local events in the Natisone and Torre Valleys already deal with food, local products, hospitality, community participation and territorial identity. However, these initiatives can benefit from a more structured approach to stakeholder coordination, sustainability, inclusiveness, communication and evaluation. The TESTEAT Guidelines can therefore act as a practical orientation tool for improving existing territorial practices without imposing a new format or a new institutional structure. Although the WP4 Guidelines include a specific chapter on Events and Pilot Actions, the document contains several other chapters that are equally relevant for event-making. In particular, the chapters on Stakeholder Engagement and HUB Development, Communication, Promotion and Visibility, Monitoring and Long-Term Project Sustainability, Sustainability and Circular Economy, Food Choice and Dietary Needs, Digitalisation and Innovation, and Enogastronomic Tourism Offer and Cultural Heritage provide indications that can be applied to the preparation, management and evaluation of local initiatives. 5 For this reason, transferring the Guidelines to Corte Natisonis represents a concrete and realistic way to ensure that TESTEAT results continue to influence the territory. Corte Natisonis can receive the Guidelines, identify the most useful recommendations, share them with relevant actors such as Sapori nelle Valli, and progressively integrate them into the planning culture of future enogastronomic and community events.
2. Nature of the (realistic and measureable) action	The aim is to make an existing TESTEAT output available, understandable and usable by a territorial stakeholder that frequently supports or facilitates local event-making. The core idea is that future local events and community initiatives of the Natisone area do not need to be designed ex novo. Rather, they may be progressively informed by TESTEAT principles: stakeholder engagement, co-creation, sustainability, circular economy, food inclusion, digital communication, storytelling, monitoring and long-term territorial value. The action will be implemented through the following steps: 1_Preparation of a short explanatory presentation. This support document will highlight the parts of the Guidelines that are most relevant for local event-making, with particular attention to stakeholder involvement, sustainability, inclusivity, digital communication and monitoring. 2_Formal sharing of the WP4 Guidelines and Recommendations with Corte Natisonis. Civiform will provide the document and frame it as a useful reference for future territorial initiatives connected with food, tourism, community participation and local products. 3_Focused meetings or exchanges with Corte Natisonis. The meeting(s) may be held in person and will serve to explain how the Guidelines can support future territorial work without creating additional administrative burden.



	4 Identification of the most relevant recommendations for the Natisone and Torre Valleys. Corte Natisone and Civiform may jointly identify a limited number of recommendations that are practical, easy to understand and applicable to future initiatives. 5 Possible circulation of the key messages to Saperi nelle Valli and other local actors. Through Corte Natisone, the Guidelines may be shared with stakeholders involved in enogastronomic events, local promotion, tourism services, cultural venues, hospitality and product valorisation. 6 Gradual integration into future planning. Local actors may use selected TESTEAT recommendations when preparing future initiatives, for example by improving stakeholder coordination, giving more visibility to local producers, introducing inclusive food options, reducing waste, improving storytelling, using digital tools or collecting visitor feedback. The WP4 Guidelines and Recommendations are particularly suitable for this action because they are presented as a comprehensive reference handbook for strategies and action plans. Their structure allows local stakeholders to select the chapters that are most relevant to their operational needs.
3. Stakeholders involved, roles and responsibilities	Civiform: responsible for transferring the TESTEAT output, sharing the WP4 Guidelines and Recommendations, preparing a short explanatory note if needed, and supporting the initial interpretation of the document. Civiform does not coordinate future events within this action. • Corte Natisone: main territorial recipient of the action. Its role is to receive the Guidelines, assess their relevance for the local context and act as intermediary towards stakeholders involved in territorial promotion, local products, tourism and event-making. • Saperi nelle Valli: potential local actor to be reached through Corte Natisone. Its role may be to receive and consider the main messages of the Guidelines in relation to future enogastronomic and community initiatives. • Municipality of Cividale del Friuli: potential supporting public actor, given its connection with Corte Natisone and its role in local development, tourism promotion and territorial coordination. • Local producers, restaurants, hospitality operators, suppliers and cultural venues: indirect beneficiaries and potential users of selected recommendations, especially those related to local products, sustainability, storytelling and visitor experience. • Residents and visitors: final beneficiaries of future initiatives inspired by TESTEAT principles, which may become more sustainable, inclusive, better communicated and more strongly linked to territorial identity.
4. Expected Timeframe	The action can be implemented over approximately six to twelve months. This timeframe is intentionally short and realistic, because the action is based on the transfer and contextualisation of an existing project output. ✓ Month 1-3: sharing of the WP4 Guidelines and Recommendations with Corte Natisone; preparation of a short explanatory note or presentation. ✓ Month 4-5: meeting or structured exchange with Corte Natisone to present the document and discuss its possible use. ✓ Months 6-9: identification of local stakeholders to whom the key messages may be circulated, including Saperi nelle Valli and other actors involved in local event-making. ✓ Months 9-12: selection of a small number of recommendations to be considered in future initiatives; production of a short follow-up note documenting the transfer process.
5. Costs and funding sources	The action is low-cost. The estimated cost may range from EUR 2,000 to EUR 6,000, depending on the level of support required and on whether one or more broader dissemination meeting(s) is/are organised. Main cost items may include: • staff time; • organisation and facilitation of meetings or structured exchanges; • adaptation, summarisation and translation of the Guidelines for local stakeholders; • documentation of the process; • costs for venue, printing or communication materials, if a wider meeting is organised. The action may be covered through ordinary staff resources, existing cooperation activities, local development resources, or small funds connected to tourism, community development, education, sustainable tourism or enogastronomic promotion.
6. Monitoring indicators and risk assessment	Monitoring should remain simple and proportionate. Since the action is focused on knowledge transfer rather than event implementation, the indicators should measure the circulation, understanding and possible uptake of the TESTEAT Guidelines. Proposed KPIs: • number of explanatory notes or summaries prepared; • number of meetings or structured exchanges organised; • number of TESTEAT recommendations selected as relevant for future initiatives; • number of future events or activities for which the Guidelines are considered during planning; Main risks and mitigation measures:



Italy – Croatia



Risk 1: the Guidelines are perceived as too broad or too technical for local event organisers. Mitigation: prepare a short and accessible explanatory note, focusing only on the most useful sections for territorial event-making.

Risk 2: the action remains limited to the simple sending of the document. Mitigation: organise at least one meeting or structured exchange with Corte Natisonis to explain the content and discuss practical applications.

Risk 3: local actors do not have time to read or use the full document. Mitigation: identify a limited number of key recommendations and translate them into practical suggestions for future events.

Risk 4: limited continuity after the first transfer. Mitigation: propose that Corte Natisonis keeps the Guidelines as a reference document for future planning and shares them with Saponi nelle Valli and other actors whenever new community or enogastronomic initiatives are developed.

This Action Plan proposes a modest but meaningful form of capitalisation. Its value lies in the transfer of TESTEAT knowledge to a territorial actor that can influence local practices over time. By making the WP4 Guidelines and Recommendations available to Corte Natisonis and, through it, to Saponi nelle Valli and other local stakeholders, the action creates the conditions for future event-making in the Natisone and Torre Valleys to be progressively informed by TESTEAT principles.

The expected result is not the immediate creation of a new event, but the diffusion of a shared methodological culture: more attention to local products, stronger stakeholder engagement, improved sustainability, greater inclusiveness, clearer communication and more systematic monitoring of local actions.



