

EVENT DESCRIPTION SHEET

PROJECT	
Participant:	Comune di Fermo
PIC number:	950541995
Project name and acronym:	CULTURE — CULTUral and socio-economic twinning Relations Enhancement

EVENT DESCRIPTION			
Event number:	2		
Event name:	Fermo e Ansbach per un'Europa più vicina (Fermo and Ansbach for a closer Europe)		
Type:	Cultural festival, workshop, round table and training activity		
In situ/online:	in-situ		
Location:	Italy, Fermo		
Date(s):	9th – 11th April 2026		
Website(s) (if any):			
Participants			
Female:	43		
Male:	47		
Non-binary:	8		
From country 1 [Italy]:	23		
From country 2 [Germany]:	75		
Total number of participants:	98	From total number of countries:	2
Description			
<i>Provide a short description of the event and its activities.</i>			

“Fermo and Ansbach for a Closer Europe” was the second initiative organised within the framework of the CULTURE project, an ambitious programme designed to further strengthen the long-standing twinning relationship between the cities of Fermo and Ansbach through the enhancement of cultural heritage, local traditions, and socio-economic value chains connected to the agri-food sector. At its core, the project seeks to promote intercultural dialogue, reinforce a shared European identity, and encourage cooperation among citizens, institutions, businesses, cultural associations, and schools, creating new opportunities for exchange and sustainable development across European territories.

The event took place on April 10 and brought together around 100 participants, including citizens from Fermo and a delegation from Ansbach, who travelled specifically to take part in this important occasion of dialogue, discovery, and mutual understanding. The gathering represented not only a meeting between two communities, but also a tangible expression of the values that underpin the European project: cooperation, solidarity, cultural diversity.

The morning programme was dedicated to the discovery of the local agri-food heritage through a visit to a renowned winery in the Fermo area. Participants were guided through the entire winemaking process, from grape cultivation and harvesting to production and bottling, gaining first-hand knowledge of traditions that have shaped the local identity for generations. The visit concluded with a tasting of regional wines and traditional products, offering an authentic experience of the territory and highlighting the importance of preserving and promoting local food cultures as part of Europe’s shared cultural heritage.

In the afternoon and evening, the delegation was welcomed to the Mayor’s Cabinet in Palazzo dei Priori for an institutional round table that represented the central moment of the initiative. The discussion focused on traditions linked to pork production and consumption in both Italian and German culture, a topic chosen as a concrete example of how local customs can differ while still reflecting common values rooted in rural life, craftsmanship, and community identity.

Two companies operating in the sector—one Italian and one German—participated in the discussion, sharing their experiences, production methods, and perspectives on the future of the industry. The exchange covered a wide range of topics, including the different uses of meat products, the evolution of regulations concerning pig slaughtering and processing, and the gradual harmonisation of standards within the European framework. Particular attention was also given to packaging systems, product marketing strategies, and the challenges faced by businesses in increasingly competitive and sustainability-oriented markets.

Beyond the technical aspects, the round table offered a valuable opportunity to reflect on the importance of preserving traditional knowledge while embracing innovation, sustainability, and continuous improvement. The dialogue highlighted how the exchange of best practices can contribute not only to economic growth but also to greater mutual understanding between communities, strengthening the sense of belonging to a broader European family.

The initiative successfully demonstrated how local traditions can become a bridge between cultures, fostering cooperation and creating new opportunities for collaboration between institutions, enterprises, and citizens. Through moments of discussion, learning, and cultural exchange, the event contributed to reinforcing the bond between Fermo and Ansbach, laying the foundations for future joint actions and further advancing the objectives of the CULTURE project: promoting cultural heritage, supporting sustainable development, encouraging active citizenship, and building a more connected, inclusive, and united Europe.

The Event Description Sheet (EDS) is available on the official websites of the two partner municipalities at the following links:

Municipality of Fermo : <https://www.comune.fermo.it/Amministrazione/Documenti-e-dati/Documenti-di-programmazione-e-rendicontazione/Giornate-di-confronto-di-tradizioni-II-gemellaggio-tra-Fermo-e-Ansbach-celebra-l-amicizia-e-le-eccellenze-enogastronomiche>

Municipality of Ansbach : <https://www.ansbach.de/index.php?ModID=255&FID=2595.19942.1&object=tx%7C2595.6.1>