REGION OF GASTRONOMY
- OFFICIAL GUIDELINES -

INTERNATIONAL INSTITUTE OF
GASTRONOMY, CULTURE, ARTS AND TOURISM
## GLOSSARY

<table>
<thead>
<tr>
<th><strong>Executive Board (of stakeholders)</strong></th>
<th>Institutions selected from the <strong>Regional Stakeholder Committee</strong>, who sign the <strong>Protocol Agreement</strong> with IGCAT (on behalf of the Regional Stakeholder Committee) and take on financial and administrative responsibility of the bid.</th>
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</thead>
<tbody>
<tr>
<td><strong>Regional Stakeholder Committee</strong></td>
<td>As a starting point, regions should form a <strong>Regional Stakeholder Committee</strong> to endorse the bid including at least one institution from each of the four sectors (public, private, third sector, education) that will help lead in the process of bidding. This group is formed by umbrella entities (e.g. associations of: hotels, restaurants, small businesses, festivals, chambers of commerce, etc.) i.e. not individual businesses. It is not a requirement that they all sign the <strong>Protocol Agreement</strong> with IGCAT but they sign separate <strong>partnership agreements</strong> with IGCAT to be added as annexes to the Protocol Agreement. The Protocol Agreement only needs to be signed by the <strong>Executive Board</strong>.</td>
</tr>
<tr>
<td><strong>Regional Stakeholders</strong></td>
<td>Individual entities that have signed up to the region’s <strong>Food Commitment</strong> and been approved by the <strong>Executive Board</strong>. Including restaurants, producers, hotels, cultural groups, tourist experiences, etc.).</td>
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<tr>
<td><strong>Protocol Agreement</strong></td>
<td>Agreement signed between IGCAT and the <strong>Executive Board</strong> for the region to become a member of the World Regions of Gastronomy Platform.</td>
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<tr>
<td><strong>Partnership Agreement</strong></td>
<td>Annex to the <strong>Protocol Agreement</strong> signed between IGCAT and the members of the <strong>Regional Stakeholder Committee</strong> (additional to the <strong>Executive Board</strong>).</td>
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<tr>
<td><strong>Annual Membership Fee</strong></td>
<td>Fee that regions pay every year to be part of the World Regions of Gastronomy Platform.</td>
</tr>
<tr>
<td><strong>One-off Joining Fee</strong></td>
<td>Fee that regions pay only once to become a member of the World Regions of Gastronomy Platform.</td>
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<tr>
<td><strong>Bidding Fee</strong></td>
<td>Fee that regions pay only once to present their bid for the Region of Gastronomy title.</td>
</tr>
<tr>
<td><strong>Gastronomy Plan / Strategy Plan</strong></td>
<td>Long-term strategy to develop regional gastronomy and to ensure a legacy of the Region of Gastronomy title (identification of challenges and goals).</td>
</tr>
<tr>
<td><strong>Food Commitment</strong></td>
<td>Written commitment that regional stakeholders (individual businesses such as restaurants, hotels, food producers, etc.) sign with the region in support of the principles of the Region of Gastronomy.</td>
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INTRODUCTION

About IGCAT

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.

The Award

The aim of the Region of Gastronomy Award is to contribute to better quality of life in regions by: raising awareness about the importance of cultural and food uniqueness; stimulating creativity and gastronomic innovation; educating for better nutrition; improving sustainable tourism standards; highlighting distinctive food cultures; strengthening community well-being.

The Region of Gastronomy Award will be given up to 3 regions per continent each year as a stimulus to link food, hospitality, tourism, culture, health and sustainability, and to support economic, cultural, social and environmental development.

IGCAT developed the Region of Gastronomy Award to acknowledge the growing convergence of food, culture and tourism sectors and exciting transformations happening at a local level that could support regional development. Since then, the idea for the Award has advanced under IGCAT's leadership and with significant input from European founding regions and IGCAT experts that helped identify specific focus areas that could respond to the regions’ needs.

IGCAT firmly believes that regional development needs public, private, third sector and knowledge institutions to work together and a great deal can be accomplished by learning from other regions facing similar challenges. The founding regions concurred and a European Regions of Gastronomy Platform was set up to ensure transfer of knowledge as well as to support collaborations that give wider visibility to the efforts of the regions taking part. As interest in the Award has grown in all continents, IGCAT has opened the programme to regions from across the globe and developed the World Regions of Gastronomy Platform.
In order to achieve our aim, it is important to first connect stakeholders within the region itself. By creating a Regional Stakeholder Committee, the region ensures wide engagement in the project and multiplies the possibilities both within the region and internationally.

Through the Regional Stakeholder Committees, IGCAT is able to identify the appropriate partners in each region for different project initiatives in tourism, hospitality, gastronomy and agriculture. By making multiple connections throughout the regions that have joined IGCAT’s World Regions of Gastronomy Platform, knowledge-exchange is increased.

The Award, therefore, is an incentive for Platform members to meet the criteria established and considered necessary by IGCAT experts to improve development opportunities for the region.

Once a member of the World Regions of Gastronomy Platform, the region will be advised when they are ready to bid for the title. In order to ensure longer-term benefits of the programme, regions commit to join the Platform for a minimum of five years. During this time, they work with IGCAT, with Regional Stakeholder Committees and with international partners through the Platform to develop a year of events that will highlight the focus areas.
BENEFITS

1. VISIBILITY

The World Regions of Gastronomy Platform fosters the development of strategies designed to increase the regions’ visibility both locally and internationally. The Region of Gastronomy Award is given when the region has proven its potential to develop a programme of events and projects that raise awareness of the food and cultural assets of the region.

Cross-marketing amongst the regions in the Platform, coupled with shared international visibility by holding the Award, provides the regions with increased prestige. Joint projects and Awards organised by IGCAT within the region’s continent improve competitiveness and further opportunities for international visibility.

The Award has quickly gained significant recognition from international bodies such as UNESCO and UNWTO. Also, many of our awarded regions have been featured on prime-time national television/radio programmes and in international travel magazines and tourism guides. IGCAT is also regularly invited to major international forums to share the results from the Regions of Gastronomy.

2. CREDIBILITY

The Region of Gastronomy Award provides credibility for regions, as it is given by an independent and international panel of IGCAT experts. The region is not awarding itself the title but has proven to a panel of experts that it has developed sufficient gastronomy-related projects and programmes to merit holding the Award. The panel of experts is chosen by IGCAT’s board and aims to include experts from different fields of competence including tourism, culture, hospitality and agriculture. The experts are charged with not only assessing the regions’ bid to hold the Award, but to support and nurture them in order to ensure that they are ready to undertake the challenges outlined in their bid book.

The Region of Gastronomy Award has captured the minds and hearts of many that see this is a pioneering effort to empower regions by supporting their food and cultural initiatives and providing a forum from which to promote regional diversity and richness. Experts from the region are invited later to join the pool of experts that will mentor and support candidate regions.
3. VIABILITY

The Region of Gastronomy Award is extremely viable for regions, since it creates the opportunity to showcase local food, animal and plant varieties specific to the region as well cultural diversity. It is an ideal forum for private, public, academic and third-sector collaborations that can bring about shared solutions. Everyone benefits by taking part and therefore we have witnessed a huge buy-in from many different stakeholders in the regions. For example, in Catalonia over 800 public, private, third sector and academic institutions have signed-up to become regional stakeholders and support the principles that the Award is focused on.

Furthermore, by developing a Regional Stakeholder Committee, the region has the potential to attract both public and private sector funding and sponsorship, as well as to engage citizens in new and interesting ways. The region’s Food Commitment invites hospitality services to sign-up to the Award’s principles and this gives the Award visibility across the region.

As regions can only bid for the Region of Gastronomy Award after being part of the Platform and after demonstrating wide stakeholder commitment to the programme, the Award creates a unified objective to work towards within the region and the framework from which to find solutions to regional development challenges.

4. COHESION

The Award provides the occasion for communities to work together towards a shared objective and, therefore ensures great benefits in terms of local cohesion.

Raising citizen awareness about the food they eat, the value of local products and the need to innovate in order to protect local produce are key areas of the programme. Therefore, the project is not just concerned with attracting visitors to the region, but also with longer-term sustainability, by educating for better and healthier lifestyles and supporting micro, small and medium enterprises (including farms).

World Regions of Gastronomy Platform membership provides opportunities for shared and joint projects across regions that also contribute to global cultural understanding.
PRINCIPLES

The World Regions of Gastronomy Platform is open to regions that declare a moral obligation to ensure improved food quality and support for local cultures and/or traditions.

Regions that hope to hold the Region of Gastronomy Award are expected to commit to the Platform for a minimum of five years. They must also agree to carry out an evaluation so that good practice and knowledge-sharing can be transmitted throughout the Platform.

All regions taking part in the World Regions of Gastronomy Platform need to demonstrate a strong stakeholder base incorporating public, private, third-sector and knowledge institutions (represented by the four prongs of the fork in the Region of Gastronomy logo). This Regional Stakeholder Committee should meet regularly and develop the bid together in an inclusive environment.

