

FOOD EDUTAINMENT

Format of workshops and showcooking for citizens/tourists to be organized during events

IO 4.4

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PROJECT INFORMATION

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Priority axis 3	Environment and cultural heritage
Specific objective 3.1	Make natural and cultural heritage a leverage for sustainable and more balanced territorial development
Lead partner (name and contact)	AZRRI - Agency for Rural Development of Istria Ltd Pazin info@azrri.hr
Website	www.italy-croatia.eu/keyqplus

DELIVERABLE INFORMATION

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1 INTRODUCTION

This document represents one of the deliverables produced through **KEYQ+:** *Culture and tourism as keys for quality cross border development of Italy and Croatia*: a project financed by the Interreg Italy-Croatia - Call for standard + project - Priority Axis: 3 Environment and cultural heritage – Specific objective: 3.1 - Make natural and cultural heritage a leverage for sustainable and more balanced territorial development.

KEYQ+ represents the capitalization of the previous project “KeyQ” funded within the 2007-2013 IPA Adriatic CBC programme and is meant to capitalize two main results of the previous KeyQ project:

- the set of training modules and the model of study visits developed and tested in the former project
- the model of the professional didactic kitchen

This capitalization project is aimed at preserving gastronomic tradition rooted in history and at enhancing sites of less known cultural heritage. KEYQ+ aims to promote the cross-border economic development thanks to the KeyQ+ experiential touristic packages and to develop a tailored training offer for professionals, tourists and citizens.

In addition, the project intends to create a network of “**KEYQ+ points**”, meant as special places for tourists, where they have the opportunity to better know the territory in terms of local products, where to find them, traditional recipes based on these local products and linked to the history of the territory. Almost all these KEYQ+ Points (in Pula, Pazin, Trieste, Cividale, Forlimpopoli and Pramaggiore) will be equipped as Educational Gastronomy Centre where tourists can be involved in preparing recipes by themselves or attending cooking shows. These training kitchens and emblematic places will offer courses and sensory

experiences on local products and traditional recipes with a modern twist. Through this network, theoretical and practical workshops, cooking shows, sensory experiences (tasting, sensory analysis, etc) will be targeted specifically to tourists, to attract them to discover the authentic identity of the historical gastronomy heritage and local typical products. The possibility to start not from scratch, but from the successful experience in the IPA Adriatic program, is a solid base to build on a medium term process for the exploitation of results as part of the permanent activities of partners.

KeyQ+

KEY for (re)discovering local,
typical, authentic food

KEY for history & culture based
experiential tourism

KEY for development and growth
through sustainable tourism

2 FOOD EDUTAINMENT: HOW TO ENTERTAIN AND TO EDUCATE AT THE SAME TIME

Learning can also be fun and engaging. This is called "**edutainment**" and it can be implemented in traditional teaching, in professional training and in refresher courses. This word, coined in the nineties by Bob Heyman - a reporter of National Geographic - literally arises from the union between educational and entertainment; it is translated with the concept of **educational pleasure**, as opposed to concepts such as compulsory training, discipline and usual learning linked to the usual frontal lesson.

How was this concept born? With the post-modernity the industrial society has deeply changed becoming a society based on services, on environmental policies, on new technologies, on marketing and advertising. This is the era of globalization, what the contemporary sociologist Bauman defines a "**liquid society**" which is characterized by the absence of borders, by less attention to cultural processes, by a growing attention to pleasure and entertainment. This is how the entertainment culture began to spread alongside the traditional concept of education.

THE IMPORTANCE OF THE EDUTAINMENT APPROACH

In recent years the concepts of experience and entertainment have been largely discussed in education field since it was clear that

- when the learner has a practical experience what learned is more permanent
- subjects with entertainment attract learners' attention more than the others

In this context edutainment has the main aim of **supporting education with entertainment**, using specific resource and methods and having a good time with the way of creating and having experience.

Edutainment ..

- ..attracts learners' attention because of its being in nature of game
- ..makes subjects more enjoyable and so increases learners' enthusiasm and motivation
- ..guarantees the permanence of learning through a strong link to learners' feelings
- ..makes more easily internalize the difficult subjects with simulation or graph and visual methods like in real life
- ..shows how learners in learning environments apply their own knowledge
- ..makes learners have a good time in terms of creating and experiencing

support this idea emphasized that if students include learning theory and have a central role concordantly, they can be successful. The researcher Wooldridge states that lessons which are made enjoyable with empiric learning theory combined with learning aims can convert into useful activities. With this view, the result of learning is directly associated to **participation**.



