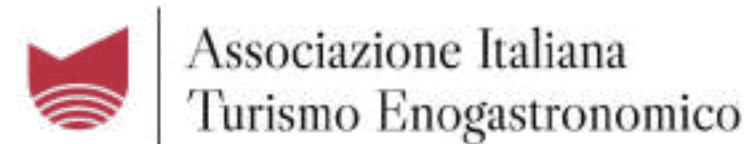




CarTES

Carta del Turista Enogastronomico Sostenibile



Partner tecnico:



Table of contents

5___ Before the trip

8___ During the trip

12___ After the trip

15___ Why Not to Waste Food

16___ Why Recycle?

17___ Why Practice a Balanced Lifestyle
by Eating Healthy?

18___ Why travel on foot or by bicycle?

19___ Why is the train a better choice
than the car and the airplane?

20___ Why consume seasonal
food products?

21___ Why choose Geographical Indications products?

23___ Why support small local producers?

24___ Why hand down local recipes
and culinary traditions?

25___ How to calculate your ecological footprint?

Welcome!

The “**Charter for the Sustainable Wine and Food Tourist**” is a guidebook for experiencing the gastronomy of an area while respecting the environment, culture, and local community.

* In a world with limited resources, where consumption exceeds what is actually available, adopting a sustainable approach when traveling is no longer a choice, but an imperative.

What you will find in this guide:

Directions and practical tips to make your gastronomic journey more sustainable.



For example: how to calculate your individual ecological footprint, why to adopt a healthier diet such as the Mediterranean Diet, etc.

By reading this guide, you will learn about sustainable practices that you can easily adopt on your next trips to fully appreciate the local gastronomic richness with a reduced impact on the environment, society, and culture.



CarTES raises awareness among tourists and industry professionals about the best practices to follow for a form of tourism that makes a **lasting impact while respecting the environment and local areas.**

For more information: turistaenogastronomicosostenibile.it





Before the trip



* Think First About the Experience You Want to Have

When planning a gastronomic trip, reflect on the kind of experience you want to live and the type of tourist you wish to be. Do you prefer a walk through olive terraces or a visit to the historic center of a big city?



* Choose Sustainable Gastronomic Destinations

Opt for a destination that promotes sustainable practices, ideally one that has received recognized national or European certifications. Check if the destination promotes these values on its website and shares its achievements in sustainability.



* Rediscover Your Country, Supporting Rural Gastronomic Traditions

Explore the gastronomic richness of your country's rural areas and small villages, visiting regions you may have never explored. These visits allow you to experience authentic products, meet local producers, and contribute to the sustainability of these regions, generating positive socio-environmental impacts.



Before the trip



* Choose the Right Time

Consider planning your trip during less crowded days and times to have a more authentic experience. Traveling during off-peak seasons not only enhances your trip but also supports the well-being of local residents and reduces the pressure on local resources.



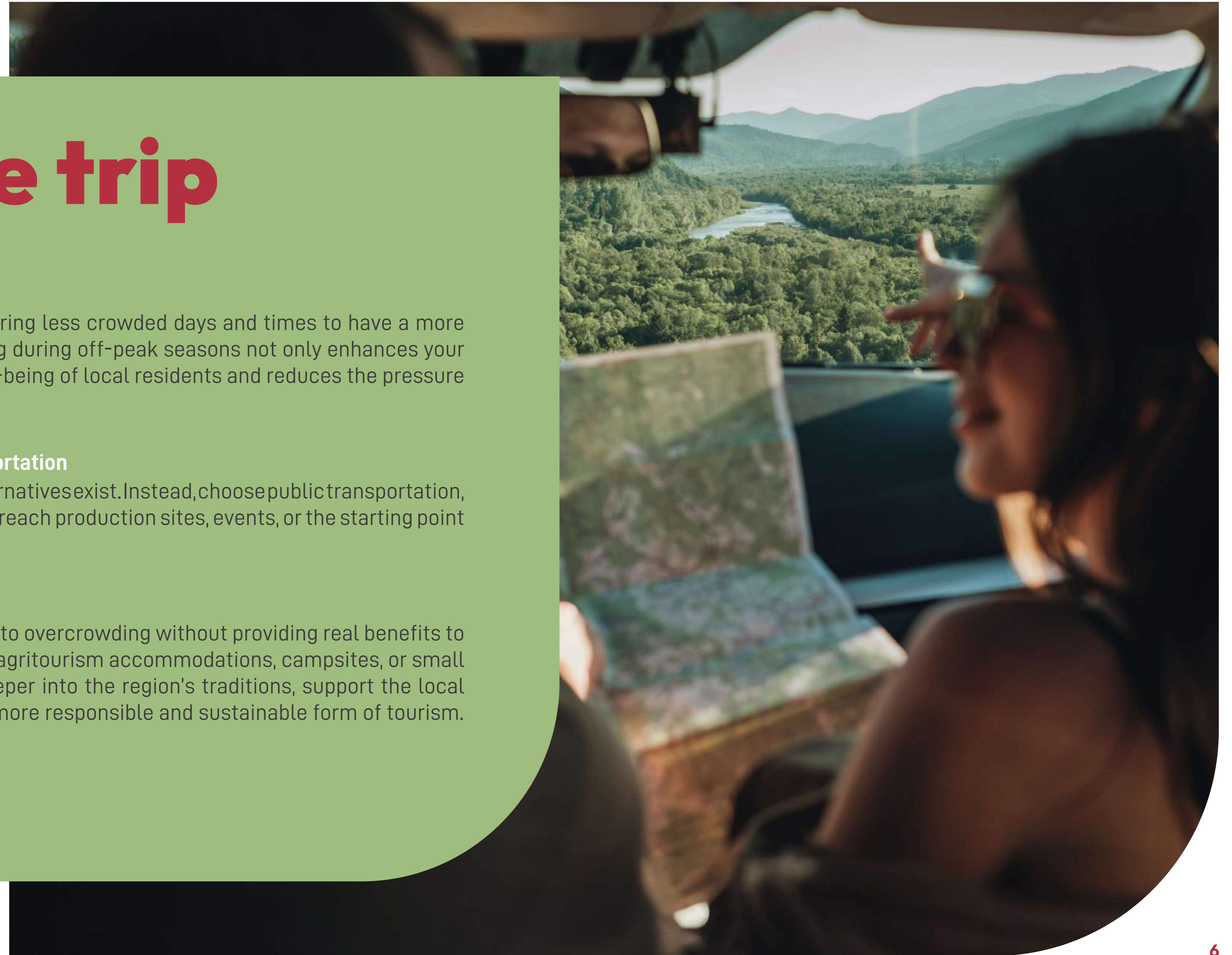
* Prefer Eco-Friendly Transportation

Only take a flight if no viable alternatives exist. Instead, choose public transportation, car-sharing, or bike-sharing to reach production sites, events, or the starting point of your food or wine tour.



* Embrace Slow Tourism

Avoid day trips that contribute to overcrowding without providing real benefits to local communities. Staying in agritourism accommodations, campsites, or small hotels allows you to delve deeper into the region's traditions, support the local economy, and contribute to a more responsible and sustainable form of tourism.



Before the trip



* Learn About Local Habits and Traditions

Read gastronomic guides that tell the story of the region's culinary excellence, local products, production methods, and food customs. Informing yourself about local habits and traditions will help you better adapt to and respect the culture of the places you visit.