The Region of Gastronomy Award will be given to no more than 3 regions per continent each year as a stimulus to link food, hospitality, tourism, culture, health, and sustainability and to support economic, cultural, social, and environmental development.

The following principles underpin the award:

- Supporting smart, sustainable and inclusive growth
- Long-term commitment to the World Regions of Gastronomy Platform
- Involving academic, public, private and third sector stakeholders
- Sharing knowledge
FOCUS AREAS

1. FEEDING THE PLANET

Good and healthy food for everyone is our mission. There is enough food to feed the world if we protect its biodiversity but, food kilometres, changes in farming and food waste are contributing to unsustainable practices that need to be reconsidered. It is estimated that by 2050 the world’s population will have exceeded 9 billion people (currently it is more than 7 billion) and considering that currently we have a critical situation in which more than 25,000 people die from hunger every day, we need urgent discussion and action related to food security, global trade, food distribution, emergency aid, food waste and food production. As an example, in order to support food production, we especially need to take care of bee populations that are responsible for pollinating 70% of the plants that supply our food. In support of the Sustainable Development Goals, IGCAT’s Regions of Gastronomy aim to stimulate debate about the production of sufficient and healthy food for everyone.

The Regions of Gastronomy commit to:

a) Develop awareness-raising events on the importance of food varieties, traditional farming methods and the importance of bees.

b) Encourage programmes for communities to become self-sufficient in food supply and to keep food waste to a minimum.

c) Instil pride in cultural diversity and food traditions through events and activities to celebrate regional uniqueness.

d) Educate about the perils of pesticides for the eco-system, especially for bee populations, and other related areas.

e) Draw up long-term development plans that consider preventative measures to avoid the loss of local plant and animal varieties, as well as traditional food knowledge.
2. INNOVATION, CREATIVITY AND JOB OPPORTUNITIES

Inevitable globalisation of food markets poses both threats and opportunities for sustainable regional food systems. Depending on how this is managed, we see the possibility of generating new, flexible and fulfilling jobs in communities. Regional producers can expand their markets, providing they can highlight the added-value of local products and take advantage of growth in specialist and niche food markets. Story-telling and linkage to a region’s artists, landscapes, crafts and traditional or contemporary culture can generate both new products and services. Trends suggest that travellers are increasingly aware of and take responsibility for their actions, and therefore generating information, in creative formats, to enable them to enrich rather than damage local cultures is imperative. Harnessing the opportunities to market products to visitors can be complemented by digital platforms that assist producers in creatively capitalising on their unique food heritage. In order for this to happen, new ways of working and different skill sets are required, and life-long training to ensure future job opportunities becomes paramount.

The Regions of Gastronomy commit to:

a) Develop events that raise awareness about unique local food and cultural diversity.

b) Support story-telling, creative design, sustainable packaging, cross-marketing and export of local producers’ products and services.

c) Protect and promote traditional food and craft production as well as explore contemporary visitor experiences.

d) Take steps to increase the amount of protected GI products in the region.¹

e) Develop and use digital tools such as apps and online platforms that facilitate the promotion and valorisation of the region’s cultural and food diversity, as well as encourage responsible consumerism.

¹"A Geographical Indication (GI) is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin" (World Intellectual Property Organization – WIPO. Geographical Indications. An introduction) (accessed 29_05_2017)
3. EDUCATING FOR OUR FUTURE

Supporting calls by intergovernmental bodies\(^2\) for gastronomy and food to be re-integrated into education curriculums,\(^3\) the Region of Gastronomy is based on principles of collaboration with the education and knowledge sectors. These collaborations are vital for the dissemination of information about the importance of regional gastronomy, not just for our economies but for our future health and well-being. Ensuring good food for everyone starts with understanding the importance of local and healthy food options. Educating for responsible production and consumption as well as instilling pride in local food culture is crucial for its long-term survival. Obtaining quality education in food is the foundation to improving people's lives and sustainable development. It is the only way to ensure that good food can reach everybody.

The Regions of Gastronomy commit to:

a) Increase children’s access to creative subjects, gardening and cookery both in and outside of school, thus raising awareness and pride in schools about the region's cultural and food uniqueness.

b) Make steps to ensure where possible that public procurement procedures prioritize healthy options (including locally sourced and natural foods).

c) Encourage cooperation with the agricultural and educational sectors, so that local food knowledge is shared.

d) Ensure children have access to at least one healthy meal per day and make efforts to regulate sugar and salt content.

e) Improve knowledge about plastic and food waste as well as encourage responsible behaviour towards recycling.


4. **Balanced and Sustainable Tourism**

Regional gastronomy provides a wealth of diversity, not just in terms of different foods, but also in the many ways of eating, presenting and serving those foods. Traditions developed over centuries form the vital ‘DNA’ of food cultures and represent important potential sources of innovation in the service and hospitality industries. Raising awareness in hospitality industries about the advantages of integrating local food, recipes and traditions into the tourism offerings and collaborating with food and cultural events services in the region will contribute to greater environmental, economic and cultural sustainability. Quality and responsible tourism benefits communities when it is managed well, because visitors to the region are potential customers for food products longer-term. Visitors are also the best marketeers for the region thanks to social media. Smart strategies to provide exciting visitor experiences and incentives to post on social media will give the region unprecedented visibility for a fraction of the costs of traditional promotional methods. Supporting quality gastronomy tourism initiatives therefore can have the added advantage of ensuring that tourism income can reach rural areas where it is often needed more.

**The Regions of Gastronomy commit to:**

a) Promote opportunities for the emergence of quality and creative food experiences devoted to surprise visitors, as well as meet sustainability educational goals.

b) Support new cultural and food festivals and markets with a focus on local and healthy food, as well as increase the variety of local foods in existing festivals and public events.

c) Encourage chefs in restaurants and hotels to use and promote local products, innovate on traditional recipes, as well as share and promote stories about the region.

d) Consider policies to rebalance tourism objectives to meet quality rather than quantity targets and thus aim to ensure a balanced approach to tourism.

e) Increase the sale and export of local food gifts by encouraging innovative and locally designed products such as kitchenware, ceramics and recipe books.
Recent years have seen a growing divide between rural and urban areas, particularly in the fields of food and culture. People in urban settings are increasingly no longer aware where the food they eat comes from and lack knowledge to understand the spiritual and cultural significance of food related rituals that have often sustained their communities for centuries. The aim is therefore to re-connect rural and urban environments by bringing the countryside to the city and the city to the countryside, thereby encouraging a re-valorisation of traditional and indigenous knowledge of food customs and systems. Projects that provide an opportunity to re-connect rural and urban environments also connect citizens and foster social cohesion.

The Regions of Gastronomy commit to:

a) Carry out programmes to demonstrate and educate citizens on where their food comes from.

b) Increase the amount of land dedicated to clean, natural and traditional farming.

c) Provide opportunities for urban gardening programmes and projects.

d) Support the development of infrastructure needed to encourage urban dwellers and visitors to explore the rural landscape and reconnect to nature in a sustainable and responsible manner.

e) Encourage private and public initiatives to become energy independent by using their own energy management systems.
6. WELL-BEING AND HEALTHIER LIVING

Food is vital for health, culture and well-being and therefore efforts to protect local biodiversity should be a priority. Gastronomy is the art of eating well and, by using creativity to showcase wholesome and healthy regional and local food, we hope to contribute to a more holistic approach to well-being. Awareness campaigns on the value of natural farming, food traditions and quality produce can stimulate pride in local communities. Local food often has properties that, over centuries, our bodies have been genetically programmed to function with, and so encouraging the consumption of local food is a benefit for our health. What we put into our bodies is more important than we often acknowledge and yet many people have little understanding of the ingredients that are listed on processed food products. Allergy and property information helps, but a better understanding of food labelling is needed. The nutritional value of local food needs to be revalorised, alongside the health benefits of green and natural spaces. Attention to our natural environment extends to the need to protect land and sea. For example, the need to reduce single-use plastics is urgent, in light of the fact that micro-plastic is now widely acknowledged to contaminate marine life and our food systems. Therefore, we advocate for the promotion of healthier lifestyles through greater citizen engagement.

The Regions of Gastronomy commit to:

a) Showcase regional and local foods that are wholesome and healthy through sustainable events, rituals and celebrations.

b) Encourage well-being related practices and promote investigation into traditional cures and remedies, based on local plants and rituals.

c) Promote campaigns to eliminate single-use plastics and find local sustainable alternatives for food packaging.

d) Build awareness about the importance of honey and ensure wild flowers are preserved for healthy bee populations.

e) Encourage green spaces and the planting of trees to keep air clean and support a vibrant and nourishing environment.

JOINING PROCESS AND CRITERIA

This section explains the process and criteria for selection and awarding of the Region of Gastronomy Award. It includes both the requirements for joining the Platform and the questions that applicants are expected to answer in bidding for the Award. Regions considering joining the Platform and bidding for the Region of Gastronomy Award, should read this chapter carefully.