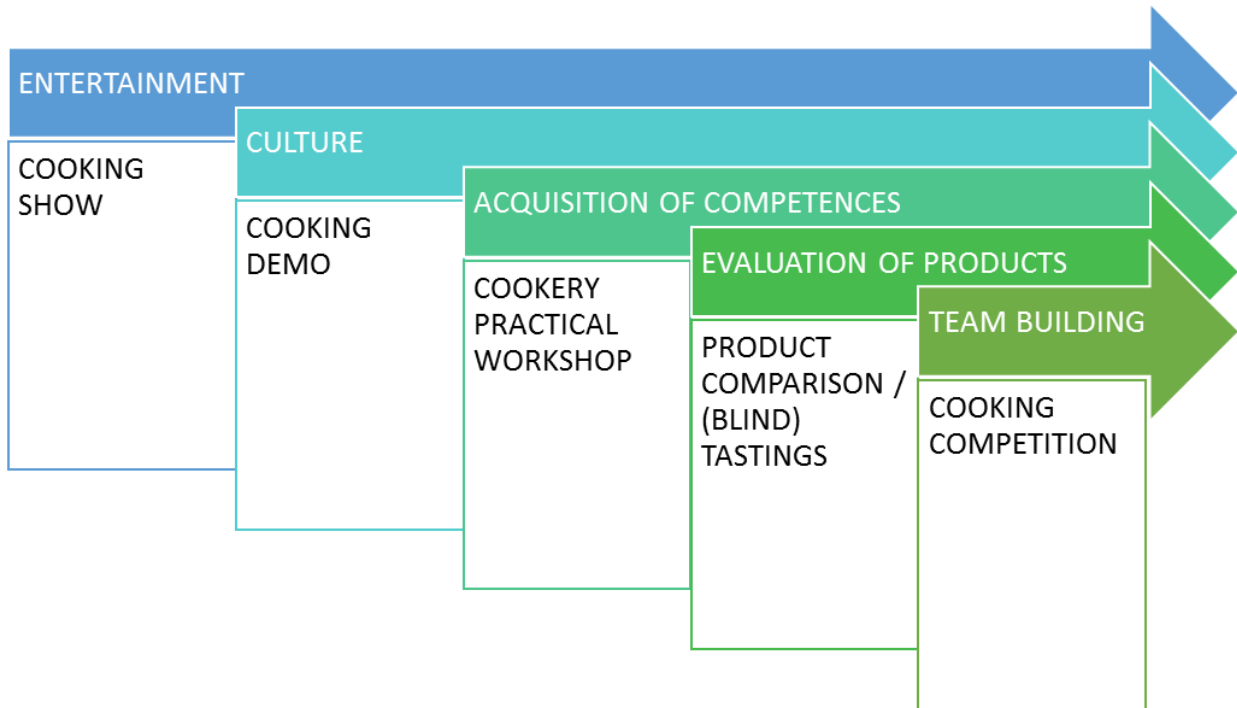
Empiric learning theory defines learning as the process of **creating knowledge through the result of experiences**; it bases on two concepts which have a logical relation between them: perceiving experiences and processing experiences. Perceiving experiences occurs through concrete living and abstract conceptualizing, processing experiences through active living and reflective observation. Individuals in the process of learning sometimes use concrete living and sometimes use abstract conceptualizing while they perceive their experiences. While they process the experiences, they sometimes use active living and sometimes use reflective observation. Empiric learning theory is used in many fields of higher education. It can be provided achieving the target purpose with entertainment by drawing the students in learning process with the help of interesting experiences.

Edutainment approach provides students with having a good time and experiencing the way of creating, using information resources and teaching methods. Students' enthusiasm and excitement can be increased in order to teach them information and subjects which are difficult to learn thanks to Edutainment approach which appeared from combination of education and entertainment. Teaching can be made more easily by attracting learners' attention and making subject and information which will be taught with edutainment approach more enjoyable.



FOOD EDUTAINMENT

Classic training settings in the catering sector usually refers to specific activities as described in the following image:



While for example showcooking usually are for entertainment, cooking demonstrations have the general objective of arising the knowledge related to a specific topic; the edutainment approach changes this view, as it can mix these aspects in different ways, adding the entertainment to all the other educational aspects.

