



TASTE

Transformative approaches for sustainable food in tourism

TASTE (*Transformative approaches for sustainable food in tourism*) is driven by a partnership from 6 EU countries, with a mission dedicated to revolutionizing and promoting a transformative change in the realm of sustainability and resilience at the crossroads of food and tourism.

The project focuses on empowering key stakeholders and tourism SMEs by positioning them as knowledge multipliers. To achieve this, TASTE will implement a structured capacity-building programme based on a train-the-trainer approach, study visits, and best practices. Additionally, tailored training, consulting, and advisory services will be offered to tourism SMEs to facilitate funding access and foster cross-border and cross-sector partnerships.

Furthermore, the Go Green, Get Digital, Be Resilient accelerator programme will support collaborative projects focused on sustainable food tourism and food management in tourism. Participants will engage in transnational innovation events and receive funding and expert guidance to develop risk management and resilience strategies, integrate sustainable food management solutions, and create new, sustainable, and accessible food tourism products. In total, more than 40 projects will be funded with €750,000, benefiting at least 80 tourism SMEs.

TASTE is funded by the European Commission under the Single Market Programme (SMP).

Specific objectives

- Uncover innovative solutions and strategies and best practices related to resilience, digital transformation, and sustainability relevant to food tourism and food management
- Equip and empower key tourism stakeholders as knowledge multipliers of sustainable food management in tourism, with targeted training on innovation and strategies for resilience, sustainability, and digital uptake
- Capacity building services for tourism SMEs: tailored training, consulting, and advisory services, to successfully uptake sustainability and resilient strategies, and digital technologies
- Offer acceleration support to enable the development and implementation of sustainable, innovative and transformative collaborative projects targeting sustainable food in tourism

Key outcomes

- Implemented diverse business models and different experiences to diversify the tourism offer and promote off-peak travel through special themed experiences
- Contributed to the preservation of cultural heritage and encouraged regenerative tourism experiences by prioritising experiences that honour the authenticity of local offerings
- Supported remote and rural regions by working with an increased variety of suppliers and contribute to increased authenticity of the experience while attracting new visitors to rural areas in the region



Countries involved

Spain
Belgium
Italy
Slovenia
Denmark
Germany

Barcelona Chamber role

Coordinator

Duration

From November 1st 2024
To April 30th 2027

Budget

Global: € 2,194,691
For Barcelona Chamber:
€ 448,770
Cascade funding for tourism
SMEs: € 150,000

Programme contribution

90%

Tags

Sustainable tourism
SMEs support
Resilient food
Green and digital
Capacity building
Funding

<https://taste-project.com/>

Funding Programme



Co-funded by
the European Union