JOINING THE WORLD REGIONS OF GASTRONOMY PLATFORM

To join the World Regions of Gastronomy Platform, prospective regions need to first convene a stakeholder meeting in the region to create a Regional Stakeholder Committee. Preferably the Regional Stakeholder Committee should be made up of at least one public (normally the region), one private, one third-sector, and one knowledge institution (normally a university). Later this Committee must grow to include many more stakeholders. The Regional Stakeholder Committee will ideally ensure representation from agricultural, tourism, economic, and cultural sectors.

At this early stage, regions need to ask themselves:

- What are the main objectives for the region?
- How can these be combined with the focus areas of the World Regions of Gastronomy Platform?
- Is there sustainable cross-party political support? (In case of a change in political party governance)

All members of the Regional Stakeholder Committee need to sign a Letter of Commitment to the principles of the Platform and endorse the region’s bid for the title.

The first objective of the Regional Stakeholder Committee is to:

a) **DEFINE** the region (see Annex Q - FAQs);

b) **AGREE** to the terms of the **Protocol Agreement** with IGCAT (see Annex A);

c) **DEFINE AND FORMALLY AGREE** which institutions will represent the region and take legal/financial responsibility as the **Executive Board** of stakeholders, in relation to IGCAT and the World Regions of Gastronomy Platform. Ideally, three/four
representatives are required to sign the Protocol Agreement; at least one public, one private, one third sector, and a knowledge institution. These same institutions form the Executive Board of stakeholders on behalf of the Regional Stakeholder Committee;

**d)** (optional) **AGREE COLLECTIVELY** to bid for the title in a specific year and the theme or title for the year (this needs to be recorded in official minutes);

**e)** **CONFIRM THE APPOINTMENT** of a full-time coordinator and assistant (see Annex E) to coordinate further stakeholder meetings as well as develop membership and activities of the Regional Stakeholder Committee.

Prospective regions should send a letter to IGCAT stating their interest and their expectations in joining the Platform and attach a signed Protocol Agreement. IGCAT will invite two representatives from the applicant region’s Executive Board to either attend the next Platform meeting as observers or meet online with IGCAT experts. The representatives will present their case for joining the Platform to the members. IGCAT will seek support from the Platform before signing the Protocol Agreement with a new candidate region.

The Protocol Agreement sets out the legal agreement and obligations of the region to the Platform. By signing the Protocol Agreement with IGCAT, the Executive Board agrees to:

a) **JOIN** the Platform and pay a yearly membership fee (see Annex B);

b) **PROMOTE** the principles of the Platform and Award;

c) **APPOINT TWO REPRESENTATIVES** to take part in at least three meetings with IGCAT and other Platform members each year and be willing to attend monitoring visits to other partner regions to further the learning across the Platform;

d) **APPOINT A FULL-TIME COORDINATOR**, who speaks English, to work full-time on the project, attend Platform meetings and be the main contact point for IGCAT and the other partners;

e) **APPOINT REPRESENTATIVES** from the stakeholder institutions included in the Regional Stakeholder Committee to be in the Executive Board. Their contact details must be sent to IGCAT. These representatives and the coordinator must agree to share information from the Platform with the Regional Stakeholder Committee;

f) **KEEP IGCAT INFORMED** regarding the full list of stakeholder institutions included in the Regional Stakeholder Committee and prepare a biannual report on activities being undertaken by them;

g) **COMMIT TO BE A MEMBER** of the Platform for a minimum of 5 years (although it is hoped that regions will remain members for an extended period);
h) CARRY OUT TASKS AND PROCEDURES agreed and indicated in the Communication and Marketing Strategy (see Annex F);

i) COMPLY WITH the Logo-use and Sponsorship Guidelines (see Annex G and Annex H);

j) APPOINT AT LEAST ONE AMBASSADOR (preferably with celebrity status) to represent and give visibility to the region internationally (see Annex I);

k) PROVIDE A STAND AND/OR ORGANIZE A SIDE EVENT to promote all Regions of Gastronomy in at least one national tourism/food fair in order to further cross-marketing possibilities (see Annex F);

l) PREPARE LEAFLETS/BROCHURES IN ENGLISH with the Regions of Gastronomy logo clearly visible and send them to food/tourism fairs attended by Platform members (see Annex F).

Once membership has been approved and the Protocol Agreement signed, an invoice will be sent to the applicant region for the Joining Fee and Membership Fee (see Annex B). On receipt of payment, IGCAT will announce the region’s membership to the World Regions of Gastronomy Platform through an international press release and send the region its candidate logo.
The following actions are not considered compulsory to be part of the Platform. However, Regions are strongly recommended to undertake them in order to enhance cooperation among the World Regions of Gastronomy Platform and highlight the international dimension and visibility of the programme. Thus, Regions are warmly invited to:

a) **IMPLEMENT A FOOD COMMITMENT IN THE REGION** in order to encourage restaurants, hotels, food producers and other individual entities to sign up to the principles of the Award and to provoke positive change in the region. Umbrella bodies in the Regional Stakeholder Committee are invited to discuss and amend the templates provided by IGCAT in order to establish a commitment from enterprises to the Region of Gastronomy Award. Please note the guideline is a minimum benchmark and we encourage stakeholders to commit to ambitious targets in terms of usage of local food, food waste reduction and plastic reduction (see Annex D).

b) **INCENTIVISE HOTELS TO INTRODUCE A LOCAL BREAKFAST BASKET** with information about local food culture as well as include local food products in the minibars (if appropriate).

c) **ORGANISE A LOCAL YOUNG CHEF COMPETITION** to encourage innovations on traditional recipes and agree a selection process in order to send a finalist from the region to an IGCAT international Young Chef Award (see Annex M).

d) **PROMOTE LOCAL FOOD GIFT COMPETITIONS** or agree a selection process for local food gifts that will be used to promote the region and select official food gifts that will display the Region of Gastronomy logo and be used to promote the Award (see Annex N).

e) **PROMOTE THE FOOD FILM MENU COMPETITION** to encourage new food related footage from the region (see Annex O).

f) **ENCOURAGE SUBMISSIONS TO THE TOP VISITOR EXPERIENCE**, an IGCAT accreditation to increase innovative, creative and positive visitor experiences related to food in the Regions of Gastronomy (see Annex P).

g) **INVITE AT LEAST TWO OTHER PLATFORM MEMBERS IN LOCAL BIG EVENTS**, in order to highlight the international character of the Platform and Award. The Regions of Gastronomy must communicate in a timely manner about their events in order to organise their collaboration with other Platform members effectively.

h) **SHARE IGCAT’S PHILOSOPHY AND PRINCIPLES** whenever possible locally, nationally and internationally. All members of the World Regions of Gastronomy Platform are ambassadors of the Platform and are supported by IGCAT in creating and sharing
messages and communication tools to be used in such occasions.

i) **ENGAGE REPRESENTATIVES FROM INTERNATIONAL INSTITUTIONS** in local events, in order to add credibility to the programme. Many have already endorsed the World Region of Gastronomy initiative and it is important to nurture this support.
BIDDING PROCESS FOR THE REGION OF GASTRONOMY AWARD

WHEN TO START?
The Call for bids opens 3 years ahead of the year of the Award. This means that the region commits to be a member of the Platform for a minimum of 5 years: ideally, one year as a Platform member, one-year bidding for the Award, two-year preparation, one with the Award and preferably at least one for evaluation.

Alongside their bid, regions should develop a strategic/gastronomy plan to ensure the long-term legacy of their programmes, which requires preparation time to gather stakeholders and their agreement.

The result of this process has shown that regions agree to stay in the Platform and continue their engagement long after their awarded year.

WHY TO START SO FAR IN ADVANCE?
Being recognised as a Region of Gastronomy is much more complex than just having good gastronomy. The Award is given to a programme of gastronomic and cultural events and projects which address challenges that the region faces in terms of sustainable development. The criteria require a Regional Stakeholder Committee and a long-term vision. This implies significant engagement with stakeholders throughout the region in the preparation and the implementation of the programme. It also requires that the candidate region works with schools and universities and engages with citizens. The programme calls for a dialogue across hospitality, cultural, agricultural, educational and tourism sectors.

Developing the programme and the cross-marketing initiatives between regions, needs time to mature. Therefore, an Executive Board of regional stakeholders needs to be established, and a full-time coordinator and assistant appointed as soon as possible to start working in a coordinated manner and develop a worthy programme for the Award. Projects need to be planned and developed, and a bid book needs to be agreed upon and supported by everyone taking part. During their time as members of the World Regions of Gastronomy Platform, regions will be advised and supported by IGCAT and former awarded regions to develop their programme and bid for the Award.
The bidding process has **FIVE** stages:

**STAGE ONE | Declaration to bid**

Regions are welcome to bid for the Award as soon as they have joined the Platform. If they are not ready to hold the Award, they will be advised to prepare further before bidding to avoid unnecessary costs and disappointment.