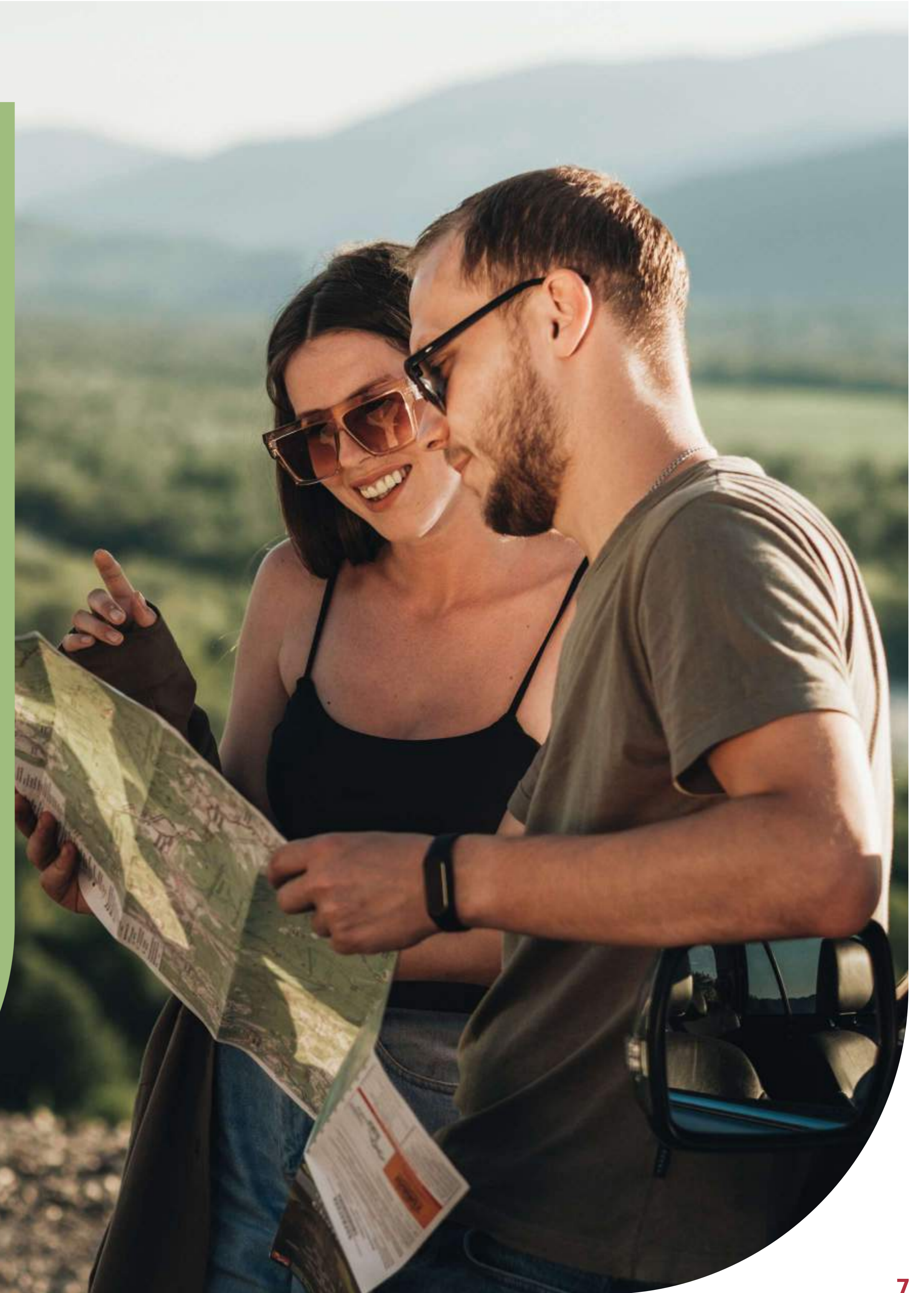
* Rely on a Local Expert

Turn to a local guide to plan your trip. They will help you discover the region's gastronomic heritage authentically, respecting local traditions and communities. A local expert can also suggest the best times and less crowded itineraries, even in busy tourist spots.



* Turn Off Lights and Unplug Devices Before Departure

Many devices continue to consume energy even when not in use if they are left plugged in. For instance, an unused phone charger can consume up to 17.5 kWh per year, equivalent to saving around 10 kg of CO2 annually, contributing to more responsible and sustainable tourism.



During the trip



* Respect the Local Community

While traveling, remember that you are visiting someone else's "home," and respectful behavior fosters mutual respect. Learn a few phrases in the local language and engage in food and gastronomic experiences that allow you to interact directly with the local people, helping you connect and share authentic moments from their daily lives.



* Support the Local Gastronomic Economy

Prioritize purchasing products, services, and experiences from locally owned businesses to support the microeconomy of the area and the craftsmanship of the host community.



* Respect Environmental Regulations

Pay attention to proper waste sorting and recycling. Reduce plastic use as much as possible by opting for reusable items like water bottles and cloth bags instead of single-use products.



During the trip



* Choose Green Transportation

According to a recent study by the World Tourism Organization, 5% of global CO2 emissions are generated by tourist mobility. Reduce your ecological footprint by favoring public transport, cycling, or walking (which also benefits personal health). Depending on your destination, consider alternative forms of travel such as horseback riding, canoeing, or sailing.



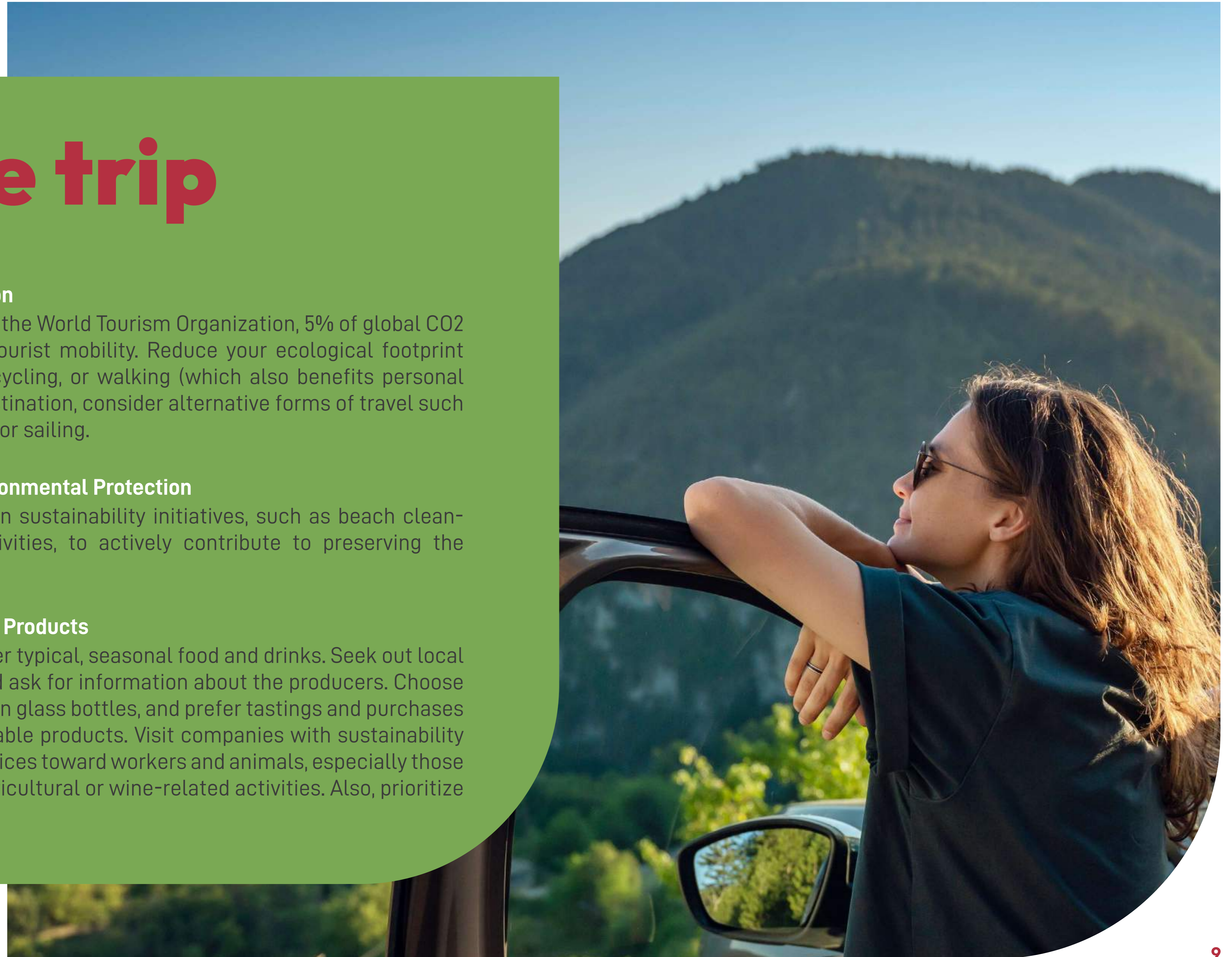
* Actively Contribute to Environmental Protection

