

IGCAT

GASTRONOMY
CULTURE
ARTS AND TOURISM

INTERNATIONAL INSTITUTE OF



2015
ANNUAL
REPORT

TABLE OF CONTENTS

ABOUT	3
Board	4
Website	5
NEWSLETTERS	6
EUROPEAN REGION OF GASTRONOMY (ERG)	7
EUROPEAN CAPITAL OF CULTURE CONVERSATION	9
THE ART OF FOOD: Culture and Food Diversity and Gastrodiplomacy	11
IGCAT LECTURES AND COURSES	13
CONFERENCES ATTENDED	14
IGCAT BOAR MEETINGS	17
ORGANIGRAM	18
CONTACT DETAILS	19

ABOUT

IGCAT is an international network of experts from gastronomy, culture, art and tourism and other sectors who have an interest in the exciting areas to be developed when there is a convergence between these sectors. We are a learning-organization that aims to push boundaries and experiment with new ways of working that support networking, by working with a global network of cultural, food and tourism experts and enthusiasts, with an accrued wealth of knowledge and experience.

Both together and independently, we organise conferences, creative events, seminars, master classes, training courses, think-tank events and action-research projects. We also endeavour to share our work through publications, reports, feasibility studies etc.

Founded under the name of ARTIDEA in 2010, in 2014 the association changed its name to IGCAT - the International Institute of Gastronomy, Culture, Arts and Tourism to reflect the convergence of different sectors in the work of the institute and association.

IGCAT aims to:

- Increase the international flow of ideas, skills and knowledge about developments in gastronomy and creative tourism
- Identify, analyse and disseminate best practices in the development of gastronomy, cultural and creative tourism and regional development
- Improve the quality of gastronomy and creative tourism experiences by increasing access to and interaction between experts in the fields of tourism, arts, culture and economic development
- Support local and regional development agencies working to improve gastronomy and creative tourism experiences
- Advocate for local production, and natural and healthy food standards

BOARD

The board for the institute at the end of 2015, includes IGCAT executive board members:

IGCAT President

Dr Diane Dodd, Spain – Executive Director of IGCAT and European Coordinator for IFACCA.

IGCAT secretary

Eva Canaleta Safont, Spain – Lecturer of EUHT Sant Pol de Mar.

IGCAT treasurer

Doctor Edith Szivas – United Arab Emirates – Director of SeaStar Consultancy.

IGCAT Executive Board Member

Marta Crispí i Canton, Spain - Director of the Masters in Arts and Cultural Management at Universitat Internacional de Catalunya.

IGCAT Executive Board Member

Caroline Couret, Spain - Program manager at Creative Tourism Network.

IGCAT Advisory board

Carlos Fernandes, Portugal - Leader of the Faculty in Tourism Studies at the Polytechnic Institute of Viana do Castelo.

Anja Van Hout, Northeast Brabant, Netherlands – Gemeente's-Hertogenbosch

Jorge Bernárdez, Spain – Director at Cultural Organisations

Rosario Scarpato, Italy - Managing Editor of itchefs-gvci.com.

Iñaki Gaztelumundi, Spain – Technical Director, World Forum on Food Tourism

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

In 2015 the full board met in Barcelona, 22 July 2014 and the executive board met additionally in Sant Pol de Mar, 29 November 2015.

Website

A domain name and website has been set up at www.igcat.org



The website includes IGCAT's news section and a "World News" section that are regularly updated by staff, volunteers and student members of IGCAT.

The Ajuntament de Sant Pol de Mar has given the institute offices to work from and they will soon expand the facilities due to the rapid growth of the organization. At the end of the year, we have strengthened our links with the Municipality of Sant Pol, we have received their support in order to use other municipal facilities to improve our capability to set up seminars, conferences and other venues.

NEWSLETTERS

IGCAT carries out research, collects knowledge and develops projects to support creative solutions in regional and local development. Furthermore, it compiles trends and facts from around the world.

Thus, the Newsletter is the mean to communicate to all the members of the database any update, new, etc related to IGCAT, the European Region of Gastronomy Platform and award and the world.

The news are taken from IGCAT's website and the European Region of Gastronomy's website which are daily updated. This newsletter is published in English, Catalan and Spanish (quarterly).



