

## ANNUAL IGCAT EXPERTS MEETING

SMART AND SUSTAINABLE DESTINATIONS:  
TRENDS, CHALLENGES AND OPPORTUNITIES



## ANNUAL IGCAT EXPERTS MEETING READER

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## INTRODUCTION

I am delighted to invite you to the fourth IGCAT Annual Experts' Meeting, taking place at the close of a very successful year, Catalonia and Minho, European Region of Gastronomy 2016 and, on the occasion of IGCAT's 5<sup>th</sup> birthday.

IGCAT's mission is to raise the importance of holistic approaches to policy development, working across sectors to inspire new models for living and working. We have organized four thematic sessions to share ideas, research and knowledge amongst a range of IGCAT experts. The aim of these sessions, besides being an exchange, is to identify key areas that IGCAT and the Regions of Gastronomy can learn from, what gaps there are and, where joint initiatives could help.

### **Long-term legacy of the Regions of Gastronomy**

Prodeca will introduce the Gastronomy Plan, that was developed through a large stakeholder consultation process during Catalonia, European Region of Gastronomy 2016 (C'REG). The meeting will then go on to discuss long-term legacies of the European Region of Gastronomy and explore how we can monitor this. Key questions to think about:

1. After a year is celebrated - what is the legacy? And, can regions reapply for the award?
2. Should/could it be obligatory to develop a long-term gastronomy/culture plan?
3. How can we expand the Regions of Gastronomy Platform around the world through our growing network of experts?

### **Food creativity and territorial branding**

IGCAT believes that regional gastronomy and culture are the most important leverages for new development opportunities. Both food products and creative experiences are important tools in 'branding' a destination but local SME's often fail to see their strategic role within the external image of the territory. Key questions to think about:

1. Can we identify policy recommendations to support territory branding through cultural and food diversity?
2. Could IGCAT develop a tool kit/event for regional competitions of local producers?
3. Could IGCAT publish a handbook for citizens that want to turn their hobby into a business? (Do we have enough expertise to cover all areas such as packaging, marketing, distributing, regulations advertising, customer service, health and safety, insurances etc.

### **Smart and sustainable destinations**

The format for events and creative experience can vary but what makes them distinct is the uniqueness of the raw products and craft techniques used. Developing events that ensure visitors stay over and spend more is key to smart policies. Ensuring the sustainability of events both economically and environmentally is another challenge. Key questions to think about:

1. What skills do for events organisers' need with regard to creativity and sustainability?
2. Can we identify smart policies and good practices in training for destination and events management - particularly focusing on eco-sustainability?
3. What are the issues and challenges to developing joint promotion campaigns?

### **Living-IT tourism - Circular economy**

Tourism groups are changing - young people are traveling further for longer periods, during which time they live like the locals, explore the surrounding and receive an education through long or short courses. At the same time, locals are now taking more short breaks nationally and internationally and looking for niche pastime learning opportunities. Key questions to consider:

1. What does changing patterns of visitors mean for regions?
2. How we can safeguard circular economies?
3. How do you keep the balance between visitor/local - what indicators could be used?

The IGCAT Annual Experts' Meetings are restricted to IGCAT member-experts and invited guests. The sessions are moderated conversations so that collectively we can delve deeper and learn from each other. This year, for the first time they will also be videoed in an attempt to capture and share ideas amongst our members.

This reader is aimed to already open up some of the discussion points that we will explore more deeply in the sessions. I look forward to listening and learning from our valued network members.

Dr. Diane Dodd, IGCAT President

## Programme of IGCAT Meeting 24 - 26 April 2017

### Monday 24 April 2017 (evening)

Venue: Palau Robert

18:00 Guided visit to the exhibition "El Celler de Can Roca, from the Earth to the Moon"

19:00 Catalonia, European Region of Gastronomy 2016 Closing Ceremony

### Tuesday 25 April 2017, Barcelona

Venue: PRODECA - Gran Via de les Corts Catalanes, 620

09:00 **Long-term legacy of Regions of Gastronomy**

The Gastronomy Plan for Catalonia European Region of Gastronomy 2016

**Ramon Sentmartí**, Director of PRODECA - Generalitat de Catalunya (moderator)

Overlapping legacies - Bosch 2016 and European Region of Gastronomy 2018

**Anja van Hout**, External Relations Advisor of Municipality of 'S-Hertogenbosch

Planning a legacy for Kuopio (candidate), European Region of Gastronomy 2020

**Ilona Sares**, International Project Coordinator of ProAgria

Catalonia, European Region of Gastronomy 2016 - next steps

**Blanca Cros**, Catalan Tourism Agency

11:00 Health break

11:30 **Food creativity and territorial branding**

Food and creativity enhancing visitor experiences

**Caroline Couret**, Director of the Creative Tourism Network (moderator)

Gastrodiplomacy. Italy and regional diversity

**Rosario Scarpato**, CEO of Exquisite Communications DMCC

Food creativity and territorial branding in Minho 2016

**Carlos Fernandes**, Tourism Course Leader of ESTG-IPVC

When Opera and food meet

**Mary Miller**, CEO of Bergen National Opera

Food Creativity and territorial branding

**Fia Gulliksson**, CEO and founder of Food In Action company

13:30            Lunch Break

15:30            **Smart and sustainable destinations**

Packaging food tourism experiences for the Wild Atlantic Way incl. Galway -  
European Region of Gastronomy 2018

**Jacinta Dalton**, Failte Ireland Food Ambassador & GMIT (moderator)

UNWTO and sustainable tourism

**Dr. Edith Szivas**, Tourism Expert

Food tourism, research from 11 different countries

**Prof. Roberta Garibaldi**, Director, East Lombardy 2017

Developing synergies for regional ecological food and agriculture

**Oriol Costa Lechuga**, Director of EcoRegió Catalonia

Climate change and how it affects weather, farming and tourism in Europe

**Claire Brightley**, Environment Expert for the UK

17.30            Conclusion and next steps

18.00            Supporting all our futures

**Dr. Diane Dodd**, IGCAT President

18.30            Transfer to Sant Pol de Mar

20.30            Welcome from the Mayoress of Sant Pol de Mar, Monserrat Garrido

20.45            Light dinner at EUHT StPOL

**Wednesday 26 April 2017, Sant Pol de Mar**

**Venue: EUHT St Pol**

- 09:00**      **IGCAT initiatives and what next : A discussion set to contribute to the ideas for the strategy plan 2017- 2020**
- Dr. Diane Dodd**, Executive Director of IGCAT (moderator)
- Innovative Souvenir Award - building local competitions
- Fabrizia Toccoli**, Research Assistant at IGCAT,
- European Young Chef Award - storytelling and young ambassadors
- Eva Canaleta**, Executive Administrator of IGCAT and Professor at EUHT ST Pol
- IGCAT Building food routes. The evaluation from the Sweets itinerary.
- Jordi Vegas**, Office Assistant at IGCAT
- 10:45**      **Health Break**
- 11:00**      **IGCAT General Assembly**
- 12:30**      **Group photograph**
- 13:00**      **Paella Experience**

## **SECTION 1: THE LONG-TERM LEGACY OF THE EUROPEAN REGIONS OF GASTRONOMY**

### **- Catalonia: Case Study-**

The European Region of Gastronomy Award aims to contribute to better quality of life in European regions, by highlighting distinctive food cultures, educating for better health and sustainability and stimulating gastronomic innovation. It is also a celebration of the rich cultural and food diversity found in Europe's many regions. It is an opportunity to highlight distinctive gastronomic, cultural and historical features, and to enhance opportunities for the region as a unique destination by providing wider visibility for their food, landscape and territory.

The European Region of Gastronomy Award is celebrating its second year of existence, since Catalonia (Spain) and Minho (Portugal) were awarded in 2016. It is still a baby if we compare it to the European Capital of Culture (ECOC) programme of the EU that was launched in 1985 and has provided awards to more than 66 cities across 30 countries.

So far, only nine regions have been given the award, with three regions celebrating it this year and, 2018 and 2019 regions developing their programmes. This year the award for 2020 will also be decided, making at least 10 awarded regions to date.

The ECOC Programme started out as an award aimed at highlighting cities already arguably rich in culture and heritage (Athens 1985, Florence 1986, Amsterdam 1987, West Berlin 1988 and Paris 1989). When it was the UK's turn to take the Award, the government, that was undergoing a process of decentralization, took the decision to hold a competition to decide which city would have the title. Robert Palmer, as Director of Glasgow made a convincing argument that the European Capital of Culture title would serve as a catalyst for cultural development and the transformation of the city. Glasgow, at that time was a bleak city with high unemployment and low appeal. Without doubt it is now considered to be a thriving cultural city. It is hard to demonstrate that it was the European Capital of Culture title that provided the catalyzing effect that transformed the city of Glasgow however many point to that being the starting point. This is why there are now many efforts to evaluate the long-term effects and legacy of holding the ECOC title.

It took some years before an internal competition became a feature in all European Capital of Culture processes but from the turn of the millennium onwards there is a clear bias to the selection of lesser-known cities and/or cities that needed to be "transformed." In almost all cases, these cities are now firmly on the European map and the ECOC award is being



understood as “a key platform for city positioning and a catalyst for economic and cultural regeneration.”<sup>1</sup>

Though difficult to prove, the cultural, social and economic impacts and long-term effects in terms of urban image change and tourism development are palpable. The ECOC programme began to imbed the principle of a stronger commitment towards sustainable legacy planning and this has given birth to longitudinal studies that are providing the first true evidence base.