Set aside time to participate in sustainability initiatives, such as beach clean-up days or tree-planting activities, to actively contribute to preserving the environment.



* Choose Local and Seasonal Products

Opt for local activities that offer typical, seasonal food and drinks. Seek out local EVOO (extra virgin olive oil) and ask for information about the producers. Choose locally sourced mineral water in glass bottles, and prefer tastings and purchases of certified organic or sustainable products. Visit companies with sustainability certifications and ethical practices toward workers and animals, especially those involving the community in agricultural or wine-related activities. Also, prioritize visiting local artisans.



During the trip



* Visit Farmers' Markets, Shops, and Artisans of Taste

Visit shops and farmers' markets where you can learn about local products, their characteristics, and receive useful advice on preparation and preservation. Choose to visit local artisans and food and wine establishments that honor tradition.



* Reduce Food Waste

Avoid wasting food and drinks by ordering only what you truly wish to consume. Respect the food, the labor, and the energy invested in its production. Consider the environmental impact: 100g of wasted beef emits up to 3kg of CO₂, equivalent to a car traveling 30 km, and requires approximately 1,500 liters of water.



* Limit Water Usage

By reducing your shower time from eight to five minutes, you can save up to 120 liters of water, easing the pressure on water resources. This is crucial for food production, especially in southern Italy, where climate change and drought are severely affecting the agricultural sector.



During the trip



* Avoid Daily Linen Changes in Hotels

To reduce emissions and energy consumption, refrain from requesting daily towel and sheet changes. A hotel consumes over 240 kWh of electricity per week to dry and iron bed linens, emitting up to 62.5 kg of CO₂.



* Adjust Room Temperature

Lowering the heating or raising the air conditioning by just two degrees can reduce energy consumption by up to 35% annually, helping to decrease CO₂ emissions. While hotels equipped with smart technologies can optimize efficiency, a personal contribution can further reduce energy consumption.



After the trip



* Reduce Your Ecological Footprint

Use transportation more responsibly and consciously by favoring public transport, walking, or cycling. Just like during your trip, aim to reuse and recycle as much as possible, starting with small actions like properly separating waste and using cloth bags when shopping.



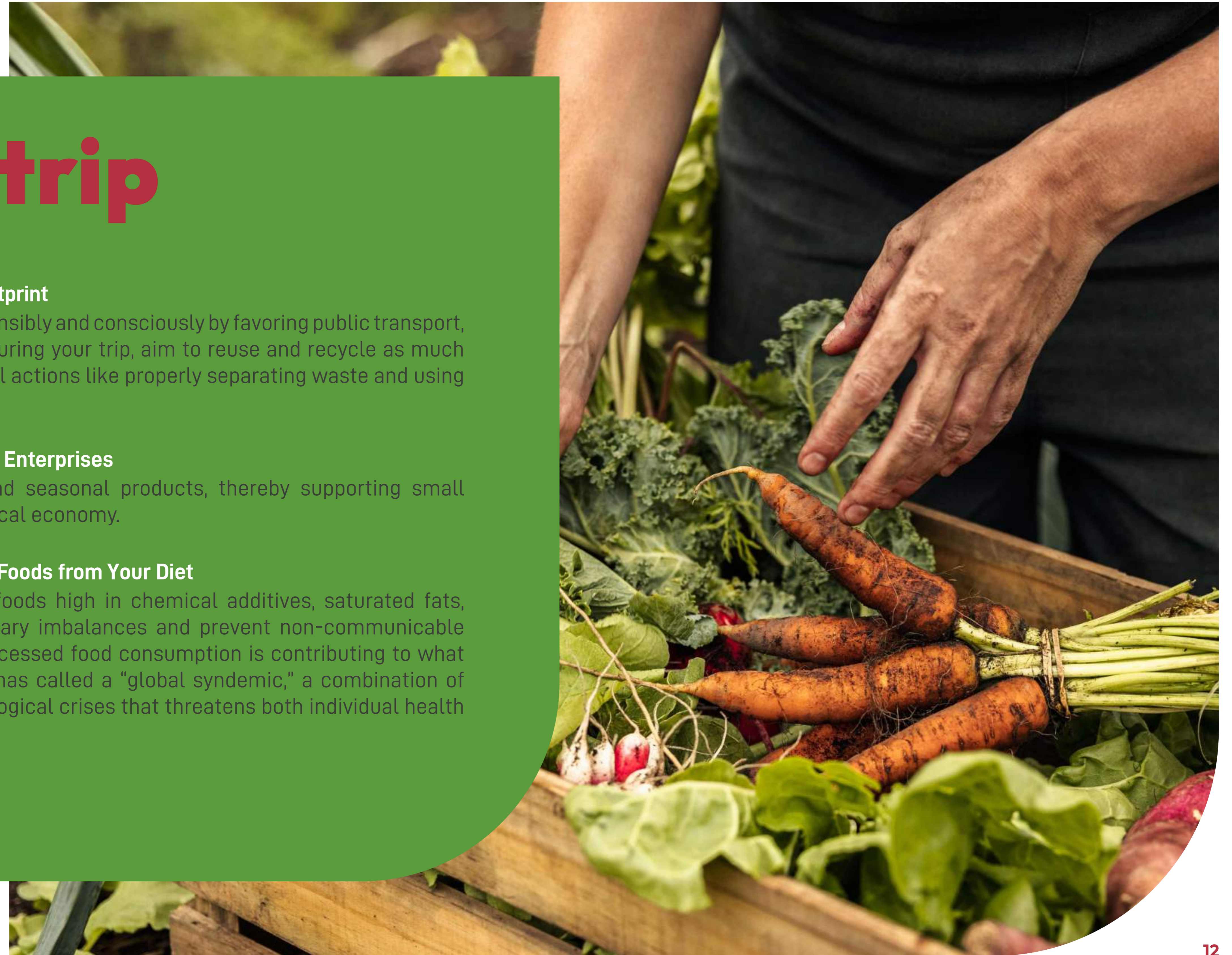
* Support Local Gastronomic Enterprises

Choose to purchase local and seasonal products, thereby supporting small producers and fostering the local economy.