IGCAT news



Inauguration ceremony FICCCG

September 30, 2014

The Director of the IGCAT, Diane Dodd and Núria Castellanos, Marketing and Projects Manager, attended the opening ceremony of the new premises for the Fundació Institut Català de la Cuina i Cultura Gastronòmica (FICCCG) at the Campus de l'Alimentació de Torribera, Santa Coloma de Gramenet. The event was chaired by Màrius Rubiralta, Director of the Campus de l'Alimentació at the...[Read online.](#)

IGCAT will collaborate with the Creative Tourism Network®

September 17, 2014

IGCAT will collaborate with Creative Tourism Network in the development of innovative and interesting ideas for regions and cities, intangible heritage recovery, sustainability and innovative



Butlletí IGCAT

L'IGCAT promou el Premi Regió Gastronòmica Europea als Brussels Open Days

8 d'octubre, 2014

El 8 d'octubre, durant els Open Days a Brussel·les va tenir lloc una sessió informativa sobre el nou format del Premi Regions Gastronòmiques Europees que serà oficialment llançat el proper març de 2015.

El premi té com a objectiu contribuir a una millor qualitat de vida a les regions Europees posant en relleu les cultures alimentàries distintives, educar per a una millora de la salut i sostenibilitat i estimular la innovació gastronòmica. Des del nostre punt de vista, això es pot aconseguir organitzant diferents esdeveniments i a través d'una plataforma d'intercanvi de coneixements amb el suport de les institucions europees, coordinades per un organisme independent i que ajudi a



Currently, the newsletter works by a subscription process (digital format) but the aim is to find sponsors which could finance it and offer it in paper format to a wider audience (professionals in the sectors of culture, tourism and agriculture).

All the editions can be found in IGCAT's website (http://igcat.org/?page_id=2508).

EUROPEAN REGION OF GASTRONOMY (ERG)

The European Region of Gastronomy project concept that has been developed by IGCAT experts was endorsed by the European Council of the Regions' Culture Chair, at their Plenary Meeting in Brussels on May 30th. The European Region of Gastronomy title will be awarded to a different region each year as a stimulus to link food, hospitality, tourism, culture, health and sustainability to support economic, cultural, social and environmental development. A consortium of European regions met in 2014 to design the needs of such an award and decided to establish a Platform that would be coordinated by IGCAT.



European Region of Gastronomy 4th Platform meeting and presentation to the jury of 2016 candidates, 4-6 February 2015, Portugal. Catalonia and Minho were recommended to receive the title European Region of 2016.



Catalonia 2016 European Region of Gastronomy - Stakeholder Group Meeting, 5 Mayo 2015, Spain. IGCAT's Director, Dr. Diane Dodd, was invited to participate in the meeting to explain the concept behind the award and the Platform.



Minho (PT) and Catalonia (ES) receive the title European Region of Gastronomy 2016 at La Pedrera, Barcelona, July 2015. The first Award Ceremony of the European Region of Gastronomy took place in La Pedrera where Catalonia and Minho obtained the title of European Region of Gastronomy for 2016.



European Regions of Gastronomy 5th Platform meeting, 1-2 July 2015 and presentation to the jury of 2017 candidates, 3 July 2015, Spain. Bergamo - East Lombardy (Italy); Aarhus - Central Denmark Region (Denmark) and Rīga - Gauja Region (Latvia) at the Fundació Alícia in Catalonia were recommended to receive the title of European Region of Gastronomy 2017.



Catalonia and Minho, presented their programs for 2016 to SEDEC, COR, 22 September 2015, Belgium.

An event held for the SEDEC Commission of the Committee of the Regions in Brussels took place in Brussels where Minho and Catalunya launched their programs for 2016 as holders of the European Region of Gastronomy award.



2017 Award ceremony at Expo Mila, 29 September, Italy.

On the 29 September, the European Region of Gastronomy 2017 Award Ceremony were announced at Palazzo delle Stelline sponsored by DG Growth within EC Food Week.



6th Member Meeting of the European Region of Gastronomy Platform in Bergamo, 30 September -1 October, Italy.

The participants discussed the Interreg Europe application that was submitted in July and other new possible funding avenues, followed by a new strategy for marketing and communication for the Platform as well as financial and administration matters.

