

INTERNATIONAL INSTITUTE OF  
GASTRONOMY, CULTURE, ARTS AND TOURISM



2019

ANNUAL

REPORT

## TABLE OF CONTENTS

ABOUT.....	3
BOARD.....	5
EXPERTS .....	7
WEBSITES, DATABASE AND SOCIAL MEDIA .....	12
STRATEGY PLAN 2018-2022.....	15
SANT POL DE MAR.....	16
NEWS AND NEWSLETTERS .....	17
EUROPEAN REGION OF GASTRONOMY.....	19
WORLD REGIONS OF GASTRONOMY .....	26
FLAG – FUND FOR LOCAL ARTS AND GASTRONOMY.....	27
EUROPEAN YOUNG CHEF AWARD .....	28
LOCAL FOOD GIFT CHALLENGE.....	41
TOP VISITOR EXPERIENCE .....	42
FOOD FILM MENU .....	43
EUROPEAN PROJECTS .....	45
FOODBIZ.....	45
EUREGA.....	47
VISIT EUROPE .....	49
ANNUAL IGCAT EXPERTS MEETING .....	50
IGCAT LECTURES AND COURSES .....	52
CONFERENCES and WORKSHOPS .....	53
ORGANIGRAM .....	54
CONTACT DETAILS .....	55

## ABOUT

IGCAT aims to empower local communities by raising awareness of the importance to safeguard and promote distinct food, culture, arts and sustainable tourism assets. This is essential to balance against globalised food trends that are impacting on our planet, health and local economies.

IGCAT is a non-profit institute established in 2012, working with regional stakeholder consortiums in the fields of gastronomy, culture, arts and tourism. It counts on the expertise of a worldwide **network of experts** and works in partnership with specialised intergovernmental organisations.

IGCAT vision is to inspire local communities to be proud of their cultural, creative and culinary assets and thus, support sustainable development for a more equitable world. We strongly believe that the protection and the promotion of regional culture and food diversity is key for the future of local economies.

IGCAT believes that today's exciting developments are where convergence is happening in gastronomy, culture, arts and tourism. When the conversation is extended to agriculture, health, education and sustainability, we can find development solutions for many regions. Policy recommendations are derived from our ability to identify the most innovative and interesting ideas emerging in food and culture relations that can contribute to more sustainable and enhanced standard of living for everyone.

IGCAT founded the **Region of Gastronomy Award** and is the official secretariat for the **European Regions of Gastronomy Platform**. In an effort to give further international visibility to the Regions of Gastronomy, as well as to support the next generation to become ambassadors for their regions, the institute has also developed the **European Young Chef Award**, the **Local Food Gift Challenge**, the **Top Visitor Experience** and the **Food Film Menu**. In addition to this, we share expert knowledge, good practice and research through our annual experts meeting, field visits, webinars, quarterly newsletter, online published papers and dedicated research. All of IGCAT's activities aim to address and further develop the execution of four key objectives:

- Empower people and engage citizens;
- Instil local pride;
- Support local communities;
- Create ambassadors and inspire young generations.

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 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 - Twitter - Instagram;
- Dedicated website: [www.igcat.org](http://www.igcat.org)

## **Together we will empower cities and regions!**

Founded under the name of ARTIDEA in 2010, in 2014 the organisation 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.

## **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

In 2019, the Board of IGCAT included:

### 4 EXECUTIVE BOARD MEMBERS:

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

**IGCAT VICE-PRESIDENT FINANCE**, Dr. Edith Szivas, Spain – Director – SeaStar Consultancy

**IGCAT EXECUTIVE ADMINISTRATOR**, Eva Canaleta Safont, Spain – Academic Director – EUHTStPOL

**IGCAT EXECUTIVE BOARD VOCAL**, Dr. Marta Crispí i Canton, Spain – Director of the Masters in Arts and Cultural Management – Universitat Internacional de Catalunya

### 4 EUROPEAN REGION OF GASTRONOMY REPRESENTATIVES TO THE BOARD:

**2016, CATALONIA**, Blanca Cros i Moll, Spain – Head of European Programmes & International Relations – Catalan Tourist Board

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

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

**2021, SLOVENIA**, Janez Bogataj, Slovenia – Honorary Professor – University of Ljubljana

### 6 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**, Caroline Couret, Spain – Programme Manager at Creative Tourism Network

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

**LATIN AMERICA**, Marina Simião, Brazil – Tourism, Gastronomy, Creative Economy and Culture Consultant

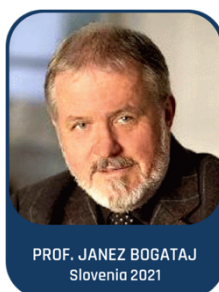
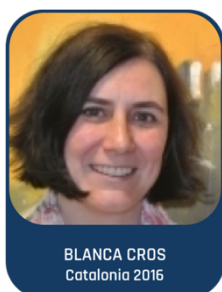
## BOARD MEETINGS

In 2019 IGCAT Board have met four times:

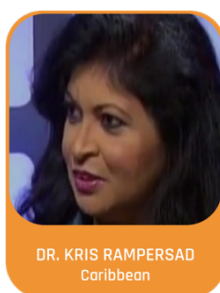
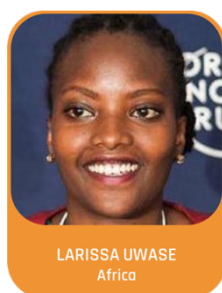
- 22 February 2019: Board meeting
- 25 March 2019: General Assembly and Board meeting
- 16 September 2019: Board meeting
- 19 December 2019: Board meeting



EXECUTIVE BOARD



EUROPEAN REGION  
OF GASTRONOMY  
REPRESENTATIVES



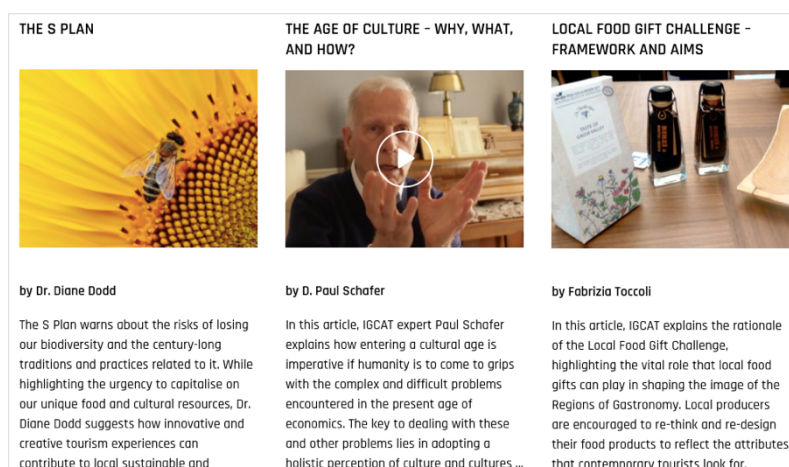
WORLD  
REPRESENTATIVES



## 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 IGCAT Experts to encourage a shared community of expertise ranging from gastronomy to sustainability, health, arts, education and tourism.



The following articles have been published on IGCAT website:

- **THE S-PLAN** by Dr. Diane Dodd
- **THE AGE OF CULTURE - WHY, WHAT, AND HOW?** by D. Paul Schafer
- **LOCAL FOOD GIFT CHALLENGE - FRAMEWORK AND AIMS** by Fabrizia Toccoli
- **YOUNG CHEF AWARD - ENHANCING SUSTAINABILITY** by Fabrizia Toccoli
- **WESTERN & INDONESIAN GASTRONOMIC DIFFERENCES** by Indrakarona Ketaren
- **TRUMP IS NOT THE ONLY PROBLEM, SOLUTIONS FOR AN UNFAIR WORLD** by Dr. Joost Smiers
- **THE CASE FOR CULTURE** by D. Paul Schafer
- **CATERING FOR THRILL-SEEKERS: NEW TRAVEL TRENDS** by Dr. Diane Dodd
- **NATIONAL IDENTITIES, NATIONAL EXCLUSIONS. THE CHILEAN CUISINE** by Dr. Valeria Campos
- **ETHICAL, CREATIVE AND FOOD TOURISM - A SUSTAINABLE FUTURE?** By Dr. Diane Dodd
- **FEASTING ON CULTURES TO SOLVE OUR PROBLEMS AND ENRICH OUR LIVES** by D. Paul Schafer
- **INNOVATIONS AS THE KEY OF SOLUTIONS DECREASING MALNUTRITION IN AFRICA** by Uwase Larissa
- **ART OF FOOD: TOURISM WITH THAINESS AND MULTI-STAKEHOLDER** by Dr. Jutamas Wisansing

- **REGIONAL SUPPORT SYSTEMS FOR ARTS ENTREPRENEURSHIP** by Dr. Lidia Varbanova
- **CONCERN FOR DIVERSITY IN A FREE-TRADE ZONE** by Dr. Diane Dodd and George Chatzinakos
- **FOOD, ART AND TOURISM AS A BOOST FOR INNOVATION – SUCCESSFUL EXPERIENCES FROM ITALY** by Prof. Roberta Garibaldi
- **SOCIAL INNOVATIONS- SIGN OF THE TIMES** by Dr. Daniela Angelina Jelinčić
- **THE LONG-TERM LEGACY OF THE EUROPEAN REGIONS OF GASTRONOMY** by Jordi Vegas and Dr. Diane Dodd
- **SUSTAINABLE TOURISM AND THE CIRCULAR ECONOMY** by Claire Brightley
- **SUPPORTING LOCAL FARMS – SUPPORTING OUR FUTURE** by Dr. Diane Dodd
- **A GENERAL OUT LINE OF THE ROLE OF GASTRONOMY IN COLOMBIAN DEVELOPMENT** by Laura Hernández Espinosa
- **GLOBALIZATION AND DIVERSITY – THE HEALTH RISKS** by Dr. Diane Dodd
- **CONGOLESE GASTRONOMY AND SUSTAINABLE DEVELOPMENT** by Louis-Marie Pandzou
- **THE ARTS KEY TO A FULL AND FULFILLING CULTURAL LIFE** by D. Paul Schafer
- **A CITY AND A REGION DEVELOP CULINARY AND CULTURAL DIVERSITY THE CASE OF LJUBLJANA AND CENTRAL SLOVENIA** by Prof. Janez Bogataj, PhD
- **EASTERN GASTRODIPLOMATIC EFFORTS: CUISINE IN CULTURAL DIPLOMACY** by Tanja Strugar

2019 news about IGCAT Experts' publications:



## The S Plan – Smart strategies for sustainable regions

8 July 2019 – In The S Plan, Dr. Diane Dodd warns about the risks of losing our biodiversity and the century-long traditions and practises related to it, while highlighting the urgency to capitalise on our unique food and cultural resources to foster sustainable development.