* Eliminate Ultra-Processed Foods from Your Diet

Reduce the consumption of foods high in chemical additives, saturated fats, sugars, and salt to avoid dietary imbalances and prevent non-communicable diseases. The rise of ultra-processed food consumption is contributing to what the EAT-Lancet Commission has called a "global syndemic," a combination of obesity, malnutrition, and ecological crises that threatens both individual health and the planet's well-being.



After the trip



* Adopt Healthier and More Sustainable Lifestyles

Follow the principles of the Mediterranean Diet by eating seasonal fruits and vegetables more frequently. This benefits both your health and the environment. According to the World Health Organization, the high antioxidant and fiber content of this diet is associated with a reduced risk of chronic and cardiovascular diseases.



* Preserve and Share Traditional Culinary Knowledge

Pass down family recipes and local culinary traditions to younger generations, enhancing Italian traditional cuisine as cultural heritage. When hosting friends and family, prepare dishes using typical local recipes and introduce them to nearby producers.



After the trip



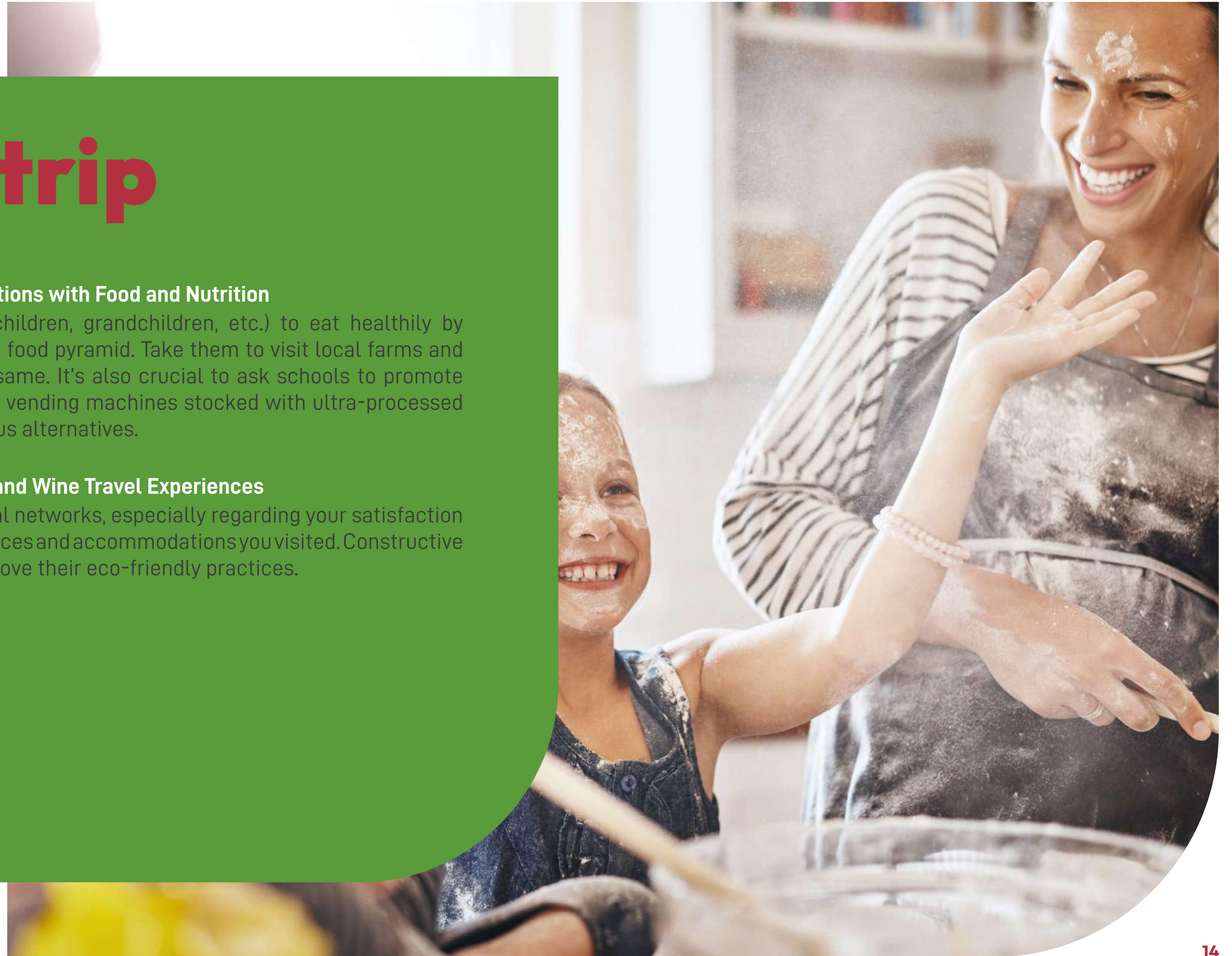
* Reconnect Younger Generations with Food and Nutrition

Teach younger generations (children, grandchildren, etc.) to eat healthily by following the guidelines of the food pyramid. Take them to visit local farms and encourage schools to do the same. It's also crucial to ask schools to promote healthy eating habits, avoiding vending machines stocked with ultra-processed foods in favor of fresh, nutritious alternatives.



* Promote Sustainable Food and Wine Travel Experiences

Share your experience on social networks, especially regarding your satisfaction with the sustainability of the places and accommodations you visited. Constructive feedback helps operators improve their eco-friendly practices.



Why Not to Waste Food



Today, about one-third of the food produced globally is wasted.

WASTING FOOD MEANS:

- **Negatively impacting the environment.**
Approximately 8% of global greenhouse gas emissions are due to food waste.
 - **Being irresponsible.**
Around 828 million people worldwide suffer from malnutrition, and at least 11 million die from hunger or hunger-related causes, many of whom are children.
 - **Creating unnecessary costs.**
The global cost of food waste is estimated at about 1 trillion dollars a year.
- * Remember:** Adopting correct and conscientious behavior helps to improve the balance of food distribution and mitigate food security issues, in addition to reducing negative impacts on the environment, people, and the economy.

Why Recycle?



To tackle environmental challenges and support a more sustainable future for our planet, it is necessary to shift away from the traditional paradigm based on a linear model of production and consumption in which resources are extracted, used, and then disposed of.

This means maximizing resource use and reducing waste through a circular economy based on the recycling and reuse of plastic, paper, glass, metals, and many other materials.

RECYCLING AND REUSING ALLOW US TO:

- Reduce environmental impact through resource savings and the emission of fewer pollutants.
- Generate new economic opportunities, creating jobs related to recycling, reuse, and repair.
- Foster innovation, as the circular economy requires new ways of designing products that can be reintegrated into the production system, giving them a second life.

*** Remember:** Each of us can play a part through tiny daily actions such as separating waste, purchasing recyclable products, and seeking reuse options. By doing so, we set a good example, encouraging others to adopt these small but effective practices.

Why Practice a Balanced Lifestyle by Eating Healthy?

Lifestyle is the primary factor influencing people's health.

It accounts for 50%, which is more than double that of genetics and socioeconomic status (20%), and five times more than social healthcare (10%). By changing one's lifestyle, it is possible to live better and longer.

