



IGCAT Voice

Regional support systems for arts entrepreneurship



Entrepreneurship in the arts and in local creative and food industries contribute to both economic growth and social life in a local territory. It is therefore important to set up a local support system in the short and in the long-term to help arts entrepreneurs to make their innovative ideas become a reality.

Short-term support mechanisms range from assisting start-up companies, to developing specialised organisations and networks, to fostering communication between entrepreneurs and potential external investors. Among them, commonly adopted methods are incubators and

accelerators for arts entrepreneurs, specialised start-up networks, or artistic collectives that provide common spaces for creative work such as studios or exhibition spaces. Another option is service-learning, a module that IGCAT is currently developing with its global network of experts from different sectors. The aim is to develop bespoke learning packages that train local trainers and administrators to go on to support local creativity and project developments.

Long-term investment in many cities can be seen to link the cultural sector to urban planning for example in the development of **cultural districts and innovation districts**, encouraging employment and entrepreneurship in arts and culture, recreation, and tourism. Based on participation of local communities, cultural districts revitalise empty industrial quarters to become attractive places for visitors and residents. Canadian examples include: [Quartier des Spectacles in Montreal](#), [Cultural District in Calgary](#) and [Distillery Historic District](#) in Toronto. Innovation districts are identified as “*geographic areas where leading-edge anchor institutions*

and companies cluster and connect with start-ups, business incubators and accelerators^[i]". They help entrepreneurs, companies, universities, researchers, and investors across all sectors and disciplines to invent and produce in a collaborative environment. Examples are: [Quartier de l'Innovation](#) in Montreal and [Research Triangle Park](#) in North Carolina.

IGCAT advocates the development of an extended version of these, the **creative clusters** model whereby organisations, associations, training and academic institutions, companies and individuals involved in different phases of the creative industries' value chain, pool resources to optimise the overall production and dissemination of creative products. Creative clusters help bridge culture and arts with other areas such as food production and gastronomy, marketing, branding, research, science, technology, environment and others.

The book *International Entrepreneurship in the Arts*, released by Routledge, provides plenty of other strategies, methods and tools for city and local support of arts entrepreneurship, including also for expansion and growth of creative ventures abroad. Also, together with other IGCAT experts, we will be holding an introductory course in the summer of 2017 specifically designed for local policy-makers to discover their role as linchpins for local and regional development.

For more viewpoints from IGCAT experts visit igcat.org

Biography:

*Dr. Lidia Varbanova has professional experience as consultant, educator, researcher and manager in over 55 countries. Her portfolio focuses on strategy, policy development, entrepreneurship and innovations, organisational development and online technologies, with a special emphasis on arts, culture and creative industries. Lidia has been permanent and visiting professor in prominent universities and training centres in Europe and Canada and has received a number of distinguished awards, among them: [Dragan Klaić European Award](#) for excellence in teaching, [FULBRIGHT Program](#), [Japan Foundation](#) fellowship, and many others. Her latest books are: *Strategic Management in the Arts* (2012) and *International Entrepreneurship in the Arts* (2016), published by Routledge.*

[i] Source: <http://www.brookings.edu/about/programs/metro/innovation-districts>

IGCAT News

European Young Chef 2016 Announced

November 14, 2016 - Joan Roca together with an international jury panel selected the European Young Chef for 2016. The winner, Stamatios



Misomikes from South Aegean region, Greece won the competition with his dish: Salas, the joyfulness of a birth. His aim was to create an explosion of flavours mixing ingredients coming from all over his region to deliver local culinary traditions. He explained to the jury that his creation is based on 19 ingredients coming from three different South Aegean islands. He

presented it with an infusion blending 19 different...

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Four provinces collaborate to attain sustainable food supply chains and integrated authentic and quality culinary offers

November 24, 2016 - Four provinces under the umbrella organisation of East Lombardy, European Region of Gastronomy 2017 participated in *Il Bontà*, Cremona's fair for Italian gastronomic excellence. This was the 14th edition of *Il Bontà* that strives to support gastronomic excellence on crafted



and home-made food produce. The four provinces strengthened their ongoing collaboration with a shared stand and a dedicated round table entitled *From production to the market*, endorsed...

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The need to safeguard and enhance quality local food and wine products



November 23, 2016 - Roberta Garibaldi, scientific director of East Lombardy – European Region of Gastronomy 2017, made a compelling plea to safeguard and enhance quality local food and wine products such as Slow Food Presidia as well as culinary

traditions, to support a sustainable food supply chain and an integrated and authentic tourist offer. Her intervention took place at the 27th edition of the Slow Food Guide, *Osterie D'Italia* 29 October 2016 and presented at ...

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Gastronomy and culture as niche products for youth-friendly tourism

November 23, 2016 - Students take part in pilot #IGCAT project set to monitor new models for an educational approach to local cultures and gastronomy. Hospitality students from Latvia have just received first-hand experience of sustainable European tourism offers connected to gastronomy and culture in Catalonia that is currently celebrating the



title **European Region of Gastronomy 2016**. IGCAT organised and hosted the tour that began in **Tossa de Mar** on 19 November with a focus on SME food souvenir development. The tour...

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Young chefs put the spotlight on the importance of local products



November 17, 2016 - The 2016 edition of the European Young Chef Award has received extensive press coverage, both inside and outside Spain and highlighted how young chefs are at the forefront of campaigns to support local food products and varieties from extinction. Dr Diane Dodd highlighted that "*during the last century 75*

percent of plant genetic diversity has been lost as farmers worldwide have moved to mono-culture high-yielding, pesticide-friendly crops." The European Region of Gastronomy Award...

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Mentoring European Young Chefs – Round Table with celebrity chefs Joan Roca and Carme Ruscalleda

November 15, 2016 - A Round Table event was held on 14 November 2016 with celebrity chefs Joan Roca and Carme Ruscalleda in the Escola Universitària d'Hoteleria i Turisme de Sant Pol de Mar (EUHTStPOL), following the 2016 European Young Chef Award edition. Together with ten finalists from the European Young Chef Award, Joan Roca and Carme Ruscalleda talked about their role in mentoring young chefs. IGCAT's President, Dr. Diane Dodd reminded everyone that the European Young Chef Award is aimed to champion new local food ...



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Events in Riga-Gauja region to be devoted to gastronomy next year



November 2, 2016 - On October 20, the program of *the European Region of Gastronomy 2017* title of the Riga-Gauja region (R-RG) was presented at the Eighth Partners Forum of the Riga Tourism Development Bureau (RTDB). It has been based on the *Wild at Plate* concept and includes several dozen new events

scheduled throughout the year in Riga, Sigulda, Cēsis and Valmiera. The biggest events on the schedule include the opening of the European Region of Gastronomy 2017 on January 14 in...

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Debating the future of the Catalan Gastronomy

November 2, 2016 - Catalonia, European Region of Gastronomy 2016 has been celebrated during the last 10 months with an excellent programme of new initiatives, key actions and activities, helping not only to engage visitors through the region's landscape and food diversity but also



encouraging a closer cooperation between different sectors like agriculture and tourism in order to develop, improve and innovate gastronomy experiences in a more sustainable way...

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MINHO 2016 brings competing municipalities together under a shared growth strategy



October 10, 2016 - Minho, European Region of Gastronomy 2016 came under the spotlight during Brussels Open Days. A special reception was held to celebrate the award, hosted by the Confraria Gastronómica do Sarrabulho and presided by Francisco de Calheiros, Ambassador for Minho 216 and coordinator of Consórcio MINHO IN. Anja van Hout from IGCAT (International Institute

of Gastronomy, Culture, Arts and Tourism) spoke on behalf of the Platform proud that Minho 2016 year has brought 24 municipalities much closer together...

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Rich in traditions – the Simjūds Fair – will take place in Valmiera

October 8, 2016 - The city of Valmiera (Latvia) hosted the famous Simjūds Fair, showcasing Latvia's cultural traditions. Food, craftsmanship, typical music and dances will accompany visitors all day long, tickling all their senses. Valmiera is part of the Rīga-Gauja Region, selected as European Region of Gastronomy, 2017. Therefore, with its rich supply of goods for gourmands of



autumn harvest, the fair should be marked as one of the introductory events to the year of the European Region of Gastronomy. Tables will be full of various goods: home-baked bread...

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Applications open for Creative Climate Leadership Training Course



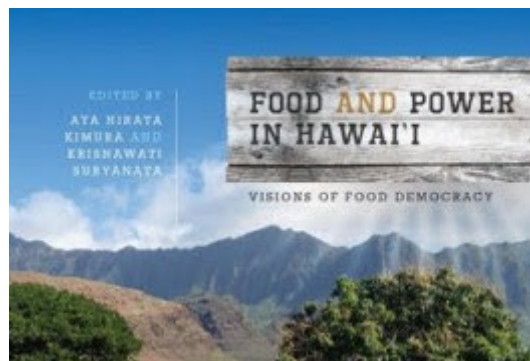
November 25, 2016 - In the framework of Creative Climate Leadership programme promoted by London-based charity [Julie's Bicycle](#) and Slovenian NGO PiNA, artists and cultural professionals are invited to explore the cultural dimensions of climate change during an international five-day

intensive Training Course on Creative Climate Leadership. Bringing together several expert guest speakers, the course aims to help artists and cultural leaders coming from all creative...

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New book describes diverse food challenges faced by Hawai'i

November 10, 2016 - A new book, [Food and Power in Hawai'i: Visions of Food Democracy](#), explores the diversity of food challenges faced by the state. Edited by Aya H. Kimura and Krisna Suryanata of the University of Hawai'i at Mānoa's College of Social Sciences, this rich compilation of case studies by island scholars and writers



includes discussions on over land use policies, a gendered and racialized farming population, benefits and costs of biotechnology stratified access to nutritious foods, as well as ensuring...

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Trading culture in South America



October 21, 2016 - Editors, dancers, actors, musicians, designers and cultural producers from ten South American countries spent three days exchanging information and closing deals in Bogota, Colombia, during the second edition of the Cultural Industry Market of the South (MICSUR). Many of

them have discussed future partnerships, like Chilean audiovisual producer Catalina Donoso, who brought a cycle of three documentaries entitled *Paisajes de Norte a Sur* [North to South Landscapes]. MICSUR is considered the...

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Reaffirm effort to achieve zero hunger

October 16, 2016 - This day is set to be observed as World Food Day, commemorating the founding day of Food and Agriculture Organization of the United Nation in 1945. World Food Day is observed to reaffirm efforts towards 'zero hunger' as a global goal. A press note from the Director of Agriculture, Nagaland informed that the day



is celebrated by many organizations concerned with food security including World Food Programme and the International Fund for Agriculture Development. Since 1981 World...

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Bartlett plans to use gastronomy tourism in Jamaica to transform cities



October 15, 2016 - Two of the busiest streets in two of the island's key cities could become major tourism hubs, based on the vision outlined by Minister of Tourism Edmund Bartlett. The two streets - Montego Bay's St James Street and Kingston's Knutsford Boulevard - have already taken on certain characteristics of their own, but

Bartlett believes so much more can be done to make them appeal to the growing gastronomy or food-based tourism market. The minister explained his vision while addressing journalists at the...

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Novi Sad declared the European Capital of Culture 2021

October 14, 2016 - Novi Sad has been named one of the three European Capitals of Culture for 2021. Novi Sad and Timisoara, Romania, will in November be joined by a city in Greece – Eleusis, Kalamata or Rhodes. After the final presentation of the project *Novi Sad 2021*, which on Thursday held in Brussels delegation from Novi Sad, a



panel of independent experts made a historic decision that the first city outside the EU to take the prestigious title is Novi Sad. “A lot of effort, ideas, creations, personal impressions...

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This is in your food!



October 11, 2016 - The global movement of consumers, investor and workers around the world, SumOfUs, has launched a new sign petition campaign that has the main objective to ask the EU to protect the food safety of the continent. According to SumOfUS, leaked EU documents show that big corporations have seized control of our

food safety regulations. Under corporate pressure, the EU is set to adopt meaningless *guidelines* that will mean dangerously high levels of a substance called acrylamide in our food...

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Better care for worker, environment essential for sustainable agriculture

October 8, 2016 - Treating farm workers better and protecting the environment efficiently are the bases for providing the world with sustainable agriculture in the future, and a new set of standards with international certification has been designed to make sure that happens. The executive director of the Sustainable



Agriculture Network, or SAN, the Brazilian Andre de Freitas, told EFE that the new standards created by this NGO are *very ambitious*, but he has no doubt that this the path that must...

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UNESCO's Culture Conventions more important than ever



September 28, 2016 - Destruction of cultural heritage has reached unprecedented levels. In light of this, and culture's unique contribution to peace and sustainable development, the ratification, implementation and visibility of **UNESCO's six Culture** are

more important than ever. This was the focus of the Second Meeting of the Chairpersons of the Committees of UNESCO Culture Conventions at UNESCO Headquarters on 26 September...

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IGCAT carries out research, collects knowledge and develops projects to support creative solutions in regional and local development.

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