The European Region of Gastronomy Award has in many ways the same trademarks as the ECOC given that it will try to provide visibility to many of Europe's lesser-known regions. What can be learnt from 32 years of ECOC Awards is vital to establishing guidelines as the programme develops. It is also important to chart the achievements in Europe's founding European Regions of Gastronomy and to explore what we could do better in the future.

### Intersectorial working

IGCAT's philosophy is to support **inter-sectorial working as we believe that the most interesting and positive examples in development happen when sectors work together**. The Regions of Gastronomy are therefore obliged to engage in inter-sectorial dialogue by forming a regional stakeholder group. In Catalonia, this group was initially just four institutions but during Catalonia, European Region of Gastronomy 2016 (C'REG) it has grown to include more than 800 stakeholders that support the project. Judging by the “buy-in”, the initiative can be said to be popular amongst farmers, educators, food producers, restaurants, hoteliers and citizens in general. How this is then transformed into the proliferation of new products and services will be key to establishing the long-term effects of the programme. For example, C'REG 2016 introduced the **Menu : “Som Gastronomia” (We are Gastronomy) a menu for restaurants that focuses on local products**.

### Supporting SME's

By building a programme of events that encourage people to re-value local products as a unique selling point - the programme hopes to encourage new food production start-ups and creative/experience tourism offers - in short new economic models to become sustainable. A new initiative taking shape is the **Innovative Souvenir Award** that is meant to share knowledge and good practices to support local food producers in developing good sustainable business models, navigation of food and health regulations and discovery of how to integrate creativity and design in their process. It is aimed to promote local and more sustainable food chain and

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<sup>1</sup> [http://www.europarl.europa.eu/RegData/etudes/etudes/join/2013/513985/IPOL-CULT\\_ET\(2013\)513985\\_EN.pdf](http://www.europarl.europa.eu/RegData/etudes/etudes/join/2013/513985/IPOL-CULT_ET(2013)513985_EN.pdf) (accessed 10\_04\_2017)

consumption systems by identifying the best and most innovative food products conceived and produced at a regional level and that protect cultural and food diversity.

### **Citizen engagement**

The European Region of Gastronomy title facilitates projects that raise awareness and stimulate pride in local food products. Developing strategies for engaging citizens is key to the programme. Building pride is an important element for encouraging new economic models - be that in sustainable tourism or innovation in agrifood. In Catalonia, C'REG 2016 introduced the **Benvolguts a Pagès** (Welcome to the Farm ) project to reintroduce citizens to where their food comes from.

Developing new sustainable events and/or capitalising on existing events needs smart strategies to ensure that the authentic character of the event is not lost while at the same time encouraging sustainability recommendations and indicators to support positive development in the regions. Best practise guidelines or training of trainers programmes for skills capacity development in the regions has been considered as areas where IGCAT experts would be valuable.

### **Branding the territory**

Positioning or repositioning the image of the region abroad is important to many of the regions. The development and long-term use of gastronomy as a unique selling point will be an important indicator. Catalonia has introduced the new slogan - "We are Gastronomy. Welcome to our Home. Territory, Product and Landscape." And, the annual Mercat d'escapades (market for day trips) was focused on gastronomy during C'REG 2016.

Story-telling is becoming a much more important feature in branding products and services and therefore IGCAT is now looking at how this can be introduced as a feature in projects such as the European Young Chef Award and the Innovative Souvenir Award initiatives.

### **Long-term strategy**

The European Capital of Culture award has as criteria for selection the obligation for a city to develop a long-term cultural development plan. This is very innovative for cities and often very challenging as it requires cross-political support and a complicated negotiation with the overall development plan for the city. Therefore, if IGCAT wants to provoke long-term effects in the regions it may be time to consider a model for the European Region of Gastronomy. Catalonia has undertaken a wide stakeholder group consultation which has led to a long-term

Gastronomy Plan to tackle different economic, cultural, social, technological, legal, environmental and political aspects. The question is now whether this model can be adapted and whether it should be introduced into the guidelines for applications?

### **Working in an international context and collaboration with other regions**

IGCAT encourages the regions in the Platform to collaborate, share ideas and develop new initiatives that can give visibility to the regions taking part but also raise awareness about the importance of food diversity. For example, the **European Young Chef Award** that was celebrated for the first time in Catalonia in 2016 had a very large impact both in visibility for the regions but, also it helped to launch the careers of young talented chefs that now see their role as ambassadors for their regions.

Could regions do more to develop this initiative further by holding regional competitions to select the finalists? Could they give more visibility to the chef finalists and develop his/her profile to support local products regionally and nationally?

### **Perspectives for the future**

The programme and Award has grown in credibility thanks to the commitment and investment shown by the founding regions. The value of the Award is that it is given by an expert jury panel (independent from the region) thus being a source of pride for regions. The jury has thus far been made up of experts from other regions in the programme but for the first time this year will have an independent IGCAT jury member. IGCAT may consider a celebrity status jury member for the future and certainly jury members that have extensive experience in judging similar awards such as the European Capital of Culture.

Having said this, we always need to be reminded that we are not managing a competition but giving an award to regions that have met a set of criteria and have prepared an exciting programme of events for their year as European Region of Gastronomy. The more rigid the criteria the more credible the award will become. This year IGCAT published the guidelines that we have agreed to date and asks that IGCAT experts review these to consider if we are doing enough and where we need to improve.

At the same time, a lobbying paper has been drawn up in order for experts to lobby effectively in Brussels through different DGs of the European Commission, the European Parliament and the Committee of the Regions, both to gain visibility for the regions and to collect endorsements for the European Region of Gastronomy Award.

By seeking endorsements from different European institution and DGs of the European Commission, IGCAT hopes to reinforce its conviction that through cross-sectorial dialogue we can make a positive difference for our communities and regions. So far, we have received endorsements from DG Grow, DG Agriculture and Dg Culture and Education as well as the Committee of the Regions and some MEPs.

Ideally, we need the relevant European institutions to let us use their logo on our website and our certificates. It would also be ideal if different DGs could provide funds so that we could offer an incentive to regions to participate (the European Capital of Culture for example has the Melina Mercouri Prize of 1.5 million euros).

UNWTO and UNESCO have both shown an interest in this programme and so, at an international level we are exploring how this model could be adapted for other continents. Europe in this sense will gain much prestige from leading on this project which is pioneering in its grass-roots approach.

### **Incentives to stay in the Platform - how big can the Platform get?**

One of the priorities in terms of legacy for IGCAT's Regions of Gastronomy Platform is to think about the model and the possibilities for regions to remain in the Platform after they accomplish their 5-years commitment, including the celebration of the award for one year.

Different proposals are open to discussion to find the balance between an expanding Platform and dynamic useful Platform. The larger the Platform gets the more difficult it becomes to maintain meaningful relationships between members and carry out shared initiatives.

Currently, it was agreed that after the year end, regions remain in the Platform at a lower membership fee and continue to use their logo with the year date. However, Catalonia have raised the doubt that they will not use the logo with the date as it is confusing for publicity/ branding purposes. Therefore, other proposals include:

1. Regions remain in the Platform at a lower membership fee and use the general ERG logo - and must refer to their awarded year in texts.
2. Regions be allowed to put together another year of events and re-apply (for example Catalonia could re-apply for 2020) and accumulate logos with year dates.

We welcome IGCAT experts' thoughts and ideas on how to improve the legacy of the European Region of Gastronomy Award.

## SECTION 2: LOBBYING PAPER (DRAFT FOR DISCUSSION)

As IGCAT membership grows, it is important to send out a coherent message in international forums.

### Key message 1

IGCAT recognises that where there is convergence between gastronomy, culture, arts and tourism many interesting initiatives emerge. Therefore IGCAT supports inter-sectorial dialogue in order to discover development opportunities for regions and cities. In order for regions to join the Regions of Gastronomy Platform - **regions must develop a stakeholder group** - for example in Catalonia more than 800 stakeholders have joined. The award is popular with farmers, educators, food producers, restaurants, hoteliers and citizens in general.

### Key message 2

IGCAT encourages collaboration between regions in the Platform in order to share ideas and develop new initiatives that can give visibility to the regions taking part but also raise awareness about the importance of food and cultural diversity.

For example, the European Young Chef Award that was celebrated for the first time in Catalonia in 2016 and that had a very large impact both in visibility for the region but also in helping to launch the careers of young talented chefs, that now see their role as ambassadors for the regions.

### Key message 3

IGCAT understands that building citizen pride is an important element for improving quality of life and encouraging new economic models - be that in sustainable tourism or innovation in agrifood.

By building a programme of events that encourage people to re-value local products as a unique selling point - the programme hopes to encourage new food production start-ups and creative/experience tourism offers - in short new economic models to become sustainable. The innovative souvenir award is one such example of an initiative aiming to support storytelling and build links between territory and products being sold.

#### **Key message 4**

IGCAT wants to make a long-term impact and therefore a minimum five year commitment to the Platform is a criteria for selection. IGCAT also wants to provoke a wider discussion in regions about the legacy of the programme and in Catalonia for example, this has led to a Gastronomy Plan.

#### **FAQS**

##### **What is IGCAT?**

IGCAT is a network of over 50 experts from different disciplines and regions from around the world that aim to support regional development. The Region of Gastronomy Platform and European Region of Gastronomy Award was devised as a grass-roots effort to connect peers to peers across regions.

IGCAT is registered as a non-profit association in Spain and has a small secretariat that helps to coordinate the network of experts. It is also the administrative base for the Regions of Gastronomy Platform and Award. External experts and experts from regions are members of the Board that meet four times a year and an annual general assembly is held once a year.

### SECTION 3: INNOVATIVE SOUVENIR AWARD

During 2016, IGCAT put together a proposal for an Innovative Souvenir Award (ISA) in order to strengthen regional commitment to sustainable local food and crafts SMEs production and the promotion of local gastronomic peculiarities. The award was conceived as a way to reward a product that aims at representing its region while also being conserved, packed and distributed in the most sustainable way. At first, designed as a competition that could be addressed to new or existing SMEs in a certain locality it has since been piloted as a workshop activity that could be applied in different local settings.

For the purpose of the workshop, products are 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.”<sup>2</sup>

The workshop is a pseudo-competition featuring two different categories of products related to culinary art:

✶ **Food Souvenir.** Since the main idea is that of producing souvenirs for tourists, these should be examples of local food and typical products that are transportable without the risk of perishing, losing their nutritional properties or polluting the environment. In general, food souvenirs should:

- 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.

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<sup>2</sup> These could be of different nature, including restaurateurs, food manufacturers, agritourism, local entrepreneurs and independent producers that can be identified as creating hand-made or artisanal products.

✖ **Kitchenware Souvenir.** Cooking utensils or equipment such as spoons, pots and the like, coming from the local culinary tradition, suitable to be transported, as for the previous category, without polluting the environment. In general, kitchenware souvenirs should:

- Present a high degree of usefulness.
- Be reproducible for manufacturing and suitable for the market.
- At least 80% of the raw materials used to create the product should be local, i.e. come from the region that presents it.

## PILOT EDITION

IGCAT organised a pilot competition of the ISA in the framework of the 10<sup>th</sup> meeting of the Regions of Gastronomy Platform that took place in Athens and Rhodes, at the end of January 2017. The informal contest was aimed at testing the initiative and raising a discussion among Platform partners concerning the development of an intentional Innovative Souvenir Award.

Representatives of the regions were asked to bring two items to the venue, namely one food souvenir and one kitchenware souvenir. The workshop consisted of them taking on the role of jury member and evaluating the products on display from each other's regions.

This first exercise was hailed as a success by the partners for drawing their attention to the need to better brand, package and present souvenirs by telling the story and/or engaging the tourist in interesting ways. Furthermore, interesting suggestions came from the participants concerning the criteria used, especially in terms of storytelling, price value and the use of digital technologies.

## ASSESSMENT CRITERIA.

On the basis of this first pilot addition, IGCAT established 10 judging criteria for each category to evaluate products:

1. PACKAGING MATERIAL (recyclable/sustainable)
2. ATTRACTIVENESS OF DESIGN & BRANDING
3. TASTE/AROMA/FLAVOUR/TEXTURE - USEFULNESS
4. USE OF LOCAL FOOD - RAW MATERIALS
5. EASE FOR TRANSPORT (size, volume, fragility)



6. CONNECTION TO THE TERRITORY
7. STORY OF THE PRODUCER/PRODUCT
8. INNOVATION ON TRADITION
9. PRICE-VALUE RELATION
10. PERSONAL OPINION

Having the regions judge each other's products gave way to an interesting discussion and the regions expressed an interest in re-creating the pseudo-competition workshop in their own regions with local producers.

## **FUTURE STEPS**

IGCAT and the municipality of Sant Pol de Mar are currently organising a workshop entitled "Developing Innovative Souvenirs" addressed to local SMEs in the Vallalta that currently manufacture traditional food and crafts products. The workshop is aimed at supporting local food producers in the development of sustainable food souvenirs and raising awareness of their role in representing and promoting the territory of the Vallalta.

A pseudo-competition will take place as part of the workshop, whereby the producers become the jury and this will be followed by a discussion aimed at sharing knowledge, in order to find shared innovative and sustainable solutions to boost Vallalta's local economy and strengthen the region's image nationally and internationally.

## **OPTIONS FOR PROJECT DEVELOPMENT**

IGCAT is currently considering three different options for the development of the Innovative Souvenir Award and these will be discussed during the Experts Meeting in order to collect ideas and suggestions.

1. **LOGO.** The initiative would be open to local producers all around the world that would receive from IGCAT the ISA logo (white leaf on green background/green leaf on white background) provided that their products comply with and reflect the values promoted by IGCAT, such as sustainability, high quality, and strong connection with the territory and its community. The logo would increase products' and producers' visibility at a local and international level.

### Logo Innovative Souvenir Award:



2. **TOOLKIT & WORKSHOPS.** The second option entails the creation of a toolkit and the organisation of workshops led by local IGCAT experts and addressed to local producers around the world. The aim would be to help producers understand the important role they play in representing their territory and fostering the sustainability of local value chains. Producers would be introduced to and become familiar with the issues of sustainability, innovation, representativeness and storytelling, in order to manufacture and commercialise products with a strong added value.
3. **REGIONS OF GASTRONOMY COMPETITION.** A third option would be that of organising a competition limited to local producers operating within the Regions of Gastronomy as an initiative aimed at strengthening the Platform. Each region would be asked to hold a local contest, whose winners would then compete at international level and/or have their products selected and produced as the official souvenir for the respective region.

Dr. Diane Dodd and Fabrizia Toccoli

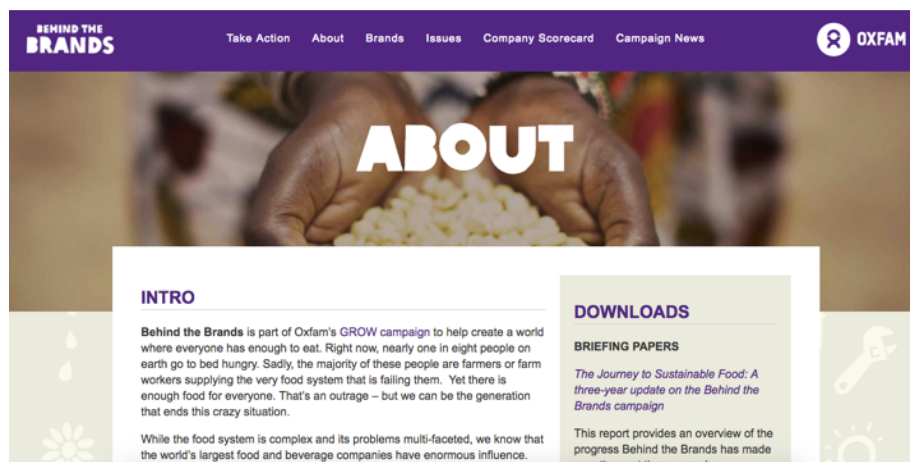
## SECTION 4: BEHIND THE BRAND, a report by Oxfam

"Over the past century, powerful food and beverage companies have enjoyed unprecedented commercial success. But these companies have grown prosperous while the millions who supply the land, labor and water needed for their products face increased hardship. Now, a rapidly changing environment, affected communities and an increasingly savvy consumer base are pushing the industry to rethink 'business as usual'. In this report, Oxfam assesses the social and environmental policies of the world's ten largest food and beverage companies and calls on them to take the critical next steps to create a just food system."....

"Although the Big 10 food and beverage companies consider themselves limited by fiscal and consumer demands, they do in fact have the power to address hunger and poverty within their supply chains. Paying adequate wages to workers, a fair price to small-scale farmers, and assessing and eliminating the unfair exploitation of land, water and labor are all steps which clearly lie within the means of these hugely powerful companies. Oxfam's Behind the Brands campaign encourages companies to reassess „business as usual“ and instead begin a race to the top; a healthy competition among the Big 10 to ensure a more sustainable and just food system for all.”<sup>3</sup>

Reproduced from the Behind the Brands website:

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



<sup>3</sup> <https://www.behindthebrands.org/images/media/Download-files/bp166-behind-brands-260213-en.pdf> (accessed 10\_04\_2017)

**"Behind the Brands** is part of **Oxfam's GROW campaign** to help create a world where everyone has enough to eat. Right now, nearly one in eight people on earth go to bed hungry. Sadly, the majority of these people are farmers or farm workers supplying the very food system that is failing them. Yet there is enough food for everyone. That's an outrage – but we can be the generation that ends this crazy situation.

While the food system is complex and its problems multi-faceted, we know that the world's largest food and beverage companies have enormous influence. Their policies drive how food is produced, the way resources are used and the extent to which the benefits trickle down to the marginalised millions at the bottom of their supply chains.

Oxfam's Behind the Brands campaign aims to provide people who buy and enjoy these products with the information they need to hold the Big 10 to account for what happens in their supply chains. In putting together a scorecard based entirely on publicly available information on company policies, we posed the question "what are they doing to clean up their supply chains"?

### **The companies**

The Behind the Brands Scorecard assesses the agricultural sourcing policies of the world's 10 largest food and beverage companies. It exclusively focuses on publicly available information that relates to the policies of these companies on their sourcing of agricultural commodities from developing countries. We based our selection on companies with the largest overall revenues globally, as well as their position in the Forbes 2000 annual ranking, which measures companies on the basis of composite sales, assets, profits and market value. The ten companies ("the Big Ten") assessed in the Scorecard (in order of company size) are:

Nestle - PepsiCo - Unilever - Modeles - Coca-Cola - Mars - Danone - Associated British Foods (ABF) - General Mills - Kellogg's

### **The issues**

The Scorecard looks at seven themes, weighing each theme equally. The seven themes are:

1. Transparency at a corporate level
2. Women farm workers and small-scale producers in the supply chain
3. Workers on farms in the supply chain
4. Farmers (small-scale) growing the commodities

5. Land, both rights and access to land and sustainable use of it
6. Water, both rights and access to water resources and sustainable use of it
7. Climate, both relating to reducing green house gas emissions and helping farmers adapt to climate change

In February 2013, Oxfam launched the Behind the Brands campaign to challenge the 'Big 10' food and beverage companies on their social and environmental policies and practices, and to amplify the voices of key stakeholders such as farmers, communities, consumers and investors calling on them to take action. The companies have made significant new commitments over the past three years to improve social and environmental standards in their vast supply chains. But the companies must now ensure that their suppliers actually change their practices in line with the commitments made. And to accelerate the transformation towards a more sustainable food system, the companies must go further and adopt new business models in their supply chains to ensure that more of the power and the value reaches the farmers and workers who produce their ingredients.

#### **THE JOURNEY TO SUSTAINABLE FOOD**

The newly updated Behind the Brands scorecard shows that the 'Big 10' food and beverage companies have made significant new commitments over the past three years to improve social and environmental standards in their vast supply chains. Pushed by over 700,000 actions by concerned consumers, progress has been most evident in the areas of protecting land rights, reducing greenhouse gas emissions and tackling gender inequality. But there is much work still to do. These companies must now ensure that their suppliers actually change their practices in line with the commitments made. But to accelerate the transformation towards a more sustainable food system, the companies must go much further and fundamentally re-write the business models in their supply chains to ensure that much more power and much more of the value their products generate reaches the farmers and workers who produce their ingredients.<sup>4</sup>

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<sup>4</sup> OXFAM INTERNATIONAL (2016) THE JOURNEY TO SUSTAINABLE FOOD A three-year update on the Behind the Brands campaign <https://www.oxfam.org/en/research/journey-sustainable-food> Accessed 05/04/2017

## SECTION 5: THE SUSTAINABLE DEVELOPMENT GOALS

"On 1 January 2016, the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development – adopted by world leaders in September 2015 at an historic UN Summit – officially came into force. Over the next fifteen years, with these new Goals that universally apply to all, countries will mobilize efforts to end all forms of poverty, fight inequalities and tackle climate change, while ensuring that no one is left behind.

The SDGs, also known as Global Goals, build on the success of the Millennium Development Goals (MDGs) and aim to go further to end all forms of poverty. The new Goals are unique in that they call for action by all countries, poor, rich and middle-income to promote prosperity while protecting the planet. They recognize that ending poverty must go hand-in-hand with strategies that build economic growth and addresses a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection.

While the SDGs are not legally binding, governments are expected to take ownership and establish national frameworks for the achievement of the 17 Goals. Countries have the primary responsibility for follow-up and review of the progress made in implementing the Goals, which will require quality, accessible and timely data collection. Regional follow-up and review will be based on national-level analyses and contribute to follow-up and review at the global level."<sup>5</sup>

Reproduced from the Sustainable Development Goals website:



<sup>5</sup> <http://www.un.org/sustainabledevelopment/development-agenda/> (accessed 18\_04\_2017)

"On September 25th 2015, countries adopted a set of goals to end poverty, protect the planet, and ensure prosperity for all as part of a new sustainable development agenda. Each goal has specific targets to be achieved over the next 15 years.

For the goals to be reached, everyone needs to do their part: governments, the private sector, civil society and people like you.

Do you want to get involved? You can start by telling everyone about them. We've also put together a list of actions that you can take in your everyday life to contribute to a sustainable future."<sup>6</sup>

## The Sustainable Development Goals are:



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<sup>6</sup> <http://www.un.org/sustainabledevelopment/sustainable-development-goals/> (accessed 18\_04\_2017)

<sup>7</sup> <http://www.un.org/sustainabledevelopment/sustainable-development-goals/> (accessed 18\_04\_2017)

## SECTION 6: TOURISM AND THE CIRCULAR ECONOMY

by Claire Brightley

A circular economy is one in which resources are used efficiently to gain the most value from them. What is left over at the end of their life is recycled or reused so as to reduce waste. The aim is to try to combat some of the problems linked to over consumption, continuous growth and resource depletion. It differs from the traditional linear economy whereby things are used, worn out and thrown away in that it instead encourages the reuse and repair of products, and promotes energy savings. The overall goal is to achieve a better balance between people, planet and economic growth<sup>8</sup>.

The circular economy links to the UN's Sustainable Development Goal number twelve - sustainable consumption and production. This goal is aimed at reducing resource use and pollution and looks at the use of goods along their whole life cycle<sup>9</sup>. For this goal to be successfully achieved there will need to be cooperation between a whole range of stakeholders from businesses to consumers and scientists to designers and policy makers. This can help lead to the enhanced development of the collection and treatment of waste and improved disposal of products at the end of their life, ensuring materials are no longer leaked out of the system and a circular economy is maintained.

The concept of the circular economy is still in its early stages worldwide although it does seem to be well developed as an idea in China. However, its importance is being recognised now in the European Union (EU). In 2014 the EU set up ambitious targets for waste management aimed at promoting a more circular approach to the economy. The goal was to get businesses to see waste as a resource that could be recycled and reused. Some of these measures have recently been revised but there are still some important goals being set to be achieved by 2020<sup>10</sup>. There are key pieces of legislation around packaging and landfill to try to improve the way businesses control and manage waste. There are also eco-design regulations in place to aid in the recycling of newly designed products.

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<sup>8</sup> <http://www.wrap.org.uk/about-us/about/wrap-and-circular-economy> (Accessed 07/04/17)

<sup>9</sup> <https://sustainabledevelopment.un.org/sdg12> (Accessed 11/04/17)

<sup>10</sup> <https://www.edie.net/library/Circular-Economy-Package--Everything-you-need-to-know/6755> (Accessed 07/04/17)





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Developing a circular tourism economy could help to bring about the sustainable use of resources, enhance the efficiency of the tourism industry and achieve the sustainable development of tourism. However, it is difficult to accomplish without the relevant legislation and policies needed to support it. The traditional model of tourism management needs to change and there will need to be a collaboration between technology and business for it to be successfully implemented. For example, the improved durability of products, through eco-design, could bring substantial benefits to businesses through longer lasting linen and furniture. This would help reduce waste and mitigate against some of the environmental burdens of tourism and it would position the tourism sector to better address future resource scarcity issues.

One way that tourism could make a real difference is through more efficient waste management. Rather than sending discarded items to landfill they could be reused or at least separated out to be more effectively recycled. There are already a host of innovative ways that recycling is taking place such as furniture and mattress recycling organisations which either redistribute items to those in need or strip down the furniture into its constituent parts so they can be recovered<sup>12</sup>. This provides a sustainable and affordable solution to furniture disposal which helps organisations improve their carbon footprint. The key is to raise awareness of these initiatives across regions.

There are also lots of inventive ideas about managing waste coming out of the hospitality and tourism sectors such as coffee grinds being used as a medium for growing mushrooms and even providing a fuel source to heat houses in London. This is a win-win situation as not only is

<sup>11</sup> <https://gfoss.eu/?s=circular+economy> (Accessed 08/04/17)

<sup>12</sup> <http://www.greenhotelier.org/our-themes/waste/talking-point-hotels-shouldnt-roll-over-on-mattress-recycling/> (Accessed 11/04/17)

the waste being re-used but businesses are not having to pay for disposal costs. Looking at ways to deal with food waste is of utmost importance as currently a third of all food grown globally<sup>13</sup> is thrown away, which then emits carbon dioxide in landfill sites. Hotels and restaurants need to monitor and measure their food waste to establish where waste is occurring. It is estimated that more than 60% of food waste in the hospitality industry is avoidable<sup>14</sup> so if this could be reduced it would massively cut costs. There are several organisations which have created monitoring processes to help with this from simple tracking sheets to new technologies.

The best way to stop food becoming waste is for it to be eaten but even the most efficient kitchens will produce some waste. How this is disposed of will depend to some extent on the legislation in place within the country and facilities available at a local level such as the possibility to donate to food banks, feed animals, or to contribute to anaerobic digestion and composting. The key is to make sure that staff get on board with recycling, the right bins are used and that organisations have the right waste management contractors in place. If restaurants and hotels worked together to seek ways to more effectively dispose of their waste food it could pay dividends, not only for the environment but also in reducing over-heads due to economies of scale. However, there will need to be a concerted collaborative effort for it to be successful yet, with more and more people becoming aware of the importance of sustainability, this idea can only be good news for the bottom line.

Another approach to circular tourism management could be to make resorts into 'circular resorts'. Measures would involve optimising the energy efficiency of buildings and making them self-reliant for water supply and waste management, using green energy sources and setting strict targets for waste disposal and landfill. This would mean moving away from a linear system to a more cyclical and regenerative one which was integrated to connect inputs and outputs<sup>15</sup>. Through regulation, incentives and infrastructure developments the shift could be made to a resilient tourism industry that promotes energy efficiency and recycling to reduce pollution and waste.

As climate change continues to have an adverse impact across the globe, applying circular thinking will become essential for the survival and evolution of the tourism industry. To bring about a comprehensive circular approach to the growing problems of resource scarcity and

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<sup>13</sup> <http://www.greenhotelier.org/know-how-guides/reducing-and-managing-food-waste-in-hotels/> (Accessed 10/04/17)

<sup>14</sup> <http://www.greenhotelier.org/know-how-guides/reducing-and-managing-food-waste-in-hotels/> (Accessed 10/04/17)

<sup>15</sup> <http://www.circulareconomyclub.com/> (Accessed 10/04/17)

pollution, there will need to be a new way of looking at tourism management. The concept of more efficient resource use must be driven forward with great commitment to ensure a sustainable circular industry is developed.

IGCAT is exploring and collecting information on initiatives in different regions that are contributing to circular economies. If you know of such initiatives we need to hear from you. Please send information about case studies to [info@igcat.org](mailto:info@igcat.org).

## SECTION 7: TOWARDS A CIRCULAR ECONOMY- A ZERO WASTE PROGRAMME FOR EUROPE

A communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Region <sup>16</sup>

### “Introduction: a circular economy in support of sustainable growth:

Valuable materials are leaking from our economies. In a world where demand and competition for finite and sometimes scarce resources will continue to increase, and pressure on resources is causing greater environmental degradation and fragility, Europe can benefit economically and environmentally from making better use of those resources. Since the industrial revolution, our economies have developed a ‘take-make-consume and dispose’ pattern of growth – a linear model based on the assumption that resources are abundant, available, easy to source and cheap to dispose of. It is increasingly being understood that this threatens the competitiveness of Europe.

Moving towards a more circular economy is essential to deliver the resource efficiency agenda established under the Europe 2020 Strategy for smart, sustainable and inclusive growth.<sup>17</sup> Higher and sustained improvements of resource efficiency performance are within reach and can bring major economic benefits.

Circular economy systems keep the added value in products for as long as possible and eliminates waste. They keep resources within the economy when a product has reached the end of its life, so that they can be productively used again and again and hence create further value. Transition to a more circular economy requires changes throughout value chains, from product design to new business and market models, from new ways of turning waste into a resource to new modes of consumer behaviour.

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<sup>16</sup> Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Region (2014) Communication, TOWARDS A CIRCULAR ECONOMY- A ZERO WASTE PROGRAMME FOR EUROPE <http://ec.europa.eu/environment/circular-economy/pdf/circular-economy-communication.pdf> Accessed 05/04/2017

<sup>17</sup> COM(2010) 2020, COM(2011) 21.

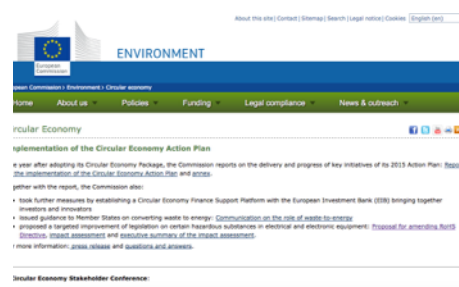
This implies full systemic change, and innovation not only in technologies, but also in organisation, society, finance methods and policies. Even in a highly circular economy there will remain some element of linearity as virgin resources are required and residual waste is disposed of.

Industry already recognises the strong business case for improving resource productivity. It is estimated that resource efficiency improvements all along the value chains could reduce material inputs needs by 17%-24% by 2030<sup>18</sup> and a better use of resources could represent an overall savings potential of €630 billion per year for European industry<sup>19</sup>. Business driven studies based on product-level modelling demonstrate significant material cost saving opportunities for EU industry from circular economy approaches and a potential to boost EU GDP by up to 3.9%<sup>20</sup> by creating new markets and new products and creating value for business. It is not surprising therefore that companies are continually working to improve resource management, but they are held back by a range of market barriers.

The high-level European Resource Efficiency Platform,<sup>21</sup> bringing together selected governments, businesses and civil society organisations, called for action to move to a more circular economy, which relies more on reuse and high-quality recycling and much less on primary raw materials. “

**Reproduced from the European Commission website:**

<http://ec.europa.eu/environment/circular-economy/>



<sup>18</sup> Meyer, B. et al (2011) "Macroeconomic modelling of sustainable development and the links between the economy and the environment". Study for the European Commission (DG Environment), available at [http://ec.europa.eu/environment/enveco/studies\\_modelling/pdf/report\\_macroeconomic.pdf](http://ec.europa.eu/environment/enveco/studies_modelling/pdf/report_macroeconomic.pdf)

<sup>19</sup> "Guide to resource efficiency in manufacturing: Experiences from improving resource efficiency in manufacturing companies". Europe INNOVA (2012).

<sup>20</sup> Ellen MacArthur Foundation (2012) Towards the Circular Economy: Economic and business rationale for an accelerated transition.

<sup>21</sup> [http://ec.europa.eu/environment/resource\\_efficiency/re\\_platform/index\\_en.htm](http://ec.europa.eu/environment/resource_efficiency/re_platform/index_en.htm).

## **SECTION 8: SUPPORTING LOCAL FARMS – SUPPORTING OUR FUTURE**

**By Dr. Diane Dodd**

Family farmers meet growing societal demands for quality and diversity of food. Their intrinsic value as a cultural asset is only vaguely understood and therefore awareness campaigns are needed to place a spotlight on the growing possibility of the extinction of family farms.

Supporting family farming will be an important factor in mitigating rural poverty by the provision of self-produced food and the wider possibilities for building unique and culturally diverse products and services.

However, according to the 2014 Eurostat Report on the evolution of farm holdings between 2005 and 2010, the overall number of farms in the EU-27 fell by 17.0 % while their utilised agricultural area increased by 1.5%. So rather than farming 11.9 hectares in 2005, on average our family farmer was cultivating 14.5 hectares in 2010. Of course, the largest farms grew most<sup>22</sup>. This has a lot to do with the introduction of technology and machines that can farm quicker and more cheaply than using farmhands. However, it is also to do with keeping costs down and selling more for less.

The consequences of this change may not be obvious unless you link this to the fact that the Food and Agriculture Organisation of the United Nations (FAO) estimate that during the last century about 75 percent of the genetic diversity of agricultural crops has been lost. Farmers, in their need to be competitive, are increasingly dependent on farming more of the same crop variety and as a result we are seeing a rapidly diminishing gene pool of crops.

Commercially successful, uniform varieties are replacing traditional ones. We have become so susceptible to this that unusual varieties are considered unappealing or worse, inedible. Movies and cartoons have contributed a lot to this social conditioning.

In her highly acclaimed TED Talk, Bhavani Prakash, lamented the loss of varieties in, for example carrot varieties. Purple and black varieties are in danger of extinction because the modern consumer only wants orange ones<sup>23</sup>. We might blame Bugs Bunny for this but, what can we do to re-adjust our intolerance of unusual varieties?

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<sup>22</sup> Agriculture Statistics – The evolution of farm holdings, in Eurostat's statistical book on Agriculture, forestry and fishery statistics, available at [http://ec.europa.eu/eurostat/statistics-explained/index.php/Agriculture\\_statistics\\_-\\_the\\_evolution\\_of\\_farm\\_holdings](http://ec.europa.eu/eurostat/statistics-explained/index.php/Agriculture_statistics_-_the_evolution_of_farm_holdings)

<sup>23</sup> Food plant diversity -- the key to life: Bhavani Prakash at TEDxSingaporeWomen 2012: [https://www.youtube.com/watch?v=Zk-oC\\_yKrK4](https://www.youtube.com/watch?v=Zk-oC_yKrK4) (last accessed 10\_04\_2017)

IGCAT is working hard to raise awareness of local food and cultural diversity through both the Regions of Gastronomy Platform, the Young Chef Award and the Innovative Food Souvenir Award. The problem is that the rapid evolution in our food sources, that began as early as the 1900s and rapidly increased when genetically modified high-yielding seeds were introduced into the market in the 1950s, has all but left us with a generation that has no idea about what is local. We live in a modern world where we witness so much diversity on our supermarket shelves (much more than our grandparents would have encountered) that it is hard to raise awareness about the extinction of food types.

If we don't find solutions though we will have exasperated problems for regional development. Raising awareness and citizen pride in local diversity has to be a priority. This is where the cultural sector has a lot to offer. The arts and cultural sector has been lobbying for decades to safeguard cultural diversity and as a result have the UNESCO Convention on the Protection and the Promotion of the Diversity of Cultural Expressions<sup>24</sup>. It also gave birth the the International Fund for Cultural Diversity and UNESCO departments safeguarding intangible cultural heritage.

Within the text of the Convention (that has been reproduced for this reader) objective (g) is the only one that might be applied to food (if we consider food as a "good"): "(g) to give recognition to the distinctive nature of cultural activities, goods and services as vehicles of identity, values and meaning;". The Convention was never expected to be used for protecting and promoting food diversity but it is the author's conviction that applying this convention to food would have some merit.

The food and agricultural sector, however, need to be brought on board and be given the tools to see their work in protecting and promoting local food diversity as an honourable and important task that is valued and rewarded. We need to find the right measures to reward farmers and producers who want to continue or return to producing local food varieties. Farmers and producers are good at what they do but in order to survive they need support in branding, marketing and selling their products. They need support to raise the public's awareness so that unusual looking or distinct food becomes a source of pride. Some policy measures that could be adopted include:

1. Food fairs highlighting distinctive varieties of a particular food crop with tastings, discussions, round tables, cooking competitions etc.
2. Support to find solutions to meet food hygiene/safety regulations while using traditional methods for elaboration or production.

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<sup>24</sup> [http://portal.unesco.org/en/ev.php-URL\\_ID=31038&URL\\_DO=DO\\_TOPIC&URL\\_SECTION=201.html](http://portal.unesco.org/en/ev.php-URL_ID=31038&URL_DO=DO_TOPIC&URL_SECTION=201.html) (last accessed 10\_04\_2017)

3. Use of and introduction to local food varieties in schools (reintroduction of gardening and cooking classes in the curriculum or as an extra-curricula activity).
4. Agreements developed with supermarket chains to promote and highlight local produce.
5. Special conditions at local markets.
6. Community growing projects that focus on growing 'traditional' varieties.
7. Agri-tourism and heritage food tours
8. Open farm days

Benefits can be yielded in other sectors such as hospitality and tourism. As visitors increasingly seek out "authentic" and/or "original experiences", new or unusual plant/animal varieties or products derived from them provide a point of attraction.

The problem is how to satisfy demand in high and reduced tourist season. A number of popular tourism islands in the Mediterranean report having to import 80% of their food during the intensive summer season. This would seem unsustainable and incongruous. However, hoteliers site the inability of local producers to supply the sufficient amount, at an equitable price and a high enough standard. There is clearly a lot of work needed to support adjustments in the tourism sector so that they can contribute to a more sustainable and diverse future for regional development.

On the surface, the most effort in this area is being made by small restaurant or hotel holdings (bed and breakfasts, family run restaurants and the like). This small but growing sector of the economy is recognising both the visitors' increasing need to experience "something different" on their travels and to "learn."

More and more farms are opening their doors to visitors, farmers are diversifying their activities and providing "experiences" to the more discerning visitors who are then more likely to take products home as "original" souvenirs.

This is good news for regions where land is available and youth unemployment rife. However, here we face another challenge. As gardening and cookery has been all but removed from the curriculum in most schools in Europe, there is a dearth of knowledge and interest in farming as a career. To address the growing demand for more local food diversity, farming and producing will need to become sexy again. Smart solutions and joined interdisciplinary thinking are urgently needed to address these challenges. The challenge is great because family farms have difficulty to:



1. access farming resources (such as land and capital with large corporate farms often distorting the land rental market).
2. enter markets in new ways (lack of skills in branding and developing creative routes to market).
3. work round EU regulations.

Family farmers traditionally contributed to environmentally sustainable agricultural systems, preserved landscape features and contributed to biodiversity – therefore we must put in the measures necessary to ensure that they can compete and thrive, against an increasingly globalised market.

In a small way, IGCAT is trying to support access to new markets through the Regions of Gastronomy Platform yet, we still have to find better and new ways to support cross-marketing throughout the regions. If we can achieve this, it will support local food production and export, as well as the development of creative food experiences.

## **SECTION 9: ENCOURAGING THE COLLABORATION WITH IGCAT'S REGIONS OF GASTRONOMY - The Young Chef Award -**

The European Young Chef Award is a competition organized and promoted by the International Institute of Gastronomy, Culture, Art and Tourism (IGCAT) and hosted by EUHTSTPol. It is a competition between finalists of regional competitions from around Europe, judged by celebrity chefs and international experts. The Young Chef award aims to work within three different axes:

### **Promoting innovations on traditional cuisine**

Local food cultures are an important source of innovation. Traditions developed over centuries form the vital 'DNA' of food cultures and regional gastronomy as well as local knowledge is therefore an important potential source of innovative products and experiences.

### **Highlighting sustainable food cultures**

Sustainable local, regional and global food systems are important for all our futures. The European Young Chef Award therefore aims to stimulate debate about sustainable food and gastronomy practices, production and consumption.

### **Creating future ambassadors for local food products**

Local food products are often unique to the territory from which they come. Likewise, regional culture creates distinction that underline the added-value of local products. By giving visibility to emerging chefs that support local products, it is hoped to contribute to a more sustainable and better quality of food experiences.

### **The European Young Chef Award 2016**

On Monday 14 November 2016, the European Young Chef Award brought together 10 participants coming from East Lombardy (Italy), Aarhus/Central Denmark Region (Denmark), Riga-Gauja Region (Latvia), Catalonia (Spain), Kuopio (Finland), Galway, West of Ireland (Ireland), Noord Brabant (The Netherlands), Prekmurje (Slovenia) and South Aegean Region (Greece).

Hosted by EUHTSTPol, a University School with 32 years experience in organizing Cooking Contests for young chefs in Catalonia, the event was held within the framework of Catalonia, European Region of Gastronomy 2016 and on the 50th anniversary of EUHTStPol.

The competition was judged by Joan Roca (Celler de Can Roca) as president of the jury and an international expert panel composed by Caroline Couret, Director of the Creative Tourism Network, Dr. Diane Dodd, President of the International Institute of Gastronomy, Culture, Arts

and Tourism, Ramon Serra, President of the EUHT STPol and Dr. Jordi Tresserras, Director of the LABPATC.

The winner, Satamatios Misomikes from the South Aegean Region presented the dish Salas, the joyness of a birth. The second prize was for Jan van Hout, from the Netherlands and Andrei Iosif Micle, from East Lombardy, was given the third prize.

A second event took place in 2016 with a round table event with the celebrity chefs Carme Rusalleda and Joan Roca, where they talked about their role in mentoring young chefs and supporting traditional local food production.

The competition has received extensive press coverage, at regional, national and international level, providing high visibility for the young chefs and highlighting IGCAT's principles as well as the Regions of Gastronomy Platform.

According to statistics, it can be estimated that approximately 10 million viewers read blogs, articles or news about the contest in Catalonia.

Having a celebrity chef (Joan Roca) preside the contest and notable guests (Carme Rusalleda and Cristina Jolonch) helped to attain such high visibility.

### **IGCAT's Regional Chef Ambassador Programme**

Following the successful first edition of the European Young Chef Award in 2016, nine young finalists signed a protocol to be IGCAT Regional Chef Ambassadors and thus committed to supporting regional cuisine and local products in their future careers.

This new programme is an opportunity to give extra visibility to the talented young chefs while at the same time spreading IGCAT's message that cultural and food diversity is necessary to ensure sustainable futures for regions.

To further the relationships and knowledge sharing between finalists, the second edition will include a preparation day before the competition, when the finalists will create the traditional/ original recipe that was the inspiration for their final plate. The finalists will get to taste traditional dishes from other regions and learn about the local products that have been used.

## 2017 Edition

IGCAT has launched a promotional video to start the campaign for the 2017 edition.<sup>25</sup>

The 2017 edition will also adopt a new format where each region can be represented by a team of up to two participants. In doing so, the aim is to place a larger emphasis on the presentation of the dish. **Storytelling will become an important feature of the European Young Chef Award** as IGCAT recognises the value of creating links between landscape, culture and gastronomy. As Rolf Jensen (2001) stated in his bestseller **The Dream Society: How the Coming Shift from Information to Imagination Will Transform Your Business**, "we live in a Dream Society; a society focused on dreams, adventure, spirituality, and feelings".... "It will no longer be enough to produce a useful product: A story or legend must be built into it, a story that embodies values beyond utility."<sup>26</sup>

The hospitality industry is changing, not only in terms of food creation but in the way the service is delivered to guests. Many restaurant and hotel establishments are setting new standards in both the quality of food and creativity of the service as part of the dining experience. Creating memorable experiences is now one of the main challenges facing front of house professionals and so, there is much to do in many establishments to improve the level of professionalism and creativity in service provision.

The 2017 EYCA therefore aims to put an emphasis on the added-value of both creativity in food preparation and delivery front of house, as an essential part of the new gastronomy experience.

Dr Eva Canaleta and Jordi Vegas

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<sup>25</sup> <https://www.youtube.com/watch?v=IFZbgOCLN6A>

<sup>26</sup> Jensen R (2001) *The Dream Society: How the Coming Shift from Information to Imagination Will Transform Your Business*

## SECTION 10: Bibliography

### **Ellen Macarthur Foundation (2013). Report, Towards the Circular Economy.**

In the face of sharp volatility increases across the global economy and proliferating signs of resource depletion, the call for a new economic model is getting louder. In the quest for a substantial improvement in resource performance across the economy, businesses have started to explore ways to reuse products or their components and restore more of their precious material, energy and labour inputs. The time is right, many argue, to take this concept of a 'circular economy' one step further, to analyse its promise for businesses and economies, and to prepare the ground for its adoption.

How does the circular economy compare to the race to improve efficiency within today's 'take-make-dispose' economy? What are the benefits of a restorative model to businesses and the economy? How can companies and policy makers carry the concept to its breakthrough at scale? Can some of today's fundamental shifts in technology and consumer behaviour be used to accelerate the transition? To answer these questions for the European Union, our researchers sought to identify success stories of circular business models, to determine what factors enable these success stories, and to glean from these examples a better sense of which sectors and products hold the most potential for circularity, how large this potential might be, and what the broader economic impact could look like.

Ellen Macarthur Foundation (2013). Report, Towards the Circular Economy.

<https://www.ellenmacarthurfoundation.org/assets/downloads/publications/Ellen-MacArthur-Foundation-Towards-the-Circular-Economy-vol.1.pdf> Accessed 05/04/2017

### **Cavicchi A, Ciampi K (2016), Food and gastronomy as elements of regional innovation strategies. Joint Research Centre**

Food and gastronomy as elements of regional innovation strategies. The paper discusses recent innovation and diversification paths in agro-food, specifically the linkage between food, territory and branding, the emerging phenomenon of Food Cities and increasing interest in healthier and more sustainable food products. It also focuses on EU policies and instruments in support of R&I activities in agro-food and explores agro-food domain within the context of smart specialisation.

Cavicchi A, Ciampi K (2016), Food and gastronomy as elements of regional innovation strategies. Joint Research Centre

[http://s3platform.jrc.ec.europa.eu/documents/20182/154989/JRC99987\\_Cavicchi\\_Ciampi+Stancova\\_Food%26Innovation\\_FINAL.pdf/f6f3c351-5888-424e-81ee-321a46931fdf](http://s3platform.jrc.ec.europa.eu/documents/20182/154989/JRC99987_Cavicchi_Ciampi+Stancova_Food%26Innovation_FINAL.pdf/f6f3c351-5888-424e-81ee-321a46931fdf) Accessed 05/04/2017

**Denicolai S, Cioccarelli G, Zucchella A (2010), Resource-based local development and networked core-competencies for tourism excellence. Tourism Management**

The purpose of this article is to propose a complementary approach to the analysis of tourism systems which is grounded on theoretical frameworks deriving from the fields of dynamic capabilities and destination management. In particular, the paper explores the relationship between the networking approach of tourism firms and the development of tourism core-competencies. This perspective aims at providing a development path for policy maker actions based on the appraisal of local resources and tourism competencies. The empirical section studies an Italian area characterized by a high potential in terms of tourism resources but also, especially in the past, a medium-low relevance regarding the tourism economy. However, recently this area has shown a very interesting entrepreneurial dynamism in tourism and cultural sectors. It is an appropriate field of research for the analysis regarding the determinants of tourism core-competence development.

Denicolai S, Cioccarelli G, Zucchella A (2010), Resource-based local development and networked core-competencies for tourism excellence, *Tourism Management*, 31( 2), 260-266  
<http://www.sciencedirect.com/science/article/pii/S0261517709000478>, Accessed 27/05/2016

**Sheldon P, Fesenmaier D, Woeber K, Cooper C and Antonioli M (2008), Tourism education futures, 2010-2030: Building the capacity to lead. Journal of Teaching in Travel & Tourism**

This paper reports on an initiative to examine the future of tourism education into the years 2010-2030. A group of 45 senior tourism educators and industry experts came together for a summit at Modul University, Vienna, Austria to discuss how tourism education needs to adapt to significant societal and industry changes. The theme of the summit was how to build the capacity for tourism students to lead the industry into the future as it faces increasing pressures for responsibility and stewardship.

This paper discusses the pre-summit and summit processes and their outcomes, and explains future plans for this Tourism Education Futures Initiative (TEFI). Among other outcomes was a listing of values that could create the foundation for future tourism education programs, and

also five categories of skills that participants felt would be important for students of the future to master. These are destination stewardship skills, political skills, ethical skills, enhanced human resource skills, and dynamic business skills.

Sheldon P., Fesenmaier D., Woeber K., Cooper C. and Antonioli M. (2008) Tourism education futures, 2010-2030: Building the capacity to lead, *Journal of Teaching in Travel & Tourism*, 7 (3)  
[http://www.tandfonline.com/doi/abs/10.1080/15313220801909445#.VOID7\\_mLS00](http://www.tandfonline.com/doi/abs/10.1080/15313220801909445#.VOID7_mLS00), Accessed 27/05/2016

**Dredge D (2013), Drivers of Change in Tourism, Hospitality, and Event Management Education: An Australian Perspective. *Journal of Hospitality & Tourism Education***

In an increasingly pressured academic environment, too little time is given to understanding the factors that shape tourism, hospitality, and event management education curricula. In responding to this rapidly changing environment there is a risk that one can become reactive rather than strategic and forward thinking. This article identifies major political, philosophical, and managerial influences on the Australian curriculum space. The implications of these influences are discussed with reference to developments in other parts of the world. The conclusion highlights a number of changes and challenges that will need to be contemplated by tourism, hospitality, and event management education management educators but also identifies a clear role for cross-institutional planning and leadership.

Dredge D (2013), Drivers of Change in Tourism, Hospitality, and Event Management Education: An Australian Perspective, *Journal of Hospitality & Tourism Education*, 25 (2)  
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**Sahan E (2016), The journey to sustainable food. A three-year update on the Behind The Brands Campaign. OXFAM**

This report provides an overview of the progress Behind the Brands has made over the past three years by challenging the 'Big 10' food and beverage companies to take action on social and environmental policies and practices.

**Summary**

The newly updated Behind the Brands scorecard shows that the 'Big 10' food and beverage companies have made significant new commitments over the past three years to improve social and environmental standards in their vast supply chains. Pushed by over 700,000 actions by concerned consumers, progress has been most evident in the areas of protecting land rights,

reducing greenhouse gas emissions and tackling gender inequality. But there is much work still to do. These companies must now ensure that their suppliers actually change their practices in line with the commitments made. But to accelerate the transformation towards a more sustainable food system, the companies must go much further and fundamentally re-write the business models in their supply chains to ensure that much more power and much more of the value their products generate reaches the farmers and workers who produce their ingredients.

Sahan E (2016), The journey to sustainable food. A three-year update on the Behind The Brands Campaign. OXFAM [https://www.oxfam.org/sites/www.oxfam.org/files/file\\_attachments/bp-journey-to-sustainable-food-btb-190416-en.pdf](https://www.oxfam.org/sites/www.oxfam.org/files/file_attachments/bp-journey-to-sustainable-food-btb-190416-en.pdf) Accessed 18/04/2017

**Behind the Brands campaign, with contributions from Chris Cook, Matt Grainger, Tim Gore, Irit Tamir and Gabrielle Watson (2014) Standing on the Sidelines: Why food and beverage companies must do more to tackle climate change. OXFAM**

Oxfam explains how greenhouse gas emissions produced by the supply chains of the 'Big 10' are driving climate change and therefore hunger, and calls on these companies to address this.

"For the food and beverage industry, climate change is a major threat. For millions of people, it means more extreme weather and greater hunger. The Big 10 companies are significant contributors to this crisis, yet they are not doing nearly enough to help tackle it. In this paper, Oxfam calls on the Big 10 to face up to the scale of greenhouse gas emissions produced through their supply chains, and address the deforestation and unsustainable land-use practices they allow to happen. The Big 10 must set new targets to cut greenhouse gas emissions throughout their supply chains. But they cannot tackle climate risk by acting alone. They have a duty to step off the sidelines and use their influence to call for urgent climate action from other industries and governments."

Behind the Brands campaign, with contributions from Chris Cook, Matt Grainger, Tim Gore, Irit Tamir and Gabrielle Watson (2014) Standing on the Sidelines: Why food and beverage companies must do more to tackle climate change. OXFAM [https://www.oxfam.org/sites/www.oxfam.org/files/file\\_attachments/bp186-standing-sidelines-big10-climate-emissions-200514-summ-en\\_0.pdf](https://www.oxfam.org/sites/www.oxfam.org/files/file_attachments/bp186-standing-sidelines-big10-climate-emissions-200514-summ-en_0.pdf) Accessed 18/04/2017



**Hoffman B (2013). Behind the Brands: food justice and the 'Big 10' food and beverage companies (PDF) OXFAM**

In this report, Oxfam assesses the social and environmental policies of the world's ten largest food and beverage companies and calls on them to take the critical next steps to create a just food system.

Over the past century, powerful food and beverage companies have enjoyed unprecedented commercial success. But these companies have grown prosperous while the millions who supply the land, labor and water needed for their products face increased hardship. Now, a rapidly changing environment, affected communities and an increasingly savvy consumer base are pushing the industry to rethink 'business as usual'. In this report, Oxfam assesses the social and environmental policies of the world's ten largest food and beverage companies and calls on them to take the critical next steps to create a just food system.

Hoffman B (2013) .Behind the Brands: food justice and the 'Big 10' food and beverage companies (PDF) OXFAM  
[https://www.oxfam.org/sites/www.oxfam.org/files/file\\_attachments/bp186-standing-sidelines-big10-climate-emissions-200514-summ-en\\_0.pdf](https://www.oxfam.org/sites/www.oxfam.org/files/file_attachments/bp186-standing-sidelines-big10-climate-emissions-200514-summ-en_0.pdf) Accessed 18/04/2017

**Jensen R (2001) The Dream Society: How the Coming Shift from Information to Imagination Will Transform Your Business**

## IGCAT INVITED EXPERTS

All IGCAT experts represent organisations with expertise in tourism, gastronomy, culture and arts as well as research and policy-making and join this event as an opportunity to meet peers and for the furtherance of knowledge sharing.



### CLAIRE BRIGHTLEY - UNITED KINGDOM

Claire Brightley is an Educationalist and Programme Manager with a research interest in sustainable energy, growing communities and ending food waste. She has a varied background working mainly in further education and local charities and is currently a lecturer in teacher education affiliated to Huddersfield University and the University of Central Lancashire. She is also on the board of directors for Incredible Edible, an urban food growing project, involving local businesses, schools, framers and the community with the aim to increase the amount of local food grown and eaten in a particular territory.



### DR. EVA CANALETA - SPAIN

Eva Canaleta is the Executive Administrator of IGCAT and a professor at the University School of Hospitality Management in Sant Pol de Mar, Barcelona, Spain. She is Doctor in Contemporary History by the University of Balearic Islands, Diploma in Advanced Studies (DEA) in Medical Anthropology by University Rovira i Virgili, Tarragona; She has experience as a freelance consultant and researcher, researcher at the University of Balearic Islands and professional experience in the hospitality and catering sectors.



### ORIOI COSTA LECHUGA - SPAIN

Oriol Coral Lechuga has a degree in UOC Law. He is also President of Dynamis Living Lab for Sustainability. He has 15 years of experience in sustainable economy and he leads the first community of investment in ecological food named EcoRegió Catalu a.



#### **CAROLINE COURET - SPAIN**

Caroline Couret co-founded and currently manages the Creative Tourism Network® and the Barcelona Creative Tourism program.

She is an external expert for the European Union and since 2001 she has been in charge of the international area of the Foundation Society and Culture from which she has been managing a wide range of projects, including the launching of the creative tourism programs, the coordination of European funds projects and the organization of festivals for the Barcelona City Council. She worked in different countries, for institutions like La Casa de Velázquez (Madrid), the Festival de Cannes (France), as well as various projects in Louisiana, Mexico and Morocco.



#### **BLANCA CROS I MOILL - SPAIN**

Blanca Cros i Moll is the Head of European Programmes & International Relations at the Catalan Tourist Board and representative coordinator of Catalonia, European Region of Gastronomy. Her international experience in the tourism sector and her vision to link sustainability and tourism experiences have been a key factor in the programme of Catalonia, Region of Gastronomy 2016 and in the tourism sector in Catalonia.



#### **JACINTA DALTON - IRELAND**

Jacinta Dalton is a member of Faculty at The College of Tourism & Arts, Galway Mayo Institute of Technology, (GMIT) and lectures in Food & Beverage skills and service, Hotel & Hospitality Operations and Marketing. She has had direct operational experience at senior management level in the food and hospitality industry over the past 20 years and has developed and delivered a number of training programmes for Fáilte Ireland - Ireland's National Tourism Development Authority. In 2011 Jacinta was co-founder of The FoodieForum ([www.thefoodieforum.net](http://www.thefoodieforum.net)) - an interactive, collaborative, educational networking platform for food producers, chefs, restaurateurs interested in the support and promotion of local food.



#### **DR. DIANE DODD - SPAIN**

Diane Dodd is President of IGCAT and Executive Director of the European Region of Gastronomy Platform and Award. She is also European coordinator for the global network IFACCA. She leads an MA course in Cultural Institutions and Policies for the International University of Catalonia in Barcelona, and an MA course on Events and Destination Management for EUHTStPol. She is co-author of the third, fourth and fifth European Capitals of Culture Report and she has provided expert advice to Plovdiv 2019, Arad 2021, Rhodes 2021, Valletta 2018 and Burgos 2016 in preparation for their respective bids to be European Capital of Culture.



#### **CARLOS FERNANDES - PORTUGAL**

Carlos Fernandes is Associate Professor in Tourism Studies at the Polytechnic Institute of Viana do Castelo, Portugal. He obtained his undergraduate degree at Syracuse University (USA), Master's at Rutgers University (USA) and Ph.D. at Bournemouth University (UK). His interests include tourism as a strategy for community development, heritage, cultural and creative tourism and tourism destination management. In the last few years, he has conducted research and/or consultancy within various special interest areas, including Tourism and Gastronomy, Cultural Tourism and Religious Tourism and Pilgrimage.



#### **PROF. ROBERTA GARIBALDI - ITALY**

Roberta Garibaldi is an aggregate professor of Marketing and Tourism Marketing and a researcher in 'Management of Tourism Industries' at the University of Bergamo. She is author of books and papers published in national and international reviews (e.g. "Il turismo culturale europeo" Franco Angeli, "Facebook in tourism" Franco Angeli). She is member of Aiest and ATLAS, delegate of Lombardy Region to SISTUR, and Scientific secretary of CeSTIT (Research Centre on Tourism Destinations and Heritage Interpretation) at the University of Bergamo.



#### **FIA GULLIKSSON - SWEDEN**

Fia Gulliksson is the loadstar of crEATive gastronomy eco-systems for local and global growth. Food, creativity, culture and sustainable core values are the successful tools for positive change. Food In Action has launched a number of successful initiatives and sustainable brands that have catalysed the county of Jämtland's development and put the region firmly on the map. Fia is a also self taught chef and also the brain behind many ideas, businesses and projects. From 2007 initiated and help her hometown Östersund to be appointed Creative City of Gastronomy within the UNESCO Creative Cities Network.



#### **MARY MILLER - NORWAY**

Mary Miller is currently General and Artistic Director of Bergen National Opera. She was CEO and artistic director of the Stavanger 2008, European Capital of Culture and following that she wrote the Spanish city of Burgos's bid to be ECoC for 2016. She directed the International Festival of Arts & Ideas in Connecticut. She began her career as concert violinist, working internationally. She became chief music critic of Scotland's national newspaper, while directing the UK's first Nordic festival, based in Northern Scotland.



#### **ILONA SARES - FINLAND**

Ilona Sares is the International Project Coordinator of ProAgria. She is working in Finland, North Savo, with rural area SMEs entrepreneurs to find new ways for survive in co-operation. Creative Tourism is one of the best ways in this: A way for food, travel and creative industry sectors to find new power and business for living. Ilona worked earlier as a visual artist and she graduated from Sibelius Academy with a degree of Arts Management 2006. Now she is a doctoral student at the University of Lapland.





#### **ROSARIO SCARPATO - ITALY**

Rosario Scarpato is an author and a television and multimedia director. As an oeno-gastronomic reporter, he has contributed regularly with hundreds of articles, investigations and surveys to various international media. Since 2007 he has been Managing Editor of itchefs-gvci.com, the webpage that gives expression to the GVCI, Gruppo Virtuale Cuochi Italiani (Virtual Group of Italian Cooks), a network of more than 1200 culinary professionals who work in Italian oenogastronomy in 70 countries, which he co-founded.



#### **RAMON SENTMARTÍ - SPAIN**

Ramon Sentmartí has worked at the Autonomous University of Barcelona as head of European research projects, has been technical director of the Consortium Lluçanès and later head of the Agricultural Marketing Program within the Department of Commerce, where he has led projects such as gastroteca .com. He is currently project manager of European Region of Catalonia Gastronomy 2016 and collaborates with the Alicia Foundation as well as various organizations on projects related to the promotion of Catalan food products.



#### **DR. EDITH SZIVAS - UNITED ARAB EMIRATES/SPAIN**

Dr Edith M Szivas, is Director of the UAE based SeaStar Consultancy. She is a tourism development specialist with 25 years of international experience. Her expertise bridges industry and academia. She has been working on advisory projects for the World Tourism Organization (UNWTO), EU, USAID and AFED (Arab Forum for Environment and Development) in the area of strategic tourism development, tourism policy and planning, national level tourism education and human resources development and luxury hotel management and branding in Africa, Asia, then Caribbean, Europe and the Middle East.



#### **ANJA VAN HOUT - NETHERLANDS**

Anja Van Hout has been the Director of regional cooperation in Northeast Brabant since November 2010, which was founded by 20 municipalities. She is responsible for the strategic agenda and the development of good living and working environment within Northeast Brabant.

## **OBSERVERS**

### **Noémie Bernard - France**

Noémie Bernard is currently taking her master degree in Tourism, Loisirs and Local Development at ESTHUA - University of Angers in France. - Université d'Angers, France. She is currently doing an internship at FUSIC (Fundació Societat i Cultura) in Barcelona.

### **Doris Knickmeyer - Germany**

Doris Knickmeyer is an Erasmus Entrepreneur at DynamisLab in Barcelona and is managing the EcoRegió international project. She received her B.A. in Law and Management from the University of Bielefeld (Germany) and engages in zero waste activism.