



Greener future inspired by the G.A.I.A project

Prepared by: Manos, Styliani, Florina, Valerio, Viktória, Gloria



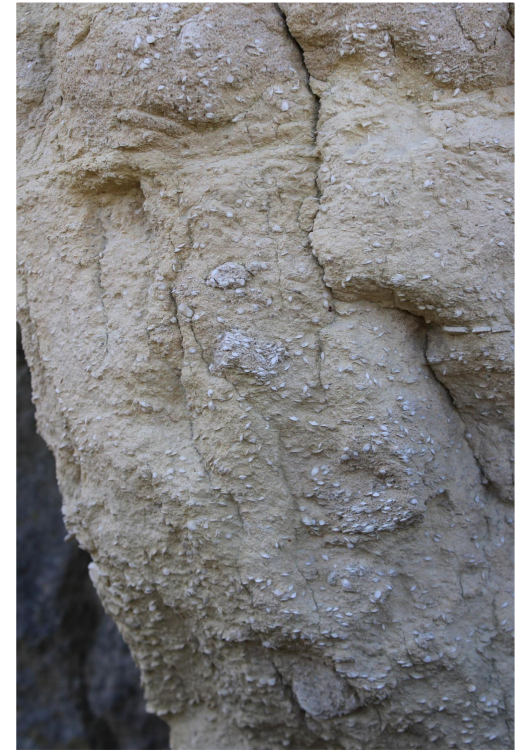
Bests of ROSIGNANO MONFERRATO





Rosignano Monferrato is a beautiful village located in the heart of Monferrato, a UNESCO World Heritage site famous for its vineyard landscapes. During our visit, we explored the historic center of Rosignano, walked through its panoramic points, and discovered the local coworking space that promotes community projects. We also visited the Museo Contadino Diffuso, a widespread museum that tells the story of local rural life and traditions. One of the highlights was learning about the hosting projects in Rosignano. Rosignano impressed us with its combination of history, art, and strong commitment to sustainability.

Bests of CELLA MONTE





Cella Monte is a charming village in the Monferrato area, known for its ancient wine culture and beautiful landscapes. During our visit, we explored the historic hamlet and walked along the “Geopercorso,” a unique route through geological and paleontological sites, where the famous Cantoni Stone was formed millions of years ago. We visited the Ecomuseum of the Cantoni Stone, learning about the UNESCO recognition of the local Infernot — the underground wine cellars carved by hand, named Infernot. Cella Monte showed us how history, nature, and sustainability can come together to protect the territory and promote eco-friendly tourism.

Food and drinks

Food and drinks

During our stay, we enjoyed tasting traditional drinks:

- We sampled local wines, known for their rich flavor and artisanal production methods.
 - We also had fresh, local fruit juices, refreshing and full of flavor.
- We visited a traditional deli and experienced a variety of cured meats and cheeses.
 - Among the highlights were prosciutto, salami, and a selection of artisanal cold cuts, all produced with authentic recipes.
- This gastronomic experience allowed us to better understand the local culture and traditions.

It was a wonderful opportunity to bond with each other over delicious food and drinks.



Sustainability

- **Problem:**

- Locals often travel to the city for groceries, increasing emissions and losing local economy potential.

- **Solution: Promote Local Farming and Markets**

- Weekly Farmers' Market: Organize a regular market day in the village square for local fruits, vegetables, and products.
- Direct Farm-to-Home Deliveries: Help farmers create simple subscription boxes delivered weekly to residents (seasonal produce baskets).
- Community Supported Agriculture (CSA): Residents pay farmers upfront for weekly produce — supporting farmers' stability and getting fresh food.
- Partnerships with Local Shops: Local grocers or cafes sell village-grown produce only (promoting zero-kilometer food).
- Awareness Campaign: Use posters, social media, and village events to promote the benefits of buying local (healthier food, supporting community, reducing carbon footprint).

- **Impact:**

- Fresher, healthier food for locals
- Strengthened local economy
- Reduced need for city trips, lowering emissions
- Stronger sense of community







THANK YOU FOR YOUR ATTENTION!



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