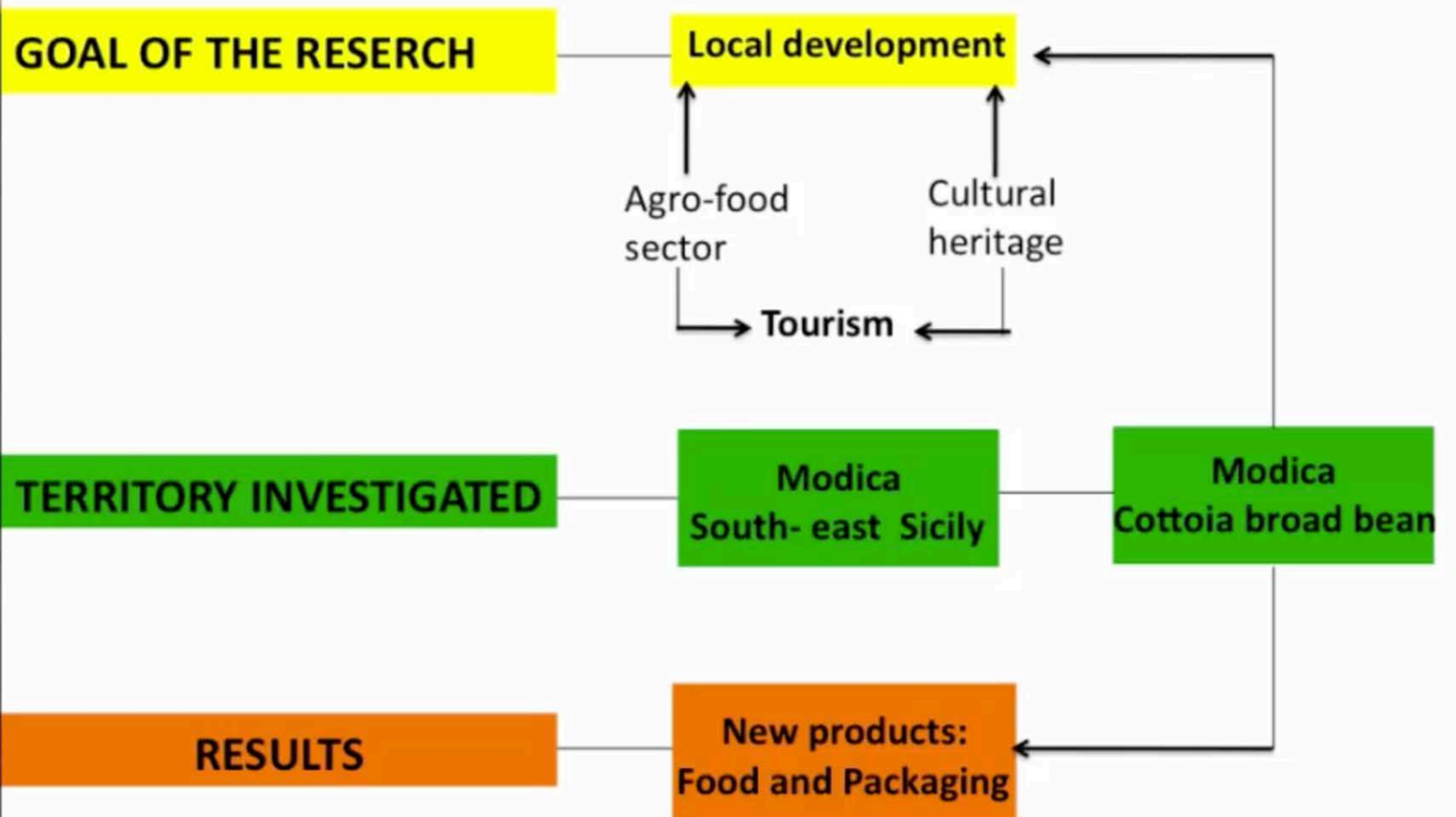


**Design, agro-food and cultural heritage for  
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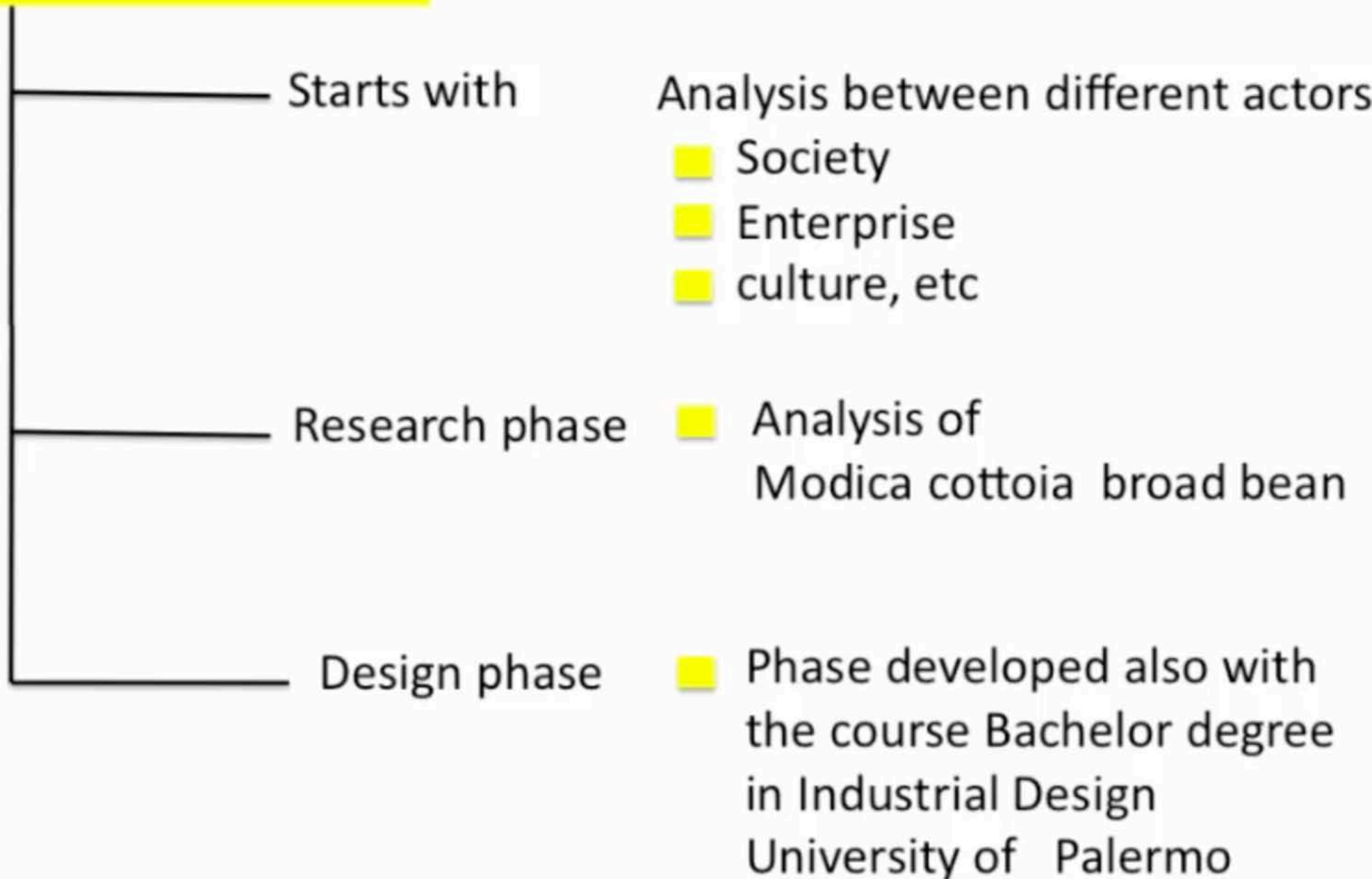


## RESEARCH

### ANALYSIS OF THE RESEARCH REGARDS:

- relationship between design and identity of a territory;
- food as identity and local development;
- design and the development of sustainable products as a chances of development for enterprises and Sicilian territory.
- synergy among the institutions, enterprises and University to promote local excellence.