CIVIFORM - ACTION 2 - Il Giardino del Chiostro

Name of the Partner/Respondent	CIVIFORM
Title of the action:	Il Giardino del Chiostro From TESTEAT Modules to Inclusive Green Learning Experiences.
1. Relevance to the project	This Action Plan aims to ensure the continuity and practical transfer of one of the key training results produced within TESTEAT WP2: the D.2.1.1 Framework for the preparation of vocational education for teachers and students. The action proposes to transfer selected elements of the framework to Il Giardino del Chiostro, a well-known stakeholder of Civiform, adapting them to a context where education, green skills, biodiversity, inclusion, local heritage and visitor experience intersect. Il Giardino del Chiostro is a local organisation rooted in the valorisation of green spaces, plant heritage, biodiversity and community-based education. Its activities are particularly relevant because they combine environmental and cultural learning with an inclusive perspective, addressing people with fragility, cognitive or physical disabilities and other forms of vulnerability. Through gardening, care of plants, sensory experiences, practical workshops and contact with local heritage, Il Giardino del Chiostro can act as a meaningful educational environment where people learn through direct experience, observation, participation and manual activities. The stakeholder also has a tourism dimension through the B&B "Rifugio del Monaco", which welcomes visitors and guests from different Italian regions and from abroad. This receptive function gives Giardino del Chiostro an additional value for TESTEAT: its spaces are potential settings for soft tourism experiences linked to herbs, gardens, biodiversity, local products, wellbeing, inclusive hospitality and territorial storytelling. The action is coherent with the TESTEAT project because D.2.1.1 was designed to strengthen skills on three main thematic pillars: sustainability and circular economy, digitalisation, and food choices/inclusion. These themes are directly transferable to Il Giardino del Chiostro, still they might be slightly reinterpreted outside the traditional catering perspective. For example, modules on digital storytelling, food photography, food waste prevention, short supply chains, plant-based diets, conscious hospitality and customer interaction can inspire structured workshops for visitors, B&B guests, people with disabilities, educators and local community members. The proposed action has a double effect. First, it supports sustainable tourism by transforming existing activities, such as herb-based showcooking, garden visits or small educational events, into more structured and recognisable visitor experiences. Second, it strengthens inclusion by making TESTEAT-inspired contents accessible to people with fragility and disabilities, using practical, sensory and adapted learning methods. In this way, the TESTEAT framework is not only transferred, but also enlarged: from vocational training for students and teachers to inclusive community learning and sustainable tourism education.
2. Nature of the (realistic and measureable) action	The action consists in transferring, selecting and lightly adapting existing TESTEAT modules so that Il Giardino del Chiostro can use them to improve and structure activities it already carries out or could reasonably develop: workshops on herbs and edible plants, inclusive garden-based learning paths, small showcooking experiences, digital communication of plant and food heritage, and visitor-oriented educational activities connected to the B&B. Civiform will make available the D.2.1.1 framework to Il Giardino del Chiostro and support the initial identification of those modules that can be most easily adapted to its mission and activities. The TESTEAT framework is particularly suitable for this purpose because it is already organised as a flexible modular system. The training format is based on short, targeted workshops, organised by macro-theme, programme and module, and articulated across different levels of complexity: basic, intermediate and advanced. This structure allows each organisation to build personalised learning pathways according to its target groups, competences, needs and available resources. Phases of the Action Plan: 1) The action will start with the selection of a few TESTEAT modules most relevant to Giardino del Chiostro, especially on digital storytelling, food waste, preservation, short supply chains, plant-based approaches and conscious hospitality. 2) These modules will then be adapted to two main target groups: visitors and B&B guests, through short experiential workshops on herbs, biodiversity and garden-to-table practices; and people with fragility or disabilities, through simplified, accessible and sensory-based activities. 3) A small number of pilot workshop formats will be designed and tested with guests, visitors, educators, volunteers or local participants. Activities will remain simple, practical and low-cost, with clear learning objectives, accessible materials and short feedback tools. 4) Finally, Il Giardino del Chiostro will collect feedback and identify which adapted modules can be repeated within its ordinary educational, inclusive and tourism-related activities.
3. Stakeholders involved, roles and responsibilities	Civiform will act as the partner responsible for transferring the TESTEAT training output. Its role will be to share the D.2.1.1 framework, explain its structure and identify with Il Giardino del Chiostro the modules most suitable for adaptation. Civiform may also provide methodological support in translating the modules into short, practical and inclusive learning formats. Civiform is not expected to manage Il Giardino del Chiostro activities, but to facilitate the uptake of TESTEAT results.



	Il Giardino del Chiostro will be the main territorial stakeholder and recipient of the action. Its role will be to assess which TESTEAT modules are coherent with its mission, adapt them to its spaces and beneficiaries, and test selected workshop formats within its existing educational, inclusive and tourism-related activities. It will contribute its experience in green education, biodiversity, plant care, inclusive pathways and community engagement. Educators, operators, staff members and volunteers working with Il Giardino del Chiostro will be central to the implementation of the action. Their role will be to transform the selected modules into accessible activities, adapt language and methods to different participants, support people with fragility or disabilities, and facilitate practical learning in the garden and hospitality environment. People with fragility and disabilities will be among the main beneficiaries and co-users of the adapted modules. Their involvement is essential to ensure that the training transfer is not only technically coherent, but genuinely inclusive, accessible and useful in real educational contexts. B&B guests, visitors and tourists hosted at Rifugio del Monaco may be involved as participants in small experiential workshops. Their presence allows the action to connect training and inclusion with sustainable tourism, giving visitors the opportunity to experience local biodiversity, herbs, green heritage and inclusive practices in a direct and meaningful way. Local producers, herbalists, gardeners, social farms, cultural associations or tourism operators may be involved as occasional contributors, especially if the workshops are connected to local products, herbs, traditional knowledge, biodiversity or territorial storytelling. Their involvement can strengthen the link between Il Giardino del Chiostro and the wider ecosystem of the Natisone area. Public authorities, social services or local networks working on disability, inclusion, tourism and community development may support the action through visibility, referrals, cooperation or integration with local strategies for inclusive tourism and social participation.
4. Expected Timeframe	The action can be implemented over a realistic period of 6 to 12 months. This timeframe is sufficient because the action is based on the transfer and adaptation of an existing TESTEAT output, not on the development of a completely new training programme. ✓ Months 1-3: sharing of the D.2.1.1 framework with Giardino del Chiostro; introductory meeting; identification of relevant modules. ✓ Months 4-5: selection of modules to be adapted to green education, biodiversity, inclusion and visitor experience. ✓ Months 5-8: adaptation of workshop formats, learning objectives, practical activities and accessible materials. ✓ Months 8-10: testing of one or more short workshops with visitors, B&B guests, people with fragility, educators or local participants. ✓ Months 10-12: collection of feedback and revision of the adapted formats.
5. Costs and funding sources	The action is designed as a low-cost transfer and adaptation activity. The estimated cost may range from EUR 2,000 to EUR 6,000, depending on the number of workshops adapted and tested, the degree of accessibility support required, and the production of communication or teaching materials. The main cost items may include staff time for coordination and module adaptation; preparation of simplified workshop sheets and visual materials; facilitation of pilot workshops; support for people with fragility or disabilities; small consumables for gardening, herbs, showcooking or sensory activities; photo or digital storytelling materials; feedback collection and preparation of a short follow-up note. Possible funding sources include ordinary resources of the organisations involved, local or regional funds for social inclusion, disability, education, green skills, sustainable tourism, community welfare and cultural heritage, small grants from foundations, municipal support, in-kind contributions, and future project opportunities linked to inclusive tourism, biodiversity education, social farming, lifelong learning or territorial development.
6. Monitoring indicators and risk assessment	Monitoring should remain simple and proportionate. Since the action is focused on transfer and adaptation of training modules, indicators should measure whether the TESTEAT framework has been effectively used, whether the adapted workshops are accessible and whether they create value for sustainable tourism and inclusion. Proposed KPIs: • number of TESTEAT modules transferred to Giardino del Chiostro; • number of adapted workshop formats developed; • number of staff members, educators or volunteers involved; • number of people with fragility or disabilities involved in testing activities; • number of B&B guests, visitors or tourists involved in experiential workshops; Main risks and mitigation measures:



Italy – Croatia



	Risk 1: the TESTEAT modules are perceived as too focused not immediately suitable for Il Giardino del Chiostro. Mitigation: select only the most transferable modules and reinterpret them through green education, biodiversity, inclusion and visitor experience. Risk 2: the adapted activities become too complex for people with cognitive or physical disabilities. Mitigation: simplify language, use visual supports, reduce the length of workshops, rely on sensory and practical tasks, and involve educators familiar with the participants. Risk 3: limited time or staff availability. Mitigation: start with one or two short workshop formats and integrate them into activities already planned by Il Giardino del Chiostro. Risk 4: limited continuity after the first test. Mitigation: choose formats that can be repeated seasonally, linked to herbs, garden cycles, visitor flows and inclusive learning pathways already active within Il Giardino del Chiostro.
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The two Action Plans described in this report represent concrete and sustainable ways to capitalise on TESTEAT results at local level. Their main value lies in the transfer of knowledge, methods and tools to stakeholders that can continue to use them in their ordinary activities. Corte Natisonis can contribute to spreading TESTEAT principles among local actors involved in enogastronomic and community initiatives, while Giardino del Chiostro can adapt selected training modules to inclusive, green and visitor-oriented learning experiences. Both actions are low-cost, flexible and coherent with the needs of the territory. They support the durability of TESTEAT outputs by encouraging their gradual integration into existing practices rather than creating parallel structures. In this way, Civiform contributes to maintaining the project legacy alive in the Natisone area, promoting sustainability, inclusiveness, local identity and practical stakeholder engagement beyond the project lifetime.