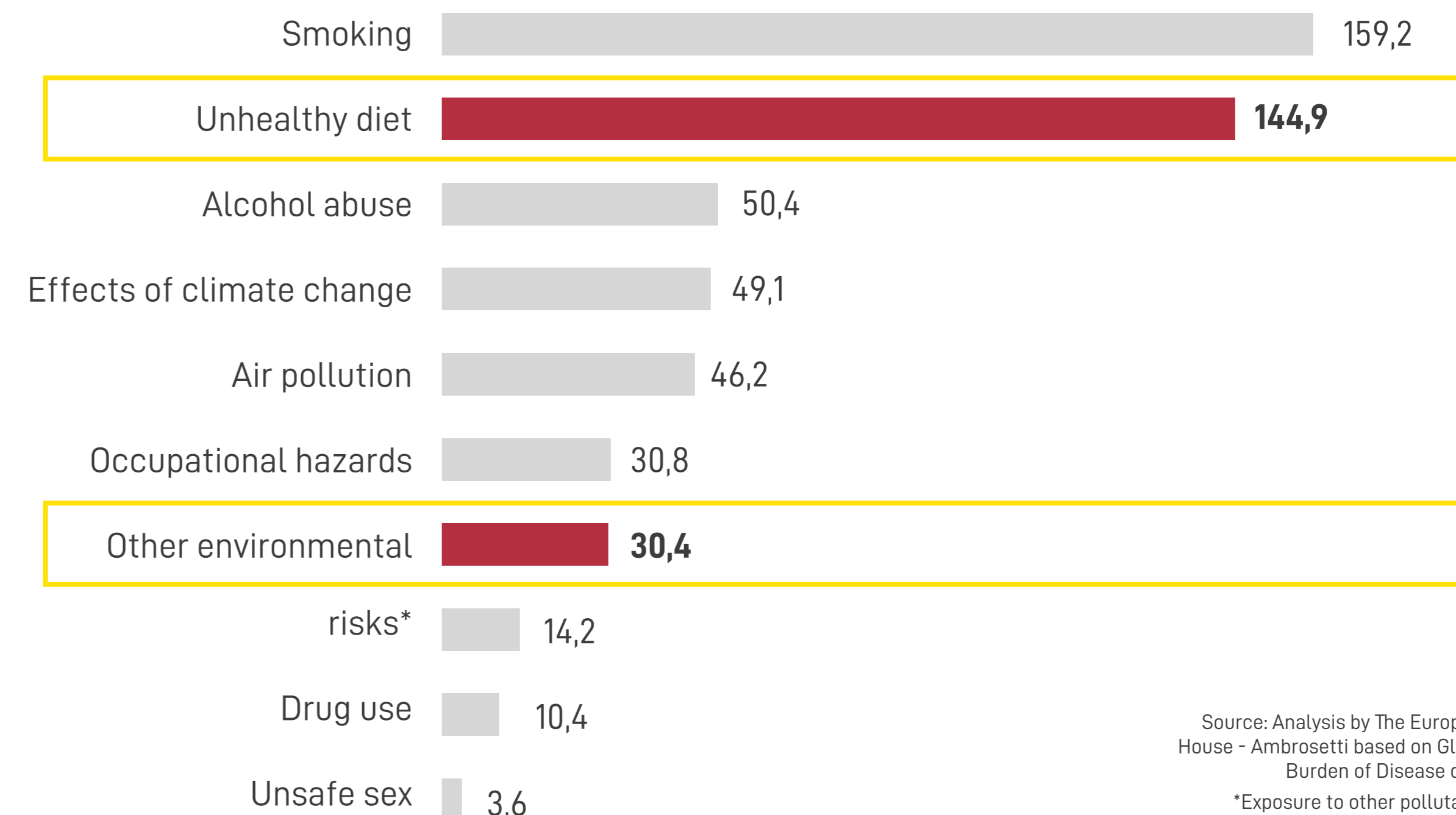
THE FIRST STEP IS TO START EATING HEALTHILY AND EXERCISING. WHY?

- **To reduce health risks:** In Italy, 23.1% of deaths are associated with poor dietary habits. An unhealthy diet increases the likelihood of developing cardiovascular diseases, cancers, and diabetes.
- **To stay "young":** Regular physical activity (150 minutes per week, according to WHO recommendations) helps control blood pressure and cholesterol levels, contributes to the prevention or delay of chronic diseases associated with aging, and reduces the risk of osteoporosis-related fractures and falls.

HEALTH RISKS

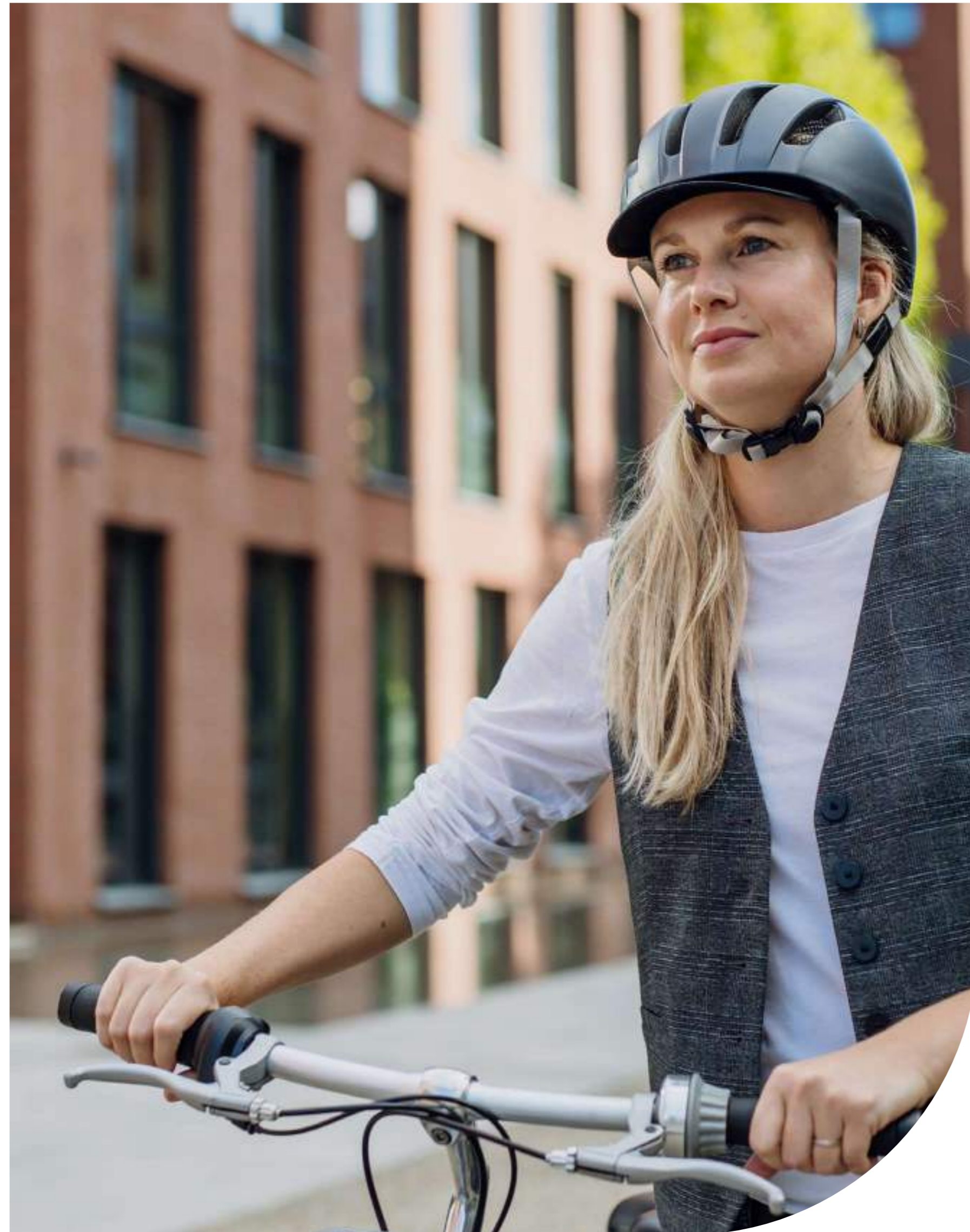
The top ten modifiable risk factors contributing to mortality in Italy

Number of deaths per 100,000 inhabitants, 2019



Source: Analysis by The European House - Ambrosetti based on Global Burden of Disease data.
*Exposure to other pollutants, such as ozone and lead.

