

AGENDA

For the 8th Platform Meeting

European Region of Gastronomy

Organised by IGCAT and hosted by

Tuesday 21 June - The FOOD Office (Studsgade 10a, 8000 Aarhus)

Wednesday 22 June 2016 - City Hall (Sønder Allé 2, 8000 Aarhus)

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1.0 WELCOME AND APOLOGIES

Barcelona, Catalonia, Spain (2016)

- Blanca Cros Moll, European Projects and International Relations, Catalan Tourist Board (Agència Catalana de Turisme)

Aarhus - Central Denmark Region, Denmark (2017)

- Peter Astrup, Development Consultant, Central Denmark Region
- Pelle Oby Andersen, Food Organisation of Denmark
- Zenia Strunck Mikkelsen, Project leader, Food Organisation of Denmark (FOOD)
- Jesper H. B. Christensen, Consultant, City of Aarhus

East Lombardy, Italy (2017)

- Roberta Garibaldi, Professor in the Department of Management, Economics and Quantitative, University of Bergamo

Riga – Gauja Region, Latvia (2017)

- Anna Blaua, Head of 'Delightfully Delicious Destination' project at Riga Tourism Development Bureau
- Ieva Lasmane, Riga Tourism Development Bureau
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North Brabant, the Netherlands (2018)

- Anja van Hout, Strategic Advisor Public Affairs at Gemeente 's-Hertogenbosch
- Alfred van Mameren, Province of Noord-Brabant
- Pieter de Boer, Province of Noord-Brabant

Galway - West of Ireland (2018)

- Alan Farrell, CEED, Galway County Council
- Jacinta Dalton, Galway-Mayo Institute of Technology/Fáilte Ireland Food Ambassador
- Cathal O'Donoghue, Teagasc, Galway County Council

Sibiu, Romania (candidate 2019)

- Cristian Cismaru, Asociația My Transylvania, Reky Travel Club
- Simina Manea, Executive Director, Sibiu County Tourism Board

South Aegean, Greece (candidate 2019)

- Giorgos Hatzimarkos, Governor, Region of the South Aegean
- Filimon Zannetidis, Vice Governor of Primary Sector and Regional Policy
- Heidi Lazani, Director of the Governors' Office, Region of the South Aegean
- Loizos Soroniatis, Managing Director of the Development Agency of the South Aegean Region – READ S.A.
- Souzanna Triantafyllou, Culture Department of the South Aegean

Kuopio Region, Finland (candidate 2020)

- Ilona Sares, Pro-Agria North Savo
- Jarkko Kääriäinen, Pro-Agria North Savo
- Helena Lehtoaro, Pro-Agria North Savo

IGCAT

- Diane Dodd, Executive Director
- Davinia Galea, Deputy Director
- Jordi Vegas, Projects Manager (European Young Chef Award)
- Alessio Cavicchi, IGCAT Expert

APOLOGIES**Minho Region, Portugal (2016)**

- Francisco de Calheiros, Executive Coordinator at Consórcio Minho IN

2.0 ARRANGEMENT OF THE AGENDA**3.0 AGREEMENT ON MINUTES OF PREVIOUS MEETING**

It is recommended that the Partners read the Minutes prior to the meeting and send amendments so that a final copy can be agreed and signed.

See: **03_2016 Mtg Minutes North Brabant-draft.doc**

4.0 REPORTS**4.1 Report from the members**

The ERG partners are requested to make a brief verbal report on activities that have happened since the last meeting (a written report/press release should be sent to IGCAT or added to the dropbox).

11.30 Coffee

4.2 Jury visit to Galway

Ilona Saras, Diane Dodd and Davinia Galea visited Galway, West of Ireland between the 24 and 26 May 2016, to monitor the initial take-off and progress of the programme since its successful bid to host the European Region of Gastronomy in Galway, West of Ireland in 2018. Meetings were held with the Steering Committee, the wider stakeholder group, Galway-Mayo Institute of Technology (GMIT), food producers, and the Galway 2020 team, bidding to become the European Capital of Culture. The Jury was impressed with all the projects that they witnessed and discussed on the visit particularly with the level of food production, the strong relationships between the institutions and the producers, as well as between the producers themselves, and the entrepreneurship of many within Galway to innovate and develop new food products using local produce.

4.3 Auditing the European Regions of Gastronomy

Following the jury visit in Ireland, it is a recommendation that each year member visit at least one other Platform member region and are hosted for 2-3 days, taken on visits and given the opportunity to learn from one another. This could be in the form of a pseudo 'auditing' visit. The jury visit to Ireland was insightful and the report to Galway will give feedback on governance, stakeholder involvement, support for local food producers, creative tourism experiences/routes etc..

In terms of evaluating some indicators have been identified (see *Evaluation Indicators.doc*) and it is recommended that each region allocate a person to join a working group to develop these, as well as, provide yearly results from their respective regions.

4.4 Report from IGCAT's General Assembly

IGCAT – ERG secretariat

The IGCAT General Assembly took place on Tuesday 31 May in Sant Pol de Mar and members approved the 2015 annual report and finances as well as approved membership to the board. The GA approved the recommended from the ERG Platform that four representatives sit on the board and rotate allowing for future ERG regions to be represented. The GA therefore approved nominations for ERG to be represented by Roberta Garibaldi (2017 renewed), Anja van Hout (2018 renewed), Jacinta Dalton (2018) and Ilona Saras (2019). Carlos Fernanders will continue his role on the board until the end of 2016.

Staff available for the ERG project at IGCAT include Diane Dodd, Executive Director (main contact), Davinia Galea, Deputy Director (Eurega and Ambassadors contact) and Jordi Vegas Macias, Projects Manager (European Young Chef Award). In addition, IGCAT currently has two interns, Estefania Coral from Colombia (studying at the International University of Catalonia) and Pamela Ferrando from Italy (studying at the University of Bergamo).

IGCAT is collecting press releases and publicity materials including leaflets/posters. Partners are reminded to send copies of all materials to IGCAT for the archive.

The budget for this year will be stable if all remaining members pay the membership fee and the Region of the South Aegean pays the joining fee, membership fee and bidding fee. However, the long-term projection for the network will require at least 2 more regions to join.

A jury visit to the South Aegean will be needed in September and partners wishing to be considered as jury members for this visit are requested to submit their interest to Diane.

4.5 ERG Ambassadors

Reports from the members (see *ERG list of patrons and ambassadors.docx*)

5.0 MATTERS FOR DECISION

5.1 European Week of Regions and Cities, 10-13 October

Formerly referred to as the Open Days, two partners are proposing to host events related to our fields of interest:

Noord Brabant – *Smart Specialisation Platform Agrifood*, 10 October 2016 (see *S3 Agrifood Platform introduction.doc*)

Minho – *Smart Specialisation Cultural Heritage*, 12 October, 14h-18h
Minho also proposes to host the 2019 Award Ceremony in Brussels in the Portuguese Embassy (this would need to be confirmed).

The proposal was to use this event as the backdrop for all award ceremonies and therefore volunteers to host the event in 2017 for the 2020 Award ceremony would be appreciated.

5.2 European Young Chef Award

The first edition of the European Young Chef Award will take place in Sant Pol de Mar on 14 November 2016. It has the support of celebrity chefs, Joan Roca and Carme Ruscalleda. Platform members are reminded that the deadline is 30 September 2016 to register a semi-finalist and accompanying person.

See

Hosts for the 2017 are being sought (in principle 2017 award holders will be given priority) however all regions are welcome to apply. Please see the paper

Conditions_for_hosting_the_EYCA.pdf

A decision on the hosting region/institution should be made by 30 September 2016 and announced at the close of the 2016 edition. It is proposed that the decision on hosting be made by the ERG partners in the Sibiu meeting in September.

5.3 World Summit

This year we have been invited to participate in Fòrum Gastronòmic (23-26 October) that will be celebrated in Barcelona – (see ***Forum Gastronomic.pdf***)

Roberta Garibaldi is currently looking into the possibility of hosting an international meeting in East Lombardy during 2017.

Both these events are alternative opportunities for the forthcoming Award Ceremonies. To be discussed.

5.4 Sustainable Food Products Award (proposal)

To promote a local and more sustainable food chain system and consumption by identifying the best and most innovative food product conceived and produced at a regional level and that protect cultural and food diversity.

Target of the Awards

The competition will be addressed to new or existing SMEs of different nature, including restaurateurs, food manufacturers and agritourism, local entrepreneurs and independent producers that can be categorized as creating hand-made or artisanal products. By hand-made or artisanal products we mean uniquely differentiated food products having authentic, natural qualities that mix fine ingredients with the skills, passion and care on the part of their manufacturer/s; they are products that are not industrially or mass-produced but developed and delivered on a small scale, involving the lowest carbon impact as possible and a responsible use of energy and natural resources.

Four categories:

- **Nutrition Award:** Rewarding a product that is economically accessible for all, being healthy and nutritional at the same time.
Concept: healthy nutrition should not be a privilege but a right for everyone, independently from their income or purchasing power;
Specific judging criteria: healthiness and nutritional value of the product; exiguous cost or possibility for disadvantaged people to get it for free.

- **Souvenir Innovation Award:** Rewarding a product that aims at representing its region while also trying to be conserved, packed and distributed it in the most sustainable way.
Concept: local food and typical products should be transportable without the risk of perishing, losing their nutritional properties or polluting the environment;
Specific judging criteria: degree of ecology and innovation demonstrated by the conservation, packaging and/or distribution processes of the product.

- **Rescue-a-product Award:** Rewarding a product whose manufacturing involves ingredients/manual skills/traditional procedures in threat of extinction.
Concept: cultural and food diversity should be preserved, encouraging the revivification of traditional ingredients or know-how that is at risk of disappearing;
Specific judging criteria: how much the product manufacturing involves the safeguard of particular local species or artisanal abilities rooted in regional tradition.

- **Fighting Food Waste Award:** Rewarding a product that re-uses ingredients that would have been otherwise thrown away even if still edible.
Concept: today's society produces an enormous amount of wasted food, which should be saved and creatively re-used;
Specific judgment criteria: amount or percentage of ingredients "saved" from waste.

General rules of the competition

- Up to four products (one for each category) can be submitted from each region each year (initial pilot with European Region's of Gastronomy)
- Regional authorities must select and submit the products from their region in agreement with the local producer and preferably following a local competition.
- To submit the proposal for evaluation, the regional authority should pay a small fee (100€ per entry) and cover the expenses of the food producer (travel and accommodation expenses) to attend the jury competition to present his/her product to a panel of experts.

Prerequisites of the products:

- Be fit for human consumption.
- Comply with the regulations on food safety and the food standards of the country where it is produced.
- Be reproducible for manufacturing and suitable for the market.
- At least 80% of the ingredients used to create the product should be local, i.e. come from the region that presents it.
- At least 50% of the ingredients should be natural, such as unprocessed fruits and vegetables, meats, seafood, dairy products, herbs and flowers.

Additional criteria for evaluating the products will include:

- Degree of innovation and creativity
- Quality and freshness of the ingredients
- Good taste and smell
- Originality of the flavor
- Balance of acidity, sweetness, bitterness, saltiness
- Pleasing texture and consistency
- Aesthetically appealing (nice colour, shape)
- Originality of the presentation and/or packaging

Assessment and judging process

The jury panel will be composed by five IGCAT experts, selected each year. The pilot competition will be hosted in a European Region of Gastronomy to raise awareness of the importance of cultural and food diversity.

Benefits to be expected by the winner

- Runners up in each category will be given the right to use the logo of the award (plus year) on the product.
- The winner of each category will be given a special logo.
- The competition will increase visibility of all products at a local and European level – with press releases being sent out across the globe and the products will be showcased on IGCAT’s website and social media pages.
- The Award will ensure that the products are associated with values like sustainability, high quality and strongly connected with the territory and its community.

Venue of the 2016 competition

The 2016 competition could take place either:

- Forum Gastronómic (Barcelona)
- European Week of Regions and Cities (formerly Open Days) in Brussels

5.5 ERG Shop hosting (Proposal)

Platform members are asked to consider hosting a European Region of Gastronomy shop on their main city’s high street, displaying and selling the typical products from each of the ERG regions with a small exhibition for each region.

This would be a very good opportunity for cross-marketing between the regions, to increase the visibility of the award and platform – as well as open export possibilities for local producers.

This could also be complemented by an online shop.

6.0 COMMUNICATION AND MARKETING

6.1 INTRODUCTION Aarhus 2017

Introduction by Bent Sorensen, Head of Communication for Aarhus 2017

6.2 MARKETING PLAN

Diane Dodd introduces key points from the marketing plan for ERG regions. See paper ***Marketing Plan ERG Regions.doc***

6.3 COMMUNICATION WORKSHOP

Henrik Zacho, CEO, Zacho & Co. will lead a workshop on how to communicate the ERG through effective messaging.

6.3 GUIDELINES ERG LOGO USE AND STAMPS OF QUALITY (?)

Jordi Vegas presents the guidelines and contract for use of the ERG logos.

See paper ***Guidelines_for_ERG_Logo use.doc***

And ***Contract for using ERG logo.doc***

6.4 PRESENCE IN TOURISM AND FOOD FAIRS

A list of international food and tourism fairs was distributed, so that members could indicate which fairs they would like a presence in and which ones they may be able to facilitate the Platforms presence. See *Tourism and Food Fairs.doc*

7.0 NEXT STEPS, LAUNCH AND DATES FOR FUTURE MEETINGS

The partners should discuss and agree the following revised timetable – as well as consider hosting a partner meeting in 2017 or 2018:

TIME-TABLE

2016:

20-24 June 2016 - Aarhus-Central Denmark Region

8th ERG Partner meeting

Award Ceremony European Region of Gastronomy 2018

ERG Presentation by IGCAT to IFAMA

Exhibition of ERG 2016, ERG 2017 and ERG 2018 regions

31 July 2016

DEADLINE for regions hoping to host ERG in 2019 to submit bid books.

August / September 2016

Jury visit to South Aegean (tbc)

20 Sept 2016

Deadline for applications to host EYCA 2017

28-30 Sept 2016 – Sibiu, Romania

9th ERG Partner meeting

Open call launched for regions to apply to host the ERG in 2020.

30 Sept 2016

Deadline for submission of semi-finalists to attend the 2016 EYCA.

10 Oct 2016 – Brussels

Smart Specialisation Platform Agrifood - North Brabant

12 Oct 2016 – Brussels

Smart Specialisation Platform Cultural Heritage - Minho

Award Ceremony European Region of Gastronomy 2019

23-26 Oct 2016 – Fòrum Gastronòmic

Barcelona Food Fair

14 November 2016 – Sant Pol de Mar, Catalonia

European Young Chef Award (Sant Pol de Mar)

2017:**March 2017 – Riga-Gauja Region**

10th ERG Partner Meeting

Exhibition of ERG 2016, ERG 2017, ERG 2018 and 2019 regions

Declaration of intent to bid from regions hoping to host ERG in 2020

30 May 2017 - DEADLINE for regions hoping to host ERG in 2020 to submit bid books.

June 2017 – North Savo

11th ERG Partner meeting

Presentation to jury of candidates bidding for 2020

Exhibition of ERG 2016, ERG 2017, ERG 2018 and ERG 2019 regions

Oct 2017 – Brussels and/or East Lombardy

Tasting of Regions of Gastronomy during the Open Days, hosted by (tbc)

12th Partner meeting

Open call for regions to apply to host the ERG in 2021

Award Ceremony European Region of Gastronomy 2020

Exhibition of ERG 2016, ERG 2017, ERG 2018 and ERG 2019 regions

Nov 2017 – CALL TO HOST OPEN

European Young Chef Award

2018:**April 2018 – Galway – West of Ireland**

13th ERG Partner Meeting

Exhibition of ERG 2016, ERG 2017, ERG 2018, ERG 2019 and ERG 2020 regions

Declaration of intent to bid from regions hoping to host ERG in 2021

30 May 2018 - DEADLINE for regions hoping to host ERG in 2021 to submit bid books.

June 2018 -

14th ERG Partner meeting

Presentation to jury of candidates bidding for 2021

Exhibition of ERG 2016, ERG 2017, ERG 2018, ERG 2019 and ERG 2020 regions

September

Jury visits to 2021 bidding regions.

Oct 2018 – Brussels

Tasting of Regions of Gastronomy during the Open Days, hosted by (tbc)

15th Partner Meeting

Award Ceremony European Region of Gastronomy 2021

Exhibition of ERG 2017, ERG 2018, ERG 2019, ERG 2020, ERG 2021 regions

Open call for regions to apply to host the ERG in 2022.

Nov 2018 – CALL TO HOST OPEN

European Young Chef Award (tbc)

2019:**April 2019 – South Aegean (tbc)**

16th ERG Partner Meeting

Exhibition of ERG 2016-2021 regions

Declaration of intent to bid from regions hoping to host ERG in 2022

30 May 2019 - DEADLINE for regions hoping to host ERG in 2022 to submit bid books.

June 2019 -

17th ERG Partner meeting

Presentation to jury of candidates bidding for 2021

Exhibition of ERG 2016, ERG 2017, ERG 2018, ERG 2019 and ERG 2020 regions

September 2019

Jury visits to 2021 bidding regions.

Oct 2019 – Brussels

Tasting of Regions of Gastronomy during the Open Days, hosted by (tbc)

18th ERG Partner Meeting

Award Ceremony European Region of Gastronomy 2021

Exhibition of ERG 2017, ERG 2018, ERG 2019, ERG 2020, ERG 2021 regions

Open call for regions to apply to host the ERG in 2022.

Nov 2019 – CALL TO HOST OPEN

European Young Chef Award (tbc)

8.0 WRAP UP AND CLOSE