Edutainment approach can be easily applied in the catering sector with different educational purposes: increase learners' knowledge and awareness about healthy food and diet, avoiding wastefulness, promotion of local products, etc.



In recent years the attention to tv shows like Masterchef and similar ones has constantly grown up - in fact nowadays there are countless tv shows related to cooking and food targeted at different audiences. Eating - eating well - and cooking - cooking well - is part of the daily life of everyone.

The opportunity of learning something new about food, about the practical making of different recipes, about the use of less known products, has become an appealing feature to attract the general public. So, why not taking advantage of this aspect to attract tourists or to make people discovering local products and traditional recipes?



In the context of the KEYQ+ project this approach was thought the best one to be applied in order to

- promote the knowledge of a territory through direct experiences in gastronomy
- attract more tourists to visit less known areas through the promotion of appealing activities as cooking lessons and/or showcooking
- link the knowledge related to a territory to an experience that has a real impact into tourists' life (learn to cook a recipes, buy local products, visit local producers, etc)

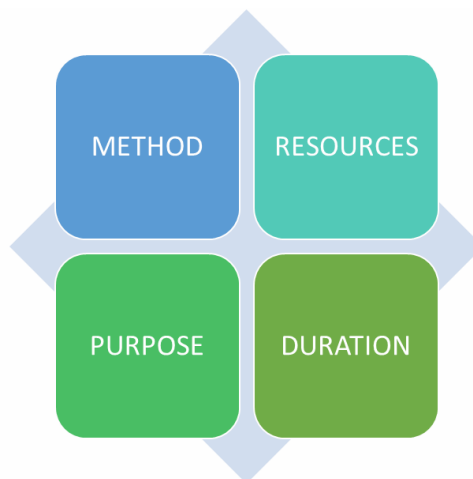
This approach, based on food edutainment, is fundamental in the context of the KEYQ+ project in order to reach the foreseen objectives, but it may also be useful for all the ones interested in developing activities targeted at tourists/general public in order to attract people, stimulate their curiosity and arise their knowledge about a territory and its features and traditions. In the KEYQ+ context it is applied during its activities, in particular the KEYQ+ Festivals, while outside it its application may vary on the basis of chosen objectives, target and organizational context but this document acts as a guide and a list of examples of possible activities and how to implement them.



Food edutainment, in fact, includes several kind of possible activities, such as:

- **cooking workshops** where participants cook under the supervision of the trainer
- **showcookings** where a professional makes a demonstration of one or more recipes linked to a specific topic
- **tasting** of products and/or recipes with professionals explaining details like organoleptic properties, possible combinations, nutritional aspects
- live **cooking competition** including two or more teams of not-professional cooks (students, enthusiasts, etc)
- **theoretical workshops** or round table where professionals present and discuss topics related to food that are of interest for the general public and have an impact on their life

In the following sections some detailed examples of possible activities to be implemented during a Festival targeted to the general public are presented, with specific attention to the following aspects:



3 FOOD EDUTAINMENT WORKSHOP/SHOWCOOKING FOR TOURISTS

In this section some examples of general format that can be easily customized on different specific contents on the basis of the territory where they take place will be presented.

Title	AUTOCHTHONOUS VEGETABLES, CEREALS AND/OR FRUIT
Duration	2 hours
Target	All
Type	Seminar
Learning outcomes	Learners will be able to : <ul style="list-style-type: none"> - recognize territoriality and typical characteristics of local products - know autochthonous crops (fruit, cereals and vegetables) of interest - identify organoleptic characteristics of local / autochthonous fruit, cereals and vegetables - know how to use these products for cooking
Topics	<ul style="list-style-type: none"> - Autochthonous fruit, vegetables and cereals: territoriality and typicity from the selected territory - Organoleptic qualities and nutritional properties of autochthonous crops
Resources	Traditional and multimedia technologies, products to be showed and tasted.
Method	Seminar conducted by a trainer able to involve the public and interact with them, providing a description of selected products with strong links to cultural/historical aspects of the territory and with reference to their use in the daily life
Course materials	Notes on described products / KEYQ+ Gastronomic Guide