## Global Expert Network:

AFRICA	
NAME	COUNTRY
Bilel Aboudi	Tunisia
Boaz Adhengo	Kenya
Oscar Ekponimo	Nigeria
Joyce Gyebi	Ghana
Rodgers Nsama Kazembe	Zambia
Louis-Marie Pandzou	Congo
Larissa Uwase	Rwanda

ASIA	
NAME	COUNTRY
Vita Datau	Indonesia
Jiao Hui	China
Indrakarona Ketaren	Indonesia
Jerry C. Y. Liu	Taiwan
Astrid Maharani	Indonesia
Dr. Fazli Sattar	Pakistan
Le Minh Tuan	Vietnam
Dr. Jutamas Wisangsing	Thailand

OCEANIA AND THE PACIFIC	
NAME	COUNTRY
Sarah Gardner	Australia
Prof. Justin O'Connor	Australia

NORTH AMERICA	
NAME	COUNTRY
Kimberly Jung	United States
Jessica Litwak	United States
Paul Schafer	Canada
Simran Sethi	United States

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

EUROPE	
NAME	COUNTRY
Pelle Andersen	Denmark
Dr. Mihaela Antofie	Romania
Dr. Anagnostis Argiriou	Greece
Peter Astrup	Denmark
Loïc Bienassis	France
Prof. Janez Bogataj	Slovenia
Claire Brightley	United Kingdom
Cristina Calheiros	Portugal
Dr. Eva Canaleta	Spain
Alessio Cavicchi	Italy
Caroline Couret	Spain
Dr. Marta Crispí	Spain
Blanca Cros	Spain
Jacinta Dalton	Ireland
Dr. Diane Dodd	Spain
Dr. Iulia Dragut	Romania
Carlos Fernandes	Portugal
Dr. Aleš Gacnik	Slovenia
Davinia Galea	Malta
Prof. Roberta Garibaldi	Italy
Dr. Danuta Glondys	Poland

EUROPE	
NAME	COUNTRY
Jaume Gomila	Spain
Fia Gulliksson	Sweden
Dag Hartman	Sweden
Anja van Hout	Netherlands
Antti Iire	Finland
Dr. Daniela Angelina Jelincic	Croatia
Lila Karapostoli	Greece
Monique Knapen	The Netherlands
Dr. Giuseppe Laquidara	Italy
Heldi Lazani	Greece
Ulla-Alexandra Mattl	France
Prof. Satu Miettinen	Finland
Mary Miller	Norway
Cáit Noone	Ireland
Robert Palmer	United Kingdom
Prof. Philippe Poirrier	France
Dr. László Puczkó	Hungary
Ariadna Ribas	Spain
Dr. Ilie Rotariu	Romania
Ilona Sares	Finland
Rosario Scarpato	Italy
Erik Sejersen	Denmark
Dr. Joost Smiers	The Netherlands
Tanja Strugar	Serbia
Dr. Edith Szivas	Spain
Fabrizia Toccoli	Spain
Dr. Jordi Tresserras	Spain
Dr. Michele Trimarchi	Italy
Omar Valdez	Andorra
Dr. Lidia Varbanova	Bulgaria
Dimitrije Vujadinovic	Serbia

## WEBSITES, DATABASE AND SOCIAL MEDIA

In 2019, IGCAT continued the collaboration with Enric Gomez 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 website, European Region of Gastronomy website, and European Young Chef Award website).

IGCAT Website – [www.igcat.org](http://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.

In 2019, IGCAT created a Spanish version of its website with the aim to reach a wider audience.

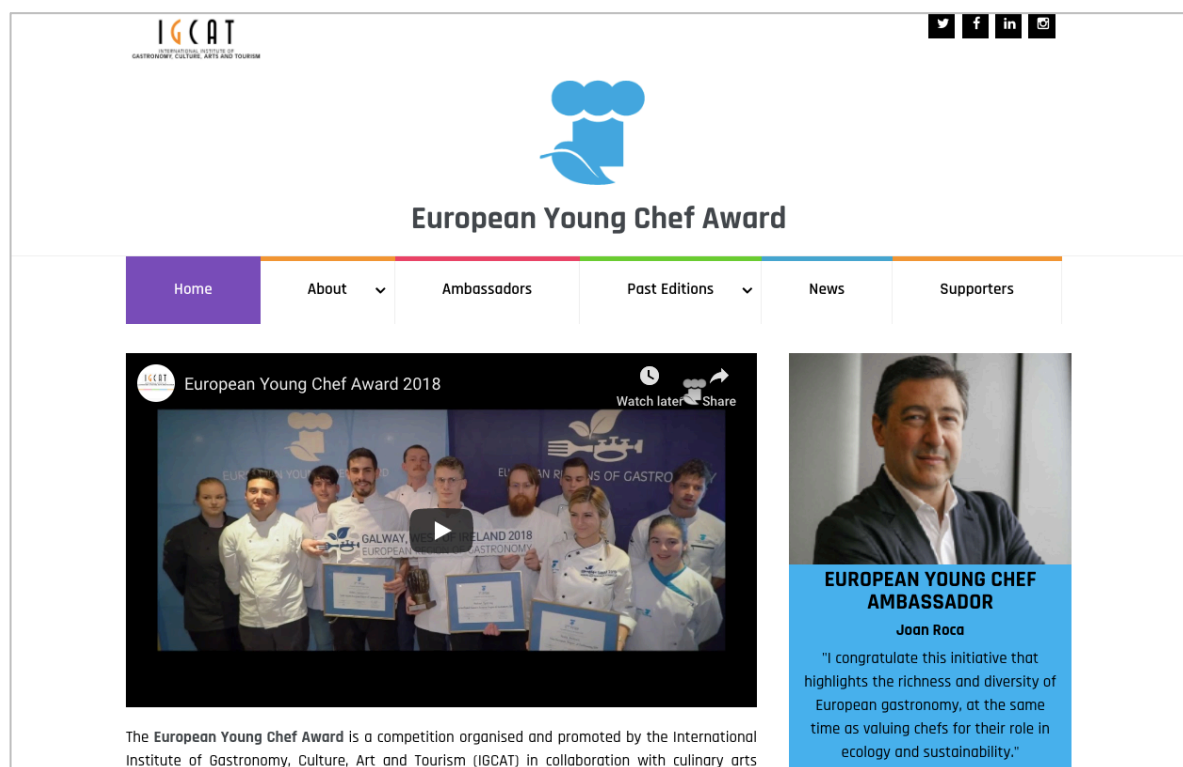
European Region of Gastronomy Website – [www.europeanregionofgastronomy.org](http://www.europeanregionofgastronomy.org)



The website collates information about the European Region of Gastronomy Platform and its members, and links to their own webpages, bid books and videos. Platform achievements and Joint Projects are also highlighted, together with news from the Regions. Finally, the website works as a useful tool for potential new regions by underlining the benefits of the Award, as well as the procedure to join the Platform, complemented by a FAQs section.

IGCAT keeps liaising with Enric Gomez web designers on a regular basis to increase the attractiveness of the layout and include updated content.

European Young Chef Award Website – [www.europeanyoungchefaward.org](http://www.europeanyoungchefaward.org)



IGCAT manages 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 (1,651 followers), **Twitter** account (701 followers), **LinkedIn** profile (531 connections) and **Instagram** profile (505 followers) where photos and videos are uploaded concerning IGCAT and the European Regions of Gastronomy activities.

## Database

In 2019, IGCAT kept working on its database of contacts and created several mailing lists of relevant contacts for specific projects and events on IGCAT Gmail account [info@igcat.org](mailto:info@igcat.org). IGCAT's collection and use of contacts complies with the GDPR (EU) 2016/679.

## STRATEGY PLAN 2018-2022

In light of the past two years' achievements, as well as the new challenges and opportunities that have emerged, in 2019 IGCAT revised its Strategy Plan for 2018-2022 with the aim to consolidate the actions undertaken thus far and establish a clear working direction for the years ahead.

The Plan describes the mission, vision and background of IGCAT, as well as its four main objectives: Empower people and engage citizens; Instil local pride; Support local communities; Create ambassadors and inspire young generations.

Six main **work areas** are identified in the Plan:

- IGCAT Global Network of Experts
- Region of Gastronomy Award and European Region of Gastronomy Platform
- European Young Chef Award and IGCAT Regional Chef Ambassador scheme
- Local Food Gift Challenge
- Top Visitor Experience
- Food Film Menu

The Strategy Plan also outlines **6 focus areas** defining the scope of and need for IGCAT's action (Feeding the planet; Innovation, creativity and job opportunities; Educating for our future; Balanced and sustainable tourism; Linking urban and rural; and Well-being and healthier living); IGCAT's **working method** (Cross-sectorial working; Service-learning; Long-term commitment; Cross-marketing & shared visibility; Quadro-helix approach;); IGCAT's **Governance and Finance Structure**; and **Key Partners**.

## SANT POL DE MAR



During 2019, IGCAT continued its relationship with the **Municipality of Sant Pol de Mar**, which kindly offered the offices for IGCAT's staff daily activities. In return IGCAT aimed to give more international visibility to the village as a gastronomic destination.

IGCAT strengthened its links with the **University College of Hospitality Management and Culinary Arts (EUHT StPOL)** located in Sant Pol de Mar, where IGCAT delivered 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 33<sup>rd</sup> Catalan Young Chef Contest held at EUHT StPOL on 8 May 2019, whose winner represented Catalonia, European Region of Gastronomy awarded 2016 at the European Young Chef Award 2019, organised in South Aegean, European Region of Gastronomy awarded 2019 on 22-24 October 2019.

## NEWS AND NEWSLETTERS

IGCAT publishes on its website news about IGCAT and the Regions of Gastronomy and compiles news trends and facts from around the world in the form of World News. All news items, dating back to 2010, can be found on IGCAT website. All IGCAT's Newsletter issues since 2014 are available on IGCAT's website (<https://igcat.org/newsletters/>).

IGCAT 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 tool IGCAT uses to communicate with its members and subscribers.

Subscribers to IGCAT Newsletter include 5471 people, many of the readership being people in key positions in intergovernmental agencies and governments world-wide and/or press, news outlets.

IGCAT's Voice is the opening section of the newsletter and is provided each time by a different member of IGCAT to raise a specific concern or issue. In 2019 IGCAT's Voice has come from:

- **Omar Valdez**, Andorra, IGCAT Expert and Executive Director of UWTO Academy;
- **Jaume Gomila**, Spain, IGCAT Expert and Chairman of Adult Education Schools of Menorca;
- **Heidi Lazani**, Greece, IGCAT Expert and Head of South Aegean, European Region of Gastronomy awarded 2019;
- **Dr. Diane Dodd**, Spain, IGCAT President.



In 2019, IGCAT has sent out four quarterly newsletters including news items about **IGCAT** (13), the **European Region of Gastronomy Platform** (2), and the **European Young Chef Award** (8). News items about single European Regions of Gastronomy concerned:

- Galway-West of Ireland 2018 (1)
- Sibiu 2019 (3)
- South Aegean 2019 (4)
- Kuopio 2020 (2)
- Slovenia 2021 (2)
- Coimbra 2021 (3)
- Menorca candidate 2022 (3)
- Trondheim-Trøndelag candidate 2022 (3)

As for World News included in 2019 newsletters, a total of 18 news items were sent with the following geographical distribution: **world/global trends** (8); **Europe** (3); **Asia** (2); **Africa** (2); **America** (2); and **Oceania** (1).