Declarations to bid for the Award should only be made on agreement from IGCAT Board.

A region may also be asked to delay bidding to ensure a four-year gap between regions holding the Award from the same country.

Declarations to bid from regions will be made through a public announcement and press release at the first Platform meeting in the year the call is taking place.

**STAGE TWO | Development of a strategic/gastronomy plan**

The region’s bid book (see ‘Stage three’ below) needs to illustrate the development plan for the region and, if one exists, the gastronomy and cultural strategy plan. If such plan does not exist, the region should demonstrate a willingness to set in motion a consultation process to develop such a plan.

The strategic plan will be used by regions to identify their major challenges and goals, as well as to envisage the steps to be taken in order to overcome their weaknesses, with the aim to design a long-lasting legacy of the Region of Gastronomy Award.

Regions are welcome to build their strategies according to their own priorities and are required to involve in the design and implementation of their plans a wide stakeholder basis, strengthening and expanding the synergies created for the bid to boost sustainable regional development through gastronomy.
STAGE THREE | Delivery of a bid book

Regions hoping to bid for the Award must produce a bid book by 31 May in the relevant call year (each year a call will be launched for subsequent years i.e. in 2021 the call will be open for 2024).

The bid book should:
- be no more than 80 pages in length;
- follow the framework and questions in Annex J.

Hard copies of the bid book should:
- be printed as a 21x21cm booklet;
- be printed on recycled paper.

The bid book may contain images, but these need to be included in the 80-page allowance. One compressed PDF version of the bid book (maximum 12MB) needs to be sent to info@igcat.org by 31 May in the call year.

Regions will have the possibility to work again on the bid book after the jury visit and recommendations (see ‘Stage four’ below). In this way, the bid book will become a de facto contract for the region to implement what they have planned and presented to IGCAT.

Regions shall wait for IGCAT’s approval of the bid book’s final version before printing it. Within 7-10 days after the approval of the digital version, twenty (20) hard copies shall be delivered to IGCAT secretariat offices.

STAGE FOUR | Visit to the region by a panel of experts

A jury of IGCAT experts (where possible selected from other Regions of Gastronomy in order to further inter-regional knowledge and cooperation) will visit the region. Key experts from different regions are invited because the visit is an opportunity for peer-to-peer assessment too and this has proven to be very valuable for the transfer of knowledge.

The panel of experts needs to meet all major stakeholders and witness several pilot projects. The judgment criteria are decided by the jury (as they are the experts) and factors that they consider include:

- Governance – i.e. demonstration of a strong Regional Stakeholder Committee including public, private, third sector, and academic institutions (a signed protocol has to be evident and this requires that stakeholder meetings must have taken
COORDINATION – it is recommended that at least one full-time coordinator is employed to develop the bid book, coordinate all the activities outlined in the bid book, and provide relevant information/reports to the Regional Stakeholder Committee and to the Regions of Gastronomy Platform.

CROSS-SECTORIAL WORKING – it has to be demonstrated that different sectors are working together on new projects.

BUDGET – the budget allocation must be sufficient for coordination costs and the new projects envisaged.

FOCUS AREAS – development plans need to be clearly outlined on at least four of the six focus areas of the World Regions of Gastronomy Platform.

LONG-TERM DEVELOPMENT GOALS – a key factor is whether the jury considers the bid will support the strategic/gastronomy plan and long-term development goals of the region.

In all of the above, the experts also consider - the level of citizen engagement, awareness building programmes, cultural sector engagement, the drive towards sustainable tourism models, etc.

During the visit, the experts will meet with the Executive Board of regional stakeholders to discuss: governance, budgets, projects, marketing and communication, provisions for monitoring and evaluation, sustainability and legacy.

During the jury visit, bidding regions will give a presentation to the experts in the framework of a public forum open to the press and regional stakeholders. The presentation will be no more than 20 minutes long and may include within this time frame a power-point and/or video. Then the experts will have a further 20 minutes for questions.

Following the presentation, the region should provide a tasting of local products. A short explanation about the food presented is optional.

The jury will assess the bid book and the presentation and, if deemed appropriate, the panel will recommend the region for the Award. A list of recommendations will be presented to the region and a press release will be made and distributed that will announce the forthcoming and final decision from IGCAT Board.

After the visit, the jury will provide a report and recommendations to be shared with IGCAT
and the Executive Board of stakeholders from the region, stating whether the region is ready to be given the Award. Based on the jury’s recommendations, the region will be able to go back to their bid book and make changes accordingly.

Presuming a successful outcome, IGCAT will release a formal announcement and press release and proceed in collaboration with the region to organise a public presentation of the bid.

**STAGE FIVE | Public Presentation of the Bid / Award Ceremony**

The region will need to hold a public presentation to demonstrate that they have incorporated the jury’s recommendations into their bid. The presentation is organised together with IGCAT and the other region/s in the continent that have been awarded the title for the same year.

The region is invited to host the event and should provide a tasting of food from the region. Additional activities can be negotiated such as a round table with policy-makers or celebrities or stands with food from other Regions of Gastronomy.

Finally, the region will receive the Region of Gastronomy certificate during an Award Ceremony attended by a representative from IGCAT. The region will decide how, when and where to organise the ceremony, which can also be held together with the public presentation.

IGCAT Board will approve up to 3 regions per continent to hold the Award each year on recommendation from a panel of experts.

The region (if successful) will be formally presented the title ‘[CONTINENT] – REGION OF GASTRONOMY – [REGION NAME] – [Awarded + YEAR]’. 
ANNEX A:

Model Protocol Agreement

PROTOCOL AGREEMENT BETWEEN

Regional Stakeholder Committee from
[add name of the region]
Represented by: [Add names and representing institutions]
[Add address and contact details]
AND
IGCAT
(International Institute of Gastronomy, Culture, Arts and Tourism)
Represented by: [add name]
Carrer Cadi 9B, 08396, Sant Cebrià de Vallalta, Barcelona, Spain
www.igcat.org

The [Name of representing institution] confirm that [list main stakeholder organisations from public, private, third sector, and knowledge institutions], hereafter referred to as Regional Stakeholder Committee, met on [date, place] and, at this meeting agreed to fully participate as members of the World Regions of Gastronomy Platform, hereafter referred to as the Platform.

Furthermore, the Regional Stakeholder Committee agreed to be represented by an Executive Board made up of the following institutions: [Add names of Executive Board institutions]

[Add names of at least two representing institutions], on behalf of the Regional Stakeholder Committee from [add region name], agree to:

1. Support the principles, focus areas and criteria underlining the Region of Gastronomy Award, as written in the Official Guidelines of the Region of Gastronomy last updated in 2020;

2. Work to develop collaboration activities with other partner regions in the Platform, including cross-marketing initiatives and events;

3. Contribute to knowledge exchange (information, documents, and activities) as defined by the Platform;

4. Pay an annual membership fee of € 5,000 (five thousand euro) each year (for a minimum of 5 years) from [joining year], with automatic renewal unless stipulated in writing to the contrary by the region;

5. Pay a one-off joining fee of € 15,000 (fifteen thousand euro) to be a member of the
6. Ensure the region is represented (preferably by two people) at as many Platform meetings as possible (at least one per year);

7. Promote IGCAT’s principles, the Platform and the Region of Gastronomy Award through its own communication channels, such as regional stakeholder websites and social media. And agree to carry out tasks and procedures agreed and indicated in the Communication and Marketing Obligations (see the Official Guidelines - Annex F);

8. Comply with the Logo Guidelines (see the Official Guidelines - Annex G);

9. Respect deadlines for materials and information as requested by IGCAT;

10. Appoint a full-time coordinator to ensure the smooth running of the project, strong relations with all stakeholders, regular meetings of stakeholders in the region and reports to the Platform meetings and IGCAT in English;

11. Agree to attend at least one monitoring visit per year in another Platform member region;

12. Keep IGCAT informed regarding the full list of stakeholder institutions involved and any changes to the legal representatives’ names and contacts;

13. Host a Regions of Gastronomy stand in at least one national/regional gastronomy or tourism fair and share news about this with IGCAT;

14. Ensure that the region is correctly represented through joint initiatives including the Young Chef Award, Local Food Gift Challenge, Food Film Menu, and Top Visitor Experience;

15. Coordinate joint activities with the Platform by connecting local stakeholders with their counterparts in the other regions;

16. Host at least one Platform meeting either prior to or during the hosting of the title;

17. Supply images and videos of the region for use by IGCAT with the appropriate logo and title giving visibility to the Platform and Award;

18. Disseminate IGCAT materials, studies, and research that will build awareness about the importance of cultural and food diversity for sustainable development;

19. Ensure a wide range of regional stakeholders have the opportunity to get involved with the project, including food producers, food festivals, educational institutions, and other hospitality or cultural organisations;

20. Monitor and evaluate the project in the region;

21. Galvanise public, private and academic support in the region by applying to hold the Region of Gastronomy title in the future and develop activities worthy of the title in the region and internationally;

22. Present a bid to hold the Region of Gastronomy Award and pay a bidding fee of € 25,000
(twenty-five thousand euro) in the year the candidacy is declared as well as host a public presentation of the bid according to IGCAT’s Official Guidelines;

23. Cover fully the costs of a 4-person jury visit (hotel, visits, meals and local transfers);

24. Appoint an ambassador to represent the region and give visibility to the Award in events both in the region and internationally (see the Official Guidelines - Annex I);

25. Supply high-resolution logos of the institutions included in the Regional Stakeholder Committee to be published on IGCAT’s website as key partners.