Title	TRADITIONAL RECIPES OF THE ADRIATIC AREA
Duration	2 hours
Target	All
Type	Showcooking and tasting
Learning outcomes	Learners will be able to : <ul style="list-style-type: none"> - recognize some cultural/historical aspects of the selected territory - prepare a traditional recipe as shown by the chef
Topics	<ul style="list-style-type: none"> - Hints of history of the selected area - Traditional recipes from the KEYQ+ Gastronomic Guide or other resources
Resources	Equipment for a showcooking is needed, as well as ingredients. Traditional and multimedia technologies, products of interest to be showed and tasted. Dishes for tasting.
Method	Showcooking conducted by a chef able to involve the public and interact with them; he should be able to introduce and describe the recipes and to link them to cultural/historical aspects of the linked territory.
Course materials	Described recipes / KEYQ+ Gastronomic Guide

Title	HISTORICAL GASTRONOMY, CURRENT TASTING
Duration	2 hours
Target	All
Type	Mix of theoretical lesson, showcooking and tasting
Learning outcomes	Learners will be able to : <ul style="list-style-type: none"> - recognize some aspects referred to the historical period of reference - prepare 2-3 dishes (whose recipes are linked to the historical period) - explain the recipes linking them to the historical period
Topics	<ul style="list-style-type: none"> - Historical contents linked to the territory - <i>*Other topics depending on the chosen period</i>
Resources	Equipment for a showcooking is needed, as well as ingredients. Traditional and multimedia technologies, products of interest to be showed and tasted. Dishes for tasting.
Method	The workshop should be conducted by a trainer experienced in working with people without specific knowledge and kids.
Course materials	Notes on described aspects, recipes, KEYQ+ Gastronomic Guide

Title	USE OF AUTOCHTHONOUS HERBS IN GASTRONOMY
Duration	2 hours
Target	All
Type	Mix of theoretical lesson, showcooking and tasting
Learning outcomes	Learners will be able to : <ul style="list-style-type: none"> - recognize local wild herbs and their characteristics - know how to use these products for cooking - know how to prepare 2/3 recipes based on local herbs
Topics	<ul style="list-style-type: none"> - Autochthonous herbs, their properties, where they grow up, how to recognize them avoiding the poisonous ones - Preservation techniques - Recipes with selected herbs
Resources	Equipment for a showcooking is needed, as well as ingredients. Traditional and multimedia technologies, products of interest to be showed and tasted. Dishes for tasting.
Method	Workshop conducted by a trainer able to involve the public and interact with them; he should be able to introduce and describe the herbs, their possible uses in the daily life, some suggestions about their conservation and practically show how to use them for cooking.
Course materials	Notes on described products, recipes

Title	FOOD PLATING TECHNIQUES
Duration	1 hours
Target	Adults
Type	Practical workshop
Learning outcomes	Learners will be able to : <ul style="list-style-type: none"> - prepare nice decorative elements - plating a portion in a nice way - complete the plating with decorations
Topics	<ul style="list-style-type: none"> - Guide to food presentation with decorative elements - Practical examples
Resources	Half processed dishes, ingredients and cooking equipment; nice dishes.
Method	The workshop should be conducted by a trainer experienced in working with people without specific knowledge.
Course materials	Notes on described aspects and pictures

Title	HEALTHY RECIPE, HEALTHY FAMILY
Duration	2 hours
Target	Adults and kids
Type	Practical workshop
Learning outcomes	Learners will be able to : <ul style="list-style-type: none"> - recognize characteristics of healthy food - understand when a menu is balanced - know how to prepare 3 healthy recipes (a balanced menu)
Topics	<ul style="list-style-type: none"> - Nutritional main aspects - Balanced diets and menus - Healthy cooking techniques

Resources	A didactic kitchen with equipment for letting participants cooking is needed, as well as ingredients.
Method	The workshop should be conducted by a trainer experienced in working with people without specific knowledge and kids.
Course materials	Notes on described aspects, recipes

Title	FOOD PHOTOGRAPHY
Duration	3 hours
Target	Adults
Type	Practical workshop
Learning outcomes	Learners will be able to : <ul style="list-style-type: none"> - take food pictures of good technical quality even using common tools (f.i. mobiles) - express a concept through a picture/photography
Topics	<ul style="list-style-type: none"> - Eat with your eyes: food photography principles - Technical aspects: lights, composition and atmosphere - Use of pictures on social media
Resources	Compulsory: participants should come with their technical equipment (camera, tablet, smartpone). Some ready dishes to be shooted; lights; pc and projector.
Method	The workshop should be conducted by a trainer experienced in working with people without specific knowledge.
Course materials	Notes on described aspects

These are just some examples of thematic workshop, but the model can be applied to any topic, the main aspect to take into consideration is the application of the edutainment approach when the activity is targeted at tourists/citizens.