Further activities:



- An application to Interreg Europe for funding was made and submitted in November 2015.
- An Information Guide was also designed and made available for download.
- Two 3m x 3m exhibitions were

made to highlight 2016 regions and 2017 regions.

-A website was set up for the European Region of Gastronomy Project at

<http://europeanregionofgastronomy.org/>

EUROPEAN CAPITAL OF CULTURE



IGCAT visits Arad candidate European Capital of Culture 2021, 2 June 2015

IGCAT designed a specific training package for Arad based on identified needs that the city has. The first block of the training and workshops to support key stakeholders in Arad was delivered by Diane Dodd and Mary Miller, 21-22 May 2015. The block concentrated on the

foundations for the first bid book – the needs and aims of the city, the vision, the priorities for the program, and how Arad could articulate this with the European Agenda in mind.

Rhodes visits IGCAT To Discuss Plans For Rhodes 2021

On 2nd – 3rd June 2015, the director of IGCAT, Diane Dodd, welcomed Aliko Moschis-Gauguet at IGCAT to discuss plans for Rhodes European Capital of Culture 2021. The meeting aimed at identifying and mapping the existing cultural offer of Rhodes and discussing strategies to foster local inclusion in the project and regional as well as international cooperation.



IGCAT visits ARAD as part of a training for the European Capital of Culture candidature, 23 July, 2015

IGCAT experts, Ilie Rotario and Diane Dodd visited Arad, Romania on 20-21 July 2015 as part of an introductory training package designed by the International Institute of Gastronomy, Culture, Arts

and Tourism. This visit was the second by IGCAT and concentrated on structuring the vision, goals, objectives, actions, European dimension and evaluation requirements to be delivered by Arad in order for a successful outcome to their candidature to be European Capital of Culture 2021.

IGCAT visits Rhodes candidate European Capital of Culture 2021, 1 August, 2015

IGCAT experts, Diane Dodd and Mary Miller visited Rhodes, Greece on 27 - 30 July 2015 as part of an introductory training package designed by the International Institute of Gastronomy, Culture, Arts and Tourism. The visit followed an earlier meeting between Dr.



Diane Dodd and Alikí Moschis-Gauguet, coordinator of the candidature for Rhodes European Capital of Culture 2021, to discuss plans about Rhodes' bid for ECOC 2021. IGCAT's Director provided Ms Moschis-Gauguet with her expertise and advice, designing a specific training package for the city.

All the workshops and the meetings held in Rhodes during the week were focused on the foundations for the first bid book – the needs and aims of the city, the vision, the priorities for the programme and how Rhodes could articulate this with the European Agenda in mind.

The main objective of the visit was to capture the hearts and minds of an active citizenship in Rhodes and to help them in their bid to be European Capital of Culture in 2021. Both Diane Dodd and Mary Miller were highly impressed by the energy and the enthusiasm of the city, concluding that the overall impression of Rhodes and the bid team are incredibly positive.



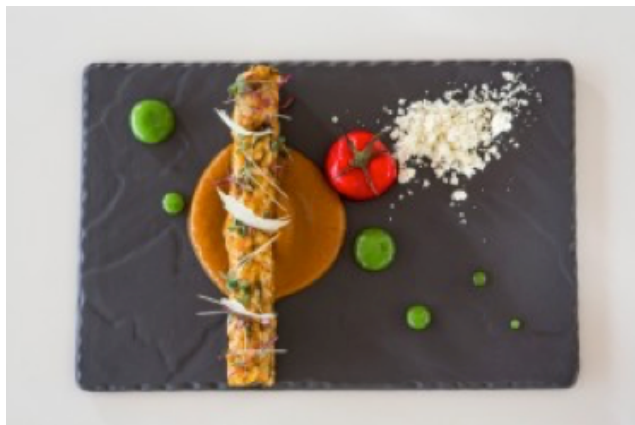
IGCAT organised a European capital of Culture seminar, 11 December 2015

Candidate cities in various stages of bidding for the coveted European Capital of Culture title, took part in a meeting with the authors of the [European Capitals of Culture \(ECOC\) reports](#) in Barcelona on Friday 11 December 2015. The meeting featured the

participation of several bidding ECOC cities in order to explore challenges as well as collaboration possibilities, facilitated by leading experts on the European Capitals of Culture Programme: Robert Palmer and Diane Dodd. IGCAT aims to regularly organise introductory seminars for cities that would like more information about the European Capital of Culture programme or the European Region of Gastronomy Platform and Award.

THE ART OF FOOD: Culture and Food Diversity and Gastrodiplomacy

The three day seminar took place in Barcelona from July 1 until July 3 2015 and was organised by IGCAT in collaboration with the Agència Catalana de Turism (Catalan Tourism Board) and had a visit to Fundació Alicia. The meeting aimed to explore two areas of interest: Free Trade and its impact on Culture and Food Diversity and Gastrodiplomacy.



The first topic discussed during the seminar was chosen as a follow-up to the Art of Food 2014 edition when participants looked at the challenges posed by widening markets. Concerns about the effect on specific sectors (agriculture, industry, cultural products and services, food, tourism etc.) as a result of the Transatlantic Trade and Investment Partnership (TTIP) between EU and USA and the Comprehensive Economic and Trade Agreement (CETA) between EU and Canada, were on the agenda. These two free trade agreements are currently being negotiated and will set the legal framework for trans-Atlantic trade in the future. The session explored the legal implications and addressed the challenges for protecting culture and food diversity in the future. It also explored the tourism potential in supporting food and culture diversity. The session counted with three distinguished keynote speakers: Prof. Roberta Garibaldi, from University of Bergamo, Italy; Prof. Janez Bogataj, from University of Ljubljana, Slovenia; and Dr. Jutamas Wisansing, from Perfect Link Consulting Group Co.

During the second day, as a part of the wider Art of Food event, international IGCAT experts presented their research and work in the field of gastrodiplomacy and to discuss various issues around the topic on Thursday 2 July at the National History Museum of Catalonia in Barcelona. The session was chaired by Clara Mellowish, who gave a short introduction to the wider concepts around gastrodiplomacy, questioning whether it was a case of one-way promotion or a two-way exchange. The three other speakers offered practical examples to the academic theories - Caroline Cavalcanti de Melo from the University of Lisbon described the recent 'Gout de France/Good France' initiative from the French Foreign Affairs Ministry; Tanja Strugar from the League of Experts in Belgrade detailed the various Asian origins of gastrodiplomacy and Pelle Øby Andersen, Director of the Food Organisation of Denmark explained his work in partnering private and public organisations to promote Danish gastronomy and agriculture.

The speakers then joined the audience for a wider seminar discussion, questioning whether gastrodiploacy was always a case of nation branding or if cultural exchanges could be at play, and whether concerns with the protection of local food diversity was compatible with gastrodiploacy initiatives.

The last day of the Art of Food event, all the participants were hosted in Foundation Alícia in Sant Fruitós de Bages (Barcelona). Foundation Alícia is a research centre devoted to technological innovation in cuisine, improvement of eating habits and evaluation of food and gastronomic heritage. The private, non-profit foundation has been created in 2003 with the aim of promoting healthy eating.

After the guided tour of the Foundation by the Director Toni Massanes and the researcher Ramon Sentmarti, the candidates for the European Regions of Gastronomy 2017 award presented their bid: East Lombardy (Italy), Riga - Gauja Region (Latvia) and Aarhus/Central Denmark Region (Denmark).

Each candidate region presented its program to the jury and to all Art of Food participants, with the aim of being awarded the tile of "European Region of Gastronomy 2017".



IGCAT LECTURES AND COURSES



Universitat Internacional de Catalunya

The course aims to take the student on a journey to understand the economic, social, political and other uses (and misuses) of culture and the arts.

The course aims to:

- define what arts and cultural policy are and who uses them.
- introduce concept of culture as a divider and as a unit of people(s) (culture and conflict).
- widen our understanding of culture and social cohesion.
- consider the role of culture in regeneration and economic development.

Students are asked to define arts/cultural policy instruments and who uses them as well as, to consider where dialogue between cultural policies and other policies are useful.

EUHT ST. POL

IGCAT held meetings with EUHTSTPOL to discuss the development of a course in 2015 on Events management.



Since its founding, EUHT St Pol had, from the beginning, a very clear idea: the ideal setting for hospitality training is the Hotel - College School, pioneer in Europe. For this reason, in 1966 a learning platform pioneer in Europe was created; integrated by a hotel - College school with a restaurant in which students could make their internships, from day one and with real clients but with the appropriate supervision and evaluation by professional teachers.

CONFERENCES ATTENDED



Measuring the values of Culture, 17-18 February, Brussels.

Dr. Diane Dodd, director of IGCAT in her role as IFACCA's European coordinator represented IFACCA during a two days Satellite meeting for policy makers and funders.



Best Young Chef of Catalonia, 19 May, 2015

Since 1980, the University School of Hospitality and Tourism in Sant Pol de Mar has organized the University Conference on Gastronomy and, since 1987, the Catalan Youth Culinary Contest. IGCAT's Director, Diane Dodd (PhD) joined the jury members. It is hoped that this competition will be introduced into an International Competition hosted by the European Regions of Gastronomy next year when Catalonia holds the title European Region of Gastronomy 2016.



Conference of Competitiveness and Innovation in Tourism SMEs, 14 April, Oviedo.

Dr. Diane Dodd, director of IGCAT, coordinating body for the [European Region of Gastronomy](#) award, was invited to participate in the seminar. She gave a presentation about cultural and food diversity and the efforts of IGCAT regarding this topic.



IGCAT invited to speak at the opening of the Vallalta Strawberry Fair, 22 April, Sant Cebrià de Vallalta.

Dr. Diane Dodd talked about the importance of supporting and promoting locally grown products and in doing so contributing to the positive image of the area (Gastrodiplomacy concept).



1st UNWTO - BCC World Forum on Food Tourism 27-28 April, Donostia - San Sebastián.

Dr. Diane Dodd, director of IGCAT and representative of the coordinating body for the [European Region of Gastronomy](#) award, was invited to speak in the brainstorming session on current tendencies in food tourism.



European Conference on Cultural Heritage and Sustainable Tourism, 30 April, Santander.

Dr. Diane Dodd participated in the European Conference on Cultural Heritage and Sustainable Tourism as an external expert.



Catalonia 2016 European Region of Gastronomy - Stakeholder Group Meeting, 5 May, Barcelona.

Dr. Diane Dodd, was invited to participate in the meeting to explain the concept behind the award and the Platform.



11th Annual Tourism and Hospitality Research Conference, 11-12 June, LYIT, Ireland. Dr. Diane Dodd, Executive Director of IGCAT, participated with the topic 'The Importance of Culture and Food Diversity for Gastrodiploamacy and Tourism'.



IGCAT participated in a Gastronomy and Tourism debate, 1 September, Tossa de Mar.

Dr. Diane Dodd participated in a Gastronomy and Tourism debate that took place where the main subject was the importance of communication and gastro-journalism for gastro-destinations.



IGCAT participated at No Frills Event, 24 - 26 September, Bergamo. Roberta Garibaldi, IGCAT Board Member and Director of CeSTIT, Study Center on Tourism of the University of Bergamo introduced Food and Tourism: a winning match, a workshop that takes place Saturday 26 September organised by No Frills.



Members of IGCAT's board participated in the ATLAS Annual Conference, 20-23 October, Lisbon. Roberta Garibaldi and Carlos Fernandes, experts for IGCAT and members of its board, participated in the annual conference of the ATLAS - Association for Tourism and Leisure Education and Research.



IGCAT at the 5th Anniversary Symposium of Institute of Cultural Capital (ICC), 10 November, Liverpool.

Dr. Diane Dodd participated in the 5th Anniversary Symposium of Institute of Cultural Capital as an external expert.



ArtCOP21, 3 - 4 December, Paris.

Dr. Diane Dodd, IGCAT's Executive Director participated at ArtCOP21, a Professional workshop supported by IFACCA and Co-organised by COAL, Julie's Bicycle, On the Move and La G  te Lyrique in order to support the leadership of the cultural sector with regards to sustainable development.

IGCAT BOARD MEETINGS

Seventh IGCAT Board Meeting, 30 June, Barcelona.

IGCAT's board members met for their seventh meeting, Wednesday 30 June, in Barcelona's Department of Agriculture's building. The board discussed various administrative issues related to IGCAT and commended the Institute's hard work to develop the European Region of Gastronomy Platform and Award, as well as commended the work being undertaken on the ART OF FOOD expert meeting.



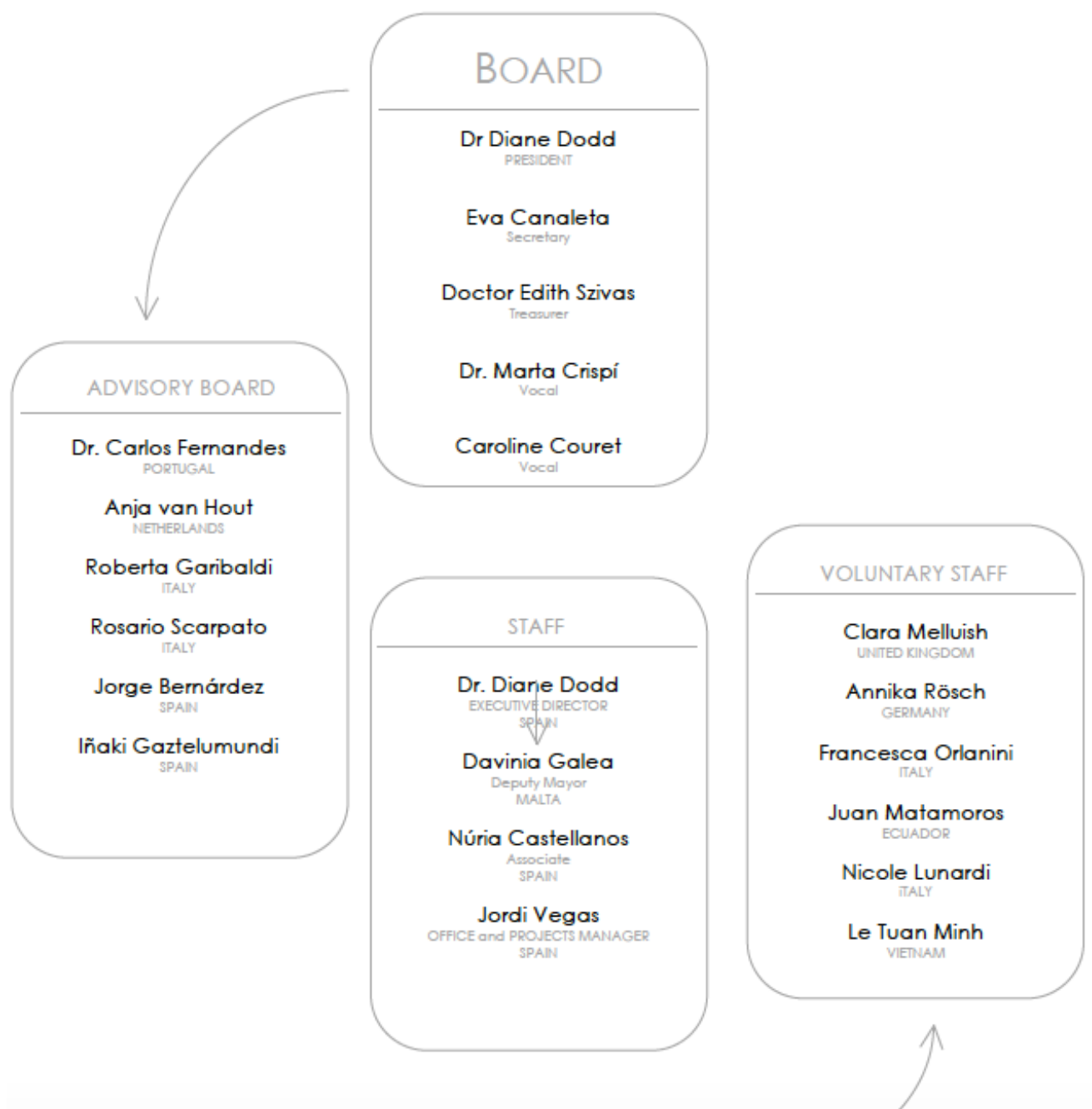
Eighth IGCAT Executive Board Meeting, 29 November, Sant Pol de Mar.

The Executive Board of IGCAT met on 29 November 2015 to discuss statute changes in order to facilitate its role as the official secretariat of the European Region of Gastronomy Platform.



ORGANIGRAM

The structure of the institute at the end of 2015 was:



CONTACT DETAILS



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