Why travel on foot or by bicycle?



Today we live in a world characterized by increasing air pollution, traffic, and sedentary lifestyles.

The importance of adopting more sober and sustainable modes of transportation is crucial and inevitable, but it requires a radical change in daily habits.

WHAT ARE THE ADVANTAGES OF THIS CHOICE?

- **It has a positive impact on psycho-physical well-being.** It improves cardiovascular and mental health, preventing chronic problems such as obesity, heart diseases, and diabetes. Moreover, it increases endurance and muscle strength, helps reduce stress, and enhances overall well-being.
- **It is good for the environment.** Moving on foot and/or by bicycle helps reduce the amount of greenhouse gases emitted into the atmosphere compared to traveling by car. This contributes to slowing down global warming and improving air quality, especially in urban areas.
- **It promotes the creation of more cohesive and lively communities.** Cycling and walking paths can become places for socializing and exchange, fostering a spirit of belonging and cooperation among citizens as well as a greater connection with the surrounding environment.

Why choose less impactful means of transportation?

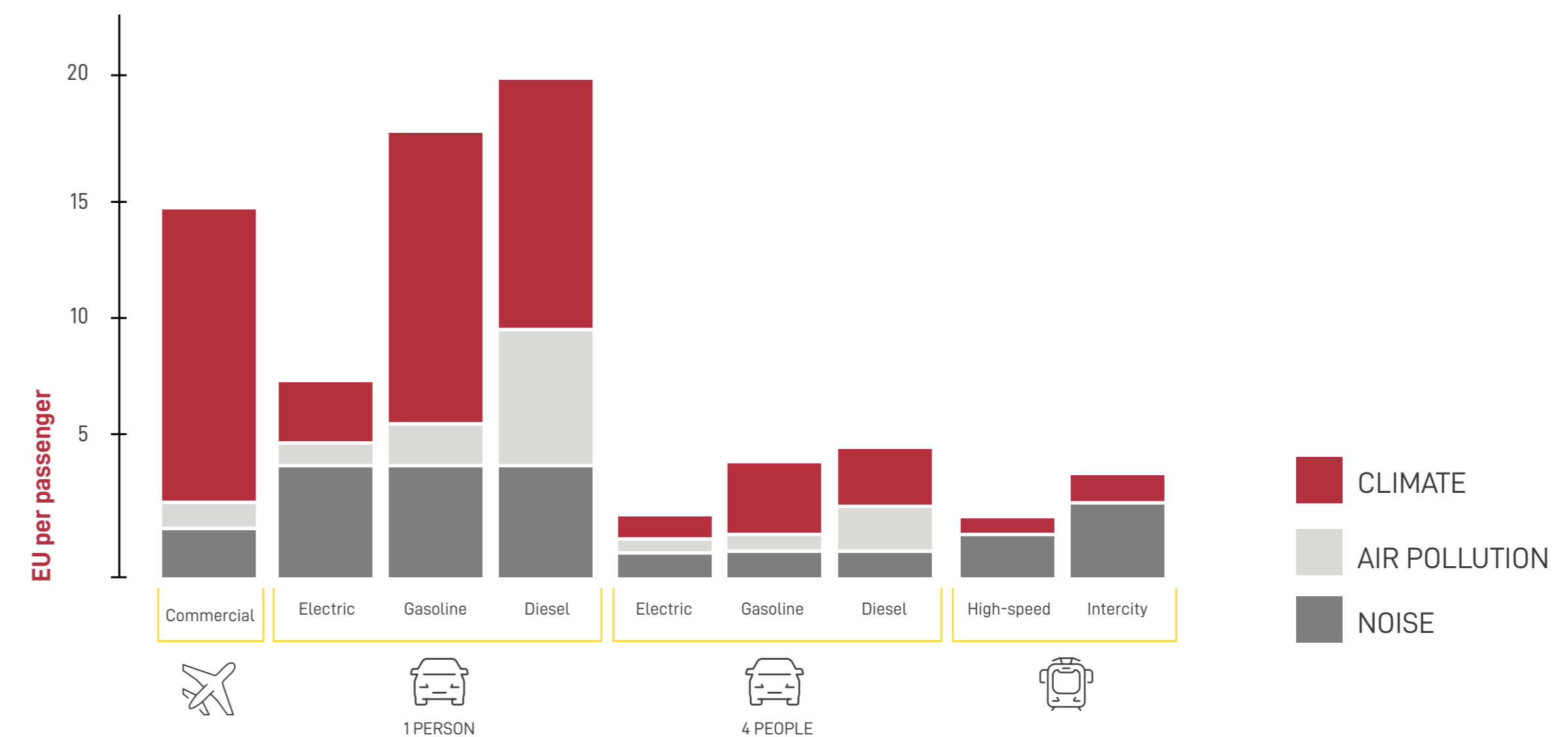
Today, we are traveling more than ever—for work, education, leisure, vacations, and more.

To do so, we use modes of transport (cars, airplanes, trains, etc.) that, despite their increasing efficiency, still pose a serious threat to the climate, the natural environment, and public health due to greenhouse gas emissions. In fact, over the past 30 years, transportation is the only major economic sector in the EU where emissions have increased.

While we cannot stop moving, we can choose to do so more responsibly. Consider the environmental impact of each mode of transport.

- Nearly three-quarters of the EU's total greenhouse gas emissions come from road transport, with more than half of those emissions originating from cars. Civil aviation is responsible for about 13%, while trains account for just 0.4%.
- The environmental and health costs are lowest for trains, while the highest costs come from airplanes and combustion-engine cars. Electric cars can have lower costs, but only if they are fully loaded (4 passengers).

THE COSTS OF EMISSIONS FROM DIFFERENT MODES OF TRANSPORTATION



SOURCE: EEA Transport and environment report 2020

Why consume seasonal food products?

THERE ARE SEVERAL VALID REASONS TO CHOOSE THEM?

- **They are less exposed to chemicals.** Organic production avoids the use of synthetic pesticides, fertilizers, and other chemical products that can be harmful to human health as well as to the environment.
- **They have a limited environmental impact.** Organic farming uses energy and natural resources responsibly. It helps to preserve biological balances and ecosystem biodiversity while improving soil fertility.
- **They follow principles of greater ethics.** In organic animal products such as meat, eggs, and dairy, attention is given to the health and well-being of the animals. These animals are raised in more "natural" conditions (more space and outdoor access) and are not treated with hormones and antibiotics (the latter are used only when necessary for the animals' health).
- **They promote local development.** Organic practices tend to create greater interaction between various economic and social actors, with positive impacts on the local area.



Why choose Geographical Indications products?

Geographical Indications products boast unique characteristics linked to their geographical origin and traditional expertise. These products have received one of the following recognitions or certifications from the European Union.

Italy has the highest number: 326 agro-food products and 527 wines.

- High Quality: These products adhere to strict standards.
- Greater Assurance: They provide a higher level of traceability and food safety compared to other products.
- Support for Local Economy: These products support local production systems and economies due to their strong connection to the territory, production methods, and communities. They also contribute to preserving ecosystems and biodiversity.



Protected Designation of Origin (PDO)

PDO IS A QUALITY SCHEME THAT IDENTIFIES A PRODUCT:**

- Originating from a specific place, region, or, in exceptional cases, a country;
- Whose quality or characteristics are due essentially or exclusively to a particular geographical environment and its intrinsic natural and human factors;
- Whose production phases occur within the designated geographical area.