4 FOOD EDUTAINMENT FESTIVALS: STRUCTURE AND POSSIBLE ACTIVITIES TO INCLUDE

A festival is an organized **set of special events**, focused on a specific topic; it can last one or more days and usually includes different kind of activities with the aim of attracting and involving a large number of people; for this reason, included activities should be chosen and planned with the correct balance in order to address different targets.



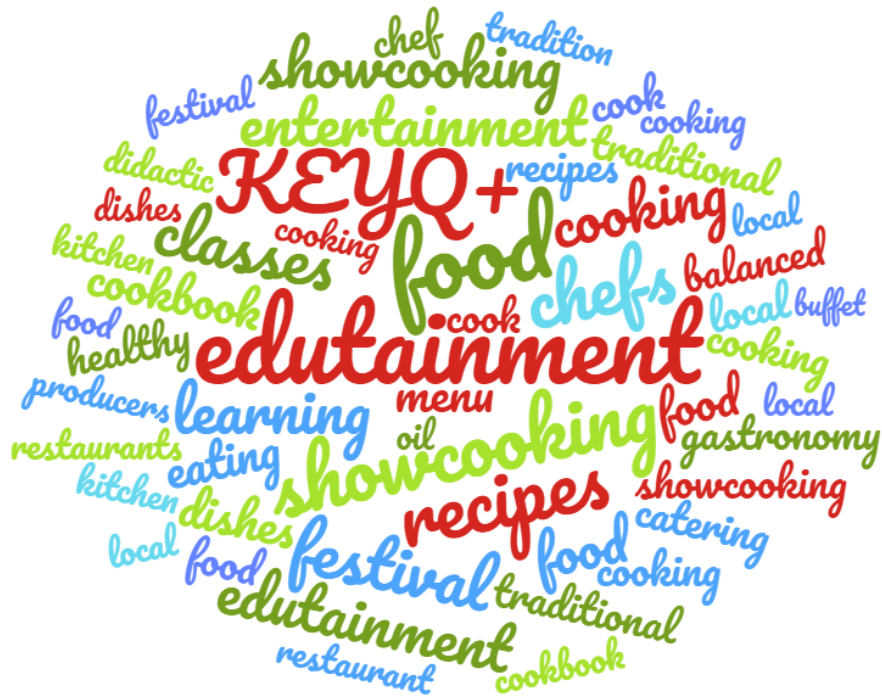
In the context of the KEYQ+ project the "*Festival*" is the final output that in some way sums up all the activities implemented and tested during the project lifetime. It was thought as a 2-days event including different kind of activities aimed at attracting citizens and tourist to the so-called "KEYQ+ point", a place where to find promotional materials and information about local products, traditional recipes, historical aspects, list of producers, restaurants and points of interest to visit following one or two or mixing the suggested paths.

In this section a list of possible activities, shortly described in their main aspects, are presented, along with examples of balanced combination of them that may be of inspiration for all those interested in implement this kind of activity.

Activity	PRACTICAL/DEMO WORKSHOP
Duration	3 hours
Target	All
Contents	A professional chef, supported by one or more assistants, demonstrating how to prepare one or two recipes and supporting participants in realizing them. Final tasting where all participants taste and comment what the other participants prepared, and the chef's final comment.
Resources	A didactic kitchen with equipped workstations for participants, ingredients, traditional and multimedia technologies, microphones and audio speakers

Activity	SHOWCOOKING
Duration	1 hour
Target	All
Contents	An experienced chef showing and explaining 2/3 recipes
Resources	Equipment for a showcooking, ingredients; wi-fi microphone and audio speaker for the chef; fixed camera filming what the chef is doing and projecting it in a big tv or a projection tarp

Activity	TASTING / BLIND TASTING
Duration	variable (depending on the number of products to taste)
Target	All
Contents	Different producers describing and offering a taste of their products
Resources	Booths/desks where producers may show their products; dishes/glasses for tasting; promotional leaflet/brochures describing the products



Activity	COOKING COMPETITION
Duration	1-3 hours
Target	All
Contents	Two or more chefs challenging with the public expressing their vote
Resources	Equipment for showcooking, ingredients; wi-fi microphone and audio speaker for the presenter and the chefs; fixed camera filming what each chef is doing and projecting it in a big tv or a projection tarp; tools for letting public voting



