



Collaboration agreement between the Chocolate Way Association and Historic Cafés Route

The International Cultural Organisation “Historic Cafés Route” and the “Chocolate Way Association” are both Cultural Routes, standing as candidates to obtain the status of Cultural Route of the Council of Europe, which aim at giving value to the cultural heritage linked to two products of great importance in the development of human society: coffee and chocolate.

The Chocolate Way and the Historic Cafés Route are both itineraries that pass through cities of art and European capitals of chocolate and coffee highlighting the fundamental values of the Council of Europe: human rights, cultural democracy, cultural diversity and European identity, dialogue, exchange and mutual enrichment beyond of borders and centuries.

Coffee and chocolate represent two themes deeply connected with the history of mankind for centuries, and of European and Mediterranean societies in particular. In the modern Age coffee and chocolate reached Europe, a profound link between coffee and chocolate was almost immediately witnessed by many connections between them and reflected in their culture. The Historic Cafés are the genuine example of this connection, chocolate and the products derived from cocoa were served in their refined rooms better known as the cradles of the cultural, political and civil society life of their towns. Chocolate and Coffee were considered both as valuable products that reflected richness and high culture.

Chocolate and its culture have been and spread throughout the centuries through the Historic Cafés. These places where chocolate was tasted accompanied by coffee can tell the story of man.

Anthropological research shows how the consumption of both coffee and chocolate is important in processes of social cohesion, civilization was built on chocolate and coffee. Chocolate and coffee have walked together for centuries and their strong link continues today, also thanks to the valorisation of their traditions and cultural identities, also thanks to the Cultural Routes of the Council of Europe. They can offer multiple hints for historical study, cultural enhancement, sustainable commercial and touristic development, with a view to growing local territories and communities, as the main actors of itineraries and stories.

Starting from these premises, this agreement aims at promoting opportunities for cross-exchange between two Cultural Routes that both tell unlimited stories, stimulating a new co-design and collaboration in terms of analysis, creation of combined tourism products between neighbouring territories while belonging to different cultural itineraries, local enhancement actions, promotion



of sustainable and experiencing tourism, on the one hand linked to local communities, on the other inserted in a network with a European and international dimension.

That being said,

In the presence of

On the one hand, Vasilis Stathakis, President of International Cultural Organisation “Historic Cafés Route” (shown below as Historic Cafés Route), with Permanent head office in Chania (Greece),

On the other hand, Nino Scivoltetto, President of the Chocolate Way Association – Cultural Route (shown below as Chocolate Way) with the Permanent Secretariat in Perugia (Italy).

CONSIDERING THAT

1. Historic Cafés Route aims to disseminating knowledge, protecting and promoting the European heritage both tangible and intangible associated to the Cafés and coffee, to promoting the history, culture, products and tourist interest, so as to create the desire to all friends of gastronomy and coffee around the world, to visit the city where each of its members is located;
2. Historic Cafés Route aims to become a bridge of cultural communication between Historic Cafés, ensuring the protection, the survival, the spread and the promotion of their rare tangible and intangible cultural heritage and history in national and international level.
3. Historic Cafés Route aims in “twinning” between the cities that are related with Historic Cafés and cities that are related with coffee in order to promote further the idea and importance of both coffee and chocolate by enhancing and reinforcing cultural tourism and cultural tourism entrepreneurship.
4. Chocolate Way aims to offer a new travel perspective, which renews and improves the gastronomic tourism offer by promoting the production of artisanal chocolate as a symbol of European identity, also through the dissemination of knowledge of the craft and traditional techniques
5. Chocolate Way promotes responsible tourism locally and training for those who live in the historic centres of cities by involving them in enhancing the tradition and culture of chocolate and making known the historic cafes, laboratories, ancient factories, museums and dedicated monuments, part of the landscape urban areas of the cities involved;
6. Historic Cafés Route and the Chocolate Way carry out the promotion and development of all kinds of study, researches and socio-cultural activities, in favour of a better reciprocal cultural exchange between the countries of the Mediterranean and Central European area;
7. Historic Cafés Route promotes the values of the cultural heritage linked to the cultural and anthropological aspect of cafés, its old tradition and the role they’ve been playing in history date as melting pot and of cultural fermentation;

8. Chocolate Way enhance and protect the European artistic, historical and cultural heritage linked to cocoa and chocolate, highlighting both the role that chocolate has played over the centuries and the current one, as material and immaterial heritage of the community, an essential component of the history of a territory, signs that can be read and experienced;
9. Historic Cafés Route aims to promote Cultural Tourism, gathering a number of Cafés in different localities; pursues the promotion and safeguards the cultural heritage, with respect to differentiations of each country's culture has been evolved, along with the revival and development of the Historic Café culture with the creation of an offer of sustainable and cultural tourism;
10. Chocolate Way constitutes an initiative which unites different destinations and that goes beyond geography and its animus is the will to unite in a "global route" the signs of this extraordinary heritage;
11. Chocolate Way and the Historic Cafés Route share cultural heritage, visions and methodological approaches to the territorial communities of different countries, intercultural dialogue and the promotion of the principles of peace and mutual respect;
12. Chocolate Way and the Historic Cafés Route crossing a large Euro-Mediterranean territory that includes many countries, want to develop international cooperation in the field of cultural, slow, responsible, integrated, sustainable, creative and community tourism, following the principles of local development and quality, promoting support for companies in tourism sector and integrated sectors, in particular small and medium-sized enterprises (SME), to develop new opportunities for cooperation between the countries of the area in the name of the shared past and a future of prosperity.

Both institutions express their interest in signing this agreement with the following

DISPOSITIONS

1. Chocolate Way and European Cafés Route are interested in collaborating to improve better knowledge of both tangible and intangible heritage of the Mediterranean area and European area and other themes of mutual interest.
2. Chocolate Way and European Cafés Route declare interest in the development of cultural heritage of Cultural Routes about several common aspects connecting coffee and chocolate in history.
3. Chocolate Way and European Cafés Route declare interest in the development of cultural, creative, responsible, sustainable tourism by projects, programs, initiatives and promotional campaigns at international level based on quality and cooperation.
4. The parties agree to jointly collaborate to the implementation of the following activities:



- Support of good development strategies for both the entities, marketing actions, study and analysis activities;
- Realization of events to present the respective activities and the common ones, starting from this agreement;
- Jointly organize events, exhibitions, seminars, training actions, meetings involving civil society;
- Realizing an exchange / twinning among young people of the respective countries, in the context of a scientific and pedagogical collaboration, school projects, etc;
- Collaborating on international projects;
- organize together communication actions, promotion campaigns, press tours and visibility actions;

In order to achieve the above, the Chocolate Way and the European Cafés Route will develop an action plan for the following three-year period agreed by their respective managers/Presidents) as representatives of their respective networks.

This agreement is valid for 3 year, renewable, by agreement between the parties.

Perugia - Chania, 20th May 2021

For the Chocolate Way
Nino Scivoletto
President

For the Historic Cafés Route
Vasilis Stathakis
President