For wine production, this scheme also implies that the grapes used are sourced exclusively from the designated geographical area and that the product is made from vine varieties belonging to the species *Vitis vinifera*. This includes Italian wines labeled with Controlled and Guaranteed Designation of Origin (DOCG) and Controlled Designation of Origin (DOC).

Why choose Geographical Indications products?



Protected Geographical Indication (PGI)

PGI IS A QUALITY SCHEME THAT IDENTIFIES A PRODUCT:

- For which at least one phase of production takes place in the designated geographical area.
- Originating from a specific place, region, or country;
- Whose given quality, reputation, or other characteristics are essentially attributable to its geographical origin.

For wine production, this scheme implies that at least 85% of the grapes used come exclusively from the designated geographical area, that production occurs within this area, and that the product is made from vine varieties belonging to the species *Vitis vinifera* or a cross between *Vitis vinifera* and other species of the genus *Vitis*. This includes Italian wines labeled with Indication of Geographical Typicality (IGT).



Traditional Specialty Guaranteed (TSG)

TSG IS A QUALITY SCHEME THAT IDENTIFIES A PRODUCT:

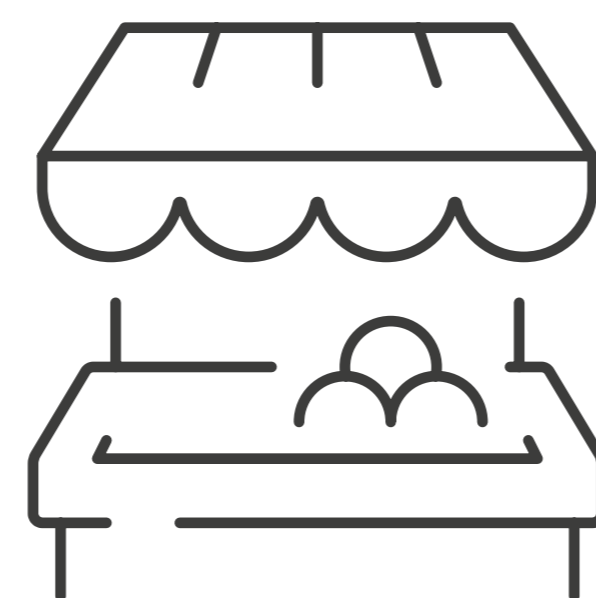
- Made using production, processing, or composition methods that correspond to traditional practices for that product or food; or
- Made from traditional raw materials or ingredients.

Why support small local producers?



Local small producers and artisans of taste have always played a primary role in the social and economic fabric of Italy.

They are the spokespersons of a territory's culture, traditions, and identity. Their products are often distinguished by quality and attention to detail.



In the last ten years, we have witnessed a concerning decline in small producers and artisans of taste. The number of farms decreased by 30% between 2010 and 2020; considering that over 90% are individually or family-owned, the loss is significant.

The same downward trend is evident in other sectors related to the production and sale of local gastronomic specialties.

*** In addition to choosing small producers and artisans of taste when possible, both at home and on vacation, we can also opt for services that support their activities. There are many that allow us to purchase fresh and seasonal food products directly from the producers.**

Why hand down local recipes and culinary traditions?



Today, we live in an increasingly globalized world. While this phenomenon has allowed us to discover foods and recipes from nearby and distant countries, it is also leading us to forget or abandon our culinary traditions.

We are increasingly in the habit of eating out at least one meal and spending less time cooking-about an hour between breakfast, lunch, and dinner. The risk of losing what characterizes us is therefore high.

WHY SHOULD WE PASS DOWN LOCAL RECIPES AND CULINARY TRADITIONS?

- **They are the bridge between the past and the future.** Recipes are not just a simple set of instructions for preparing a dish. They represent a connection to our roots, tell stories and anecdotes that link us to the past and guide us toward the future. They are a treasure to be preserved and shared with pride.
- **They represent a country in its diversity.** Each territory has its own specialties, traditional techniques, and distinctive ingredients that are the result of history, geography, and local resources.
- **They are part of our daily life.** And they remind us of moments spent together around a laden table.

How to calculate your ecological footprint?

The ecological footprint (or footprint) is an indicator used to assess human consumption of natural resources in relation to the Earth's capacity to regenerate them. Measuring your own footprint is a first step towards adopting a more sustainable lifestyle at home and on vacation.

BUT HOW CAN YOU DO IT? HERE IS A LIST (NOT EXHAUSTIVE) OF ONLINE TOOLS THAT OFFER AN ESTIMATE BASED ON FACTORS SUCH AS DIET, ACCOMMODATION, AND MOBILITY:

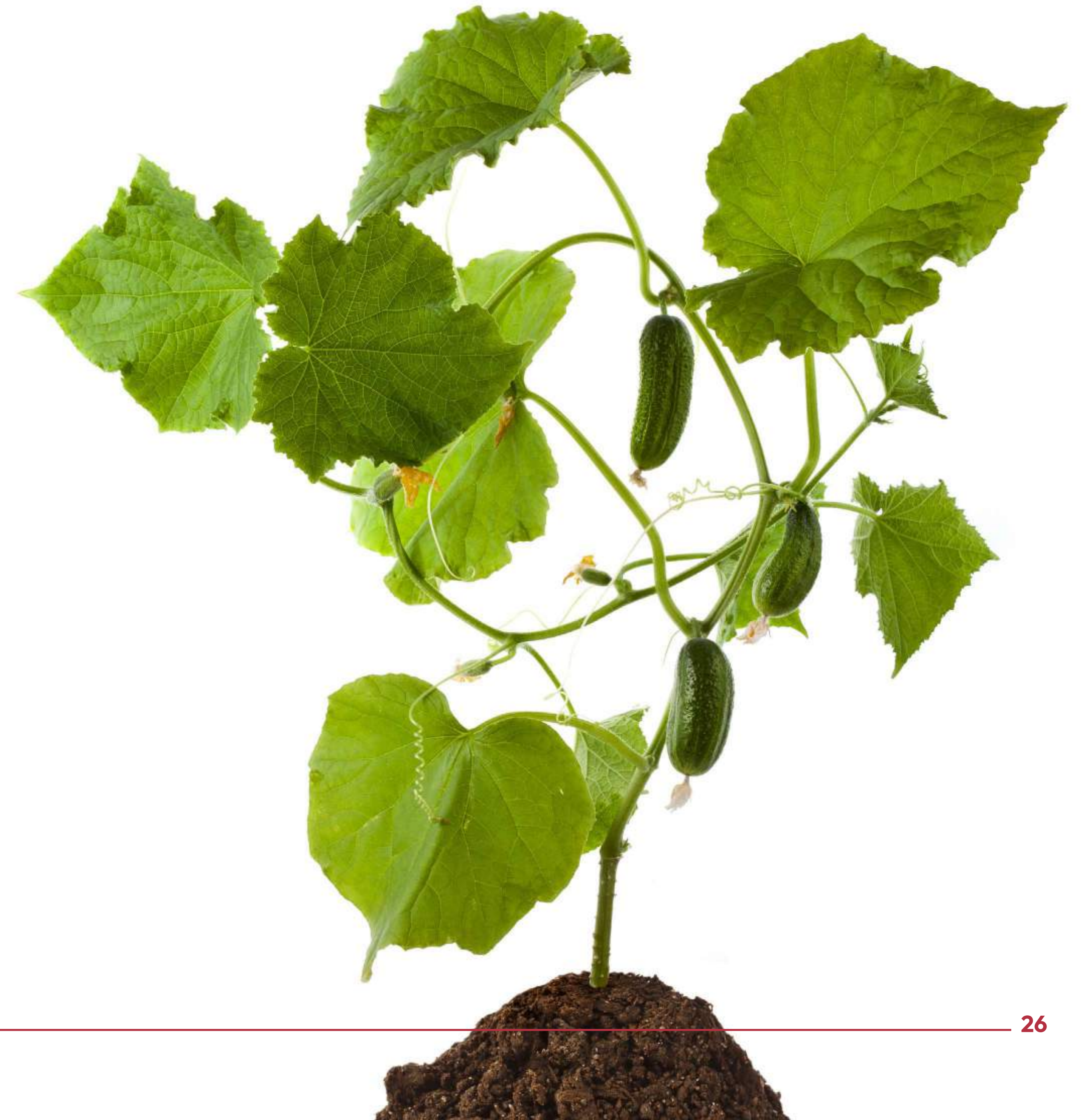
- **World Footprint Network.** One of the most well-known global ecological footprint calculators. It provides a detailed analysis based on various factors such as energy consumption, diet, and lifestyle.
- **Carbon Footprint.** This site is primarily focused on calculating the carbon footprint and also offers tips on how to reduce it.
- **WWF Footprint Calculator.** Created by the World Wildlife Fund (WWF), this tool is user-friendly and focused on everyday consumption choices.



