

IGCAT

GASTRONOMY
CULTURE
ARTS AND TOURISM

INTERNATIONAL INSTITUTE OF



2017
ANNUAL
REPORT

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ABOUT

IGCAT is a non-profit organisation established in 2012 working in the fields of gastronomy, culture, arts and tourism. Through its worldwide network of experts, IGCAT aims 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. IGCAT is furthermore the official secretariat for the European Region of Gastronomy Platform, the European Young Chef Award and the Local Food Gift Award.

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.

IGCAT experts believe that Food and Cultural Diversity is an important source of pride and entrepreneurial opportunities to empower local communities.

IGCAT experts join forces to instil local pride by building alliances across local communities and across sectors to stimulate entrepreneurial thinking, creativity and innovation based on traditions and intangible heritage, elements that are important resources to empower and preserve cultural expression in local communities.

In doing so, IGCAT also increases awareness of issues concerning food production and waste and stimulates more responsible consumerism.

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

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 2017, 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 Executive Administrator, 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.

6 European Region of Gastronomy representatives to the board:

2016, Catalonia, Blanca Cros i Moll, Spain – head of European Programmes & International Relations at the Catalan Tourist 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, Anja Van Hout, Netherlands – Gemeente's-Hertogenbosch

2018, Galway, Jacinta Dalton, Ireland – Lecturer at College of Tourism & Arts, GMIT

2020, Kuopio, Ilona Sares, Finland – Responsible for Business Relations, ProAgria North-Savo

5 World representatives to the board:

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

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

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

BOARD MEMBER MEETINGS

In 2017 IGCAT Board have met four times:

- 3 March 2017: Board meeting
- 26 April 2017: General Assembly and Board meeting
- 12 July 2017: Board meeting
- 18 December 2017: 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 as Experts to encourage a shared community of expertise.

In 2017 we published articles related with gastronomy, sustainability, health, arts, education and tourism.

Titles:

1. **SUPPORTING LOCAL FARMS – SUPPORTING OUR FUTURE** by Dr. Diane Dodd
2. **SUSTAINABLE TOURISM AND THE CIRCULAR ECONOMY** by Claire Brightley
3. **THE LONG-TERM LEGACY OF THE EUROPEAN REGIONS OF GASTRONOMY** by Jordi Vegas and Dr. Diane Dodd
4. **REGIONAL SUPPORT SYSTEMS FOR ARTS ENTREPRENEURSHIP** by Dr. Lidia Varbanova
5. **ART OF FOOD: TOURISM WITH THAINESS AND MULTI-STAKEHOLDER** by Dr. Jutamas Wisansing
6. **INNOVATIONS AS THE KEY OF SOLUTIONS DECREASING MALNUTRITION IN AFRICA** by Uwase Larissa
7. **FEASTING ON CULTURES TO SOLVE OUR PROBLEMS AND ENRICH OUR LIVES** by D. Paul Schafer
8. **ETHICAL, CREATIVE AND FOOD TOURISM – A SUSTAINABLE FUTURE?** by Dr. Diane Dodd
9. **NATIONAL IDENTITIES, NATIONAL EXCLUSIONS. THE CHILEAN CUISINE** by Dr. Valeria Campos
10. **CATERING FOR THRILL-SEEKERS: NEW TRAVEL TRENDS** by Dr. Diane Dodd
11. **THE CASE FOR CULTURE** by D. Paul Schafer

Global Expert Network:

North America	
Name	Country
Kimberly Jung	United States
Paul Schafer	Canada
Simran Sethi	United States
Pierre Thiam	United States/Senegal
Dr. Lidia Varbanova	Canada

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

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

Asia	
Name	Country
Indrakarona Ketaren	Indonesia
Jerry C. Y. Liu	Taiwan
Dr. Fazli Sattar	Pakistan
Le Minh Tuan	Vietnam
Dr. Jutamas Wisangsing	Thailand

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

Oceania and the Pacific	
Name	Country
Sarah Gardner	Australia

Europe	
Name	Country
Pelle Andersen	Denmark
Dr. Anagnostis Argiriou	Greece
Jorge Bernandez	Spain
Loïc Bienassis	France
Prof. Janez Bogataj	Slovenia
Claire Brightley	United Kingdom
Dr. Eva Canaleta	Spain
Alessio Cavicchi	Italy
Caroline Couret	Spain
Dr. Marta Crispí	Spain
Jacinta Dalton	Ireland
Dr. Diane Dodd	Spain
Carlos Fernandes	Portugal
Dr. Aleš Gacnik	Slovenia
Davinia Galea	Malte
Prof. Roberta Garibaldi	Italy
Iñaki Gaztelumendi	Spain
Dr. Danuta Glondys	Poland
Fia Gulliksson	Sweden
Dag Hartman	Sweden
Anja van Hout	Netherlands
Dr. Daniela Angelina Jelincic	Croatia

Europe	
Name	Country
Lila Karapostoli	Greece
Dr. Giuseppe Laquidara	Italy
Clara Melliush	United Kingdom
Prof. Satu Miettinen	Finland
Mary Miller	Norway
Cáit Noone	Ireland
Robert Palmer	United Kingdom
Prof. Philippe Poirrier	France
Dr. László Puczkó	Hungary
Dr. Ilie Rotariu	Romania
Ilona Sares	Finland
Rosario Scarpato	Italy
Erik Sejersen	Denmark
Tanja Strugar	Serbia
Dr. Edith Szivas	United Kingdom
Dr. Jordi Tresserras	Spain
Dr. Michele Trimarchi	Italy
Dimitrije Vujadinovic	Serbia

WEBSITES, DATA BASE AND SOCIAL MEDIA

In 2017, IGCAT started a new collaboration with EnricGomez Web Design Studio, based in Calella (Barcelona) who is in charge of the server maintenance and design of all the websites run by IGCAT (IGCAT's website, European Region of Gastronomy website, and European Young Chef Award website).

IGCAT Website – www.igcat.org



IGCAT's website includes information about the Institute and its network of experts, as well as administrative information on its projects. The sections IGCAT News, World News and Experts' Publications are regularly updated by IGCAT staff and interns.

