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KEDGE Business School launched in Marseille, the European project "AlpFoodWay" devoted to the study of the dietary cultural heritage of the Alps

From 2 to 4 February 2017, KEDGE Business School welcomed its French, Italian, German, Austrian, Slovenian and Swiss partners to its Joliette campus in Marseilles for the launch of the European project "AlpFoodWay" devoted to the study of the dietary cultural heritage of the Alps, a project which is benefiting from total funding of €2.8 million over three years from the European Union.

The aim of "AlpFoodWay" is to bring together a large number of experts from different specialities and different countries (13 partners and 39 observers from six Alpine countries) in order to help the dietary culture of the Alps to become a driving force behind the sustainable economic development of Alpine regions. The idea is to favour the economy, tourism and attractiveness of the Alps through a dietary and culinary identity. In this way, it also aims to identify innovative methods for preserving the intangible cultural heritage of Alpine regions and protect its environment.

"Foodways" are socio-economic and cultural practices related to the production of food and its consumption. Dietary cultural heritage is much more than products; it includes landscapes, traditional knowledge of production techniques, transformation, conservation and consumption customs and rituals and the transmission of know-how from generation to generation. Depopulation, the ageing of populations and globalisation are endangering the Alpine dietary heritage.

The "AlpFoodWay" project aims to create a sustainable economic, social and cultural model for the Alps. It is based on the preservation, legal protection, and commercial promotion of the intangible dietary heritage of the Alpine space and the adoption of innovative markets and governance tools.

"AlpFoodWay" will result in a final report on best practices for the protection/promotion of the intangible dietary cultural heritage of the Alps and the signing of a charter for citizens, enterprises and institutions in September 2019 in Milan.

In the same way as the "Mediterranean diet", the ultimate goal of the "AlpFoodWay" project is to create the conditions for the Alpine dietary culture to be listed as UNESCO intangible heritage and to contribute to EUSALP, the European Union's macro-regional strategy for the Alpine region.

For Thomas Froehlicher, Director-General and Dean of KEDGE, "favouring sustainable development through the intangible cultural heritage related to diet is perfectly in line with our School's commitment in the field of social responsibility. KEDGE's ambition is to train innovative, ethical and responsible entrepreneurs and company directors so that companies are able to prosper on a local and global level. KEDGE integrates social responsibility into its courses in all departments and we are recognised internationally for our research in this field, which is published in the highest level international academic reviews."

Through the scientific coordination of Professor Diego Rinallo, KEDGE is in charge of the section concerning the "Identification of best practices in the collective commercial promotion of Alpine Food ICH". The "AlpFoodWay" project will benefit from all the expertise in the field of consumption culture theory of KEDGE's marketing excellence research centre.

On Friday 3 February, the press and the public were invited to the KEDGE Joliette Business School campus to take part in a public talk in English on the theme "Alpine Food Intangible Cultural Heritage between Legal Protection and Commercial Valorisation : Insights from the Alpfoodway EU Alpine Space Project"

- Professor Benedetta Ubertazzi (University of Milano-Bicocca): "EU Geographical Indications and Intangible Cultural Heritage", 
Professor Diego Rinallo (KEDGE Business School): "Linking Intangible Cultural Heritage to Consumer Culture: New approaches to the Commercial Valorisation of Authentic Traditions"

About KEDGE Business School:
KEDGE Business School is a French management school with 4 campuses in France (Paris, Bordeaux, Marseille, and Toulon), 2 in China (Shanghai, Suzhou) and 4 associated campuses (Avignon, Bastia, Bayonne, Dakar). The KEDGE BS community counts 12,000 students (including 25% foreign students), 196 full-time faculty members (44% of which are international), 300 international academic partners and 50,000 alumni across the world. With a portfolio of 31 programmes in management for students and executives, KEDGE Business School also develops customised educational programmes for specific corporate needs worldwide. #33 European Business Schools and #22 EMBA worldwide in Financial Times rankings, KEDGE Business School is AACSB, EQUIS and AMBA accredited and a member of the French Conférence des Grandes Écoles.
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