8

Partner: DURA Dubrovnik Development Agency

ACTION 1

ACTION 2



DURA – ACTION 1 - Inclusive and Healthy Traditional Gastronomy within “Dubrovačka trpeza” Event

Name of the Partner/ Respondent	DURA Dubrovnik Development Agency
Title of the action	Inclusive and Healthy Traditional Gastronomy within “Dubrovačka trpeza” Event
1. Relevance to the project	This action builds on the knowledge exchange and learning activities implemented within the TESTEAT project, particularly regarding the valorisation of intangible enogastronomic heritage through innovative, inclusive and sustainable approaches. The action responds to local needs related to diversification of tourism experiences, promotion of healthier lifestyles, and adaptation of traditional gastronomy to contemporary dietary requirements. The action contributes to the preservation and promotion of Dubrovnik’s gastronomic heritage by integrating healthier and more accessible interpretations of traditional dishes into an already established public event – “Dubrovačka trpeza”. Through cooperation between local hospitality providers, educational institutions and nutrition experts, the action supports knowledge transfer, skills development and stronger stakeholder cooperation. Furthermore, the action promotes sustainable socioeconomic development by encouraging local production, strengthening capacities of the hospitality sector, extending the quality and inclusiveness of cultural-gastronomic events, and creating added value for residents and visitors.
2. Nature of the (realistic and measureable) action	The action foresees the integration of specially designed traditional dishes adapted to different dietary needs (e.g. sugar-free, gluten-free, lactose-free options) within the existing “Dubrovačka trpeza” event. Specific activities include: - engagement of a nutrition expert for the development/adaptation of traditional recipes; - identification and coordination of participating restaurants and caterers; - organisation of educational workshops for hospitality staff on preparation techniques and use of alternative ingredients; - preparation and presentation of adapted traditional dishes during the event; - development of visual labels and information materials highlighting the special gastronomic offer; - targeted promotional and PR activities to increase visibility of the initiative; - awareness-raising activities for visitors regarding healthy and inclusive gastronomy. The action aims to establish a replicable model for integrating inclusive gastronomy into traditional cultural events in Dubrovnik and beyond.
3. Stakeholders involved, roles and responsibilities	Stakeholders: • City of Dubrovnik – co-organisation, logistical and institutional support. • Tourist Board of the City of Dubrovnik – lead organisation of the event, promotion and operational implementation. • Dubrovnik-Neretva County – institutional support and promotion. • Croatian Chamber of Economy – Dubrovnik County Chamber – support in engaging hospitality stakeholders. • Crafts Chamber of Dubrovnik-Neretva County – involvement of local hospitality businesses and craftsmen. • Hospitality Trades Association – mobilisation and coordination of restaurants and caterers. • Tourism and Hospitality School Dubrovnik – participation in educational and practical activities. • Nutrition expert – recipe development, staff education and advisory support. • - Local hospitality providers – preparation and presentation of adapted dishes.
4. Expected Timeframe	Preparation phase: January – September 2027 Educational workshops and coordination activities: Spring/Summer 2027 Implementation during “Dubrovačka trpeza”: October 2027 Evaluation and reporting: November 2027
5. Costs and funding sources	Estimated budget: EUR 15,000 – 20,000 Main cost categories: • logistics and event equipment (tables, tablecloths, cutlery, sound system, decorations); • promotional activities and visual materials; • nutrition expert services and educational workshops; • procurement of specific ingredients; • additional event staff and performers. Potential funding sources: • - City of Dubrovnik budget;



Italy – Croatia



	- Tourist Board of the City of Dubrovnik; - regional/national tourism and culture funding schemes; - future EU funding opportunities; - contributions from participating stakeholders and sponsors..
6. Monitoring indicators and risk assessment	Monitoring indicators (KPIs): - number of participating hospitality providers; - number of adapted traditional dishes developed; - number of educational workshops organised; - number of trained hospitality workers/students; - visitor attendance and sales of adapted dishes; - media reach and promotional visibility; - stakeholder and visitor satisfaction feedback. Potential risks: - limited interest from hospitality providers due to additional effort required; - increased costs of alternative ingredients; - weather conditions affecting outdoor event implementation; - insufficient public awareness of the special gastronomic offer. Mitigation measures: - early stakeholder engagement and awareness-raising; - strong promotional campaign; - collaboration with educational institutions and nutrition experts; - contingency planning for logistics and event organisation.



DURA – ACTION 2 - Healthy Dessert Innovation within the “Torta Party” Event

Name of the Partner/ Respondent	DURA Dubrovnik Development Agency
Title of the action	Healthy Dessert Innovation within the “Torta Party” Event
1. Relevance to the project	This action derives from the TESTEAT project’s focus on safeguarding and promoting intangible gastronomic heritage through innovation, education and cross-sector cooperation. It addresses the growing demand for healthier and more inclusive food options while maintaining the authenticity and cultural value of local gastronomy. The action builds on the local tradition of the “Torta Party” (en. Cake Party) event by introducing healthier dessert alternatives adapted to different dietary needs. It also strengthens cooperation between educational institutions, tourism stakeholders and nutrition professionals, contributing to skills development and knowledge transfer. The initiative supports sustainable tourism development and promotes social inclusion by making traditional desserts accessible to wider target groups, including people with specific dietary restrictions.
2. Nature of the (realistic and measureable) action	The action foresees the development and presentation of healthy dessert alternatives within the existing “Torta Party” event. Students of the Tourism and Hospitality School Dubrovnik, supported by a nutrition expert, will design and prepare several adapted desserts suitable for people with specific dietary requirements. Specific activities include: • development of healthy dessert recipes (e.g. gluten-free, lactose-free, sugar-free); • workshops and practical training for students and teachers on alternative ingredients and preparation techniques; • preparation of desserts for public presentation during the event; • educational activities promoting healthier nutrition habits; • development of labels and visual materials highlighting the special dessert offer; • targeted promotional activities connected to the event. The action aims to strengthen practical educational capacities while enhancing the quality and inclusiveness of Dubrovnik’s gastronomic events.
3. Stakeholders involved, roles and responsibilities	Stakeholders: • Tourist Board of the City of Dubrovnik – organisation and promotion of the event. • Tourism and Hospitality School Dubrovnik – preparation of desserts, educational activities and student involvement. • DURA – Development Agency of the City of Dubrovnik – coordination support, dissemination and integration of TESTEAT objectives. • Nutrition expert – development of recipes, education and advisory support. • Teachers and students – participation in workshops and preparation of desserts. • Local suppliers – provision of ingredients and logistical support.
4. Expected Timeframe	Preparation and recipe development: February – May 2027 Educational workshops and practical training: Spring 2027 Implementation during “Torta Party”: Summer/Autumn 2027 Evaluation and reporting: following the event implementation
5. Costs and funding sources	Estimated budget: EUR 8,000 – 12,000 Main cost categories: - nutrition expert services; - procurement of ingredients and materials; - educational workshops and training activities; - event logistics and equipment; - promotional materials and communication activities. Potential funding sources: - Tourist Board of the City of Dubrovnik; - City of Dubrovnik budget; - educational and tourism-related funding schemes; - future EU project opportunities; - sponsorships and stakeholder contributions.
6. Monitoring indicators and risk assessment	Monitoring indicators (KPIs): - number of healthy desserts developed; - number of students and teachers participating in workshops;



Italy – Croatia



	- number of visitors consuming/promoting adapted desserts; - visibility of promotional activities; - stakeholder satisfaction and feedback; - level of stakeholder cooperation established through the action. Potential risks: - limited availability or higher costs of alternative ingredients; - limited engagement of participants due to additional workload; - insufficient public awareness or demand for adapted desserts. Mitigation measures: - early planning and coordination with stakeholders; - targeted promotion and awareness campaigns; - involvement of experienced nutrition experts and educators; - gradual integration of adapted desserts into existing event formats
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List of Tables

- Table 1. TESTEAT From Strategy to Action Plan: Objectives, Actions, Expected Outcomes and Main Outputs
- Table 2. Overview of Partners' Action Plans Implementation Roadmap



Italy – Croatia



Project Partners



Ca' Foscari
University
of Venice



OPĆINA
STON



DURA
Dubrovačka razvojna agencija
Dubrovnik Development Agency



Faculty of Economics and
Tourism "Dr. Mijo Mirković"