DETAILED CARD: AN EXAMPLE OF COOKING COMPETITION

COOKING COMPETITION "*FIRST, DON'T WASTE!*"



a_Topic: The basic ingredients supplied to the teams are poor ingredients:

- No meat. No fish.
- Proteins from legumes, dairy products and eggs.
- No pasta.
- Seasonal vegetables and fruit.
- Aromatic herbs to personalize and garnish dishes.
- Foods for "recycling" (such as breadcrumbs), yoghurts that are about to expire, "dented" cans ...

b_Duration: 3 manches / 30 minutes each (+ 15 minutes between one manche and the following one to clean the working space)

c_Setting: 2 kitchens: kitchen A (team A) and kitchen B (team B)

d_Teams: at least 2 people per team in order to respect the timing (better having 2+2); at least 2 teams (maximum 6)

e_Rules and evaluation: Evaluation is focused on the taste, but also on the environmental impact of what we eat (and possibly of what we would have wasted if we hadn't recovered them). Tasting and evaluations are done at the end of each manche. Team A and Team B receive a "package" of ingredients and the 3 recipes, and they have to organize themselves so that the "package" is sufficient for all 3 courses. This for consistency with the main topic.



During the challenge:

- discussion related to the choice of ingredients/food
- evaluation of the water and carbon footprint
- environmental impact assessment

f_Award: the final evaluation may award one team per manche or just an unique winner adding the evaluation received for each manche.

Activity	SEMINAR
Duration	2/3 hours
Target	Professionals: Chefs, Restaurants' owners, producers, agencies for the promotion of territories, tourism organizations, etc
Contents	Marketing strategies to promote food-related companies and touristic offers to attract more people (digital food marketing, touristic paths including food offers, etc)
Resources	A room with seats for the public, traditional and multimedia technologies, microphones and audio speakers

Activity	ROUND TABLE WITH PROFESSIONALS
Duration	1,5/3 hours
Target	All
Contents	Different professionals making a short speech about a specific topic, a presenter coordinating and stimulating them. The public may ask question in the reserved time.
Resources	A room with seats for the public, traditional and multimedia technologies, microphones and audio speakers

Activity	PRATICAL WORKSHOP OUTSIDE THE KITCHEN BUT RELATED TO FOOD
Duration	1,5/3 hours
Target	All
Contents	Food photography, experience of tasting with senses, neuromarketing, etc: topics related to food that may help to arise the interest in the festival.
Resources	Depending on the chosen topic

Festival including a mix of activities - example 1:

Festival on traditional food	
Day 1	Day 2
11.00 Open Ceremony	11.00 Workshop on the experience of tasting with senses
11.30 Showcooking (traditional recipes)	12.30 Showcooking (traditional recipes)
13.00 Showcooking (use of local products)	14.00 Seminar on food recycling
14.30 Workshop on Food Photography	16.00 Showcooking (traditional cakes)
all day long: tastings with local producers	all day long: tastings with local producers

Festival including a mix of activities - example 2:

Event on local products	
Day 1	Day 2
10.00 Guided tour among local producers (wine, oil)*	10.00 Guided tour among local producers (cheese, pasta)*
12.00 Tasting*	11.30 Practical workshop on home-made pasta with final tasting*
13.00 Showcooking (use of local products)	13.00 Showcooking (use of local products for a whole menu) with tasting
15.00 Food blogger competition	
* limited public - only registered people	



5 EXAMPLES OF GOOD PRACTICES AND RESOURCES

Food edutainment:

www.trip2taste.com/main

www.tastetravel.de/en

www.fifthquarterinternational.com/en

<https://arm23.com/it/2019/02/27/educazione-alimentare-ar-edutainment> (IT)

http://marketingandpublicpolicy.com/wp-content/uploads/2015/11/Charry_2014_IJA_published.pdf



Festival and workshops:

www.fuocofoodfestival.it

www.veneziateavola.it/we-food

www.tzdubrovnik.hr/lang/en/news/good_food_fest/index.html

www.festivalcucinaveneta.it

<https://ferment.co.nz>

www.refugeefoodfestival.com



OTHER RESOURCES FROM THE KEYQ+ PROJECT:

- Formative modules targeted at chefs, trainees, tourists/citizens
- Gastronomic Guide
- Video tutorials
- Online map with touristic paths related to culture and gastronomy

All these resources are available at the project website:

www.italy-croatia.eu/web/keyqplus



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