As for the topics concerned, World News included:

- Sustainable agriculture and food systems (5)
- Gastronomy and food culture (2)
- Tourism (3)
- Sustainable development (2)
- Biodiversity protection (2)
- Climate change (1)
- Food and plastic waste (3)

## EUROPEAN REGION OF GASTRONOMY

The European Region of Gastronomy Platform has grown in 2019. IGCAT analysed the bid books of regions preparing and hoping for the title European Region of Gastronomy 2022 and subsequently supervised two jury visits in 2019:

- **Trondheim-Trøndelag**, 12-14 November, with jury members Jesper H. B. Christensen (Denmark), Heidi Lazani (Greece), and Ilona Sares (Finland), supervised by Dr. Edith Szivas (IGCAT)
- **Menorca**, 28-30 November, with jury members Ariadna Ribas (Spain), Jacinta Dalton (Ireland), Janez Bogataj (Slovenia), supervised by Dr. Diane Dodd (IGCAT)

IGCAT also organised three Platform meetings in 2019:

- **16<sup>th</sup> ERG Platform Meeting**, Sibiu, 11-13 February;
- **17<sup>th</sup> ERG Platform Meeting**, Kuopio, 17-19 June;
- **18<sup>th</sup> ERG Platform Meeting**, online, 9 December.

On 9 October 2019, IGCAT organised a high-profile event at Claridge in Brussels, in the framework of the European Week of Regions and Cities. The act involved the European Regions of Gastronomy Platform and included conversations with executives and policy-makers from the European Regions of Gastronomy on **Healthier and Greener Futures**, followed by the presentation of Trondheim-Trøndelag's and Menorca's bids for the European Region of Gastronomy 2022 title.

The event counted on the support of DG GROW, represented by Milosz Momot, Deputy Head of the Tourism, Emerging and Creative Industries Unit, and the SEDEC Commission of the European Committee of the Regions, represented by First Vice-Chairman, Alin-Adrian Nica, and provided the opportunity to announce IGCAT's proposal for a **Fund for Local Arts and Gastronomy (FLAG)** to support culture and food-related initiatives in lesser economically developed regions.

News from the European regions of gastronomy included:



### European regions of Gastronomy tackling the urban-rural divide

26 February 2019 – The exchange of knowledge and good practices was the main aim of the 16<sup>th</sup> European Region of Gastronomy Platform meeting, held on 11-13 February 2019 in Sibiu, Romania.



### Thrilling food events and focus on sustainability in Sibiu

13 February 2019 – The European Region of Gastronomy Platform celebrated the opening of Sibiu, European Region of Gastronomy 2019, on 12 February at Nicolae Bălcescu Land Forces Academy.



### 117 stakeholders promote the gastronomic richness of the islands

4 March 2019 – The South Aegean, European Region of Gastronomy 2019 launched the action plan for their title year at the Auditorium of the Museum of Cycladic Art in Athens.



### South Aegean flavours enchant New York!

3 May 2019 – The prestigious James Beard Foundation in New York proved once again the perfect stage to showcase the flavours of South Aegean, European Region of Gastronomy awarded 2019, as part of the region's Taste the Seasons programme.



### **Menorca focuses on sustainability, gastronomy and culture**

1 June 2019 - The Balearic island of Menorca joined the European Region of Gastronomy Platform by signing a protocol agreement with IGCAT to formally announce its candidacy for the 2022 title.



### **Slovenian Tourist Board invests in the future of Slovenian gastronomic tourism**

5 June 2019 - In partnership with Gault&Millau Slovenia, the Slovenian Tourist Board has started to fulfil its goal from the Action Plan for the development and marketing of gastronomic tourism 2019-2023.



### **Sustainable food models from the European Regions of Gastronomy**

20 June 2019 - Sustainability in its wider implications clearly emerged as an important theme at the 17<sup>th</sup> European Region of Gastronomy Platform meeting in Kuopio, on 17-19 June 2019.



### **Seeds for plastic – Sibiu for sustainability**

25 June 2019 - Developed in occasion of 2019 World Environment Day, the Plastic Exchange Market in Sibiu aimed to sensitise the local community to a more responsible use of plastics by promoting recycling and a reduction in use.



### Local market accepts credit cards in Sibiu

28 June 2019 - Sibiu, European Region of Gastronomy awarded 2019 is developing trendsetting initiatives such as Cibin Market (Sibiu's local central market) being the first in Romania to equip its stalls with POS to allow card payments.



### Trondheim-Mid Norway is the newest top foodie destination in Europe

5 August 2019 - Two Michelin-star restaurants, home to the Best Chef of the Year 2019 and nominated to be European Region of Gastronomy in 2022, Trondheim is the newest foodie destination.



### Coimbra Region awarded Best Gastronomic Tourism Film

2 October 2019 - The promotional film Coimbra Region, European Region of Gastronomy Region 2021 - A Million Food Stories received the Blue Danube award for Best Gastronomic Film at SILAFEST 2019.



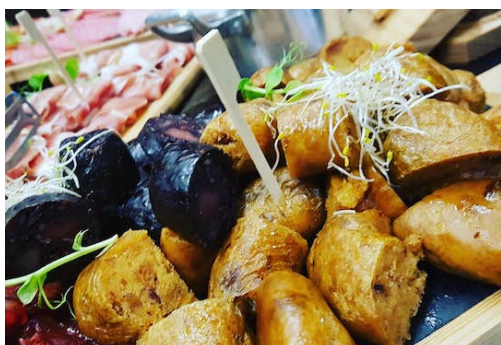
### The successful Brew! Coimbra Craft Beer Festival

4 October 2019 - Culture and gastronomy came together in Coimbra Region to celebrate a new and alternative brewing festival: the Brew! Coimbra Craft Beer Festival, as part of the European Region of Gastronomy 2021 programme.



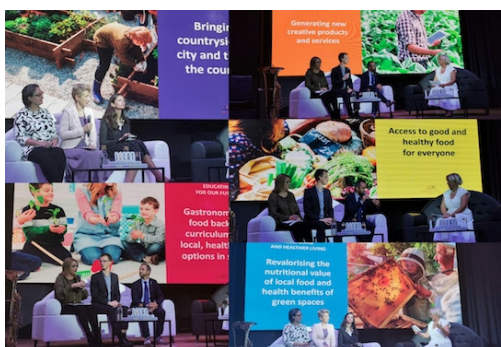
## Kuopio boosts innovation, creativity and cross-sectoral cooperation

7 October 2019 - With the aim to collect ideas for their title year programme, an extended EuReGa stakeholder meeting was organised in Kuopio on 23 September involving local SMEs and organisations.



## Coimbra Region to enhance quality of gastronomic events

7 October 2019 - An event qualification process has started in Coimbra Region, European Region of Gastronomy 2021, aimed to enhance the quality of local gastronomic events and increase their visibility.



## Greener and Healthier Futures for the European Regions of Gastronomy

11 October 2019 - IGCAT and the European Regions of Gastronomy celebrated a round table on Greener and Healthier Futures during the European Week of Regions and Cities in Brussels, on 9 October 2019.



## Menorca presents bid to be European Region of Gastronomy 2022

11 October 2019 - Menorca, European Region of Gastronomy candidate 2022, presented their bid to the public in Brussels during the European Week of Regions and Cities, on 9 October 2019.



## Trondheim-Trøndelag presents bid to be European Region of Gastronomy 2022

11 October 2019 - Trondheim and the mid-Norway region Trøndelag officially presented their candidature bid to receive the title European Region of Gastronomy 2022 in Brussels, on 9 October 2019.



## Trondheim-Trøndelag builds on gastronomy and sustainability

16 November 2019 - Trondheim-Trøndelag region has been officially recommended for the European Region of Gastronomy 2022 title by a jury comprised of international experts in different fields.



## Coimbra Region leads Food Corridors project

19 November 2019 - Coimbra Region, European Region of Gastronomy awarded 2021 is leading the European project Food Corridors, which encourages the creation of a network of cities committed to the development of food plans that facilitate urban-rural connections.



## Kuopio's ANTI Festival 2020 to link art and gastronomy

25 November 2019 - Food will be the central theme of Kuopio's ANTI - Contemporary Art festival 2020, who for its upcoming edition partnered with Kuopio, European Region of Gastronomy awarded 2020.



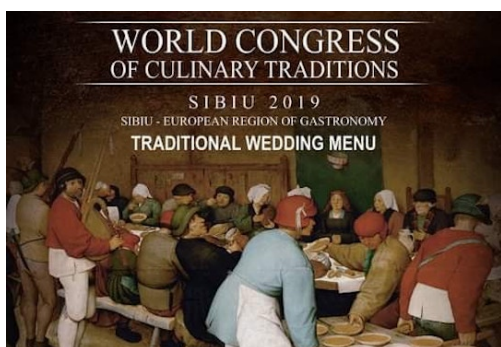
## Michelin Guides acknowledge Slovenia as top gastronomic destination

27 November 2019 – Slovenia, European Region of Gastronomy awarded 2021 will be soon included in Michelin Guide collection, as announced during the Days of Slovenian Tourism event on 12 November.



## Menorca's sustainable path to support local gastronomy

2 December 2019 – A jury comprising of international experts from IGCAT and the Regions of Gastronomy, have recommended Menorca for the title European Region of Gastronomy 2022 on 15 November 2019.



## Sibiu celebrates traditional wedding menus from all over the world

20 December 2019 – In the framework of Sibiu, European Region of Gastronomy awarded 2019 programme, the city of Sibiu hosted the second edition of the World Congress of Culinary Traditions.

## WORLD REGIONS OF GASTRONOMY

Given the increasing interest in the Region of Gastronomy programme expressed by regions from around the globe, in 2019 IGCAT launched a proposal to open the Award to regions outside Europe and decided to establish relationships with networks of experts in other continents.

The **1<sup>st</sup> World Regions of Gastronomy Meeting** was held in Catalonia on 26 March 2019 and gathered experts from Asia, Australia, Europe, Latin America and the Pacific with the aim to explore opportunities for extending the project beyond Europe. The event helped identify areas that needed further development in order to enhance the geographical scope of the initiative and make it more relevant to regions in other continents.

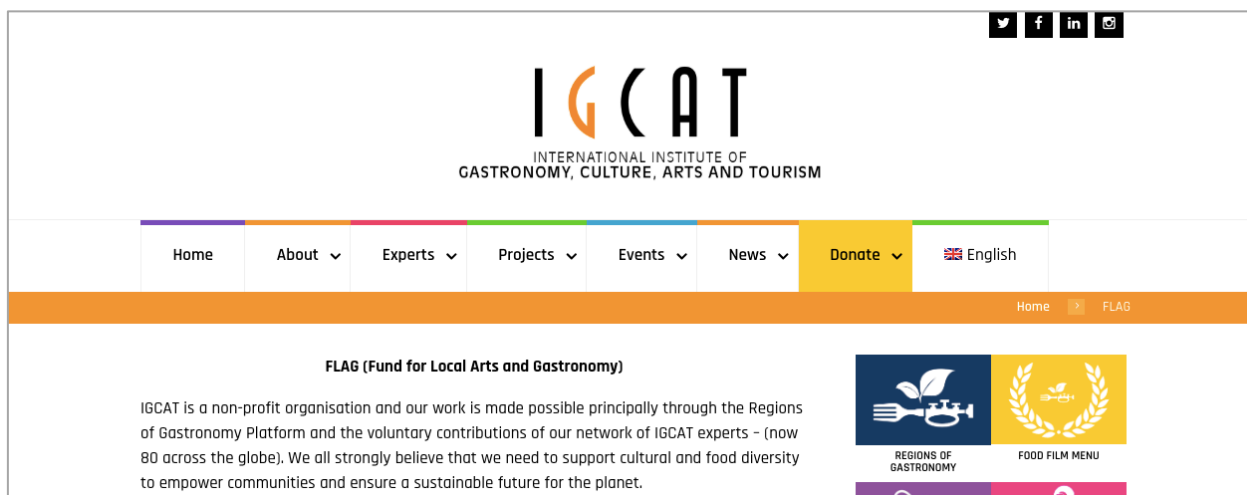
Based on the meeting's outcomes, the Region of Gastronomy focus areas have been revised in order to embrace the programme's achievements so far and tackle global challenges. The Region of Gastronomy Official Guidelines have been adapted accordingly and the **Region of Gastronomy Official Brochure - Empowering Communities** has been designed to promote the Award to regions in other continents. The Guidelines and Brochure are available on IGCAT's website both in English and Spanish.



The Region of Gastronomy focus areas now include:

- Feeding the planet;
- Innovation, creativity and job opportunities;
- Educating for our future;
- Balanced and sustainable tourism;
- Linking urban and rural;
- Well-being and healthier living.

## FLAG – FUND FOR LOCAL ARTS AND GASTRONOMY



IGCAT strongly believes that we need to support cultural and food diversity to empower communities and ensure a sustainable future for the planet. However, we have come across regions that would like to work to full capacity but are lacking the resources to fully engage in our community.

As a result, in 2019 IGCAT Board have approved the launch of **FLAG - Fund for Local Arts and Gastronomy** to support lesser-economically developed regions in the world in the implementation of initiatives and projects related to culture and food.

Sustainable ideas are vital to saving our planet and IGCAT wants to do everything possible to make its work available to regions that can benefit from it both online but also by providing grants for resources and mobility where needed.

FLAG has been officially announced in Brussels on 9 October 2019 and a dedicated page is being developed on IGCAT's website to allow donations. The initiative has already raised 3,000 euros thanks to the contributions of IGCAT Experts Ilona Sares and Jaume Gomila, who waived their fees for work conducted on behalf of IGCAT in favour of starting the Fund.

## EUROPEAN YOUNG CHEF AWARD

The European Young Chef Award came in 2019 to its fourth edition. Organised by IGCAT and hosted by South Aegean, European Region of Gastronomy awarded, the European Young Chef Award 2019 took place on 23-24 October 2019 at Rodos Palace hotel in Rhodes and gathered 9 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 Greece as president of the jury panel.

As for the previous editions, the theme of the competition was **Innovation on Tradition**, whereby finalists were asked to innovate traditional recipes from their regions by using local products.

The European Young Chef Award 2019 was organised on two consecutive days. During the first morning, the young chefs gathered to attend a presentation by IGCAT President, Dr. Diane Dodd on the importance of protecting and promoting food diversity as well as adopting sustainable practices in professional kitchens. The young chefs enthusiastically 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 and adopt sustainable practises in their future careers.

Afterwards, finalists prepared and presented the chosen traditional recipes to be tasted by the jury and peers. Besides being useful to familiarise with the kitchen before the competition, this first round was vital for the young chefs to share knowledge about regional gastronomies and products.

In the afternoon, finalists had the opportunity of experiencing a bespoke food tour of Rhodes in order to learn about local gastronomy and produce, and to meet each other in a relaxed environment. The food tour included visits to DM Farm in Kremasti and Kounakis Winery in Emponas, and concluded with a dinner based on local food and recipes at Paranga traditional tavern in Apollona village, where the young chefs had the chance to prepare the typical *giaprakia*.

On the second day, the proper competition took place, with finalists presenting their innovative dishes to an international jury of experts including the winner of the European Young Chef Award 2018, Andreas Bjerring from Aarhus-Central Denmark Region. For the first time, the young chefs' sustainable practices in the kitchen were formally assessed by the jury including the reduction of food waste and single-use plastics.

A stunning award ceremony was organised in the evening with the intervention of the Governor of the Region of South Aegean, George Hatzimarkos. First Prize was awarded to Eirini Giorgoudiou (South Aegean), Second Prize to Jure Dretnik (Slovenia) and Third Prize to Hans Kjellsson (Aarhus-Central Denmark Region).

Soon after the competition, IGCAT team sent a questionnaire to participants and mentors to gather their opinion on the organisation of the event and develop recommendations for future editions.

Some news items on the European Young Chef Award 2019:



## Gastronomy, innovation and regional identity

23 October 2019 - European Young Chef Award 2019 finalists have joined their predecessors and became IGCAT Regional Chef Ambassadors, committing to promote the local food from their regions, highlighting the rich culinary diversity of Europe.



## Winner of the European Young Chef Award 2019 announced!

24 October 2019 - Eirini Giorgoudiou from South Aegean, European Region of Gastronomy awarded 2019 has been announced European Young Chef for 2019, with her dish 12 Elements.

## PRESS COVERAGE AND SOCIAL MEDIA

The European Young Chef Award 2019 reached high levels of visibility in European media both at international and national/regional level. The competition has been highlighted in printed and online newspapers and magazines, blogs, social media platforms, TV and radio programmes.

**PRESS and TV COVERAGE.** Overall, in Europe a total of 282 articles and news blogs have been published (mostly online) before and after the EYCA 2019. 4 TV programmes (1 in Greece and 3 in Portugal, including one national TV channel) and 5 radio programmes (2 in Spain and 3 in Portugal) talked about the competition. The highest levels of media attention were reached in Greece and Portugal.

The following table shows the geographical distribution of press, TV and radio attention:

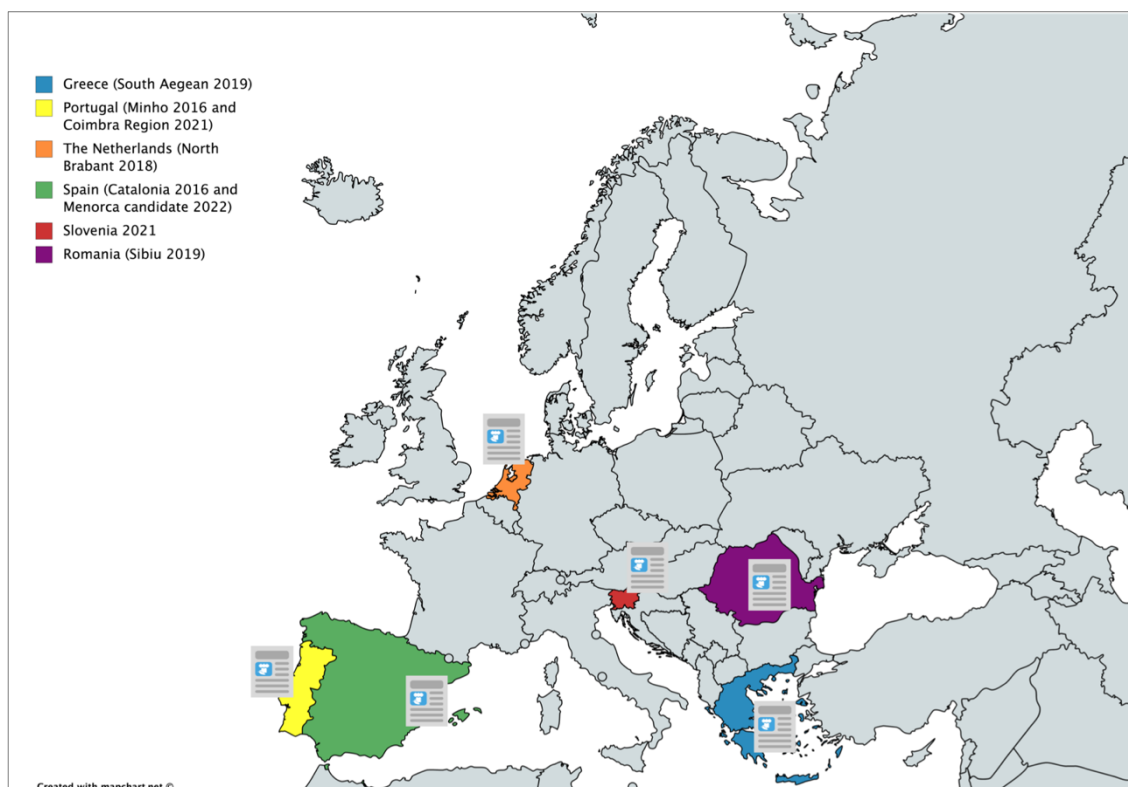
EUROPE (2)	
Georgia Today	Easy Branches
GREECE (165)	
Money-Tourism (4)	Atlantea News (3)
Aigaiokallimera.gr	i12.gr (4)
Kykladiki (5)	Naxos Times (3)
Naxos Press (5)	Rodiaki (5)
Patmos News (2)	Dimokratiki (3)
Tinos Now	Kos News 24
TV Kosmos (2)	Rodos Report (3)
Santorini Press (2)	Parianos Typos (2)
Astra TV	Olive Magazine
ERT (2)	Rhodes.com.gr
Notos News	Koytsompolio (2)
Mesogios Stokokkino (2)	Sky Rodos (2)
Kos Today (2)	News Now gr
iNewsgr (2)	Tourism Today (2)
Parapona Rodou (2)	Rodos TV
Rodos Press (2)	New Greek TV
LiFO	Protothema (2)

Greek Reporter	Tornos News
Argiro.gr	Eirinika.gr
Parallaxi Magazine	Ant1 News
Iefimerida	Tomanifesto
Skai	The Caller
Amna.gr	News Beast
Athens Voice	Nooz
Pontos News	U Say
Hellas Journal	Aegean News
Ilia Live	The Times of Change
Taxidromos	Limnos FM100
Alfavita	Briefing News
Politik	News.gr
To Pontiki	Analitis
News Break	Inbox News
Iapopsi	Dexiextrem
Voice News	Enallaktikos
Alpha TV	Porto Rafti
Mea Colpa	Ekirikas
Istioforos News	Cyclades24
Passenger	Creta Live
2810.gr	Newsorama
Patris News	Backing News
Madata	News 4 Money
Akroama	Russian Athens
Dete.gr	Naftemporiki.gr
Patras Times	Euro Politis
Paragon Post	Creta Post
Pirgiotis	Ota Voice
Paraktios	Enter Messinia
Enikos	Trikala Day
Woman Toc	Nea Keratsiniou
Aegean Islands PROMO	New Stars
The Viewer	Travel Daily News

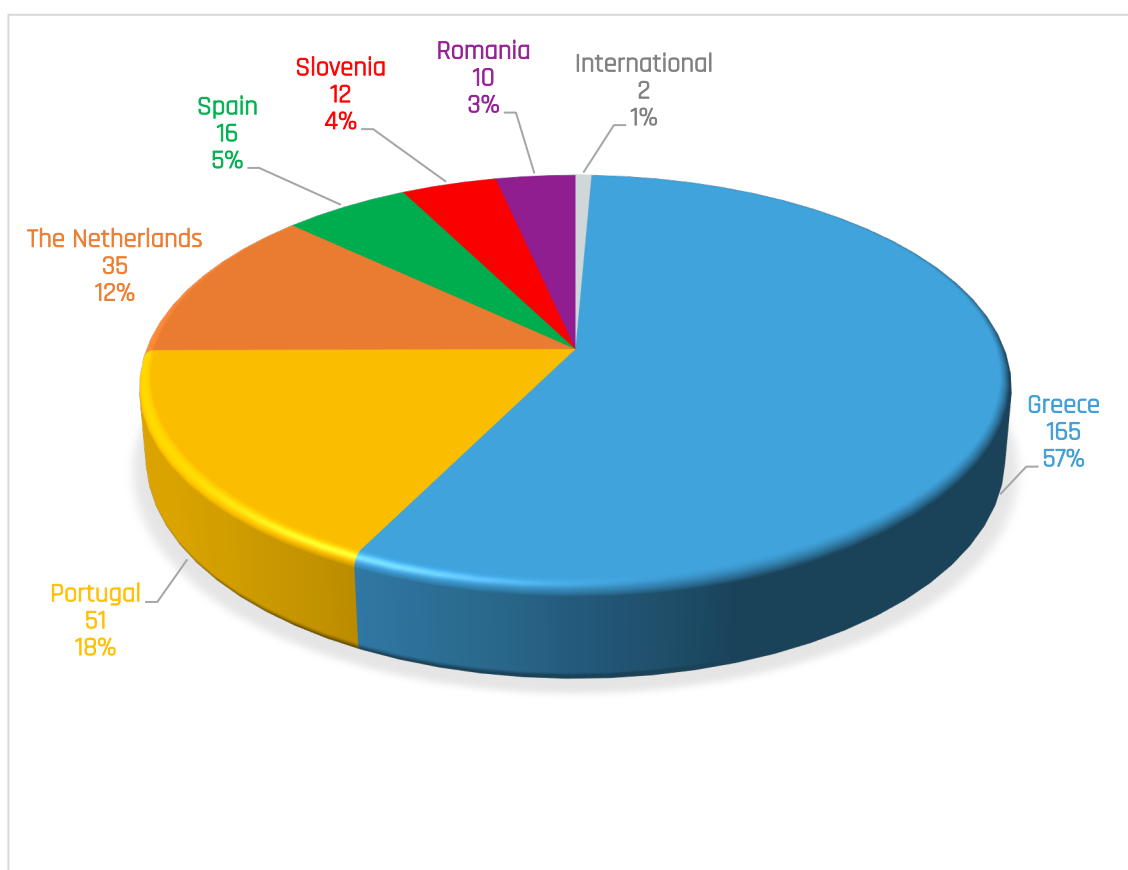
Fumara	Cat Is Art
Crete Woman	Era Rodou
Bizz News	Global Hellenism News
24 WRO	EL Press365
News World	Greek Travel Pages
Etsi Magazin	Tourism Today
Hellenic Daily News	Ex Ofitsio
Hellenic Hotels	Greek City Times
Proklitiko	Orektiko
Made in Greece News	Butterfly Web Radio
Al Tsantiri	News One
Greek Food News	SBS Greek
PORTUGAL (51)	
AHRESP	O Despertar
GMR TV	O Turismo
TVI 24	Notícias de Coimbra (3)
Jornal de Notícias (2)	Folha do Centro (3)
Correio do Minho	Turisver
Publitoris Hotelaria	Mira Online
Mood	Centro TV (4)
Jornal Vilaverdense	Diário de Coimbra
Aurora do Lima	Publico
Diário as Beiras	The World News
Campeão das Províncias	Diário de Aveiro
Diário do Minho	Portugal iNews
Opção Turismo	Bom Dia Europa
Radio Alto Minho (2)	Rádio Região de Basto
O Minho	MAGG
Semanario V	RUM
Notícias ao Minuto	Revista Spot
Alto Minho TV (2)	A Comarca de Arganil
Radio Boa Nova	Radio Observador
Rádio e Televisão de Portugal	TVI24
Jornal da Bairrada	

THE NETHERLANDS (35)	
AgriFood Capital (3)	Noord Brabant Culinaire (2)
Sligro	Food Up! Brabant (3)
Horeca Netwerk (2)	Eatly
Food Clicks (2)	Tilburgse Koerier
Misset Horeca (3)	Brabant in Business (2)
Entree Magazine (3)	Horeca Trends
De Restaurant Krant	Nieuws Online
Brabants Dagblad	BN De Stem
Bijzonder Uit Eten	The World News
AD	ED
BD	Goirles Belang
Watskeburtnijnstraat	
SPAIN (16)	
GHT Bages	Saber y Sabor
Ràdio Calella Televisió (4)	Agora Xtec
Santpol.edu	Menorca.info (2)
A fuego Lento	IES M. A. Cardona (2)
Menorca al Día	Mobilitat Internacional Jove del
Consell Insular de Menorca	
SLOVENIA (12)	
Portal Gastrogurman	RTV Slovenia
Vivi Šola Okusov	Maribor24
Slovenske Novice	Times.si
Koroške Novice (2)	The World News
Večer	2TM
Kongres Magazine	
ROMANIA (10)	
Ora de Sibiu (3)	Tribuna
Realitatea de Sibiu	Turnul Sfatului (2)
Mesagerul de Sibiu	Ziare
Amos News	

## EYCA 2019 press coverage geographical distribution.



## Online and offline press coverage of the EYCA 2019.



**SOCIAL MEDIA COVERAGE.** The EYCA 2019 received a high level of attention on social media as well, including Facebook (39 posts), Twitter (81 tweets), Instagram (51 posts), and LinkedIn (18 posts), all of them published by sources external to IGCAT.

IGCAT's social media activities related to the EYCA 2019 were aimed at building a stronger social media campaign with respect to past editions by publishing a significant number of posts not only during the event, but also before, in order to create expectation, and afterwards to keep audience interest.

Before the event, IGCAT published posts in the following 3 categories:

- Meet the finalists to the EYCA 2019 - one dedicated post for each finalist to introduce them to the audience
- Meet the jury of the EYCA 2019 - one dedicated post for each jury member
- EYCA story - three short videos dedicated to past editions' winners (2016, 2017, 2018)

After the event, short videos with still images were created for each finalist and posted on social media, showing the young chef, his/her traditional dish and his/her innovative dish.

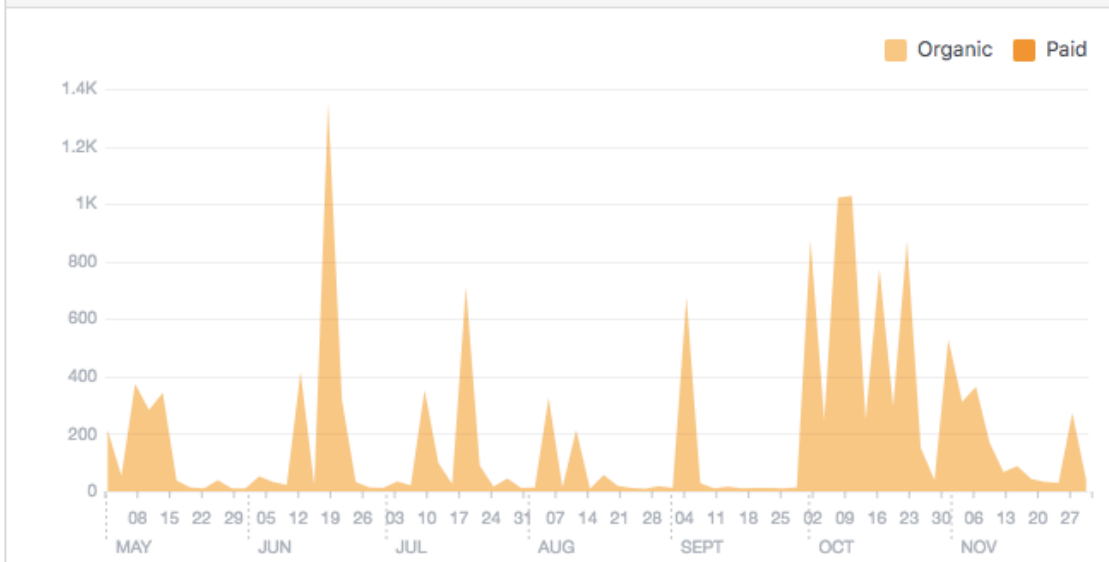
**FACEBOOK.** A total of 40 posts related to the event have been published by IGCAT between 6 May and 8 November 2019, most of them concentrated in October and beginning of November and corresponding to a higher rate of organic post reach<sup>1</sup> and post reactions with respect to other months, as shown in the following figures:

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<sup>1</sup> 'Post reach' means the number of people who saw a post at least once.

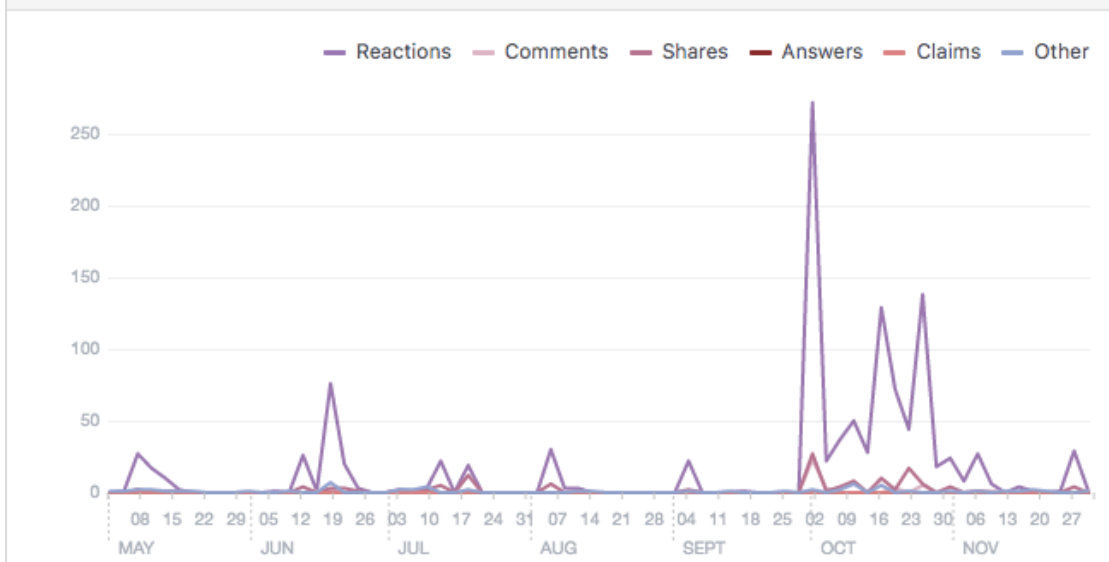
## Post reach

The number of people who saw any of your posts at least once. This metric is estimated.



## Reactions, comments, shares and more

These actions will help you reach more people.



Posts included photos, short videos and links to IGCAT's news blogs. The total organic reach of all posts related to the EYCA 2019 has been **23,640**.

Some examples of posts:

**IGCAT**  
Published by Fabrizia Toccoli [?] · 7 October ·

**\* European Young Chef Award Story / 2 \***

The #EYCA 2019 is approaching! Meanwhile, we're delighted to present this short video about AISLING ROCK, winner of the European Young Chef Award 2017 and #IGCAT Regional Young Chef Ambassador!  
#europeanregionofgastronomy

European Young Chef Award 2019 | Rhodes, South Aegean European Region of Gastronomy 2019 | 22-24 October 2019... [See more](#)




**\* European Young Chef Award Story**  
00:27

**IGCAT**  
Published by Fabrizia Toccoli [?] · 10 October ·

**\* Meet the European Young Chef Award 2019 finalists \***

Name: MARIONA RODÀ  
Region: Catalonia, #europeanregionofgastronomy 2016  
About: I love to cook with my grandmother's and family's recipes that have been passed down through generations... [See more](#)



UNGCHFEAWARD.ORG  
Rodà, Catalonia's finalist to the EYCA 2019 - European Young Chef Award

**IGCAT**  
Published by Fabrizia Toccoli [?] · 12 October ·

**\* Meet the jury of the European Young Chef Award 2019 \***

Winner of the European Young Chef Award 2018, Chef Ambassador, ANDREAS BJERRING will be a jury member of the European Young Chef Award 2019.

European Young Chef Award 2019 | Rhodes, South Aegean European Region of Gastronomy 2019 | 22-24 October #EYCA #IGCAT #europeanregionofgastronomy... [See more](#)



EUROPEANYOUNGCHFEAWARD.ORG  
**Andreas Bjerring, winner of the EYCA 2018 to be jury member of 2019 edition - European Young Chef Award**

**IGCAT**  
Published by Fabrizia Toccoli [?] · 24 October ·

Eirini Giorgoudiou from South Aegean, European Region of Gastronomy awarded 2019 has been announced today European Young Chef for 2019. With her dish 12 Elements she won the hearts of the international jury chaired by acclaimed Greek Chef Argiro Barbarigou.  
#EYCA #IGCAT #europeanregionofgastronomy  
Argiro.gr - Argiro Barbarigou ERG South Aegean 2019 Kontaratos Dimis




IGCAT.ORG  
**Winner of the European Young Chef Award 2019 announced**

**IGCAT**  
Published by Fabrizia Toccoli [?] · 30 October ·

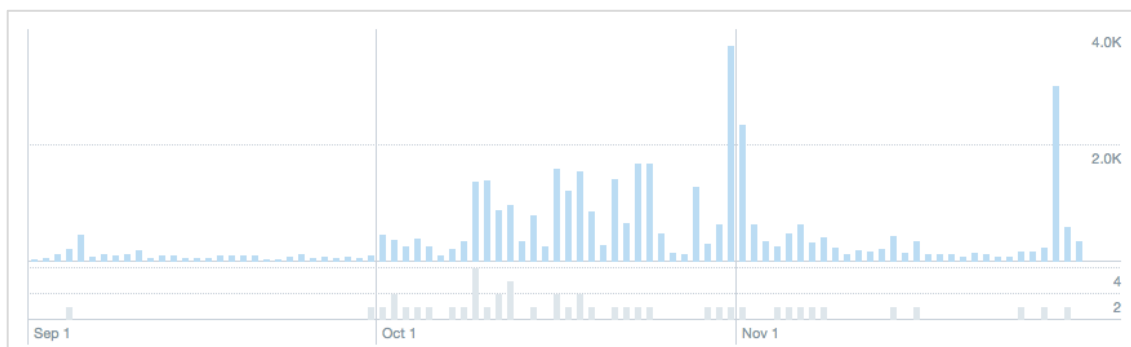
JURE DRETNIK from Slovenia, European Region of Gastronomy 2021 was awarded 2nd Prize at the European Young Chef Award 2019.

His dish 'LUNCH OF MOWERS' innovates on the traditional recipe 'Kločevi Nudli' (local dumplings with dried pear filling) and is inspired by the tale 'Levi devze' (Left pocket) by Carinthian writer Prežihov Voranc. Starting from a traditional dish that used to sustain ironworkers, miners and farmers in their daily hard work, Jure was able to produce an i...  
[See more](#)

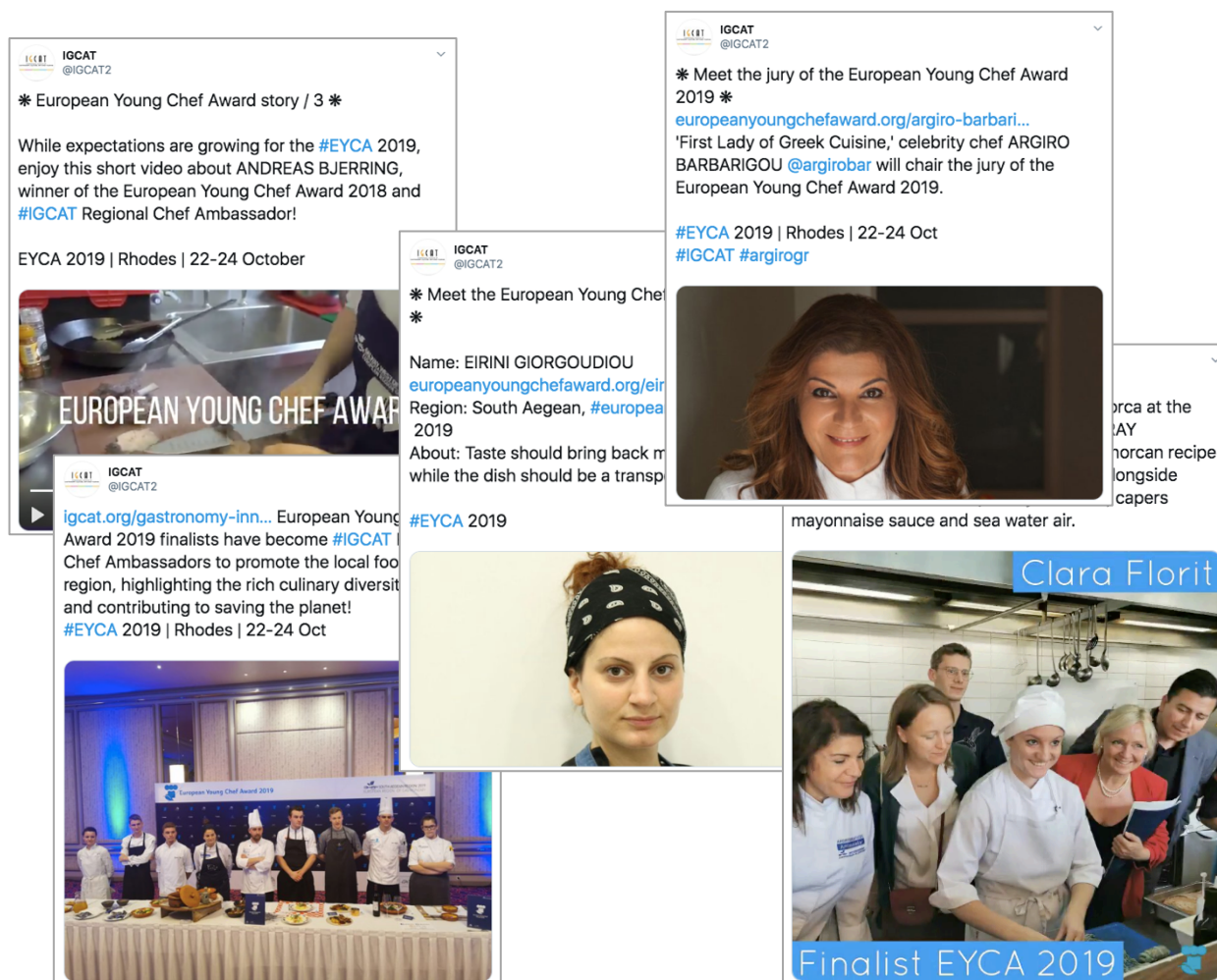


**Jure Dretnik**  
Jure Dretnik - EYCA 2019  
2nd Prize EYCA 2019  
00:13

**TWITTER.** A total of 39 tweets related to the EYCA 2019 have been published by IGCAT on Twitter, between 6 May and 8 November 2019, most of them concentrated in October and beginning of November and corresponding to a higher number of organic impressions<sup>2</sup> with respect to other months, as shown in the following figure:

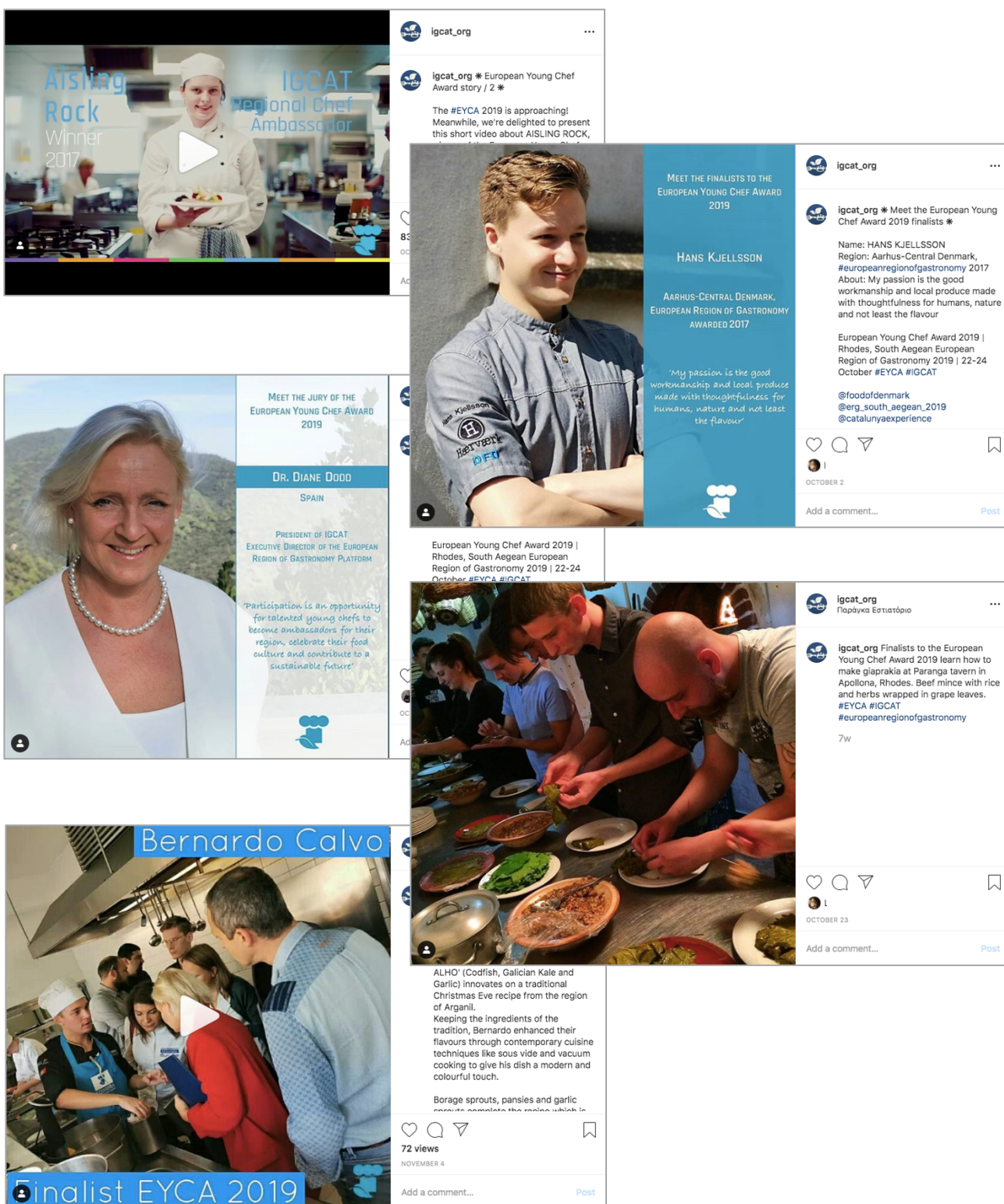


Posts included photos, short videos and links to IGCAT's news blogs. The total number of organic impressions of all tweets related to the EYCA 2019 has been **40,332**. Some examples of Tweets:

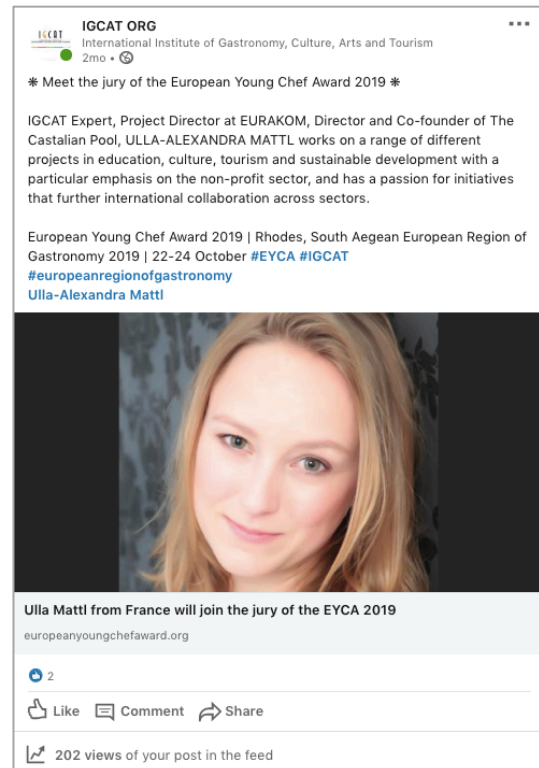


<sup>2</sup> Number of times users saw a Tweet on Twitter.

**INSTAGRAM.** IGCAT published 41 posts related to the EYCA 2019 on Instagram between 8 May and 8 November 2019. These include 28 photos (with a total of 576 likes) and 13 short videos (with a total of 1,375 views). Some examples:



**LINKEDIN.** 25 posts have been published by IGCAT on LinkedIn, including photos, short videos and links to IGCAT's news blogs, with a total of 3,072 views.



## LOCAL FOOD GIFT CHALLENGE

In 2019, IGCAT further developed the concept of the Local Food Gift Challenge, designed as a tool for the European Regions of Gastronomy to identify opportunities for improving the regional offer of high-quality food and food-related gifts.

On 12 November, IGCAT held a pilot Local Food Gift Challenge – Training the Trainers workshop in Kuopio, offering expertise and guidance for trainers on how to conduct workshops with local producers. Special attention was paid to the attributes that tourists seek for when buying food and food-related products. The event concluded with an evaluation exercise where the trainers were invited to assess examples of food and food-related gifts from Kuopio region according to a set of criteria developed by IGCAT.

On 19 November, Kuopio organised a Local Food Gift workshop involving 21 local producers in order for them to assess their own products according to IGCAT's criteria. More workshops will be organised in the region in 2020 to identify top quality food gifts.

The region also put forward the proposal to host the European Local Food Gift Challenge in June 2020, where the best food and food-related gifts from awarded and candidate European Regions of Gastronomy will compete. The objective will be to select 10 winning products that will be promoted as good practises through IGCAT's and the European Region of Gastronomy's websites and social media.

The aims of the Local Food Gift Challenge are to: innovate local artisanal products; stimulate collaborations between local producers, entrepreneurs, designers and craftspeople; imbed regional narratives in local food gifts.



### **Kuopio hosted Local Food Gift training workshop**

14 November 2019 – IGCAT's Local Food Gift Challenge – Training the Trainers workshop took place in Kuopio, European Region of Gastronomy awarded 2020 on 12 November 2019, hosted by Savonia University of Applied Sciences.

## TOP VISITOR EXPERIENCE

In 2019, IGCAT further elaborated the Top Visitor Experience initiative that supports the visibility of innovative, creative and positive visitor experiences related to food in Europe. By means of this project, IGCAT hopes to encourage creative, artistic and sensory experimentation to build new and unique food experiences suitable for the local and international visitor to enjoy. The main aims are to:

- Increase quality visitor food experiences;
- Give international visibility to niche food tourism experiences;
- Reward sustainable initiatives;
- Encourage new initiatives or start-ups.

IGCAT developed a set of evaluation criteria and tested them by assessing visitor experiences during two European Region of Gastronomy Platform meetings: Sibiu (11-13 February) and Kuopio (17-19 June). An online form was created to allow interested visitor experience providers to participate in the initiative.

Based on evaluation by a jury panel of IGCAT experts, 10 Top Visitor Experiences will be selected each year and showcased on IGCAT's website, through a social media campaign, and possibly on Visit Europe portal. They will also be used in other knowledge sharing and promotional channels as good practises.

## FOOD FILM MENU

IGCAT and the European Region of Gastronomy Platform have identified the important role of audio-visual for promoting sustainable practises, local food products, local food recipes and traditions related to regional gastronomy.

As a result, in 2019 IGCAT launched a call for short films from awarded, candidate and potential Regions of Gastronomy to create the Food Film Menu, a collection of short films that give visibility to local food products and producers. This first edition highlighted how difficult it is to find short films with good food content. Therefore, IGCAT decided to further develop the Food Film Menu concept and launch a new call in 2020 to encourage filmmakers in the regions to create engaging food films.

Under the theme **Food Stories**, the Food Film Menu 2020 is hoped to collect short films that feature incredible stories using as a protagonist the food, built heritage and/or landscape of the region, and that contribute to supporting the regions' culinary and cultural diversity. The objective is to select 10 short films that will be promoted in food film festivals across Europe, as well as showcased on the occasion of the European Young Chef Award to an international audience.

The main aims of the Food Film Menu are to:

- Promote the Regions of Gastronomy and the transnational circulation of cultural and creative works that have food traditions as protagonist.
- Strengthen innovation and creativity in the field of culture, by creating partnerships with small crafts producers, food experience service providers and chefs.
- Engage the public in interesting ways to stimulate pride and awareness of the importance of cultural and food diversity and to create better awareness about the importance of food to sustain communities.
- Develop opportunities for talented film directors to access an international platform, thus sharing their ideas, contents, creativity and work across Europe and beyond.

The project aims to stimulate cross-collaboration and dialogue between the audio-visual and food/creative sectors.



## IGCAT has launched the Food Film Menu 2019!

13 March 2019 – IGCAT is proud to announce the official launch of the Food Film Menu, that aims to support interactive and innovative ways of giving visibility to the food heritage of awarded and potential Regions of Gastronomy.

## EUROPEAN PROJECTS

### FOODBIZ

Within the framework of the Erasmus+ programme funding, IGCAT has collaborated 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 Covicchi and engaging other six European partners: the University of Gothenburg (Sweden); Poznan University of Economics and Business (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 24-month project aimed at promoting acquisition of relevant skills and competences related to employability in higher education students in food and gastronomy through their active involvement in community learning activities, and has successfully concluded on 31 October 2019.

In particular, IGCAT was in charge of drafting FOODBIZ Guidelines to facilitate the adoption of FOODBIZ approaches, tools, outputs and processes by further universities and communities in Europe. The Guidelines will be available online together with the learning materials developed during the project as Open Educational Resources.

In 2019, IGCAT attended the 3<sup>rd</sup> FOODBIZ Project Meeting, held at the University of Gothenburg (Sweden) on 15-16 January, and the FOODBIZ Final Conference and 4<sup>th</sup> Project Meeting, hosted by Poznan University of Economics and Business (Poland), on 16-17 October. The Final Conference highlighted the results achieved through the project and the local stakeholder networks activated by the university partners in the consortium. At the event, IGCAT presented the Region of Gastronomy programme and FOODBIZ Guidelines.

One of the main achievements of FOODBIZ project is the development of local learning communities comprised of students, entrepreneurs, academics and policy-makers who discussed local challenges in the field of agri-food and food tourism and possible solutions in a collaborative environment.

2019 news about FOODBIZ include:



### Developing local food networks: FOODBIZ state of play

18 January 2019 - FOODBIZ state of play was discussed during the third project meeting held at the University of Gothenburg on 15-16 January, and focused on the activities carried out so far.



### Gastronomy and local development discussed at FOODBIZ final conference

18 October 2019 - Regional products, gastronomy, tourism, employment and local development - Links and shared value, was the theme of FOODBIZ Final Conference held in Poznan, on 16 October 2019.



## EUREGA

EUREGA is a collaborative EU Interreg project developed by European regions with a focus on food and gastronomy as added value for economic development. The 9 partners are: Municipality of 's-Hertogenbosch, Netherlands (Lead Partner); Province of Noord-Brabant, Netherlands; ProAgria Pohjois-Savo, Finland; Regional Government of Catalonia, Spain; Northers and Western Regional Assembly, Ireland; Development Agency of South Aegean Region, Greece; Sibiu County Council, Romania; Hajdu-Bihar County Government, Hungary; IGCAT, Spain (Advisory Partner).

The objective of the project is to improve the recognition and inclusion of food, food habits and gastronomy in EU regional and national strategies and policies; both as a cultural asset and as a key factor in regional cultural identity and as a necessary tool to boost sustainable products and services. This should lead to creating stronger and more resilient regions by (1) protecting and stimulating gastronomy as part of their cultural heritage and; (2) identifying new opportunities for economic development.

The Sub-Objectives: GASTRONOMY AND:

1. Support for SMEs (including SMEs in strengthening and developing short regional food supply chains);
2. Education (increasing the representation of gastronomy and creativity in educational programmes);
3. Sustainable tourism (improving policies to meet sustainable tourism objectives);
4. Linking Urban and Rural (linking urban and rural development strategies as relates to gastronomy);
5. Health (exploiting cultural heritage in relation to well-being, education, tourism and hospitality).

The project is organised in 2 phases. Phase 1 commenced in June 2018 and will run for the duration of 24 months. Phase 2 will run for a further 24 months. In 2019, IGCAT participated in Interregional Knowledge Exchange Visits that took place in Sibiu (11-14 February), Catalonia (26-29 March) and Kuopio (18- 20 June).



### Regions aim to reconnect urban and rural spaces

18 February 2019 – Under the theme Urban and Rural, the 1<sup>st</sup> Interregional Knowledge Exchange visit of the EUREGA project took place in Sibiu, European Region of Gastronomy awarded 2019, on 11-14 February 2019.



### Gastronomy and education: a winning combination for regional development

2 April 2019 – Highlighting the link between gastronomy and education was the aim of the 2<sup>nd</sup> Interregional Exchange Visit of the EUREGA project in Catalonia on 26-29 March 2019.



### Changing policies through local and healthy food

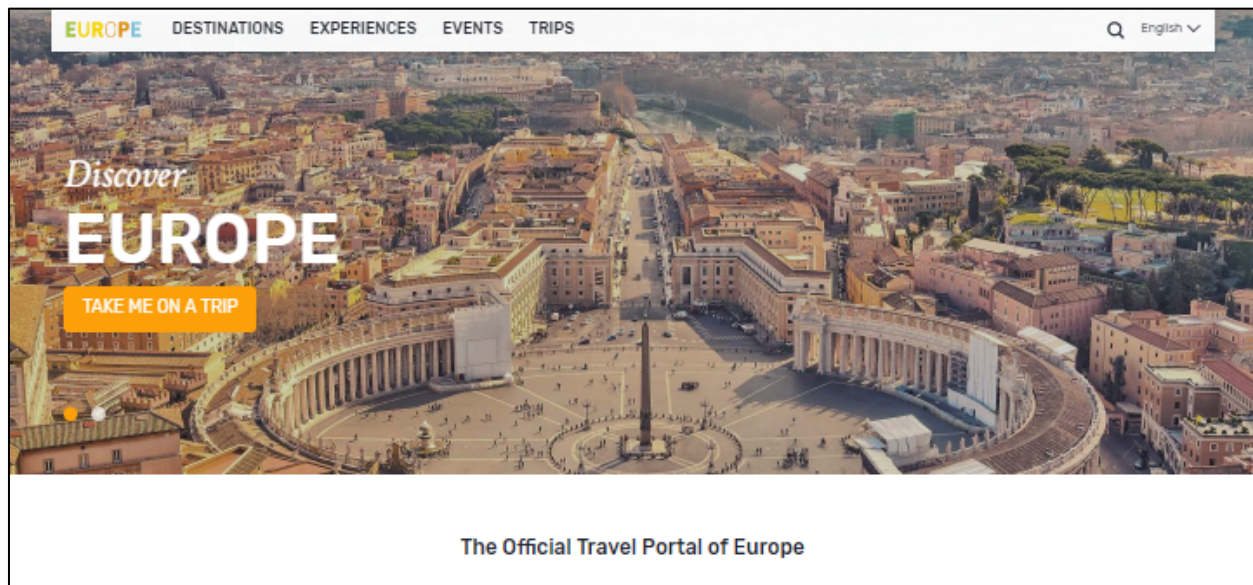
21 June 2019 – Hosted by ProAgria Pohjois-Savo in Kuopio, the 3<sup>rd</sup> Interregional Knowledge Exchange visit of the EUREGA Interreg Europe project aimed at collecting and disseminating good practises from the partners in the area of Gastronomy and Health.



European Union  
European Regional  
Development Fund

## VISIT EUROPE

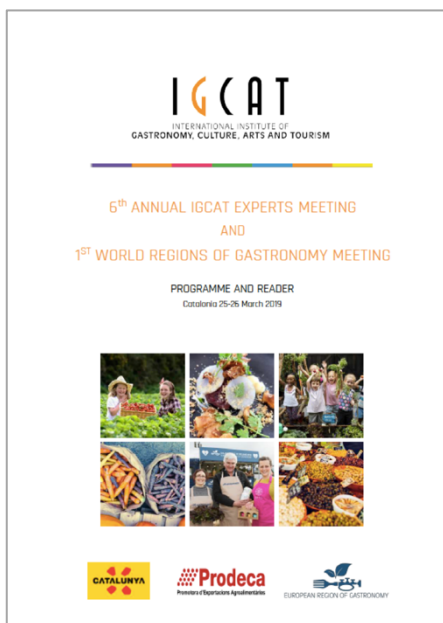
During 2019, IGCAT continued to promote the European Regions of Gastronomy on Visit Europe portal to increase their visibility, focusing especially on IGCAT Regional Chef Ambassadors and their innovative recipes.



However, the portal is now undergoing significant changes and part of the content provided by IGCAT about the European Regions of Gastronomy will no longer be visible.

In 2020, IGCAT together with European Travel Commission, which is responsible for running Visit Europe, will explore possibilities to feature Top Visitor Experiences from the European Regions of Gastronomy on the website.

## ANNUAL IGCAT EXPERTS MEETING



### 6<sup>TH</sup> ANNUAL IGCAT EXPERTS MEETING AND 1<sup>ST</sup> WORLD REGIONS OF GASTRONOMY MEETING

The 6<sup>th</sup> Annual IGCAT Experts Meeting took place in Catalonia, European Region of Gastronomy awarded 2016, in combination with the 1<sup>st</sup> World Regions of Gastronomy Meeting, on 25-26 March 2019. The two events were organised amongst calls by world experts to expand IGCAT's flagship Region of Gastronomy Award to include regions beyond Europe.

The **6<sup>th</sup> Annual IGCAT Experts Meeting** was hosted by PRODECA in Barcelona and gathered over 20 esteemed professionals from the cultural, tourism and hospitality fields from around the world, who supported the idea that IGCAT's work needs to be recognised globally. The event contributed to strengthening IGCAT's mission to raise awareness of the importance to safeguard and promote distinct food, culture, arts and sustainable tourism assets in the region, as this is essential to balance against globalised food trends that are impacting on our planet, health and local economies.

The meeting of experts approved 2018 accounts and annual report, as well as the budget for 2019. More importantly, it set the ball in motion to have IGCAT Institute registered as a non-profit foundation which is intended to give more stability and prestige for the Region of Gastronomy Award, while at the same time allowing the association of IGCAT experts to become more independent.



### Our mission is a global message

30 March 2019 – IGCAT held its 6th Annual Expert's meeting amongst calls by world experts to expand the flagship Region of Gastronomy Award to include regions beyond Europe. The meeting was hosted by PRODECA in Barcelona on 25 March 2019.

The **1<sup>st</sup> World Regions of Gastronomy Meeting** was hosted by the Catalan Tourist Board at the emblematic Casa de les Puntxes in Barcelona, on 26 March 2019. Building a better food future for world regions was the intention behind the event that featured interventions by high-profile experts from around the globe, including Asia, Australia, Europe, Latin America and the Pacific. Among them, Omar Valdez from the UNWTO Academy, who focused on tourism education.

The meeting set the purpose of expanding the Region of Gastronomy Award for protecting and promoting food and cultural diversity worldwide and emphasised the relevance of cross-sectoral dialogue for a more holistic approach to sustainability.

Besides offering useful insights from awarded European Regions of Gastronomy, the meeting was an opportunity to introduce potential new candidate regions both from Europe (Menorca and Trondheim-Trøndelag) and other continents, and highlighted the need to further develop the Award and its focus areas in order to respond to the specific needs of different geographical contexts.



## **1<sup>st</sup> World Region of Gastronomy meeting held in Barcelona**

26 January 2018 - Building a better future for world regions was the intention behind the first ever World Region of Gastronomy meeting, hosted by the Catalan Tourism Board on 26 March 2019.

## 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 President of IGCAT, Dr. Diane Dodd is lead lecturer of the course on Cultural Policies and Institutions. Caroline Couret is a regular visiting lecturer in the course.



### EUHTStPOL Degree and MA course on Events Management

The course took place in the first half of 2019 and aimed to introduce hospitality students to smart strategies for cultural and food events management. It 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 hoped to bring new job opportunities to Europe's young entrepreneurs.

The course has been designed and was 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

In 2019, IGCAT attended several international conferences, raising the interest of numerous regions both inside and outside Europe in bidding for the Region of Gastronomy Award.



### IGCAT delivers sustainable message at UNESCO International Forum

12 June 2019 - On 5-7 June 2019, Dr. Diane Dodd contributed to the UNESCO International Forum held in Mazatlán (Mexico), by explaining the importance of gastronomy for sustainable urban development.



### IGCAT at the Americas Cultural Summit 2019

5 July 2019 - IGCAT was fortunate to be in Buenos Aires, Argentina for the Americas Cultural Summit 2019, hosted by the Secretary of Culture of the Nation in partnership with IFACCA, that took place in the context of the Creative Industries Market of Argentina (MICA).



### Tourism, gastronomy and wine are inseparable in Europe

3 December 2019 - An international conference of the Iter Vitis European Cultural Route, took place in Motovun, Istria County on 14-16 November, where IGCAT's President was a key note speaker.

## ORGANIGRAM

The structure of the Institute in 2019 was:

### EXECUTIVE BOARD

**Dr. Diane Dodd**

President

**Dr. Edith Szivas**

Vice-President Finance

**Dr. Eva Canaleta**

Executive Administrator

**Dr. Marta Crispí**

Vocal

### EUROPEAN REGION OF GASTRONOMY REPRESENTATIVES TO THE BOARD

**Blanca Cros i Mol**

Spain

**Jacinta Dalton**

Ireland

**Ilona Sares**

Finland

**Janez Bogataj**

Slovenia

### WORLD REPRESENTATIVES TO THE BOARD

**Caroline Couret**

Spain

**Dr. Kris Rampersad**

Trinidad and Tobago

**Marina Simião**

Brazil

**Larissa Uwase**

Rwanda

**Dr. Lidia Varbanova**

Canada

**Dr. Jutamas Wisansing**

Thailand

### CONTRACTED IGCAT EXPERTS

**Dr. Diane Dodd**

Executive Director of the  
European Region of  
Gastronomy project  
Manager, EUREGA project  
President of the Jury for  
Menorca 2022

**Dr. Edith Szivas**

Advisor, EUREGA project  
President of the Jury for  
Trondheim-Trøndelag 2022

**Jesper H. B. Christensen**

Jury for Trondheim-Trøndelag  
2022

**Heidi Lazani**

Jury for Trondheim-Trøndelag  
2022

**Ilona Sares**

Jury for Trondheim-Trøndelag  
2022

**Jacinta Dalton**

Jury for Menorca 2022

**Ariadna Ribas**

Jury for Menorca 2022

**Janez Bogataj**

Jury for Menorca 2022

### STAFF

**Fabrizia Toccoli**

International Projects  
Manager

### INTERNSHIPS

**Viktoría Bobovskaia**

Canada

**Wendy González**

The Netherlands

**Debbie Rosaline**

Indonesia

**Aleix Perales**

Spain

### EXTERNALS

**Enric Gómez**

EnricGomez Web Design  
Studio

**Natalia Elefante**

EnricGomez Web Design  
Studio

**Xavi Piñol**

Flashvisual

**Raül Ruiz**

Make a Coffee

**ASSESSOR Consultoria**

Accountants

### VOLUNTEERS

**Miguel Pavon**

Spain

**Rosa Romer**

Spain

**Eduardo Larosa**

Spain/Uruguay

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