## PROJECT OF RESEARCH



RESEARCH PHASE

SECTORS

Environment

Socioeconomic

Food

Natural  
heritage  
Infrastructure  
Rubbish  
system

History  
Economic  
identity  
Culture  
events

agro-food  
traditional



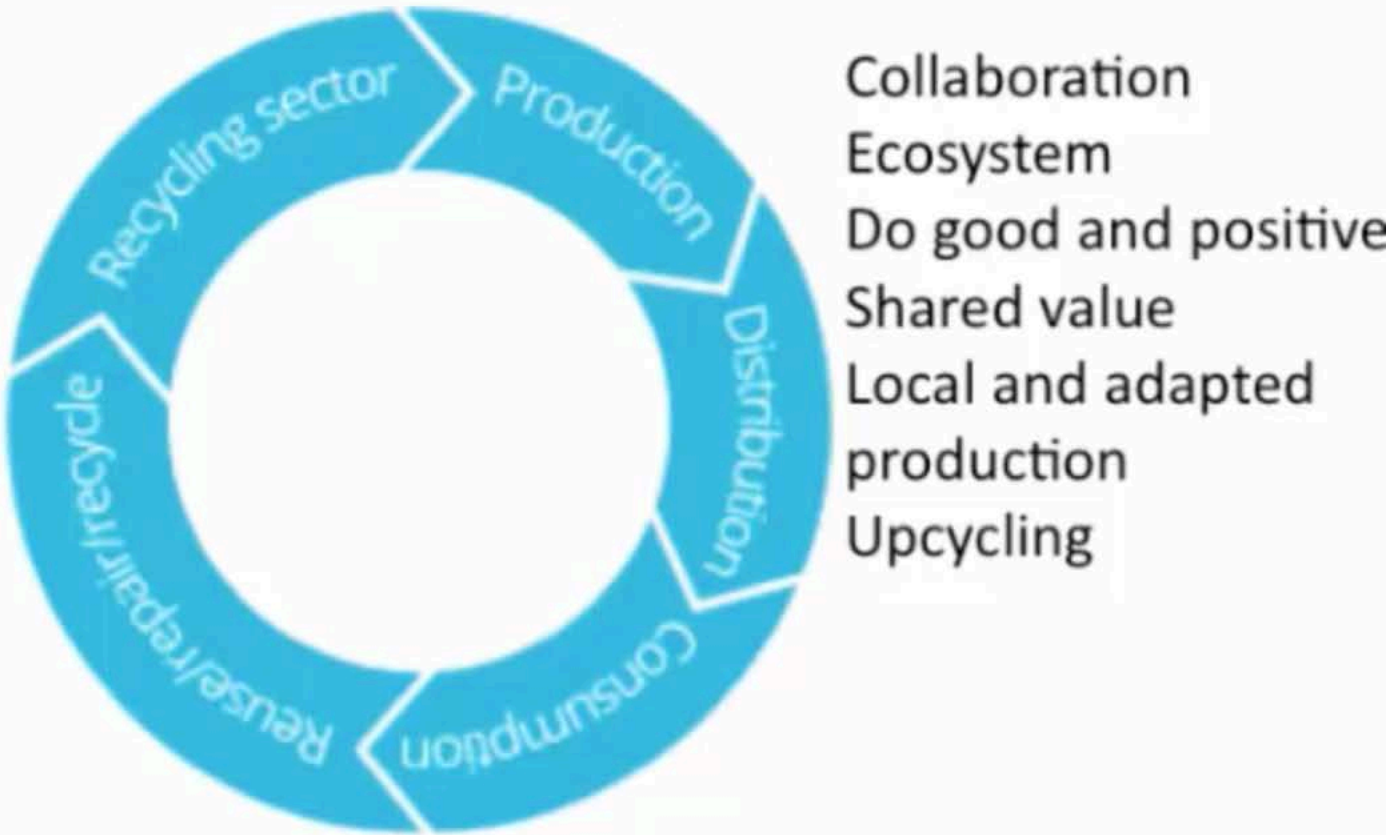
METODOLOGY

Circular economy to enhance and use derivatives and waste of the selection process from the supply chain of Modica cottoia broad bean

LINEAR ECONOMY



CIRCULAR ECONOMY



## TERRITORY INVESTIGATED

### MODICA

Modica has a mainly agricultural economy, with olive, carob, flour and all kinds of cereals and it is also famous for its Aztec chocolate, which has been made here since the 16th century and legume

### BROAD BEAN COTTOIA OF MODICA

It is a legume related to the culture and tradition of the County of Modica, its delimitation in restricted production areas, the microclimate and the chemical and physical characteristics not found in other areas, the short preparation for its excellent cooking feature that gives it its name.

### SLOW FOOD PRESIDIO

## TERRITORY INVESTIGATED

Now Confraternita della fava cottoia di Modica (Confraternity of the Modica cottoia broad bean) produces it according to tradition and following the specification of Slow Food

### PRODUCTION MODICA COTTOIA BROAD BEAN

After harvest, begins in the last ten days of May, can be eaten fresh immediately and throughout the year if dried.

After drying and subsequent selection phase, removing all impurities, and the seeds small, defective and wrinkled is packaged



## DESIGN PHASE

The design phase it has also considered the role of tourism to enhance Modica cottoia broad bean. This approach has led to identify and integrate the agri-food excellence with the monumental heritage of the town of Modica who got recognition UNESCO in 2002

The stakeholders involved in the project are:

**Confraternita della Fava Cottoia di Modica** (Confraternity of the Modica cottoia broad bean),



SLOW FOOD



SCIA PACKAGING



SALERNO PACKAGING



JOEPLAST

## RESULTS

### POD'S CODES

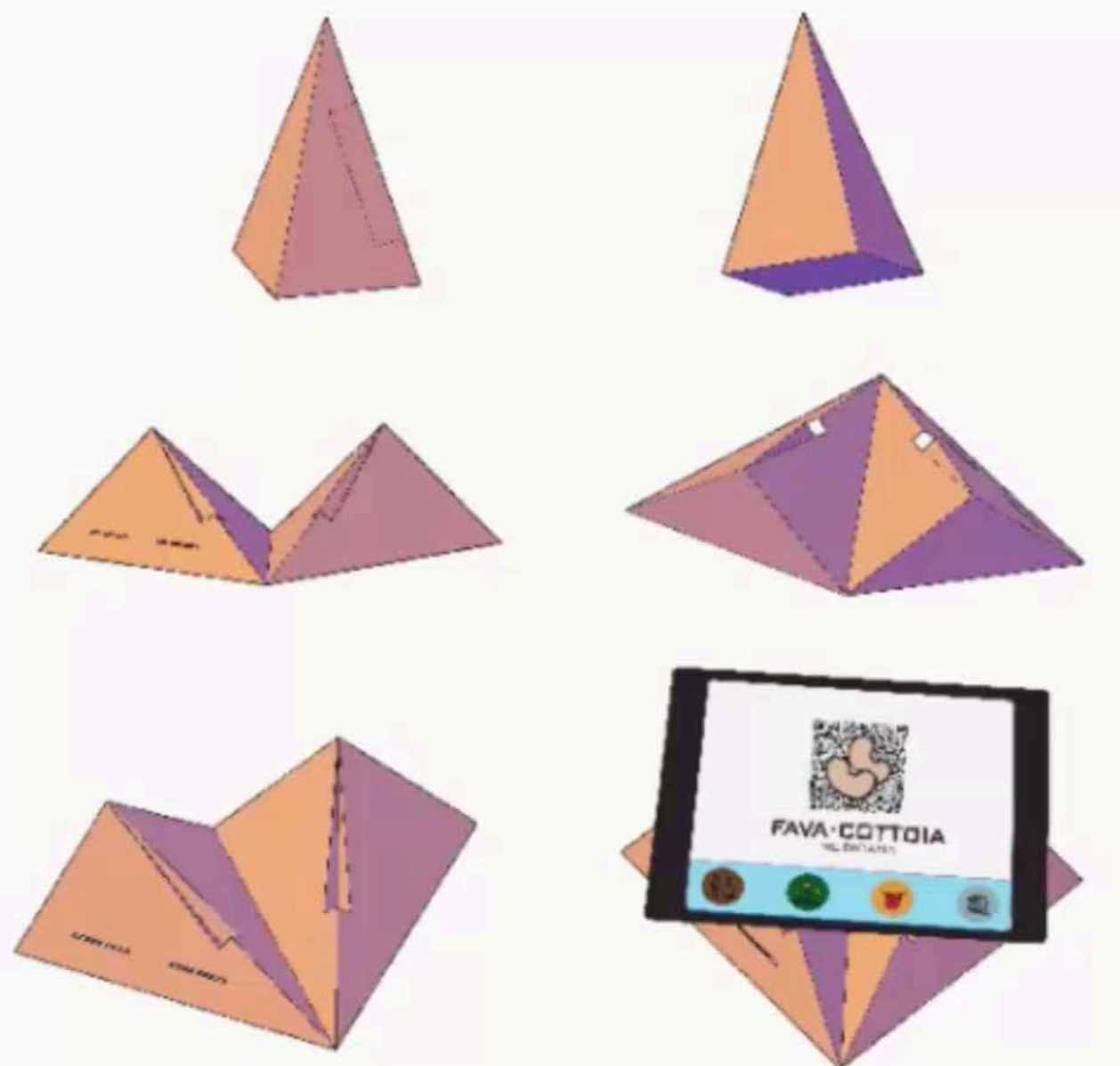
the pack, is equipped with a bracelet, with a sequence of QR code printed, that with the aid of a mobile device (smartphone or tablet) will indicate a route to follow to savour and discover the flavours and architectural and environmental treasures of Modica



## RESULTS

### REUSE OF POD'S CODES

Once open the packaging just fold it up and fit the special fins to get support for tablet or smart phone.





## SUSTAINABLE LOCAL MODEL HYPOTESIS

It is pointed out one major criticalities in the management of the cultivation of the Modica cottoia broad bean are the broad bean pods.

The products that result from this new production scenario are:

- ash of plant origin, can be used in turn in the production of green clay or biodegradable mulching films;
- biodigesto, applicable in agriculture as a fertilizer instead of synthetic fertilizers;
- phytotherapeutic raw material (powder or granules), further processable in order to obtain food supplements;
- phytotherapeutic finished products, in the form of teas and infusions



## CONCLUSIONS



It is evident that re-evaluate a typical and anonymous product geographically leads to recover and promote the territory, becoming the witness of a reacquired gastronomic identity and its spread is the vehicle of a positive message to the tourism image of a territory.

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