European Region of Gastronomy Website – www.europeanregionofgastronomy.org



Information about the European Region of Gastronomy Platform is being collected on the European Region of Gastronomy promotional website that has been redesigned in WordPress in July 2017.

Different sections have been developed by IGCAT staff: Awarded Regions; Candidate Regions; Joint Projects; News; and Contact. The Website has been designed resembling IGCAT website. However, IGCAT is liaising with its web designers to give it a more attractive look and is developing new content.

European Young Chef Award Website – www.europeanyoungchefaward.org



In September/October 2017, IGCAT developed the European Young Chef Award website as a promotional tool for the competition. Content is organised as follows: About section describing mission, rules and open calls; Ambassadors section displaying the profiles of IGCAT Regional Chef Ambassadors; Past Editions reporting information about and videos of the previous years' contests; News section, regularly updated with news concerning past and current editions; and, Supporters section listing the sponsors of the contest.

Social media

In order to disseminate ideas, projects and articles, IGCAT regularly updates its Facebook page (www.facebook.com/IGCAT2/), Twitter account (www.twitter.com/IGCAT2?lang=en) and LinkedIn profile (www.linkedin.com/in/igcat-org-720924118/). Moreover, IGCAT team will open an Instagram profile in 2018 to upload photos and videos.

Data Base

IGCAT team continues to implement the internal database of contacts - DORIS.

STRATEGIC PLAN 2017-2020

In 2017, on its 5th birthday, IGCAT developed a Strategy Plan for 2017-2020 with the aim to consolidate the actions undertaken thus far and establish a clear working direction for the three years ahead.

The Plan describes the mission, vision and background of IGCAT and identifies five main **work areas**:

- Global network of experts in the fields of culture, arts, tourism and gastronomy
- Region of Gastronomy Award and European Region of Gastronomy Platform
- IGCAT Regional Chef Ambassadors and European Young Chef Award
- Local Food Gift Project and European Local Food Gift Award
- Smart and sustainable events development
- Culture and Food Routes

Furthermore, the Strategy Plan outlines 7 **focus areas** defining the scope of and need for IGCAT's action (Feeding the planet; Diversity = Sustainability; Education; Innovation; Globalisation; Digital agenda; and, Linking urban and rural); IGCAT's **3-step approach** (Empower people; Instil local pride; Develop the territory); the principles underpinning IGCAT's **working method** (Cross-sectorial working; Quadro-helix approach; Service-learning; Long-term commitment; Cross-marketing and shared visibility); IGCAT's **governance structure** and the **Key Partners**.

SANT POL DE MAR

During 2017, IGCAT strengthened its relationship with the Municipality of Sant Pol de Mar, which is kindly offering an office for IGCAT's staff daily activities and a flat to welcome IGCAT experts for short periods.

IGCAT in return is aiming to give more international visibility to the village, as a gastronomic destination, and thus organised there the 4th IGCAT Annual General Meeting that brought 20 international experts to Sant Pol de Mar on 26 April 2017.

Furthermore, IGCAT consolidated its links with the University College of Hospitality Management and Culinary Arts (EUHTStPOL), where IGCAT delivers both a Degree level course and an MA course in Events Management.

IGCAT's President, Dr. Diane Dodd was also involved as jury member in the 31st Catalan Young Chef Contest held at EUHTStPOL on 24 April 2017.

Finally, EUHTStPOL hosted the second edition of the European Young Chef Award on 5-6 November 2017, an international event organised by IGCAT that brought to Sant Pol de Mar young chefs from 8 European regions and received wide media coverage both locally and internationally.

NEWS AND NEWSLETTERS

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

The digital Newsletter collects the most interesting news items and is delivered in English on a quarterly basis. It works by a subscription process and is the means to communicate with IGCAT members and subscribers.

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 the opening section of the newsletter and is provided each time by a different member of IGCAT's global network of experts to raise a specific concern or issue. In 2017 IGCAT's Voice has come from:

- Dr. Edith M Szivas, United Kingdom, Director of SeaStar Consultancy; UNWTO Consultant;
- Loïc Bienassis, France, Researcher and Project Manager, Institut Européen d'Histoire et des Cultures de l'Alimentation.
- Marina Simião, Brasil, Tourism, Gastronomy, Creative Economy and Culture Consultant; Member of Minas Gerais Gastronomy Board;
- IGCAT Executive Board.

All IGCAT's Newsletter issues since 2014 are available on IGCAT's website (<https://igcat.org/newsletters/>).



EUROPEAN REGION OF GASTRONOMY (ERG)

The European Region of Gastronomy Platform has grown in 2017 and IGCAT has organised one bidding processes:

- European Region of Gastronomy 2020: Kuopio

IGCAT supervised and took part in one jury visit in 2017:

- Kuopio, on 13 June, with jury members Dr. Edith Szivas (UK) and Prof. Roberta Garibaldi (Italy), supervised by Dr. Diane Dodd (IGCAT)

IGCAT also organised three Platform meetings in 2017 that took place in:

- South Aegean, 26-27 January
- Kuopio, 14-16 June
- Riga-Gauja 3-5 October

On 11 October 2017, IGCAT organised a high-profile event at the Embassy of Finland in Brussels in the framework of the European Week of Regions and Cities. The act involved the European Regions of Gastronomy Platform and included a workshop on Food and Gastronomy as Innovation Drivers for more Resilient Regions, followed by the Award Ceremony of Kuopio, European Region of Gastronomy 2020.

News from the European regions of gastronomy included:



Riga-Gauja – European Region of Gastronomy 2017 Grand Opening

3 January 2017 - Engines on, Riga-Gauja is on the starting line, ready to launch its year as European Region of Gastronomy 2017. The first Riga Street Food Festival-Winter Edition is the unique and unprecedented gourmet event chosen for the opening.



Food, tourism and sustainability as drivers for regional development

25 January 2017 - Policy-leaders from eight European Regions of Gastronomy engaged in a discussion concerning Food, tourism, and sustainability as drivers for regional development on 24 January 2017 in Athens.



Passing the baton - European Region of Gastronomy 2016-2017 Hand-Over Ceremony

25 January 2017 - The first European Region of Gastronomy hand-over ceremony took place on 24 January 2017, at Electra Metropolis Hotel in Athens, Greece. Catalonia (Spain) and Minho (Portugal), 2016 European Regions of Gastronomy, passed the baton to 2017 winners.



South Aegean and Sibiu awarded European Region of Gastronomy 2019

25 January 2017 - Jointly nominated to receive the European Region of Gastronomy 2019 award by an independent jury, Sibiu (Romania) and South Aegean (Greece) received the 2019 title for their commitment to food and cultural diversity.



Creative Tourism Network and European Regions of Gastronomy

26 January 2017 - The Creative Tourism Network participated in the European Region of Gastronomy Award meeting in Athens, organized by IGCAT and hosted by the South Aegean Government.



Strengths and challenges for Regions of Gastronomy! – 10th Platform Meeting

28 January - The Regions of Gastronomy celebrated their 10th partner meeting on Rhodes island in the South Aegean region of Greece on 26 and 27 January 2017. The meeting gathered representatives of ten European regions that have committed to the principles of working in a Platform.



Developing new skills within the Regions of Gastronomy Platform

30 January 2017 - In the framework of the 10th Regions of Gastronomy Platform meeting, hosted by South Aegean on the island of Rhodes on 26 and 27 January, a Sponsorship Workshop was offered to the members in the prestigious Regional Council Chamber, at the palace of South Aegean



region.

East Lombardy officially launches European Region of Gastronomy 2017 at Identità Golose Milano

10 March 2017 - The official launch of East Lombardy, European Region of Gastronomy 2017 took place on Monday, 6 March in the framework of Identità Golose Milano, the most important Italian congress dedicated to high cuisine.



Italian Vanity Fair on East Lombardy - European Region of Gastronomy 2017 Opening Event

27 March 2017 - The Italian edition of Vanity Fair magazine talked about the opening event of East Lombardy - European Region of Gastronomy 2017 involving the cities of Bergamo, Brescia, Cremona and Mantua.



A Gastronomical Event to bring to a close Catalonia, European Region of Gastronomy 2016

24 April 2017 - The emblematic Palau Robert in the heart of Barcelona was the setting for the prestigious closing ceremony of Catalonia - European Region of Gastronomy 2016 (C'REG 2016) on 24 April 2017.



The young Aegean Gardeners start their trip to the Aegean diet and gastronomy from the island of Kos

25 May 2017 - On May 25 2017 the "Aegean Gardener" project was inaugurated by the South Aegean Region in cooperation with the South Aegean Regional Plant Nursery in Kos, the island of Hippocrates, the Father of Modern Medicine.



Food is culture - Wild at Palate: Riga-Gauja European Region of Gastronomy 2017

8 June 2017 - Combining contemporary arts and sensorial methods, Riga-Gauja has developed innovative foodie concepts that are surprising and delighting both locals and visitors.



Discovering the Lakes' Region - Jury visit to Kuopio, candidate European Region of Gastronomy 2020

16 June 2017 - IGCAT international experts Dr. Edith Szivas (UK) and Prof. Roberta Garibaldi (Italy), accompanied by Dr. Diane Dodd, President of IGCAT, visited Kuopio (Finland) on 13 June 2017, in representation of the jury called to evaluate Kuopio's bid for the European Region of Gastronomy 2020 title.



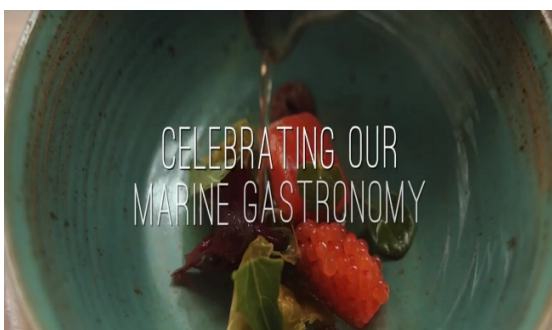
Kuopio announced European Region of Gastronomy 2020

16 June 2017 - European Region of Gastronomy 2020 title was recommended to be given to Kuopio Region (Finland), on Wednesday 14 June 2017 at Kuopio City Hall, after the presentation of the region's bid book to an appointed jury.



Discussing long-term legacy and prioritising sustainability at 11th Regions of Gastronomy Platform Meeting

19 June 2017 - The Regions of Gastronomy Platform celebrated its 11th Meeting on 14-16 June 2017, following the announcement of Kuopio (Finland) as European Region of Gastronomy 2020.



Sea Gastronomy at the Ocean Wealth Summit in Galway Ireland's national maritime

4 July 2017 - SeaFest attracted 101,113 visitors to Galway Harbour on 30 June and 1 -2 July, generating €6.3 million for the city.



Best of the Nordic food culture showcased in Aarhus

14 September 2017 - Aarhus, European Region of Gastronomy 2017 hosted the most important food event of Northern Europe on 1-3 September 2017. Organised in the context of the European Region of Gastronomy awarded year and of the European Capital of Culture, with the themes “rethink good food” and “innovate, improve and refine the food on our plate.”



Feeding sustainable regional development

9 October 2017 - There is no such thing as the perfect recipe for sound and long-lasting regional development, but the Regions of Gastronomy went pretty far in the process of building their own successful formulas to empower local communities.



Speakers throw tomatoes at the audience!

12 October - At the conclusion of the workshop “Food and gastronomy as innovation drivers for more resilient regions” the speakers threw (or rather passed) tomatoes to the audience to make a statement about the importance of food and cultural diversity for regional development.



Kuopio awarded the title European Region of Gastronomy 2020

13 October 2017 - Life According to Nature's Rhythm is the title of Kuopio's proposed programme that gained them the prestigious European Region of Gastronomy Award for 2020.



Valmiera Restaurant Week Riga-Gauja Region

20 October 2017 - Discover the tasty side of nature at the Valmiera Restaurant Week, from 6 - 12 November as a project from Riga-Gauja European Region of Gastronomy 2017. In its 2nd edition, during one week participants will have the opportunity to taste the rich gastronomic offering and wide range Latvian cuisine flavours.



G7 Agriculture and Astino nel gusto, East Lombardy on the forefront for food security and valorisation

5 December - Last October, Bergamo, in East Lombardy, European Region of Gastronomy 2017 was the framework of the G7 Agriculture ministerial meeting, an occasion to rethink agriculture and food policies through the lenses of sustainability and biodiversity.



Latvian Senses project from Riga-Gauja, European Region of Gastronomy 2017 awarded at BEA World Festival

8 December 2017 - In its title year, Riga-Gauja, European Region of Gastronomy 2017 received a prestigious recognition for one of its flagship events, the gastronomic performance Latvian Senses, awarded second best cultural event in 2017 at international BEA World Festival in Portugal last November.



Galway-West of Ireland, European Region of Gastronomy 2018 supporting entrepreneurship in the food sector

13 December 2017 - In the framework of Galway-West of Ireland, European Region of Gastronomy 2018, Enterprise Ireland allocated just under €2.5 million from the Regional Development fund to the BIA Innovator Campus project, an innovative regional food workspace infrastructure aimed to revamp the food sector in the West of Ireland.

EUROPEAN YOUNG CHEF AWARD

The European Young Chef Award is an initiative that IGCAT organised for the first time in 2016. The second edition, organised in collaboration with and hosted by EUHTStPOL, took place on 6th November 2017 and gathered 8 finalists from different European regions.

The event had a high visibility impact thanks to its international profile and to the participation of celebrity chef Argiro Barbarigou, from South Aegean Region as president of the jury panel.

The theme of the competition was **Innovation on Tradition**. Contestants have been asked to revitalise traditional recipes by using local products coming from their native regions.

In 2017 edition, the introduction of a preliminary day was successfully implemented and allowed participants to meet each other and to familiarise with the kitchen. During this first day, finalists were asked to present the traditional dishes, highlighting the importance of the local ingredients used, and to prepare 30 tapa portions of the original recipe to be tasted by the jury and peers.

After the tasting, the young chefs signed a protocol agreement to become IGCAT Regional Chef Ambassadors, thus committing to spread IGCAT's message on the importance of food and cultural diversity.

The winner of 2016 edition, Stamatios Misomikes held a Master Class for the participants focusing on the central theme of the competition, giving examples of traditional recipes he innovated according to his personal philosophy.

The competition was followed by a Round Table moderated by IGCAT's President, Dr. Diane Dodd, and involving celebrity chef Argiro Barbarigou, IGCAT Regional Chef Ambassadors, Stamatios Misomikes and Shane Sheedy to discuss their role in mentoring young chefs and the importance of innovating on tradition.

Soon after the competition, IGCAT team sent a questionnaire to participants and mentors to gather their opinion. Results converged into a final report together with a general evaluation of the event and recommendations for future editions.

IGCAT is currently developing a European Young Chef Award toolkit to facilitate the organization of future editions.

Some news items:



Young Chefs commit to support regional food and cultural diversity

25 January 2017 - Dr. Diane Dodd, President of IGCAT and Stamatios Misomikes, winner of the European Young Chef Award 2016 signed today a protocol that signals the start of a new initiative to grow a network of IGCAT Regional Chef Ambassadors.



Joan Roca, Ambassador for IGCAT's Young Chef Award

5 June 2017 - IGCAT is pleased to announce the chosen Ambassador for the Young Chef Award programme, the renowned chef Joan Roca. The Chef of El Celler de Can Roca was invited as President of the jury for the European Young Chef Award 2016 and he was impressed by the level and commitment of the 10 regional young chef finalists.



Aisling Rock announced winner of the European Young Chef Award 2017

6 November 2017 - On 6 November 2017, an international jury chaired by Greek celebrity chef Argiro Barbarigou announced the European Young Chef for 2017. The winner, Aisling Rock from Galway, European Region of Gastronomy 2018 impressed the panel with her dish: Mackerel, Pickle, Sheep Yoghurt.



Round Table with celebrity chef Argiro Barbarigou

8 November 2017 - Following the successful second edition of the European Young Chef Award, on 6 November 2017, EUHT StPOL hosted a Round Table event involving Greek celebrity chef Argiro Barbarigou, who shared the stage with Stamatis Misomikes and Shane Sheedy.



IGCAT's Regional Chef Ambassadors promoting awareness on the importance of cultural and food diversity

27 November 2017 - The young chef finalists, taking part in the 2017 edition of the European Young Chef Award have signed a protocol build awareness of the importance of cultural and food diversity.



Young Chefs take the spotlight

28 November 2017 - International press coverage of the European Young Chef Award 2017 has been huge. The competition held last 6 November in Sant Pol de Mar, Barcelona, organised by IGCAT in collaboration with and hosted by the University College for Hospitality and Culinary Arts EUHTStPOL has received press coverage in at least eight European countries.

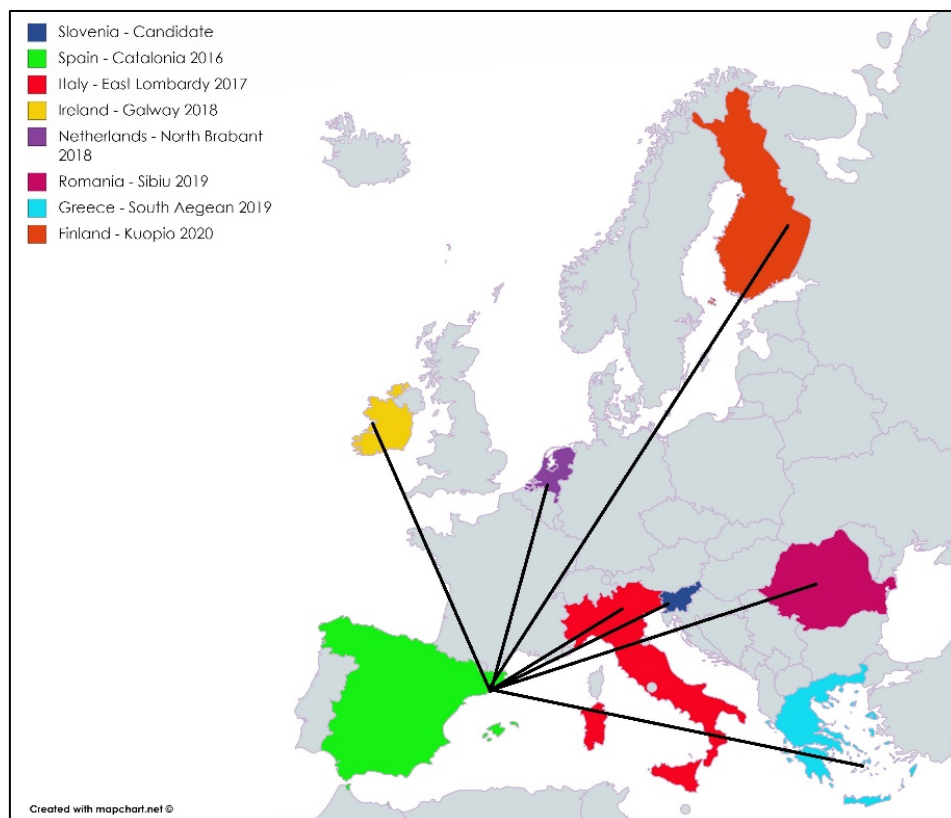
Press Coverage and Social Media

The European Young Chef Award 2017 has reached high levels of visibility in local, regional, national and international communication channels including printed newspapers, blogs, online magazines, social media platforms, TV programmes and radio interviews.

The competition received wide coverage in Spain, where 12 articles were published on newspapers, blogs and online magazines.

Internationally, 23 articles were published, while two radio and one TV interviews concerning the competition and the participants were broadcast.

Information distribution



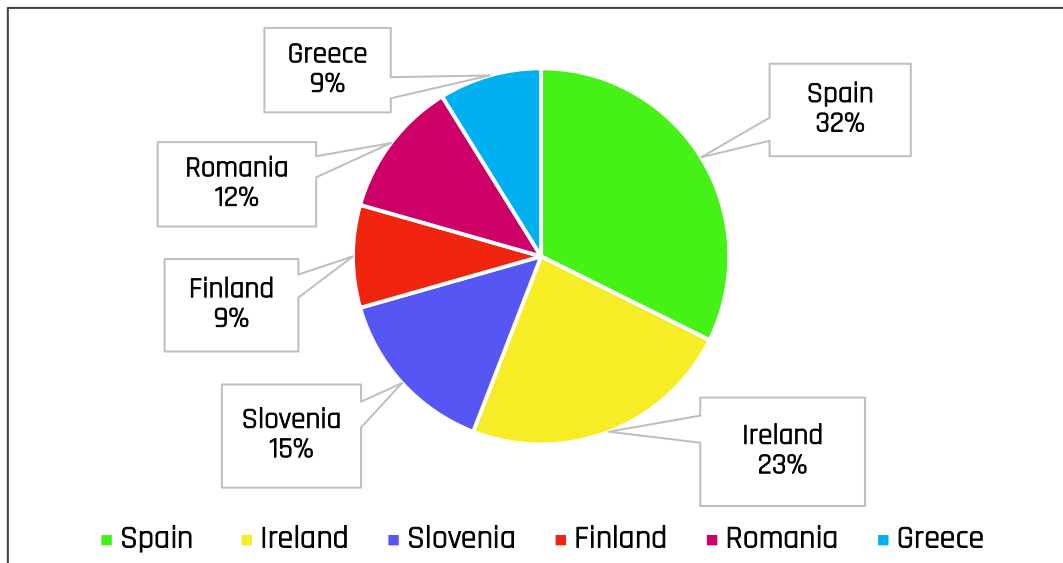
Spain

La Vanguardia	Proveedores Hosteltur
Saber y Sabor	Comunicae.es
7canibales	EUHT Sant Pol
Technoreca	Prodeca
The Gourmet Journal	Diario de Gastronomía
Ajuntament de Sant Pol de Mar	

International

Ireland	Irish Time
	Galway Advertiser
	Connacht Tribune
	Galway BayFm
	Galway Daily
	RTE
	The taste
	Menupages Magazine
Finland	Yle
	Savon Sanomat
	Kantti.net
Slovenia	24ur.com
	Regional Obala
	UP budy
	University of Primorska - Faculty of Tourism
	Regional Goriska
Greece	Dimokratiki
	Kostoday.com
	Atlantea
Romania	Tribuna
	Ora de Sibiu
	Mesagerul de Sibiu
	Stiri de SIBIU

Press Distribution



Social Media



Facebook

The following graph shows the number of people reached by our posts during the day of the competition.

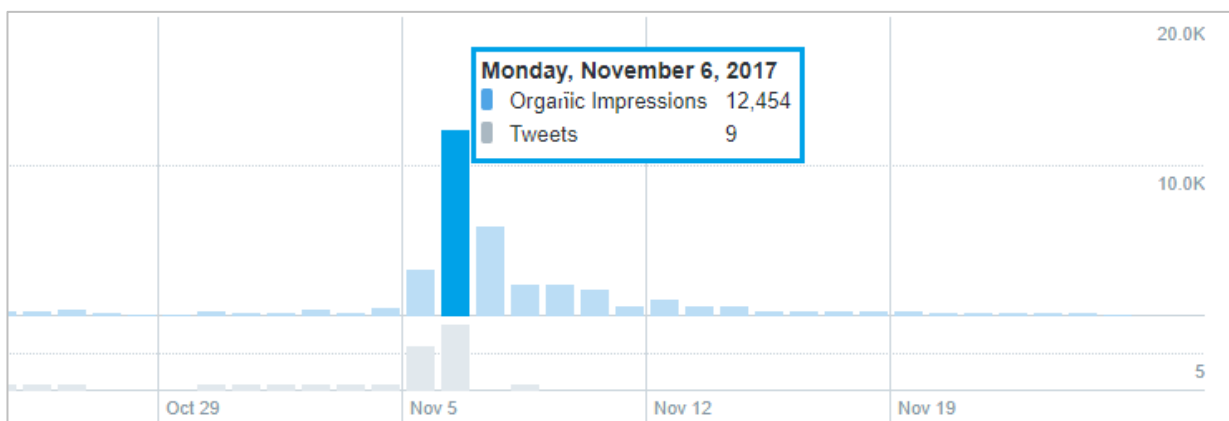


The following graph reports the reactions (e.g. likes, shares) of Facebook users to our posts. A great peak was reached on the day of the competition.



Twitter

The following graph shows the high peak of impressions reached by our tweets during the day of the competition.



LOCAL FOOD GIFT AWARD

In 2017, IGCAT further developed the concept of the Local Food Gift Award, conceived as a tool for the Regions of Gastronomy to strengthen their commitment to promote and protect local cultural and food diversity by supporting the development of local food and food-related gifts at regional level.

The initiative is addressed to food and crafts SMEs operating in the Regions' territories with a view to raise awareness on how their products can represent their regions, preserving gastronomic peculiarities and local artisanal traditions, while also meeting sustainable conservation, packaging and distribution criteria.

The aims of the project are to:

- Innovate local artisanal products;
- Stimulate collaborations between local producers, entrepreneurs, designers and craftspeople;
- Imbed regional narratives in local food gifts.

The initiative will give the Regions of Gastronomy the opportunity to identify excellent examples of manufactured products (food gifts and kitchenware gifts) within their territories by means of local workshops and/or contests, promoting the products' visibility at local and European level, and to select their official regional food gifts associated with the values of sustainability, high quality, and strong connection with the territory and its community.

On 25 January 2017, in the framework of the 10th European Region of Gastronomy Platform meeting held in South Aegean, IGCAT organised a pseudo-competition involving eight partners from the European Region of Gastronomy Platform who brought samples of innovative souvenirs and were asked to rate them according to some initial criteria that included the degree of innovation, creativity and sustainability demonstrated by the products and their packaging, as well as their degree of connection to the 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. Regions expressed a strong interest in re-proposing the format at local level involving their local producers.

At the end of 2017, IGCAT drafted a Local Food Gift Award toolkit conceived to facilitate the organisation of workshops and/or local contests in the Regions of Gastronomy and establishing the criteria to be used to evaluate gifts according to the recommendations collected during the pseudo-competition.



Encouraging innovation, cultural diversity, and sustainability

25 January 2017 - IGCAT's proposal to develop innovative souvenirs, is being put to the test by European Regions of Gastronomy.

EUROPEAN PROJECTS: FOODBIZ

Within the framework of the Erasmus+ programme funding, IGCAT is collaborating as partner organisation in the FOODBIZ project - University and business learning for new employability paths in food and gastronomy, led by the University of Macerata (Italy) and IGCAT Expert Prof. Alessio Cavicchi and engaging other six European partners: the University of Gothenburg (Sweden); the University of Economics and Business of Poznan (Poland); the University of Rijeka (Croatia); the European Cultural Tourism Network (ECTN), based in Brussels; the Piceno Lab of the Mediterranean Diet (Italy); and the Svinesund Committee (Sweden).

The project aims at promoting acquisition of relevant skills and competences related to employability in higher education students through their active involvement in community learning activities. In particular, IGCAT will draft and publish the FOODBIZ Guidelines aimed at facilitating the adoption of approaches, tools, outputs and processes by further universities and communities in Europe.

Participation in the FOODBIZ project strengthens IGCAT's commitment to sustainable regional development by means of establishing synergies among different sectors and stakeholders. Moreover, it is consistent with the organisation's efforts to stimulate a more extensive adoption of service-learning education strategies.

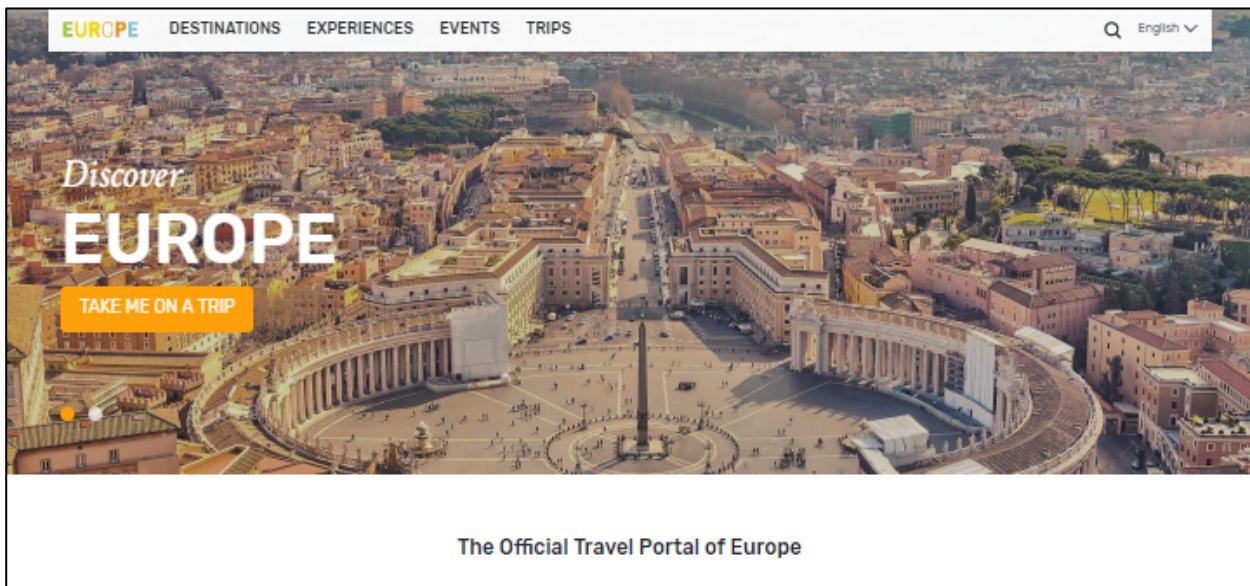


FOODBIZ - Innovative solutions for sustainable regional development

29 November 2017 - On 23-24 November 2017, IGCAT participated in the kick-off meeting of FOODBIZ.

VISIT EUROPE

On 22 June 2017, a collaboration agreement has been signed between IGCAT and the European Travel Commission (ETC) to promote the European Regions of Gastronomy on Visit Europe portal with the aim of increasing their visibility.



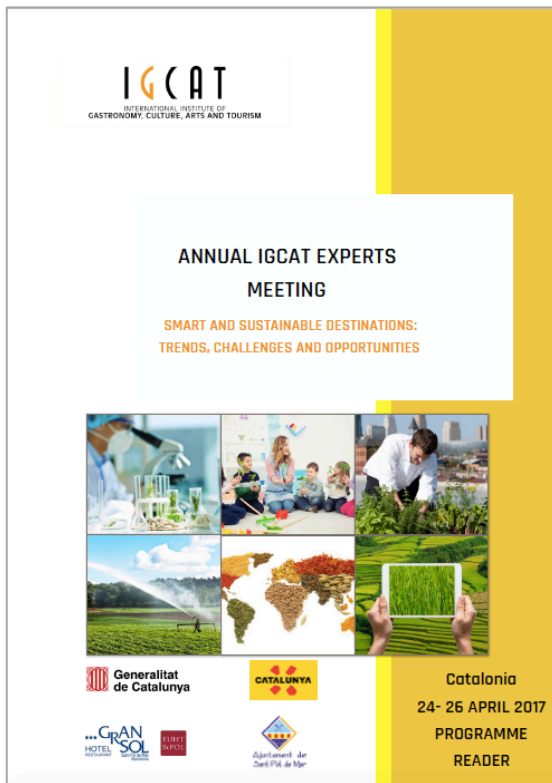
IGCAT staff have been trained by the Digital Department of the ETC and will be responsible of uploading and updating information about the Regions in the Experiences section of the website, in the form of articles, galleries, events, routes, products and recipes.



How to attract visitors to Europe! Joining forces to promote Europe's rich cultural and food diversity

22 June 2017 - Attracting foreign visitors to Europe is the expertise and central work of a dedicated team at the European Travel Commission (ETC).

ANNUAL IGCAT EXPERTS MEETING:



SMART AND SUSTAINABLE DESTINATIONS: TRENDS, CHALLENGES AND OPPORTUNITIES

The 4th IGCAT Annual Experts Meeting took place on the occasion of IGCAT's 5th birthday and at the closing of a very successful year for Catalonia, European Region of Gastronomy 2016 (C'REG 2016). The meeting gathered together expert voices from 10 countries from across the globe who shared their views on the theme Smart and Sustainable Destinations: trends, challenges and opportunities.

The meeting, hosted on 25 April 2017 by Prodeca (Generalitat de Catalunya), one of the leading stakeholders of C'REG 2016, was divided into three main sessions:

Long-term legacy of the Regions of Gastronomy

The session was introduced by Director of PRODECA, Ramon Sentmartí who presented Catalonia's Gastronomy Plan as the result of a large stakeholder consultation process during C'REG 2016 year. Discussion on long-term legacies of the European Region of Gastronomy and how to monitor them went on with contributions from External Relations Advisor of Municipality of OS-Hertogenbosch, Anja van Hout; International Project Coordinator of ProAgria, Ilona Sares; and Blanca Cros, from the Catalan Tourism Agency.

Food, creativity and territorial branding

Conversation focused on the importance of regional gastronomy and culture in boosting development opportunities and how local SMEs can be supported as strategic actors in the process of "branding" destinations through food products and creative experiences. Associate Professor in Tourism Studies at the Polytechnic Institute of Viana do Castelo, Carlos Fernandes, and CEO and founder of Food In Action company, Fia Gulliksson intervened presenting examples of creativity in gastronomy from Minho, European Region of Gastronomy 2016 and Sweden.

Smart and sustainable destinations

This session addressed the challenge of developing events that encourage visitors stay over and spend more as a key element in smart policies, as well as ensuring their sustainability both economically and environmentally. The conversation was introduced by Failte Ireland Food Ambassador and lecturer at GMIT (Galway), Jacinta Dalton; tourism expert and UNWTO Consultant, Dr. Edith Szivas; Scientific Director of East Lombardy, European Region of Gastronomy 2017, Prof. Roberta Garibaldi; Environment Expert for the UK, Claire Brightley; and Director of EcoRegió Catalonia, Oriol Costa Lechuga.

On 26 April 2017, IGCAT Experts gathered at EUHTStPOL (Sant Pol de Mar) to celebrate IGCAT's General Assembly, during which they approved the organisation's Strategy Plan for 2017-2020.



IGCAT and the Future Strategy Plan for 2017-2020

26 April 2017 - In the framework of the 4th Annual IGCAT Experts Meeting on Smart and Sustainable Destinations: Trends, Challenges and Opportunities, IGCAT Experts gathered at EUHTStPOL (Barcelona) to discuss IGCAT's Strategy Plan for 2017-2020.

IGCAT LECTURES AND COURSES



Universitat Internacional de Catalunya

MA course on 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 objectives of the course are 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 is useful.

Marta Crispí is Director of the MA and Diane Dodd is lead lecturer of the course on Cultural Policies and Institutions. Caroline Couret is a regular visiting lecturer in the course.



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



EUHTStPOL

Degree and MA course on Events Management

The course aims to introduce hospitality students to smart strategies for cultural and food events management.

The course was conceived 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 President of IGCAT, Dr. Diane Dodd, with visiting lectures provided by IGCAT Experts. Eva Canaleta is Academic Director at EUHTStPOL.

CONFERENCES and WORKSHOPS



IGCAT at the Global Cultural Districts Network (GCDN)

Convening

11 May 2017 - The International Institute of Gastronomy, Culture, Arts and Tourism (IGCAT) took part in the Global Cultural Districts Network Convening, held on 10-13 May 2017 in Barcelona. The session "Balancing Act of Tourism: Residents and Visitors" was moderated by Dr. Diane Dodd, President of IGCAT.



Sustainable Tourism - quality instead of quantity

18 May 2017 - IGCAT took part in the International Conference Sustainable Tourism for development in the framework of the New Urban Agenda, held on 10-17 May 2017 in Barcelona and organised by Barcelona City Council, in cooperation with the Provincial Government of Barcelona, the Catalan Tourism Agency and the Responsible Tourism Institute (ITR).



Small farms disappearing: cross sectorial approaches urgently needed

29 May 2017 - The urgent need to address reduction in small farm holdings was one of the subjects that provoked discussion at the international meeting on Food, Gastronomy and Tourism: social and cultural perspectives. In association with the UNESCO Chair on Food, Culture and Development, Universitat Oberta de Catalunya (UOC), the Laboratori de Patrimoni, Creativitat i Turisme Cultural (LABPACT), University of Barcelona/Ibertur, with the collaboration of Tossa de Mar City Council, TossaLab, and the Chair on Culture, Gastronomy and Tourism Calonge-Sant Antoni-University of Girona, the 44th international conference of the International Commission on the Anthropology of Food and Nutrition (ICAF) took place, 25 - 27 May in Tossa de Mar, Catalonia.



Participatory Governance in Culture: exploring practises

27 November 2017 - The international conference Do It Together! Participatory Governance in Culture: Exploring practices, theories and policies, was held in Rijeka, European Capital of Culture 2020, 22-24 November 2017 organised by Kultura Nova. The event gathered scholars, researchers, theorists, cultural operators, artists, practitioners, activists, policy-makers, and decision makers from across the world and representing different cultural disciplines.



IGCAT applauded for fostering sustainable tourism at 2nd UNESCO/UNWTO World Conference on Culture and Tourism

12 December 2017 - IGCAT and its flagship Regions of Gastronomy Platform and Award was applauded at the 2nd UNESCO/UNWTO World Conference on Culture and Tourism, as a leading initiative fostering sustainable cultural tourism development. The World Conference, held in Muscat, Oman 11-12 December 2017, brought together world leaders including Taleb Rifai, UNWTO Secretary-General, and H.E. Ahmed Bin Nasser Al Mahrizi, Minister of Tourism, Sultanate of Oman.

IGCAT VISITS / OTHER ATTENDED EVENTS



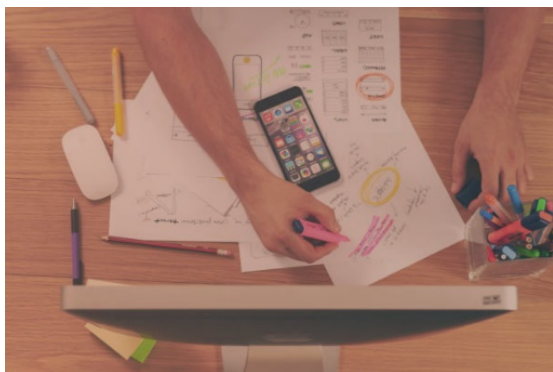
European Sweets Itineraries – End or Beginning?

10 February 2017 - The European Sweets Itineraries (ESI) is a European project co-funded by the European COSME programme which aims to offer new educational itineraries for international VETs schools through the production of local sweets in regional areas of Portugal, Italy, and Spain, tested by students from Latvian Hospitality schools.



Redefining Sustainability at 2017 Parabere Forum

7 March 2017 - IGCAT took part in the 3rd edition of the Parabere Forum, held on 5-6 March 2017 at the historical building of the University of Barcelona. As “an independent international platform featuring women’s views and voices on major food issues,” Parabere Forum “is committed to improving the state of gastronomy, food, nutrition, and agriculture by engaging leaders in various fields, from business and academia to politics and social issues.” The Forum focuses on how to overcome barriers and create new opportunities, as well as fostering the debate on innovative ideas.



Online coaching and masterclasses by Dr. Lidia Varbanova

27 March 2017 - Dr. Lidia Varbanova, IGCAT's International Expert from Canada, is offering online coaching and masterclasses for emerging arts entrepreneurs, young cultural managers and leaders, graduated students and young people who need career change. The "one-shot" coaching session aims to help you to find the motivation and inspiration within your own personality and to follow your professional dream. The coaching is a one-time session to find the vector and the tools that will lift you up professionally.



Boosting local economies: developing the MicroEcoRegion of Ter Gavarres

29 June 2017 - On Wednesday 21 June, IGCAT participated to a meeting organised by EcoRegió Catalunya and the Municipality of Celrà (Girona) at the Centre de Promoció Econòmica in Celrà, to celebrate the approval of the MicroEcoRegion Ter Gavarres project.

ORGANIGRAM

The structure of the Institute at the end of 2017 was:

EUROPEAN REGION OF GASTRONOMY REPRESENTATIVES TO THE BOARD

Blanca Cros i Mol
Spain

Dr. Carlos Fernandes
Portugal

Prof. Roberta Garibaldi
Italy

Anja van Hout
Netherlands

Jacinta Dalton
Ireland

Ilona Sares
Finland

VOLUNTEERS

Miguel Pavon
Spain

Rosa Romer
Spain

Josep Muntoriol
Spain

BOARD

Dr. Diane Dodd
President

Dr. Eva Canaleta
Secretary

Doctor Edith Szivas
Treasurer

Dr. Marta Crispí
Vocal

Caroline Couret
Vocal

STAFF

Dr. Diane Dodd
Executive Director

Fabrizia Toccoli
Research Assistant

INTERNSHIPS

Alessia Tonsi
Italy

WORLD REPRESENTATIVES TO THE BOARD

Dr. Jordi Tresserras
Spain

Dr. Lidia Varbanova
Canada

Dr. Kris Rampersad
Trinidad and Tobago

Dr. Jutamas Wisansing
Thailand

Larissa Uwase
Rwanda

EXTERNALS

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EnricGomez Web Design
Studio

Natalia Elefante
EnricGomez Web Design
Studio

Xavi Piñol
Flashvisual

Grima Cusachs
Accountants

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