How to calculate your ecological footprint?

- **EPA's Carbon Footprint Calculator.** Offered by the United States Environmental Protection Agency, this tool is specifically oriented towards the American context but can be used to get a general overview.
- **+MyClimate.** This Swiss tool is particularly detailed and also offers the possibility to offset your environmental impact through sustainability projects.
- **Resurgence Ecological Footprint Calculator.** A tool that provides a more detailed analysis of individual activities and consumption choices.

* **Remember:** Once you have calculated your footprint, you can take targeted actions to reduce it, including choosing seasonal and local foods, supporting producers who adopt sustainable practices, and selecting low environmental impact transportation options.





Author

Roberta Garibaldi

CONTENT DISCLAIMER:

All contents have been created through cross-checking various documentary sources. However, since these sources are subject to changes and updates, some content may report incomplete information or not reflect changes that have occurred after drafting. Information is provided "as is" without any explicit or implied guarantee of any kind. Readers are encouraged to communicate any notifications by writing to info@robertagaribaldi.it.

CONTRIBUTIONS:

We thank everyone with whom we have discussed these topics over the years, as these have been occasions for constant exchange and enrichment. Special thanks go to the National Association of Olive Oil Cities, National Association of Wine Cities, Italian Federation of Wine, Oil and Flavors Roads, Iter Vitis Cultural Route of the Council of Europe and Terranostra-Coldiretti, to the members of the working group and all those who collaborated: Cinzia De Marzo, Elena Lenardon, Emanuela Panke, Iole Piscolla, Andrea Pozzi, Angelo Radica and Dauro Mattia Zocchi.

COPYRIGHT © 2024 BY ROBERTA GARIBALDI

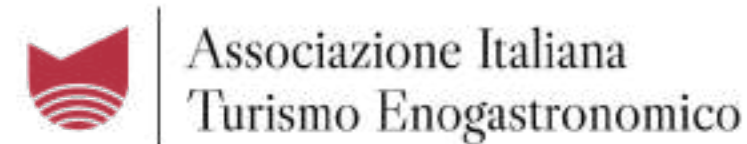
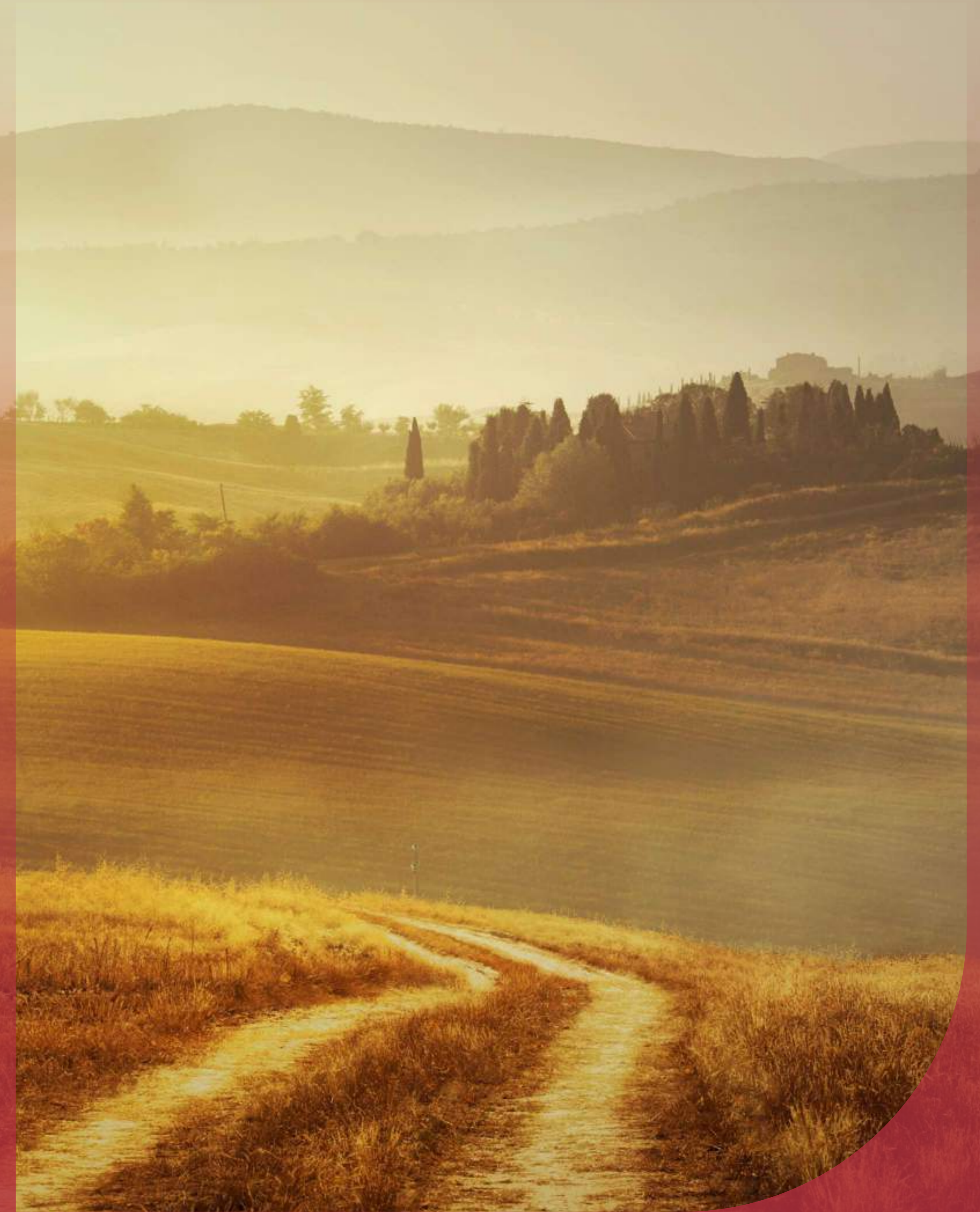
All rights reserved. No part of this publication may be photocopied, reproduced, stored, or transmitted in any form or by any means – electronic, mechanical, photocopying, digital – except as provided by copyright law.



CarTES

Carta del Turista Enogastronomico Sostenibile

info@robertagaribaldi.it | www.turistaenogastronomicosostenibile.it



Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



Partner tecnico:

