



INTERNATIONAL INSTITUTE OF  
GASTRONOMY, CULTURE, ARTS AND TOURISM



2016  
ANNUAL  
REPORT

## TABLE OF CONTENTS

About.....	3
Board .....	5
Experts.....	7
Website.....	11
Marketing and Communication Plan.....	13
Sant Pol de Mar .....	14
News and Newsletters.....	15
Regions of Gastronomy (ERG).....	16
European Young Chef Award (EYCA).....	25
European Capital of Culture .....	29
Innovative Souvenir Award.....	31
European Projects: European Sweet Itineraries [ESI].....	32
IGCAT Annual Expert Meeting .....	33
IGCAT Lectures and Courses .....	35
Conferences and Workshops attended.....	37
IGCAT Visits and other attended events .....	40
Organigram .....	42
Contact details.....	43

## ABOUT

IGCAT is an international institute with a network of experts in the fields of culture, arts, tourism and gastronomy. Collectively, we aim to empower local communities by guiding, facilitating and supporting leaders in cities, regions and cultural projects to understand the potential of their distinct food, culture, arts and sustainable tourism assets.

By working with intergovernmental, governmental, regional and local policy-makers we aim to capitalise on local food, culture and natural assets thus giving visibility to local products, creativity and services. Ultimately, we aim to contribute to better quality of life for citizens by highlighting distinctive food cultures, educating for better health and sustainability and stimulating gastronomic and creative innovation.

Through our international institute and partners, we direct projects that build synergies across different sectors, give visibility to the issues we care about and help long-term sustainable growth in regions and cities. Such projects include:

- European Region of Gastronomy Award and Platform – this is a title awarded by IGCAT (jury of experts) to regions that commit to a programme of events designed to promote distinctive food cultures, educate for better health and sustainability, and stimulate gastronomic innovation. Regions that bid for the title participate in an international Platform of regions to support cross-marketing and knowledge sharing.
- European Young Chef Award – this project aims to support local products, recipes and traditions by giving visibility to young chefs that can act as ambassadors for their region in the future.
- Events and Destination Management – training programmes aimed to develop smart events strategies for sustainable futures
- Cities of Culture – mentoring and support from key experts on areas related to capacity building, artistic and creative development, management and long-term strategies, citizen engagement, audience development and smart sustainable events.
- Innovative Souvenir Award – this project aims to encourage local creativity and invention, as well as territorial visibility through the development of creative, useful and practical souvenirs and/or innovations on local food products (in development).

We welcome new IGCAT experts into our network, to share experiences, research trends and identify good practise. Given the urgency of climate change, reduced biodiversity, global economic inequality, health and nutritional needs we need inter-sectorial dialogue on these major issues. By joining this global interdisciplinary network of experts you commit to sharing ideas, concerns and good practise. The communication tools IGCAT experts have at their disposal include:

- A quarterly newsletter with news and trends from around the world
- Expert Papers from our global network made available online
- Bespoke training for cities and regions using a service-learning model and approach
- Keynote speakers and expert moderators available for conferences
- At least one annual expert meeting and round table event
- Facebook – LinkedIn group – Twitter
- Dedicated website : [www.igcat.org](http://www.igcat.org)

Together we will empower cities and regions!

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**

At the end of 2016, the Board of IGCAT includes:

### **5 Executive board members:**

#### **IGCAT President**

Dr Diane Dodd, Spain - Executive Director of ERG/IGCAT and European Coordinator for IFACCA.

#### **IGCAT secretary**

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

#### **IGCAT treasurer**

Dr Edith Szivas - United Arab Emirates - Director of SeaStar Consultancy.

#### **IGCAT Executive Board Member**

Dr 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.

### **5 European Region of Gastronomy representatives to the board:**

#### **2016, Minho**

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

#### **2017, East Lombardy**

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

#### **2018, North Brabant (observer)**

Anja Van Hout, Netherlands - Gemeente's-Hertogenbosch Jorge Bernárdez, Spain - Director at Cultural Organisations

#### **2018, Galway**

Jacinta Dalton, Ireland - Lecturer at College of Tourism & Arts, GMT

#### **2019, Kuopio**

Ilona Sares, Finland - Business Relations at Proagria North Savo

## 6 World representatives to the board:

### **Africa**

Larissa Uwase, Rwanda – Director - Chief Operations Officer – Carl Group Ltd

### **America**

Dr. Jordi Tresserras, Spain – Director of LABPATC, Laboratory of Heritage, Creativity and Cultural Tourism.

### **Asia**

Dr. Jutamas Wisansing, Thailand - Executive Consultant – Designated Areas for Sustainable Tourism Administration/Perfect Link Consulting Group

### **Caribbean**

Dr. Kris Rampersad, Trinidad and Tobago - Media Cultural and Literary Consultant, Publisher, Researcher, Writer, Policy Analyst, Producer, Educator – National Commission for UNESCO/Network of Non-Governmental Organisations of Trinidad and Tobago

### **Europe**

Jorge BernándeZ, Director at Cultural Organisations, Tenerife

### **North America**

Dr. Lidia Varbanova, Canada - Senior consultant, lecturer and researcher – John Molson School of Business, Concordia University

## **BOARD MEMBER MEETINGS**

In 2016 IIGCAT Board met four times:

- 31 May 2016: General Assembly
- 14 July 2016: Executive Board
- 19 September 2016: Full Board meeting
- 15 -16 November: Full Board Meeting

## EXPERTS

### Experts Publications:

IGCAT experts author reports on a range of subjects and therefore IGCAT would like to give visibility to these reports by developing its own range of publications. Our main goal is to Publish articles written by the IGCAT's Experts to encourage a shared community of expertise.

In 2016 we published nine articles related with gastronomy, sustainability, health, arts, education and tourism.

### Titles:

1. EASTERN GASTRODIPLOMATIC EFFORTS by Tanja Strugar
2. A CITY AND A REGION DEVELOP CULINARY AND CULTURAL DIVERSITY by Prof. Janez Bogataj, PhD
3. THE ARTS KEY TO A FULL AND FULFILLING CULTURAL LIFE by D. Paul Schafer
4. CONGOLESE GASTRONOMY AND SUSTAINABLE DEVELOPMENT by Louis-Marie Pandzou
5. GLOBALIZATION AND DIVERSITY – THE HEALTH RISKS by Dr. Diane Dodd
6. A GENERAL OUT LINE OF THE ROLE OF GASTRONOMY IN DEVELOPMENT by Laura Hernández Espinosa
7. SOCIAL INNOVATIONS: SIGN OF THE TIMES? by Dr. Daniela Angelina Jelincic
8. FOOD, ART AND TOURISM AS A BOOST FOR INNOVATION by Prof. Roberta Garibaldi
9. CONCERN FOR DIVERSITY IN A FREE-TRADE ZONE by Dr. Diane Dodd

**World Expert Network:**

North America	
Name	Country
Dr. Lidia Varbanova	Canada
Pierre Thiam	United States (Senegal)
Simran Sethi	United States
Paul Schafer	Canada

Central America and the Caribbean	
Name	Country
Dr. Kris Rampersad	Trinidad and Tobago
Martyn Bould MBE	Cayman Islands

South America	
Name	Country
Marina Simiao	Brazil
Laura Hernández	Colombia
Dr. Valeria Campos	Chile
Laura Rosano	Uruguay
Maria Elena Cornejo	Peru

Asia	
Name	Country
Dr. Edith Szivas	United Arab Units
Le Minh Tuan	Vietnam
Dr. Fazli Sattar	Pakistan
Dr. Jutamas Wisansing	Thailand
Jerry C Y. Liu	Taiwan



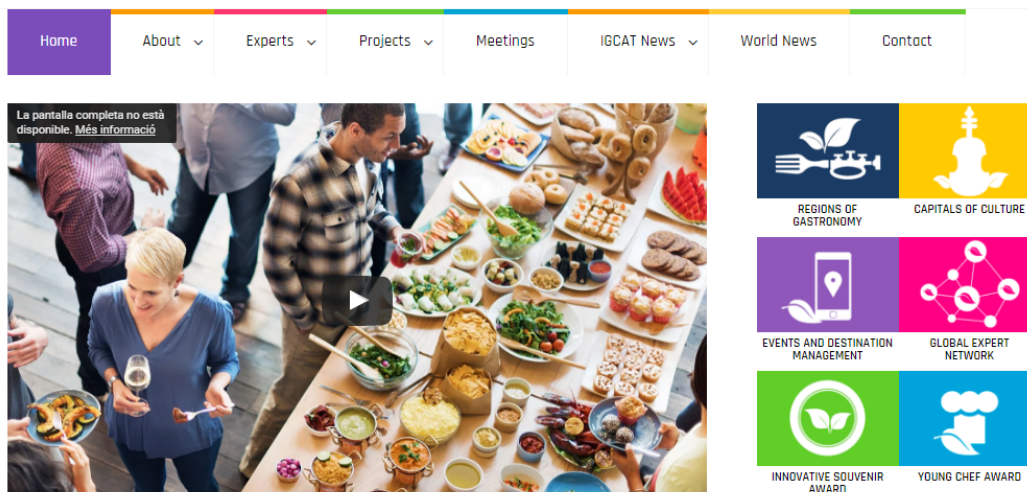
Africa	
Name	Country
Bilel Aboudi	Tunisia
Louis-Marie Pandzou	Congo
Larissa Uwase	Rwanda

Europe	
Name	Country
Dr. Diane Dood	Spain
Davinia Galea	Malte
Dr. Eva Canaleta	Spain
Dr. Marta Crispi	Spain
Caroline Courte	Spain
Jorge Bernandez	Spain
Prof. Janez	Slovenia
Carlos Fernandes	Portugal
Dr. Ales Gacnik	Slovenia
Prof. Roberta Garibaldi	Italy
Iñaki Gaztelumendi	Spain
Dr. Danuta Glondys	Poland
Dag Hartman	Sweden
Dr. Daniela Jelincic	Croatia
Rosario Scarpato	Italy
Clara Melliush	United Kingdom
Prof. Satu Miettinen	Finland
Mary Miller	Norway
Robert Palmer	United Kingdom
Prof. Philippe Poirrier	France
Dr. László Puczkó	Hungary
Dr. Ilie Rotariu	Romania
Ilona Sares	Finland
Tanja	Strugar
Dr. Jordi Treserras	Spain
Dr. Michele Trimarchi	Italy
Dimitrije Vujadinovic	Serbia
Pelle Andersen	Denmark

Cáit Noone	Ireland
Jacinta Dalton	Ireland
Dr. Alessio Cavicchi	Italy
Dr. Giuseppe Laquidara	Italy
Loïc Bienassis	France
Erik Sejersen	Denmark
Dr. Anagnostis	Greece
Lila Karapostoli	Greece
Claire Brightley	United Kingdom

## WEBSITE, DATA BASE AND SOCIAL MEDIA

The website has been redesigned and can be found at the dominion address: [www.igcat.org](http://www.igcat.org)



IGCAT's logo has also been redesigned and icons developed to represent the six areas of IGCAT's current work.

IGCAT's website has the IGCAT News section and a World News section that are regularly updated by staff and internship students of IGCAT. All old news has been successfully transferred to the new website and is therefore a comprehensive archive.

IGCAT has changed server provider from Names.co.uk to Itemvirtual server.

IGCAT also hosts the European Region of Gastronomy website although in November 2016 the IGCAT Board made the decision to transfer all administrative information to IGCAT's website and in 2017 the European Region of Gastronomy website will be redesigned to act as a visitor Platform to the European Regions of Gastronomy.

In terms of social media, IGCAT is using a fan page on Facebook, a twitter account and a LinkedIn profile in order to communicate and disseminate projects and articles. In November 2016, IGCAT's Board agreed to shut down the European Region of Gastronomy Fan Page on Facebook and focus European Region of Gastronomy news on IGCAT's Facebook page.

In 2016, IGCAT entered into a non-remunerative agreement with Miguel Àngel Bañolas, a programmer who is working voluntarily on the development of a new internal database of contacts - DORIS. The staff of IGCAT have dedicated significant time to reorganizing the data and collecting more contacts in regions and cities.

## *MARKETING AND COMMUNICATION PLAN*

In 2016, IGCAT staff developed a Communication Plan to improve the corporate image of IGCAT.

The Specific Goals of the Communication plan are:

1. Closer relation with the experts to improve the visibility and credibility of IGCAT.
2. Create synergies and communication between new experts to improve IGCAT's Network.
3. Improve the visibility of IGCAT through European Regions of Gastronomy.
4. Promote tailor-made training packages to support cities for Capital of Culture title.
5. Promote training materials for Universities.
6. Promote IGCAT Expert's Meetings and create loyal attendees.

To reach those specific goals IGCAT have follow five strategic lines:

1. Events organized by IGCAT have been communicated to international and national media, Journals, News papers, Radio and Television
2. Web Page and social networks have been used to communicate the activities, projects, events, world news related to IGCAT.
3. Mailing lists have been used by IGCAT to communicate information about the projects and latest activities.
4. Public relations

In 2016, IGCAT staff also developed a Marketing Plan focused on three of IGCAT's programs: Experts of IGCAT, Knowledge and Meetings. The main objective of this plan is to empower local communities through sectors to recognize and develop their unique potential.

According to IGCAT's philosophy, mission and vision, IGCAT has identified four general target groups: experts, policy-makers at regional and local level, universities, and the international press.

\*For further information see the Marketing and Communication plan.

### *SANT POL DE MAR*

During 2016, we have strengthened our links with the Municipality of Sant Pol de Mar, and the opportunity to use one of the offices as a flat to welcome experts for short periods was given to IGCAT.

IGCAT in return is giving more international visibility to the village as a gastronomic destination, by using it for some of IGCAT's international events. Highlights include:

IGCAT Annual General Meeting that brought 20 international experts to Sant Pol de Mar on 31 May 2016.

IGCAT hosted Africa awarded Female Entrepreneur of the Year, Larissa Uwase from Rwanda.

IGCAT has also strengthened links with EUHT SANTPOL – as well as directing a Degree level course on Events Management, IGCAT is now delivering an MA course in Events Management as well as intensive summer courses.

IGCAT Board members, Lidia Varbanova and Jacinta Dalton gave a lecture to students on Arts Entrepreneurship and Regional Development through Food Events.

IGCAT launched a pioneering initiative in November, the EUROPEAN YOUNG CHEF AWARD took place at EUHTStPol, and this event brought international chefs from 10 European regions and had wide media coverage internationally.

A Round Table event was also organized with top gastronomy journalist, Cristina Jolonch, Joan Roca and Carme Rusalleda.

Finally, IGCAT also brought 14 international students/professors to Sant Pol de Mar as part of a Sweet's Itinerary.

## NEWS AND NEWSLETTERS

IGCAT compiles trends and facts from around the world in the form of World news items and or IGCAT news. All news items, dating back to 2010, can be found on our website.

The Newsletter is the means to communicate with members and subscribers. The news items are taken from IGCAT's website. The newsletter is published quarterly in English, Catalan and Spanish.

The break-down of subscriber by organisation type is:

European Public Authorities - 200

National Public Authorities - 1,500

Local Public Authorities - 2,500

Universities and research institutes- 1,000

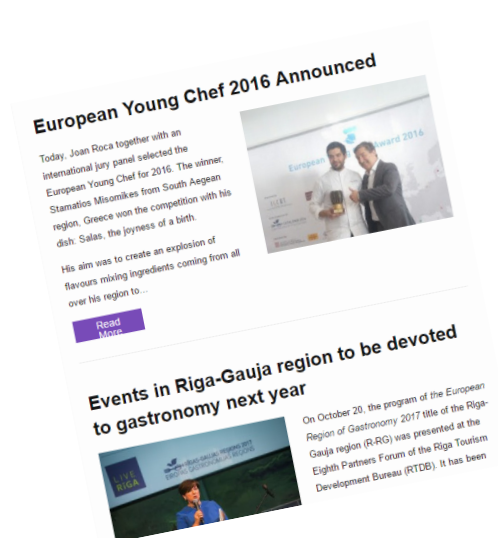
Private organisations - 1,800

Cultural organisations - 1,400

Tourism organisations - 500

Intergovernmental organisations: 360

Press /Journalists/ News provider 1,000



IGCAT's Voice is a section in the newsletter provided for a member of IGCAT's International Network to raise a concern or issue. In 2016 IGCAT's voice has come from:

- Robert Palmer, United Kingdom. Expert consultant (former Director of Culture, Cultural and Natural Heritage, Council of Europe, Strasbourg)
- Laura Hernández Espinosa, Colombia. Director, Fundación Leo Espinosa – FUNLEO
- Larissa Uwase, Rwanda. Chief Operations Officer – Carl Group Ltd
- Lidia Varbanova, Canada. Senior consultant, lecturer and researcher – John Molson School of Business, Concordia University

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 other languages and on 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/newsletters/>).

**IGCAT Voice**

## Food innovations are necessary and key solutions for decreasing malnutrition in Africa.



As co-founder of the **CARL Group** located in Kigali-Rwanda, a youth-led company established in 2014 I have seen first hand how important supporting local and traditional food production is for health, nutrition and well-being. Our mission is to foster innovations to help the orange-fleshed sweet potatoes industry in Rwanda thrive: a mission that is important due to this product providing vital vitamin A back into the diets of our population. The CARL Group aims to give added value to the agriculture industry by using sweet potatoes to produce various well processed consumable products such as donuts, breads, cakes, crisps and biscuits. CARL Group will also soon introduce into the market spaghetti made out of sweet potatoes.

The orange fleshed sweet potatoes are rich in vitamin A and are still traditionally grown in Rwanda, therefore they are readily available and affordable. With populations demanding more

**IGCAT Experts Voice**



Colombia's fields are inhabited by rural populations and the variety of regions differ from each other, by their cultural traits that make them unique in their dances, their music and of course their food. Diversity stems from the mix between indigenous, Spanish and African cultures, as well as other minor migrations, which have allowed Colombian culture to manifest in an immensely rich cultural heritage that must be preserved with pride and identity. Colombia's diversity of ecosystems that allow for countless culinary preparations, spread over beautiful landscapes, that have the ability to attract visitors.

However, political disputes and social inequalities, along the Colombian history, have been in charge of feeding scenes of violence that have mainly threatened rural areas, generating displacement and abandonment of crops and their way of eating. This situation has contributed to the disappearance of cultural and culinary practices, producing an unconscious break with the rural and ancestral identity. Thus generating admiration for foreign eating patterns, which on many occasions have led to the loss of traditions, and with them of biodiversity due to decreased local biological species crops.

Within this context, the Leo Espinosa Foundation, **FUNLEO** is a key partner for IGCAT, as it seeks to promote Colombian culinary traditions, strengthen cultural identities of communities and build awareness regarding consumption of local, available and safe food. Both IGCAT and FUNLEO support social processes of community empowerment through gastronomy, by leading initiatives involving participants on projects related to the field of

**IGCAT Experts Voice**



## What's in a Title?

Europe is filled with competitions, awards and prizes. The primary motives of cities and regions to bid for a title vary but, whether they win or lose in the end, the competition raises awards for the candidates.

Two European competitions that are aimed at cities and regions are the European Capital of Culture title, initiated in 1985 by the European Union, and more recently the European Region of Gastronomy Award, created in 2014 by IGCAT. This year, the cities of San Sebastián (Spain) and Wrocław (Poland) have won the designation of European Capital of Culture (ECoC), while Córdoba (Spain) and Mérida (Portugal) are award winners for the European Region of Gastronomy.

The ECoC designation acts as a catalyst for a step-change in a city, helps increase the quality of a city's cultural offer, fosters increased engagement of citizens in culture, acts as a city to achieve greater European understanding and profile, and often leads to increased tourism and reputation. Winning the European Region of Gastronomy provides visibility, nurtures cohesion and fosters innovation and creativity in food production and delivery. Furthermore, it is a credible and visible route to improving levels of quality in hospitality and cultural events. Ultimately, the European Region of Gastronomy aims to encourage successful policies for sustainable futures.

In both ECoC and European Region of Gastronomy there is an absolute imperative to form new partnerships. Local stakeholders that often are rivals must work together to gain collaborative advantage over competitors. Both awards inspire the need to generate new ideas that move far

**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 operations and networks, to fostering communication between entrepreneurs and potential 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 model 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 leaders 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 participation of local communities, cultural districts revitalize empty industrial quarters to become attractive places for visitors and residents. Canadian examples include: **Osseater des Spectacles in Montreal, Cultural District in Calgary** and **Distillery Historic District in Toronto**. Innovation districts are identified as "geographic areas where knowledge anchor institutions

## *REGIONS OF GASTRONOMY*

The Region of Gastronomy Platform has grown in 2016 and IGCAT has signed protocol agreements with Kuopio and South Aegean.

IGCAT organized two bidding processes in 2016:

- European Region of Gastronomy 2018 : North Brabant and Galway
- European Region of Gastronomy 2019 : Sibiu and South Aegean

IGCAT supervised and took part in two jury visits in 2016:

- Galway on 24-26 May with jury members Ilona Saras (Finland) and Davinia Galea (Malta), supervised by Diane Dodd (IGCAT)
- South Aegean on 10-11 September with jury members Peter Astrup (Denmark), Blanca Cros (Spain), supervised by Diane Dodd (IGCAT)

IGCAT also organized three Platform meetings in 2016 that took place:

- North Brabant 16-18 March
- Aarhus 20-22 June
- Sibiu 29 September

News from the European regions of gastronomy included:



Memorandum of Understanding signed by the partners of the East Lombardy 2017 European Region of Gastronomy project, 3 February 2015, Italy.

Ten are the partners of the East Lombardy 2017 European Region of Gastronomy project that have agreed and signed the Memorandum of Understanding at the end of 2015.





Catalonia, European Region of Gastronomy presents its programme for 2016, 3 February 2016, Spain. C'REG 2016 (Catalonia, European Region of Gastronomy 2016) under the slogan Som Gastronomia (We are gastronomy) took place in Barcelona on Friday 29 January at Esade Creapolis.



2017 European Region of Gastronomy Award Holders will participate in the International Travel Fair BIT, in Milan, 8 February 2016, Italy. The three regions that have been awarded with the title for 2017 took part to the International Fair.



Galway's European Region of Gastronomy bid submitted, 10 February, Ireland.

Galway's hunger to be designated an official European Region of Gastronomy 2018 will come to a head next month with the presentation of the Bid Book to an international jury of experts.



Aarhus/Central Denmark European Region of Gastronomy 2017 will participate at the Travel BIT Fair, 11 February 2016, Denmark.

The Food Organisation of Denmark will represent Aarhus/Central Denmark Region in Milan at the BIT Fair



### European Regions of Gastronomy 2018 Announced, 17 March 2016, the Netherlands.

The title of European Region of Gastronomy 2018 was recommended to be given to two bidding regions, Galway - West of Ireland and North Brabant (Netherlands),.



### 7th Partner meeting European Region of Gastronomy Platform, 17 March 2016, the Netherlands.

The 7th partner meeting of European Region of Gastronomy Platform, organised by IGCAT and hosted by the city of 's-Hertogenbosch, in the region of North Brabant, in the Netherlands took place from 16 March to 18 March.



### 30th Catalan Young Chef Contest, 8 April, Spain.

The 30th edition of the Catalan Young Chef Contest took place on Monday 4 April in Sant Pol de Mar, hosted by EUHTStPOL within the framework of Catalonia, European Region of Gastronomy 2016. The winner represented Catalonia at the European Young Chef Award.



**Masterchef promotes Catalonia, European Region of Gastronomy 2016, 13 April, Spain.**

The fourth Spanish edition of Masterchef will broadcast its first programme on Wednesday 13 April 2016 at 22:15h on TV1 (Spanish national television) within the context of Catalonia, European Region of Gastronomy 2016



**European Region of Gastronomy at Fira Alimentària, 3 May, Spain.**

The European Region of Gastronomy platform was well represented during the 40<sup>th</sup> Edition of the Fira Alimentària.



**Official launch of East Lombardy, European Region of Gastronomy 2017 programme, 29 May, Italy.**

Official launch of the East Lombardy, European Region of Gastronomy 2017 project will take place in the form of an exceptional gourmet event. In only one night, more than 20 starred chef from the provinces of Bergamo, Brescia, Cremona and Mantua.



**Aarhus named second best place in Europe By Lonely Planet, 29 May 2016, Denmark.**

Denmark's second largest city was named among the best European destinations to visit in 2016 by influential travel guide Lonely Planet



**IGCAT Expert Jury Visit to Galway, West of Ireland, 7 June 2016, Ireland.**

Dr. Diane Dodd (Spain), Ilona Sares (Finland) and Davinia Galea (Malta) - visited Galway, West of Ireland between the 24 and 26 May 2016, to monitor the initial take-off and progress of the programme.



**South Aegean announces candidacy for European Region of Gastronomy 2019, 21 June, Denmark.**

Mr. Giorgos Hatzimarkos, Governor of the Region of the South Aegean travelled to Aarhus to announce the official candidacy of the South Aegean to be named European Region of Gastronomy in 2019.





## European Region of Gastronomy 2018 Award Ceremony, 21 June, Denmark.

Award Ceremony at Aarhus Theatre in Central Denmark, welcomed by Bent Hansen, the Chairman of Central Denmark Region and the Mayor of *Aarhus*, Jacob Bundsgaard. Phil Hogan, the European Commissioner for Agriculture and Rural Development presented the awards to Galway, West of Ireland and Noord Brabant for their successful bids to host the title in 2018.



## 8<sup>th</sup> Meeting of the European Region of Gastronomy Platform, 22 June 2016, Denmark.

The 8th Partner Meeting of the European Region of Gastronomy Platform, organised by IGCAT and hosted by the City of Aarhus and the FOOD Organisation, Central Denmark Region, took place between the 20 and 22 June.



## Mauro Zanella named Ambassador for East Lombardy, European Region of Gastronomy 2017, 20 July, Italy.

The wine expert Maurizio Zanella, has been chosen to represent East Lombardy, European Region of Gastronomy 2017.



Dzintars Kristovskis named Riga-Gauja Gastronomic Region Ambassador,

1 August 2016, Latvia.

In tandem with the honor bestowed the Riga-Gauja Region - the title of "European Gastronomy Region 2017", Chef Dzintars Kristovskis from the restaurant "Valmiermuižas vēstniecība Rīgā", has been appointed official Ambassador.



South's Aegean's European Region of Gastronomy bid for 2019 submitted, 31 July 2016, Greece.

The Region of South Aegean enters in the final straight to win the title of European Region of Gastronomy 2019 with the submission of its bid book to IGCAT on July 31, 2016, deadline for bidding



Jury Visit in South Aegean Region, 10 September 2016, Greece.

A forward committee of the jury visited Rhodes, 10-11 September 2016 in order to evaluate the work that this forward-looking Greek region has achieved so far.



**Seven celebrity Catalan chefs celebrate the European Region of Gastronomy 2016 Award, 28 September 2016, Spain.**

For the first time, the chef Nandu Jubany, alongside with seven star chefs - Carme Ruscalleda (Sant Pol), Joan Roca (El Celler de Can Roca), Paco Pérez (Miramar), Jordi Cruz (Àbac), Fina Puigdevall (Les Cols), Paolo Casagrande (Lasarte) i Raül Balam (Moments), offered a dinner in homage to their profession. 200 professionals from the tourism and gastronomy sector including representatives of the Slow Food Network, Cuina Catalana campaign and IGCAT experienced a gastronomic feast.



**European Region of Gastronomy 2019 regions announced, 29 September 2016, Romania.**

The European Region of Gastronomy 2019 title was recommended to be given to two bidding regions, South Aegean (Greece) and Sibiu (Romania), on Thursday 29 September 2016 at the Brukenthal Museum in Sibiu. The announcement took place prior to the 9th European Region of Gastronomy Platform Meeting.



**9th Meeting of the European Region of Gastronomy Platform, 30 September 2016, Romania.**

The 9th partner meeting of the European Region of Gastronomy Platform, organised by IGCAT and hosted by the city of Sibiu, in the Sibiu region (Romania), took place on Friday 29 September 2016 at the Complexul Național Muzeal ASTRA Sibiu.



**IGCAT and East Lombardy, European Region of Gastronomy 2017 presented at 10th International Conference on Gastronomic Tourism in Athens, 28 November 2016, Greece.**

On 26 November, Roberta Garibaldi, member of IGCAT Board and Scientific Director of East Lombardy - European Region of Gastronomy 2017, intervened in the 10<sup>th</sup> Gastronomic Tourism Conference which took place in Athens.



## *EUROPEAN YOUNG CHEF AWARD*

The European Young Chef Award was celebrated for the first time in 2016 with EUHT STPOI, where 10 young finalists came from different European Regions to participate in a European competition.

This first edition gained high visibility innationally thanks to the high profile of the event and the presence of celebrity chefs, Joan Roca and Carme Ruscalleda.

The competition is focused on the theme Innovation on Tradition where contestants use local and regional ingredients to prepare their regional recipes.

This new IGCAT's initiative will be an itinerant contest which aims to be hosted and included by European regions holding the European Region of Gastronomy title within the celebration of their year and as part of their programme.

Moreover, a new Regional Chef Ambassador programme has been set in order to create an international network of chefs ambassadors who participated in the European Young Chef Award.

Some news items:



**Joan Roca, President of the Jury of the European Young Chef Award 2016, 12 November 2016, Spain.**

10 Young European chefs representing 10 Regions of Gastronomy have been selected as finalists for the 1st edition of the European Young Chef Award. Together they will join celebrity chef Joan Roca and an international jury in a competition aimed to highlight the importance of local food products and cultures.



**European Young Chef Award 2016 announced, 14 November 2016, Spain.**

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 joyness of a birth.



**Mentoring European Young Chefs - Round Table with celebrity chefs Joan Roca and Carme Rusalleda, 14 November 2016, Spain.**

a Round Table event was held with celebrity chefs Joan Roca and Carme Rusalleda in the Escola Universitària d'Hoteleria i Turisme de Sant Pol de Mar (EUHTStPOL), following the 2016 European Young Chef Award edition.

## List press and social media: Audience

The European Young Chef Award has reached high levels of visibility within a wide variety of local, regional, national and international communication means which included printed and national press, bloggers, magazines and social digital platforms.

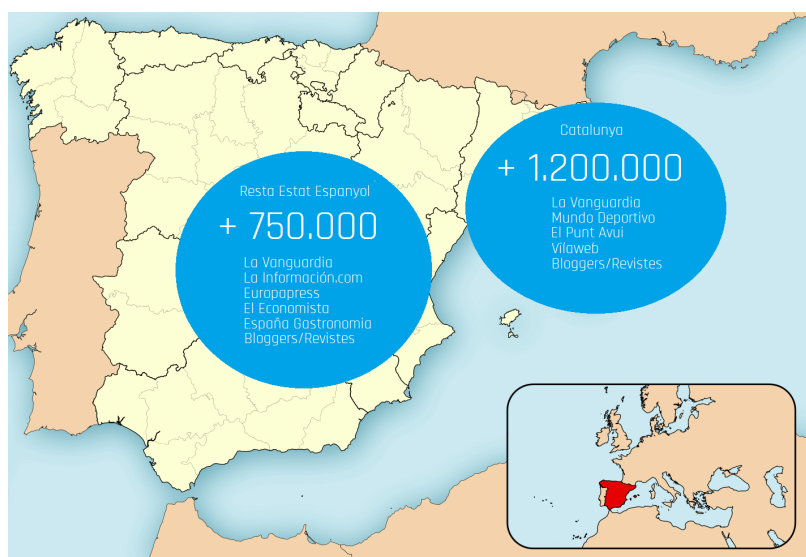
## Local, Regional and National

<a href="#">La Vanguardia (1), (2), (3)</a>	<a href="#">Mundo Deportivo</a>
<a href="#">Vilaweb</a>	<a href="#">Saber y Sabor</a>
<a href="#">BCNPress</a>	<a href="#">Ecodirario - El Economista</a>
<a href="#">El Punt Avui</a>	<a href="#">Europapress</a>
<a href="#">La Informacion.com</a>	<a href="#">Revista Hosteleria y Turismo</a>
<a href="#">Los Foodistas</a>	<a href="#">Ubeda.ideal</a>
<a href="#">EspañaGastronomia</a>	<a href="#">Expohorecamagazine</a>
<a href="#">Monsieur Privée Events</a>	<a href="#">EUHT Sant Pol</a>
<a href="#">Bacoyboca</a>	<a href="#">Tzentzero</a>

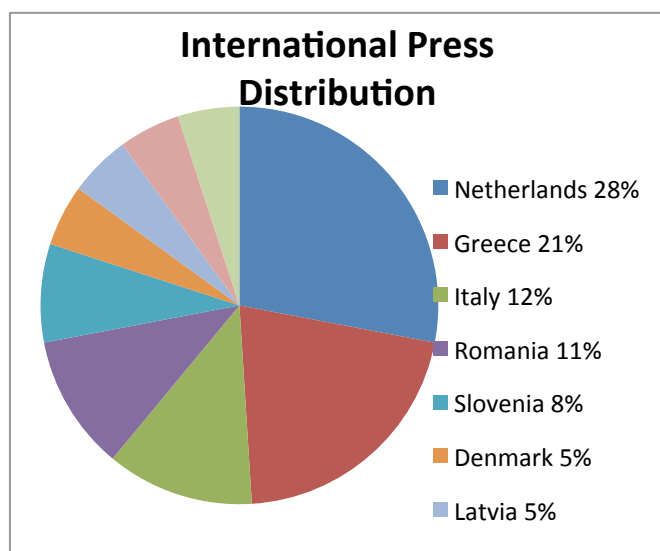
## International

<a href="#">Dimokratiki</a>	<a href="#">ERT International</a>
<a href="#">The National Herald</a>	<a href="#">Hotels Schools of Distinction</a>
<a href="#">Siris</a>	<a href="#">Omroepbrabant</a>
<a href="#">Onsjongens</a>	<a href="#">ED</a>
<a href="#">FoodupBrabant</a>	<a href="#">Missethoreca</a>
<a href="#">Revista Sinteza</a>	<a href="#">Cast Alimenti</a>
<a href="#">Seoforwineries</a>	<a href="#">Petzvezdic</a>

The coverage of the event had a big impact in Catalonia and at National Level.



Taking into consideration the international press, it is estimated that 2.000.000 people read an article related to the European Young Chef Award 2016 before, during and after the contest.



Finally, if we consider the multiplier effect of the main social networks such as Facebook, Instagram and Twitter, it is considered that the total visibility reached ten million people before, during and after the event.

## EUROPEAN CAPITAL OF CULTURE

IGCAT has been giving expertise and training the city of Rhodes and sent during its visits an expert committee to train, advise and give expertise to prepare the bid for Rhodes 2021, European Capital of Culture.

The panel of experts was composed by members of its IGCAT's International Network of Experts including:

- Mary Miller (former Artistic Director at Stavanger,
- Robert Palmer (former Director of Glasgow 1995 and Brussels 2000),
- Dr. Diane Dodd – President of IGCAT,
- Davinia Galea – Special Advisor of IGCAT
- Jessica Litwak, PhD, RDT Director, Playwright, Performer
- Andrius Genys, New Media Arts Events organizer
- Prof. Roberta Garibaldi, Evaluation and Monitoring expert



**Preparing the bid for Rhodes 2021 European Capital of Culture, 30 January 2016, Greece.**

IGCAT experts visited Rhodes (Greece) to give their advise and expertise by leading intensive workshops in support of Rhodes' bid for the ECOC title in 2021. The experts worked extensively with the Rhodes 2021 bid team and public authorities, NGO's and the university.



**Rhodes 2021 European Capital of Culture Candidate, 26 February 2016, Greece.**

Congratulations are extended to Rhodes for being pre-selected for the title European Capital of Culture. IGCAT experts visited Rhodes (Greece) on twice to give their advise and expertise by leading intensive workshops.



**IGCAT experts delivers training to Rhodes 2021 bid team, 7 April 2016, Greece.**

Rhodes 2021, one of the pre-selected cities to hold the title European Capital of Culture (ECOC) has a strong bid team headed by Aliki Moschis-Gauguet and supported by IGCAT experts, Robert Palmer and Diane Dodd. From 30 March – 2 April 2016, IGCAT led the bid team through a complete review of the first draft of their bid.

## *INNOVATIVE SOUVENIR AWARD*

During 2016, IGCAT's team focused on the proposal for an Innovative Souvenir Award, a yearly initiative to be developed in order to strengthen IGCAT's commitment to sustainable local food production and the promotion of local gastronomic peculiarities.

### **OUTLINE**

The main objective of the award is to identify and promote the best and most innovative food products conceived and produced at a regional level and that protect cultural and food diversity as well as connect to the story of the region. The award is reward products that aims at representing its region while also trying to be conserved, packed and distributed in the most sustainable way.

Conceived as a competition it 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 identified as creating hand-made or artisanal products.

Products should be categorized as uniquely differentiated artefacts having authentic, natural qualities that mix fine ingredients or quality raw materials 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.

The specific judging criteria may include:

- Degree of innovation and creativity (food souvenir, kitchenware souvenir)
- Quality of ingredients/raw materials (food souvenir, kitchenware souvenir)
- Freshness of the ingredients (food souvenir)
- Good taste and smell (food souvenir)
- Originality of the flavour (food souvenir)
- Balance of acidity, sweetness, bitterness, saltiness (food souvenir)
- Pleasing texture and consistency (food souvenir)
- Aesthetically appealing (nice colour, shape) (food souvenir, kitchenware souvenir)
- Originality of the presentation and/or packaging (food souvenir, kitchenware souvenir)

**ROLE OF PARTNER REGIONS.** The regions of gastronomy have agreed to take part in pseudo competition to test the Award possibilities.

## EUROPEAN PROJECTS: EUROPEAN SWEET ITINERARIES

IGCAT took part in a European Project in 2016 which is funded by the COSME programme and brought together 15 partners from Comunidad de Madrid (ES), Umbria (IT), Abruzzo (IT), Lisbon region (PT), Oeste Region (PT) and Alentejo (PT).

The aim of the European Sweet Itineraries is to increase tourism flows in low/medium seasons for youth and professionals in Europe with an emphasis on gastronomy and culture as well as to teach students from VET schools how to organize their travel itinerary, put them in contact with international sweets producers, and to have a positive experience abroad with other students and professionals from the Tourism, Gastronomy and Hospitality sector.

IGCAT carried out part of the Spanish itinerary alongside with la Comunidad de Madrid and has set out the tour experience for Catalonia, where the students had the opportunity to meet local sweets producers, stay in hospitality schools and participate in workshops and tastings in Tossa de Mar, Sant Pol de Mar, Sant Andreu de Llovaneres and Barcelona.

After these tours take place, a final meeting will be held in Madrid in February 2017 to evaluate the experience and the quality of the sweets itineraries in order to be used as a future model for other VET school trips.



For more information about the European Sweet Itineraries Project:  
<http://www.sweetsitineraries.eu/en/>



## ANNUAL IGCAT EXPERTS MEETING:

### *New Interdisciplinary Training Models / Innovation and Entrepreneurship*



The third Annual IGCAT Expert's meeting took place in Sant Pol de Mar and Tossa de Mar within the frame of the Euro Mediterranean Food Congress from 31 May until 1 June and was organised by IGCAT in collaboration with the EUHT STPOL, the LABPATC, the Catalan Tourist Board and the municipalities of Sant Pol de Mar and Tossa de Mar. The meeting brought together expert voices from 8 countries from around de globe and aimed to explore two areas of interest which were new interdisciplinary training models and

innovation and entrepreneurship. The meeting included around table event on the Transatlantic Trade and Investment Partnership (TTIP), where different opinions on the impact of free trade agreements on local food and cultural diversity were voiced – including the experiences of Canada and Colombia after signing similar deals with the US.

The experts agreed that IGCAT should play a role in empowering local communities by sharing knowledge and creating interdisciplinary training models that could be integrated into service-learning approaches for regions and cities.

The IGCAT General Assembly then took place and formally elected Dr Diane Dodd as President for IGCAT. The meeting was held at [EUHTStPOL](#), one of the foremost hospitality schools in Europe and experts were treated to a cooking demonstration followed by a wine tasting by resident chef and sommelier lecturers. The experts also had the opportunity to take a guided tour of modernist buildings in Sant Pol de Mar, followed by a welcome reception by Montserrat Garrida, Mayoress of Sant Pol de Mar, who has been pioneering in establishing Sant Pol de Mar as a gastronomic and cultural small town of significance.

During the Second day, the Expert's group was participating in the Euro-Mediterranean Food Tourism Congress in Tossa de Mar on 1 June, added a new twist this year when it invited IGCAT experts to participate in a programme especially designed to demonstrate culinary tourism in action.

IGCAT's participation in the congress started with a warm welcome from M<sup>a</sup> Àngels Pujals, Tourism Councilor of [Tossa de Mar](#), Dr. Jordi Tresserras, [LABPATC](#), University of Barcelona and Dr. Diane Dodd, Executive Director of IGCAT (International Institute of Gastronomy, Culture, Arts and Tourism) during a guided visit to Sant Benet, a unique Costa Brava Traditional Farm where IGCAT's Experts and Euro-Mediterranean Food Congress participants learnt about Catalan farming techniques.

Dr. Lidia Varbanova from [John Molson School of Business](#), Concordia University, Canada, led the first round table where she presented her new book "Entrepreneurship in the Arts". Evarist March, Director of [NaturalWalks](#) and Gastrobotanist of the Celler de Can Roca then joined her in a debate on how arts and food organisations are giving a new twist to traditional products and services.

The participants then participated in a tasting of traditional food from Tossa de Mar which included Cim-i-tomba and Mar-i-muntanya, a dish of fish and meat prepared with chocolate. The dishes were produced in a local Restaurant that forms part of the European Chocolate Route.

The participants ended the day with a private visit to the Catalan Cuisine Museum project where a second round table took place based on Gastronomy: Innovation on Tradition.

IGCAT thanked Dr. Jordi Tresserras who led the programme, as well as the Municipality of Tossa de Mar for giving to IGCAT a warm welcoming during the Annual Expert's Meeting.



## IGCAT LECTURES AND COURSES

### Universitat Internacional de Catalunya

#### *MA Cultural Policies and Institutions*

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:

1. define what arts and cultural policy are and who uses them.
2. introduce concept of culture as a divider and as a unit of people(s) (culture and conflict).
3. widen our understanding of culture and social cohesion.
4. 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

#### *Events Management Degree*



**UNIVERSITY COLLEGE OF  
HOSPITALITY MANAGEMENT  
AND CULINARY ARTS**  
HOTEL SCHOOL SANT POL DE MAR

Affiliated to:



IGCAT recently launched a new degree course on event management for hospitality students studying at EUHTStPOL. The course aims to introduce the students to smart strategies for cultural and food events management. The course aims to give students an insight in the complexities of organising a food festival or similar event and/or preparing cultural and/or food events in unusual venues. With the growing popularity of food events in city and regional policy the course hopes to bring new job opportunities to Europe's young entrepreneurs.

The course has been designed and is led by Dr. Diane Dodd, Executive Director of IGCAT, with visiting lectures provided by Davinia Galea (former chief executive of Malta's Council for Culture and the Arts) and Caroline Couret (coordinator of the Creative Tourism network). During the course the students visited IGCAT offices and were introduced to IGCAT's philosophy and concerns on the future of food diversity as well as the European Region of Gastronomy Project.

*Summer course on local food for strategic events planning*

IGCAT has designed a summer course for students coming mainly from Latin America at EUHTSTPOL. During a 2 week intensive summer course that includes a number of modules on culinary arts and hospitality, IGCAT provides 12 hours of training in strategic events planning. The training looks at the importance of local food as a unique selling point and feature to enhance the performance of local festivals. IGCAT's Executive Director, Dr. Diane Dodd, leads the course, with festival management planning workshops led by Jordi Vegas, IGCAT's Project Manager. The aim is to provide students with knowledge and skills to develop and manage a cultural/food event.



## CONFERENCES and WORKSHOPS



### Cultural Routes of the Council of Europe - Experts' Meeting, 15 January 2016, Luxembourg.

Experts working on the evaluation of the Cultural Routes of the Council of Europe have been invited to a joint-working-meeting at the European Institute of Cultural Routes in Luxembourg. It is an opportunity for the experts to meet Stefano Dominioni, the new Director of the European

Institute of Cultural Routes and Executive Secretary of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe.

### IGCAT talks about Environment and Culture, 4 February 2016, Malta.

Davinia Galea, Special Advisor of IGCAT was invited to chair the plenary session at the General Convention of the Nationalist Party in Malta. This year's theme was '*idea ambjent*' (Idea Environment).



Her topic was 'Environment and Culture' in view of which she spoke about Malta in a changing world culture where the importance of making good policy choices now, based on European cultural values, will have important long term implications.



### 7<sup>th</sup> International Congress on rural tourism, 25-26 February, Spain.

Prof. Roberta Garibaldi, IGCAT Board Member and Expert, Director of CeSTIT- the Study Center on tourism of the University of Bergamo (Italy) and Scientific Coordinator for East Lombardy as European Region of Gastronomy in 2017 moderates a specific session that discusses the creation of icons to attract visitors.



**Eventfulness and the link between urban and rural EUROCITIES, 17 March 2016, The Netherlands.**

IGCAT and the European Region of Gastronomy participated in the EUROCITIES Culture Forum conference 'Art & Imagination: Eventfulness: sharing the heritage of Jheronimus Bosch'. Executive Director of IGCAT Diane Dodd formed part of the panel of speakers which included Karel Bartak, Head of the Creative Europe unit at the European Commission and Anton Rombouts, Mayor of s'Hertogenbosch. The conference took place at the Town Hall, s'Hertogenbosch on 17 March 2016

within the context of the commemoration of the 500th anniversary of its' famous painters death. The Eurocities network set the conference to explore the frontiers of how events can become powerful strategic vehicles to stimulate economic, social and cultural regeneration.

**Dubrovnik takes an interest in gastronomy and innovation, 22 March 2016, Croatia.**

Dubrovnik invited Dr. Diane Dodd, President of IGCAT (International Institute of Gastronomy, Culture, Arts and Tourism) to give a presentation on the European Region of Gastronomy concept to wider stakeholders and interested people from the region and, to meet the team for Dubrovnik 2020.



**Communities force food businesses to be more responsible, 22 June 2016, Denmark.**

Addressing food businesses and innovators gathered together at the 2016 IFAMA World Conference, Dr. Diane Dodd, President of IGCAT told businesses to protect culture and food diversity and to recognise the importance

of 'terroir', culture, landscape and traditions – if not for sustainable tourism, regional branding, health, nutrition, then to protect the biodiversity of the planet.



**The Food Travel Monitor research study for food and drink travelers, 7 July 2016, Italy.**



Conducted by the World Food Travel Associati on together with one of the IGCAT's expert and Coordinator of East Lombardy, European Region of Gastronomy 2017 Roberta Garibaldi, for the Italian market, the Food Travel Monitor is the first global research study for food and drink travelers has been presented in a world press conference on Monday, the 27th of May.



**Young spirituality seekers are identified as newest niche tourism group, 1 December 2016, Spain.**

This workshop aimed at debating the marketing and commercialisation of the Spirit Youth products - spiritual activities for young tourists - being tested in view of its market competitiveness after the project

funding period. As member of the panel discussion and representing IGCAT, Jordi Vegas was participated in the Spirit Youth workshop.



**UNESCO agree to give a formal role to civil society organisations in implementation of the 2005 Convention, 15 December 2016, France.**

Over forty representatives of civil society organisations were invited as observers to the Intergovernmental Committee (IGC) For the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions . The IGC Tenth Ordinary Session took place

at UNESCO Headquarters, Paris 12-15 December 2016. Following the adoption of 17 different decisions, including the new Article 11, civil society organisations will from 2017 onwards have a formal role in the procedures.

Dr. Diane Dodd, from IGCAT, attended the meeting on behalf of the International Federation of Arts Councils and Culture Agencies (IFACCA).

## IGCAT VISITS / OTHER ATTENDED EVENTS



**IGCAT visits Cava Codorniu, 22 February 2016, Spain.** Dr. Diane Dodd was invited to visit Cava Codorniu's as part of the Ambassadors Programme for Catalonia on Friday 19 February. The Ambassadors programme was created by the Catalan Tourist Board in order to connect leading ambassadors for the region.



### **IGCAT at Masterchef, 26 February 2016, Spain.**

IGCAT was invited to participate in the filming of one of the programs as a guest as a promotional action of Catalonia, European Region of Gastronomy 2016. The presenter Eva González took time out from shooting to learn about the European Region of Gastronomy..



### **IGCAT expert Dr. Aleš GAČNIK from Slovenia visits IGCAT, 14 April 2016, Spain.**

Dr. Aleš GAČNIK, Head of the Department of Cultural Tourism and Cultural Heritage from the Faculty of Tourism Studies and Head of the recently established Centre of Gastronomy and Wine Culture (University of Primorska) was welcomed at IGCAT in Sant Pol de Mar.



### **Creative and sustainable solutions contributing to nutrition in Africa, 20 July 2016, Spain.**

IGCAT welcomed to the office, Larissa Uwase, IGCAT's expert from Rwanda, who is breaking new ground in food and nutrition. Larissa has been recently recognised as a top female innovator in Africa at the [World Economic Forum](#).



### **Developing ideas for sustainable destinations, 28 September 2016, Spain.**

IGCAT welcomed international expert, Dr. Carlos Fernandes from the Polytechnic Institute of Viana do Castelo, Portugal.



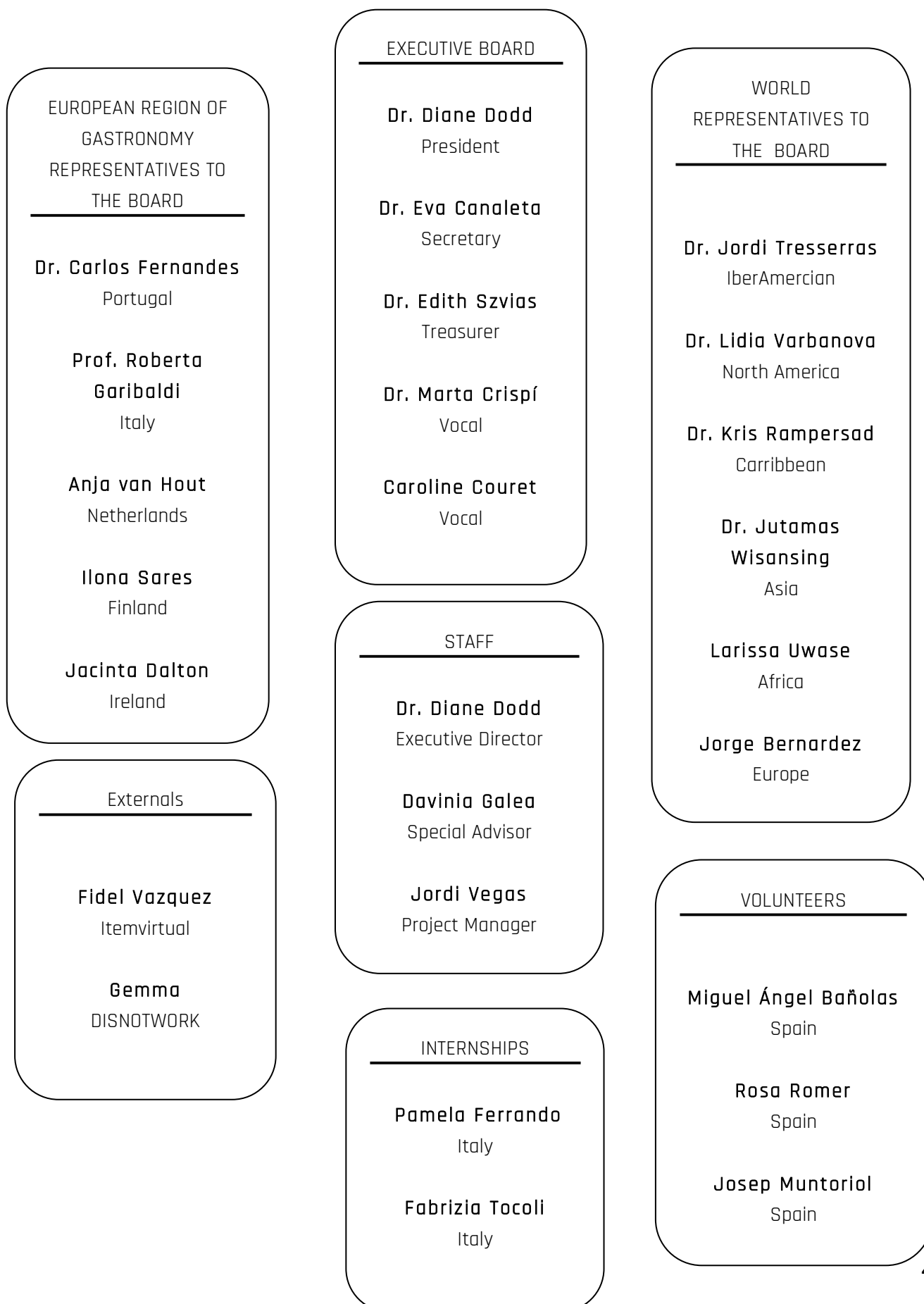


**Seven celebrity Catalan chefs celebrate the European Region of Gastronomy 2016**

Dr. Diane Dodd was amongst many distinguished guests at this high level gala event.

## ORGANIGRAM

The structure of the institute at the end of 2016 was:



*CONTACT DETAILS*



Registered address:

Carrer Mas Morell 12, 2º 2ª  
E-08395, Sant Pol de Mar  
Catalonia  
Tel: 93 760 1472

[info@igcat.org](mailto:info@igcat.org)

[www.igcat.org](http://www.igcat.org)