And so, the Regional Stakeholder Committee expressly recognise that the headquarters of the World Regions of Gastronomy Platform and Region of Gastronomy Award is established and resides in the offices of IGCAT (International Institute of Gastronomy, Culture, Arts and Tourism), Carrer Cadì 9B, 08396, Sant Cebrià de Vallalta, Barcelona, Catalonia, Spain. IGCAT is recognised therefore as the operational and administrative institute of the World Regions of Gastronomy Platform and Award.

The Regional Stakeholder Committee will ensure that IGCAT has up to date contact details for at least two regional representatives, acting as the local coordinators and distributing information to all regional stakeholders.

The Regional Stakeholder Committee agree to organise regular regional stakeholder meetings to develop the project in and beyond the region and adhere to the criteria for selection as written in the Official Guidelines of the Region of Gastronomy last updated in 2020.

This agreement is meant to formalise the working relationships between IGCAT and the Regional Stakeholder Committee until such a time as one organisation either requests to annul the agreement or one of the organisations ceases to exist.

Signed by Name
For Name of the private Institution

Signed by Name
For Name of the third sector institution

Signed by Name
For Name of the academic institution

Signed by Name
For Name of the public institution

Date:

Signed by Dr. Diane Dodd
President of IGCAT

Executive Director of the World Region of Gastronomy Platform and Award
ANNEX B:

Membership fees, bidding, and other related costs

(2017 onwards)

Membership payments are billed in January of each year or for new members at the time of entry into the Platform. However, if regions join from July onwards, they will be billed only 50% for the current year in addition to the joining fee.

The minimum time commitment to the Platform is 5 years, though it is hoped that regions will remain members for a much longer extended period. If regions have held the title they will be eligible for a reduced membership fee following the title year.

A | COSTS RELATED TO JOINING THE WORLD REGIONS OF GASTRONOMY PLATFORM

- **€15,000**: One-off joining fee

- **€5,000**: Annual membership fee + adjustment for inflation (minimum commitment of 5 years) - covers network coordination for three Platform meetings per year and monitoring visits.

**N.B:** Regions that have held the title and have been members of the Platform for 5 years, will be eligible for a sleeping membership fee of **€ 3,000** to only use the logos, have access to the shared toolkits and continue to be referenced as Region of Gastronomy in promotional materials, but they will not be involved in Platform’s meetings or host a Platform event. If former regions want to contribute their active involvement in the network (continue to take part in Platform meetings, host events, enjoy joint promotion activities, funding applications, joint projects, etc.), the membership fee remains **€ 5,000** per year.
VARIABLE amount to cover:
- flight and accommodation expenses for two representatives to travel to Platform meetings each year
- salary for a full-time coordinator
- costs to host at least one Platform meeting (meetings rooms, lunches, dinners, transfers, etc.)
- (optional) costs to host a stand or organise a side events each year at a gastronomy/tourism, national/region fair and print/send publicity materials to other Platform members for their respective stands
- costs for one representative to attend at least one monitoring visit in another partner region each year
- (optional) costs for participation in cross-collaboration activities such as the Young Chef Award, Local Food Gift Challenge, Food Film Menu, Top Visitor Experience etc.

B | COSTS RELATED TO BIDDING FOR THE AWARD

- **€25,000: Bidding fee** – covers secretariat fees and coordination costs for the organisation of expert processes, presentation to the experts and public presentation of the bid (liaison with speakers, etc.). It also includes flight costs for the experts.

VARIABLE amount:
- costs to host the experts visit - accommodation, meals, visits, and local transport for up to 4 experts
- costs to host a public presentation of the bid and tasting of products
- costs to host an Award Ceremony
- costs to host a programme of significant importance to celebrate the title year including cross-collaboration activities
- costs to select one Local Food Gift from the region and send 20 samples of it to IGCAT (for promotional use) displaying the Region of Gastronomy logo.

* All amounts quoted here reflect fees applied as of January 2020 and may be subject to change in future years.
ANNEX C:
Letter of Commitment template to become members of the Regional Stakeholder Committee
(umbrella entities)

Letter of Commitment and support for [Region Name] to be a member of the World Regions of Gastronomy Platform

[Region Name] will/has joined the World Region of Gastronomy Platform in order to provide the opportunity to highlight and promote [Region Name]’s local cultural and food diversity, as well as [add qualities of the region]. The candidacy has been promoted by [Executive Board of stakeholders from the region] in order to confront the following challenges for the region: [brief explanation of the project and objectives of the region].

[Region Name] shares the objectives of IGCAT and the World Regions of Gastronomy Platform which aim to: raise awareness about the importance of cultural and food uniqueness; stimulate creativity and gastronomic innovation; educate for better nutrition; improve sustainable tourism standards; highlight distinctive food cultures; strengthen community well-being.

By becoming a member, the aim is to share knowledge and experiences with the other partners from the World Regions of Gastronomy Platform and benefit from collaborations and cross-marketing. Therefore I, [Name of the representative], on behalf of [Name of the organisation], agree to become a member of the Regional Stakeholder Committee of [Region Name] and agree to:

a) endorse and promote the principles of the World Regions of Gastronomy Platform in our activities and events related to the bid programme of [Name of the Region] [Continent] Region of Gastronomy [candidate / awarded] [Year] (from now on Region);

b) train and support all our staff to understand and promote the aims, activities, and ambition of the programme;

c) contribute to awareness-raising on the importance of local food varieties and local food produce, traditions, and culture;

d) promote the visibility of the Region’s logo according to the logo guidelines both offline
and online by:

- displaying the Region’s logo in our premises;
- displaying printed information material (if any) about the Region’s programme and principles;
- including the logo and reference to the Region’s programme and principles in our website (if a website exists) and social media posts related to the programme (if social media accounts exist);
- ensure that all the information displayed offline and online about the Region’s programme is offered both in the local language/s and in English;
- ensure that the Region’s logo will not be used to promote products and producers that are not local, or activities that are not related to the local gastronomy;
- provide knowledge and expertise with the aim to endorse and give recognition to IGCAT’s and the World Regions of Gastronomy Platform’s principles in order to have the best impact and visibility in the short, medium, and long-term;
- attend meetings convened by the Executive Board of regional stakeholders with a view to improving cross-sectorial dialogue in the region;
- (optional) support the aims and principles of the bid to be [Continent] Region of Gastronomy in [Year].

R
egional Stakeholder Committee agree that the following institutions will sign a protocol with IGCAT and be their main representatives (Executive Board of regional stakeholders):

ADD INSTITUTIONAL NAMES.

The Executive Board of regional stakeholders agree to:

a) keep you updated and to invite you to take part in activities and initiatives within the framework of the project and within the interest areas of your organisation;

b) disseminate information through available communication channels about the activities and initiatives proposed by your organisation within the framework of the project;

c) help find and locate appropriate partners from other regions in the World Regions of Gastronomy Platform;

d) share ideas and knowledge provided by other Regions of Gastronomy;
e) collect your proposals and take them into consideration with the aim of getting the maximum benefits for [Region Name].

Signed on this day, .........................................................., ...... of ........................................ 20....

Signature:

In order to keep you informed and establish a contact with your organisation regarding all the activities and actions of the World Regions of Gastronomy Platform, please provide the following details:

Contact person’s name:
Institution’s/organisation’s name:
Area of activity and interest:
Email address:
Telephone number:
**ANNEX D:**

**Food Commitment Certificate templates**

for individual regional stakeholders

Regions are recommended to implement a Food Commitment Certificate in order to encourage restaurants, hotels, food producers and other individual entities to sign up to the principles of the Award and to provoke positive change in the region. Umbrella bodies in the Regional Stakeholder Committee are invited to discuss and amend the templates provided by IGCAT here below in order to establish a commitment from enterprises to the Region of Gastronomy Award. Please note that this guideline is a minimum benchmark and we encourage stakeholders to commit to ambitious targets in terms of usage of local food, food waste reduction and plastic reduction.

### Template for food services and accommodation establishments

In support of [Name of the Region] [Continent] Region of Gastronomy [candidate / awarded] [Year] we commit to:

- endorse and promote the principles of the Region of Gastronomy programme in our activities and events;
- train and support all our staff to understand and promote the aims, activities, and ambition of the programme, as well as to explain local products used and local recipes through storytelling;
- contribute to awareness-raising on the importance of local food varieties and local food produce, traditions, and culture by:
  - ensuring that 50% of our ingredients are sourced locally and seasonally;
  - ensuring that healthy and vegetarian options are included in our offer;
  - giving visibility to our local producers and suppliers in our menu, information material, website and social media (if any);
- promote the visibility of the Region’s logo both offline and online by:
  - displaying the Region’s logo in our premises and menus;
  - displaying printed information material (if any) about the Region’s programme and principles;
  - including the logo and reference to the Region’s programme and principles in our website (if a website exists) and social media posts related to the programme (if social media accounts exist);
- ensure that all the information displayed offline and online about the Region’s programme, as well as our menu is offered both in the local language/s and in English;
- guarantee that the Region’s logo will not be used to promote products and producers that are not local, or activities that are not related to the local gastronomy;
- ensure that our activities are based on the principles of sustainability by:
  - reducing our food waste by 20% by the award year;
  - reducing our plastics waste by 90%.

Signature:
Template for other stakeholders (e.g. associations, schools, museums, etc.)

In support of [Name of the Region] [Continent] Region of Gastronomy [candidate / awarded] [Year] we commit to:

▪ endorse and promote the principles of the Region of Gastronomy programme in our activities and events;
▪ train and support all our staff to understand and promote the aims, activities, and ambition of the programme;
▪ contribute to awareness-raising on the importance of local food varieties and local food produce, traditions, and culture;
▪ promote the visibility of the Region’s logo both offline and online by:
  - displaying the Region’s logo in our premises;
  - displaying printed information material (if any) about the Region’s programme and principles;
  - including the logo and reference to the Region’s programme and principles in our website (if a website exists) and social media posts related to the programme (if social media accounts exist);
▪ ensure that all the information displayed offline and online about the Region’s programme is offered both in the local language/s and in English;
▪ ensure that the Region’s logo will not be used to promote products and producers that are not local, or activities that are not related to the local gastronomy;
▪ ensure that our activities are based on the principles of sustainability by reducing our plastics waste by 90%.

Signature:

Regions are free to adapt the content and design of the above templates according to their needs. However, as a minimum requirement, the Food Commitment Certificate should include the region’s logo, IGCAT’s logo and a clear commitment to sustainability and the promotion of local gastronomy.
Example of Food Commitment Certificate

GALWAY FOOD CHARTER

(Galway-West of Ireland awarded 2018)

Galway Food Charter is given to individual establishments in the region for public display to show their commitment to the Region of Gastronomy programme and principles.
ANNEX E:  
Template Job Description Full-time Coordinator

A full-time coordinator will:

a) **WORK WITH** key agencies through an agreed governance structure and report regularly to the Executive Board of stakeholders;

b) **ATTEND ALL INTERNATIONAL Platform meetings and report** on the progress of the projects and programmes outlined in the bid book;

c) **COORDINATE JOINT ACTIVITIES** with the World Platform by connecting local stakeholders with their counterparts in the other regions;

d) **ENSURE** that the region is correctly represented through joint initiatives including the Young Chef Award, Local Food Gift Challenge, Food Film Menu, Top Visitor Experience and through events/stands at food and tourism fairs organised by and with other Platform members;

e) **ORGANISE** at least one Region of Gastronomy stand at a national food/tourism fair and invite all Platform members to send publicity and to cross-promote the other regions through this event;

f) **PLAY** a key role in marketing and communications vis-a-vis the Region of Gastronomy designation;

g) **LIAISE** with food producers, food festivals, agencies, and other food interests in developing the programme and facilitating the implementation of projects;

h) **COMPILE** images and videos from the region and make these available to IGCAT as required;

i) **DISSEMINATE** IGCAT materials, studies, and research that will build awareness about the importance of cultural and food diversity for sustainable development.

Furthermore, the coordinator must **speak English** competently and be able to prepare and present press releases for international audiences.
ANNEX F:

Communication and Marketing Obligations

World Regions of Gastronomy Platform members are obliged to:

a) **CREATE** their own marketing and action plan and identify its precise strategic objectives according to the specific necessities and issues of the territory, as described in section 2.3 of the *Region of Gastronomy Communication and Strategy Plan*, bearing in mind that the target is to address the local communities and to promote sustainable, inclusive development of the region.

b) **DEVELOP** a programme of activities and events and send this to IGCAT in advance to ensure international visibility.

c) **DEVOTE** a sufficient budget and solid efforts to promote the region and to reach international visibility acting as *Region of Gastronomy*.

d) **REFER** to the World Regions of Gastronomy Platform and its secretariat (IGCAT) during events and activities, in advertising and promotional campaigns, both online and offline, by always:
   - using the adapted version of the logo, in compliance with the Logo Guidelines (see Annex G);
   - quoting the Region of Gastronomy headline:

   *The World Region of Gastronomy programme aims to contribute to better quality of life by raising awareness about the importance of cultural and food uniqueness; stimulating creativity and gastronomic innovation; educating for better nutrition; improving sustainable tourism standards; highlighting distinctive food cultures; strengthening community well-being.*

Awarded and candidate regions join the World Regions of Gastronomy Platform in order to foster long-term benefits, increase international visibility and support sharing of knowledge.

**IGCAT (International Institute of Gastronomy, Culture, Arts and Tourism)** provides the Region of Gastronomy Award and is the official secretariat for the World Regions of Gastronomy Platform.
e) **COMMUNICATE** in all events and meetings related to the Region of Gastronomy IGCAT’s key messages:

- IGCAT encourages inter-sectorial dialogue in order to discover creative development opportunities for regions. To obtain the Award, therefore, **regions have to develop a Regional Stakeholder Committee** (regions should highlight the strong relationships this has created and how many stakeholders have become involved) i.e. In Catalonia, more than 800 stakeholders have joined. The Award is popular with farmers, educators, food producers, restaurants, hoteliers and citizens in general.

- IGCAT encourages awarded and candidate regions to attend **Platform meetings each year** in order to collaborate, share ideas and develop new initiatives. This process gives international visibility to the regions taking part and fosters sharing of knowledge and good practices. The World Regions of Gastronomy Platform has been working closely together since 2014 and as a result has gained increasing international recognition. Also, under IGCAT’s stewardship, the Platform have created many shared initiatives; for example, the Young Chef Award, Local Food Gift Challenge, Food Film Menu, and Top Visitor Experience.

- Our aim is to build local pride by celebrating cultural and food uniqueness as an important element for encouraging new economic models - be that in sustainable tourism or innovation in agri-food. By building a year of events to celebrate the Award, citizens are encouraged to re-value local products as unique selling points. The programme hopes to encourage new food production start-ups and creative/experience tourism offerings.

- Being part of the Platform has provoked a wider discussion in regions about the legacy of the programme. In Catalonia, for example, this has led to a ‘Gastronomy Plan’ and long-term legacy is sought in all the regions. The joint projects have also ensured that young chefs, entrepreneurs and young directors become long-term ambassadors for their Regions.

f) **PROVIDE** online presence by:

- creating a dedicated **WEBSITE**, available in the country’s language and in English, that clearly links to IGCAT’s website (displaying a button on the homepage provided by IGCAT) and the other Platform members’ websites;

- creating a **FACEBOOK PAGE** for the region, making sure it is active by adding regular posts and tags;

- creating a **TWITTER/INSTAGRAM** or other social media account for the region and making sure it is active;
- making a promotional **video** in English to be included in IGCAT’s YouTube channel.

g) **Provide** offline presence by agreeing to:

- participate in the World Regions of Gastronomy Platform meetings;

- create press releases regarding each important event or activity connected to the World Region of Gastronomy project for both national and international press (at least twelve press releases in English throughout the year);

- annually host a stand or organize a side event in at least one major national/regional gastronomy or tourism fair and agree to promote the other regions through this stand;

- annually attend at least one major fair related to the travel and tourism sector and one major fair related to food and gastronomy, throughout the entire period the region joins the Platform;

- create and provide adequate publicity materials for events;

- advertise the region and its Region of Gastronomy Award in local newspapers, gastronomic publications, and airline companies' inflight magazines; display advertisement posters in the region’s most important hubs (major airport and train stations);

- create and distribute flyers to the city hall and the tourist information offices at the municipalities involved in the project.
ANNEX G:

Logo Guidelines

There are three types of logos:

UMBRELLA LOGO - For internal (IGCAT) use only

The Region of Gastronomy umbrella logo should be used only by IGCAT and when referring to the global Award.

UMBRELLA PLATFORM LOGO

a) The World Region of Gastronomy logo should only be used for events approved by IGCAT with at least three fully-paid Platform members regions taking part.

b) Approval to use the Platform logo must be given by IGCAT. All requests to use the World Region of Gastronomy logo need to be submitted to info@igcat.org.

c) IGCAT provides permission for the use of World Region of Gastronomy Platform logo to its members once an MoU is signed between IGCAT and the regional representatives.
d) The applying region must provide information about the event where the logo is used to IGCAT, photo evidence of the logo use and a blog for distribution.

e) The logo can be used for marketing, communication, banners and official purposes (websites, social media, official documents).

Please note that in all written materials the Platform should always be referred to as World Region of Gastronomy Platform and the Award as Region of Gastronomy Award. Acronyms such as ROG, AROG or ERG must never be used in public forums.

The logo will be provided in vector format, so that its size can be adapted appropriately to avoid poor pixel images.

REGIONAL LOGO - For use by Candidate and Awarded Regions

When a Region becomes a candidate for the Award, they will be given their own regional logo which includes:

CONTINENT + REGION OF GASTRONOMY + NAME + CANDIDATE + YEAR

E.g.

![EUROPEAN REGION OF GASTRONOMY TRONDHEIM - TRØNDELAG CANDIDATE 2022](image)

Once the Region is officially awarded the title, their regional logo will include:

CONTINENT + REGION OF GASTRONOMY + NAME + AWARDED + YEAR

E.g.

![EUROPEAN REGION OF GASTRONOMY MENORCA AWARDED 2022](image)
a) The Executive Board of stakeholders are authorised to decide on the distribution and use of the Regional Logo as they find appropriate, provided that they comply with these logo guidelines. However, they must send a prior written request to IGCAT if the logo will be used for external events or publications with visibility beyond the region.

b) There must be one representative for each region responsible for the allocation and use of the Regional Logo and this should be overseen by the coordinator.

c) Candidate Platform members must indicate that they are **Candidate Region** when using the logo on their own websites, e-mail signatures, letter-head, leaflets, etc.

d) The logo shall always appear in a standardised style using the **Region of Gastronomy blue and white combination**. Regions shall avoid using the white Region of Gastronomy candidate logo on background colours different than the Region of Gastronomy corporate blue, but may use the white logo on top of a photo or image.

e) The Regional Logo can be used for marketing, communication, banners and official purposes (websites, social media, official documents) authorised by the Executive Board of stakeholders that signed the Protocol Agreement with IGCAT.

f) IGCAT encourages regions to use their Regional Logo as the official logo for their programme, in order to strengthen the brand internationally. All variations of the logo should seek formal approval from the IGCAT Secretariat.

g) The logo provided by IGCAT will be **[CONTINENT NAME] REGION OF GASTRONOMY [REGION’S NAME] AWARDED [YEAR]**. Each region is fee to translate their logo into their local language/s.

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**Use of the Regional Logo by wider stakeholder organisations**

The Regional Logo may be used by wider regional stakeholders approved by the Region’s Executive Board of stakeholders. Regional Logo use may include visibility in their premises, events, websites and publications provided that they have signed a Food Commitment and agreed to display the Food Commitment Certificate in their premises (see Annex D).

Wider regional stakeholders include but are not limited to: hospitality and food service businesses (restaurants; cafés; catering companies; accommodation establishments such as hotels, B&B, etc.); agri-food companies; food producers; public administrations; schools and other education institutions; travel agencies and tourism services; associations; museums; fairs and special events.
Stakeholders that have signed the Regional Stakeholder Agreement should demonstrate that the Regional Logo is used to show that the organisation or business in question supports the aims and focus areas of the Region of Gastronomy. **The Regional Logo is NOT a quality accreditation of the food or services provided by an establishment.**

**THE CLEAR-SPACE RULE**

The Region of Gastronomy Platform and Regional Logos are one of our most visible and valuable assets. In order to ensure the logos’ visibility and legibility, it is recommended to always position it for maximum impact, giving it plenty of room to breathe.

The minimum clear space for all the Region of Gastronomy logos is defined by the “1/2 x height” measure, as shown in the picture.

The clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.

![Clear Space Diagram](image)

**LOGO MISUSE**

In order to ensure consistency of logo use, do not modify or distort the logos. Unacceptable treatments of the logos include: distorting, modifying, changing the typeface, applying a drop shadow or glow effect, changing the size relationship of the icon to the logotype, changing the placement of the icon or the logotype, outlining the logo, applying a bevel or emboss effect to the logo, slanting the logo, printing the logo in colours that are unapproved, rearranging the colours of the logo, screening back the icon behind the logotype. **Any misuse of the logo will be evaluated by IGCAT Board, who have the right to withdraw logo use from non-compliant regions.**
ANNEX H: Sponsorship Guidelines

The members of the World Region of Gastronomy Platform are responsible for finding sponsorship and/or partnership for their programmes. However, in order to preserve the integrity and image of the project, selection criteria have been defined.

The following categories do not meet the Regions of Gastronomy criteria and principles and should not be invited as sponsors or partners of any events or projects related to the Award in order to preserve its credibility:

- Multinational Food Corporations that might affect the image of the Platform and Award or which do not support a healthy lifestyle;
- GMO Food or Seed Companies;
- Chain Food Restaurants with a clear unhealthy food and lifestyle;
- Companies selling military products or promoting violence or terrorism;
- Companies that are known to be large-scale polluters of the environment.

MULTINATIONAL COMPANIES

Multinational companies can offer wide visibility chances to local products and producers from the Regions. However, in order to protect the integrity of the Award, a case-by-case evaluation of possible multinational sponsors or partners identified by the regions will be undertaken, before sponsorship/partnership approval, to assess if and how these companies can contribute to the ultimate goals of the Region of Gastronomy programme.

Sponsorship by or partnership with multinational companies must strictly comply with the following rules:

a) All proposal for multinational corporate sponsorship/partnership must be submitted to IGCAT before the region can sign a sponsorship/partnership contract with the company/ies concerned. IGCAT Board will evaluate the proposal and have the right to reject it in case it does not comply with these Sponsorship Guidelines.

b) Multinational corporate sponsorship/partnership is only allowed for specific activities, projects, or events within the region’s programme as Region of Gastronomy. In no event can multinational companies be sponsors or partners of a whole Region of Gastronomy programme.
c) When a multinational corporate sponsorship/partnership is approved, a contract must be signed by the company concerned that states out clearly their agreement to:

- promote the Region of Gastronomy brand and its philosophy and principles;
- improve their sustainability goals and practices. A clear list must be included in the contract of the company’s sustainability goals and planned actions to achieve them;
- promote local products, producers and/or brands from the region concerned;
- donate 5% of their sponsorship/partnership money to IGCAT to benefit the World Regions of Gastronomy Platform’s activities.

In no circumstances should their brand be placed alongside with equal weight to the Region of Gastronomy logos. Partner/Sponsor logos should always be placed underneath the Region of Gastronomy logo.

d) IGCAT Board, after consultation with the World Regions of Gastronomy Platform, have the right to withdraw the Region of Gastronomy title from those regions who do not comply with these Sponsorship Guidelines.
ANNEX I:
Ambassador Guidelines

An ambassador should be appointed for the region, preferably prior to the writing of the bid book. The ambassador position should be voted on in a meeting of the wide Regional Stakeholder Committee to ensure popular consensus.

Ideally the ambassador chosen should be:

a) an accomplished food/wine professional with established links in the region and/or have developed a national and/or international profile in a role that would support the World Regions of Gastronomy Platform principles;

b) a positive public profile and who will maintain the same image ensuring the designation is not damaged in any way;

c) familiar with all forms of media communications, able to communicate with the various channels (print media, TV, social media, radio, etc.), and able to communicate the Region of Gastronomy brand;

d) a person with proven experience of working in the food or culture sectors;

e) knowledgeable about traditional food products and customs in the region;

f) someone who shares the principles of the Award (defender of local food products and traditions, food innovator or creative person);

g) available to attend a pre-arranged calendar of local/regional events;

h) willing to speak to the World Regions of Gastronomy Platform and experts;

i) ready to actively use their own visibility opportunities to highlight the Award;

j) able to articulate the message of what the Platform and Award mean for the region;

k) enthusiastic about promoting the region’s bid to hold the Region of Gastronomy Award and the various programme of events.
ANNEX J:

Framework for
Region of Gastronomy Bid Books

Cover page
Title for the project, name of the region, Candidate Region of Gastronomy logo ([Continent] Region of Gastronomy + name of the region + Candidate + year). The cover page may also include logos or images from the region.

Letter of commitment from the lead (financial) stakeholder(s)
A letter of commitment from the Regional Stakeholder Committee, signed by the Executive Board of stakeholders to fulfil the projects and budget as outlined in the bid book (the bid book thus becomes a de facto contract).

Region description and outline of why the region needs the title
A brief outline covering the socio-geographical characteristics of the region and outlining what the region’s main challenges are with respect to the Award and what the region hopes to attain by having the Award.

Concept
Outline how and why you have chosen the theme and concept for the Award year. Ideally you would outline in which stakeholder meetings this was agreed to prove a wide stakeholder consultation has taken place. This section needs to describe why the Region of Gastronomy Award would be an opportunity for the region.

Description and outline of how the region is meeting the objectives of the Region of Gastronomy focus areas
Summary of the main goals and objectives of the Award for the region. Candidate regions should demonstrate how they propose to support the aims and objectives of at least 4 focus areas of the World Regions of Gastronomy Platform. This should include a discussion of how the theme and programme of the year reflect the focus areas and which of these objectives will be particularly highlighted and how.

This section should include information about the planned programme, particularly relating to the timing of the activities (start and end dates), theme and proposed title as
well as a list of stakeholder involvement in each project. It will also be useful to outline an estimated budget and financial partners for each proposed event/project.

**Governance Structure**

The World Regions of Gastronomy Platform requires the further development of partnerships between public sector, private sector, education/research organisations and third sector groups. Candidates should indicate how they intend to develop this group of regional stakeholders and what types of collaboration this will involve.

- **Political commitment** at regional level must endorse as well as commit part-financing to the project budget. The political committee should be made up of tourism, agricultural, cultural and educational representatives.

- **Private/commercial commitment** to the project is favourable, however, they need to respect the principles of sustainability.

- **An academic body** needs to endorse the project and commit to evaluating the outcomes of the project. The academic body needs to commit to an assessment of short-term and longer-term effects of the Region of Gastronomy project and an outline of how this will be achieved is needed.

- **Third sector organisations** are encouraged as they normally represent wider citizen engagement in the project and ensure better flow of information to insular or peripheral areas of the region.

- **A formal committee of regional stakeholders** needs to be established from the above list of academic, third sector, public, and private institutions. The bid should clearly list the stakeholder institutions and names and contact details of their agreed representatives.

- From this Regional Stakeholder Committee an **Executive Board of stakeholders** should be selected with coordinators for each focus area of the programme. This team may be a new organisation set up for the sole purpose of administering the Region of Gastronomy project or, it may be the most appropriate organisation with the means and structure to manage different aspects of the programme. A clear structure for meetings and communication needs to be evident.

- **A full-time coordinator** who can speak English (as well as the regional language) needs to be contracted, together with an assistant, to oversee the writing of the bid book and the work of the Executive Board, manage the meetings of the regional
stakeholders, and communicate with IGCAT and the Platform for monitoring purposes. **The coordinator must** record all meetings related to the programme in the region and provide a report for the region and the World Regions of Gastronomy Platform partners.

The bid book should indicate how many and to what purpose stakeholder meetings have been held listing where, when and how many stakeholders were involved in each.

**Ambassador**

The Regional Stakeholder Committee need to agree on an appropriate regional ambassador for the Award, and their endorsement and agreement to promote the Award both regionally and nationally needs to be clear (see Annex I).

**Cross-collaboration with the World Regions of Gastronomy Platform partners**

An important aim of the World Regions of Gastronomy Platform is to promote deeper **collaboration between the different regions**. Prospective regions should outline how they intend to collaborate with other regions, and which activities, especially during the awarded Region of Gastronomy year, will involve joint actions with other partners, for example:

- the Young Chef Award should involve hospitality schools from each region (see Annex M);
- publicity materials at partner regions’ tourism and gastronomy fairs, and hosting a Region of Gastronomy stand or side event at a national fair (see Annex F);
- taking part in projects to innovate on Local Food Gifts (see Annex N);
- taking part in the Food Film Menu project (see Annex O);
- taking part in the Top Visitor Experience initiative (see Annex P).

**Sustainability and legacy**

Regions are required to outline and develop a Gastronomy/Strategic Plan for the region, in order to ensure long-term sustainability and legacy of their programmes. How will the region ensure that the activities organised for the Region of Gastronomy year will be **sustainable over the longer term**? What **lasting legacy** is envisaged from the Region of Gastronomy project? How will the project contribute to sustainable food and gastronomy practices in the region?
Citizen Inclusion

How will the citizens of the region be involved in the development, organisation and execution of the programme? Are there any specific target groups who are envisaged as key beneficiaries of the programme?
**Education**
How will the programme develop greater awareness and knowledge about local and regional food, issues of nutrition, health, and sustainability? How will school children and others following educational courses be involved in the programme?

**SMEs**
Which steps will be taken to ensure that SMEs are involved in the programme and also benefit from its outcomes?

**International scope and actions**
As the Region of Gastronomy Award is designed to increase the visibility of regional gastronomy at international level, it is important that an international dimension be built into the programme. This should include the projection of your regional gastronomy to the rest of the world, but also linking people in your region to different aspects of other food cultures and gastronomies existing both inside and outside your continent. Particular attention should be paid to the existence of foodways linking your own gastronomic traditions with other regions, as these are in line with UNESCO intangible heritage in the realm of gastronomy.

**Marketing and communication plan**
What are the main target groups of the Region of Gastronomy Award, both inside and outside the region? What are the main means of communication with these groups? Outline the proposed marketing and communication budget required to support these activities. Indicate here the timetable for or provision of the website and social media pages as required by the Marketing and Communication Plan (see Annex F).

**Economic provision**
What is the total budget for the activities foreseen in the run-up years, Region of Gastronomy year, and post holding the title? Which bodies have already committed funding to the programme? What are the funding sources that will be used to support the Region of Gastronomy activities? List sponsors and donors.

It is important to stipulate which body has responsibility for the financial management of the Region of Gastronomy and to guarantee the Executive Board of stakeholders and International Coordinator are able to direct these funds.
Recommendations for writing the bid book

a) **Region of Gastronomy candidate logo**. The logo shall be prominent in the bid book and shall appear in a standardised style using the **Region of Gastronomy blue and white combination**. Regions shall avoid using the white Region of Gastronomy candidate logo on background colours different than the Region of Gastronomy corporate blue (see also Annex G on Logo Guidelines) but may use the white logo on top of a photo or image.

b) **Abbreviations**. As agreed within the World Regions of Gastronomy Platform, abbreviations such as “ROG” or “ERG” shall never be used by regions in external documents, including bid books. Regions shall always refer to the Region of Gastronomy Award, the World Regions of Gastronomy Platform, or IGCAT Award for World Regions of Gastronomy **written in full**.

c) **Wording**. In order to avoid confusion and misunderstanding, in the bid books, as well as in all their other communication, regions shall refer to the World Regions of Gastronomy Platform as a **Platform** (not network, or other possible synonyms) and to the IGCAT Experts Network as a **Network** (and not other possible synonyms).

d) **Information about IGCAT**. Regions shall provide information about IGCAT in their bid books, including:

- **Mission**. 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.

- **Description**. 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.

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

- **Activities**. IGCAT founded the **Region of Gastronomy Award** and is the official secretariat for the **World Regions of Gastronomy Platform**. Furthermore, the Institute has also developed the **Young Chef Award**, the **Local Food Gift Challenge**, the **Top Visitor Experience**, and the **Food Film Menu**.
ANNEX K:
Monitoring Guidelines

Each region must send a biannual report to IGCAT. The monitoring report should include the following information:

Region’s name:

Proposed year to hold the title:

**Governance**
*International Coordinator’s name and contact details:*
*Executive Board of stakeholders/Coordinators for each focus area contact details:*
*List of Executive Board meetings convened and main points agreed:*
*List of Regional Stakeholder Committee meetings convened and summary of the meetings:*
*List of stakeholders attending the Regional Stakeholder Committee meetings:*

**Finance**
*Agreements received for the project from: (names of institutions and contributions pledged)*
*Sponsorships agreed: (names of companies and nature of the sponsorship)*
*Proposed Budget for the coming years up until, and including, the title year as well as proposal for longer-term financial commitment:*

**Activities**
*Activities completed since the last Platform meeting:*
*Calendar of activities for the next quarter with dates, titles, and descriptions of all actions: (if possible also relevant photos or images)*
*Analysis of citizen engagement in the activities:*

**Marketing and communication**
*Proof of presence of Region of Gastronomy logo and banners at events held:*
*Report on social media uptake:*

*Off-line printed materials to be submitted to IGCAT.*
ANNEX L:
Evaluation Guidelines

The Region of Gastronomy Award is a long-term evaluation project which aims to advocate the benefits of recognising gastronomy as a means to stimulate innovation and showcase regional food cultures and identities. Therefore, the Evaluation Criteria have been developed to assess the potential of each region, saying what their legacy might be rather than how regions might win the title one year.

Platform members are encouraged to set up an extensive evaluation study with a leading university, in order to evaluate the programme against the specific goals the bid underlined and to ensure a long-term study is possible.

The Region of Gastronomy Award is given up to 3 regions per continent each year in recognition of and to stimulate each region to develop an exciting programme of events and initiatives that:

- cross the boundaries of food, culture, tourism, and other sectors;
- support food and cultural innovation in local settings;
- cross national boundaries to create cooperation between regions;
- educate for cultural and food diversity;
- raise awareness of food origins, food safety and nutrition;
- encourage creativity;
- improve sustainability in tourism provision;
- support local food producers.

Through the Award, regions have the potential to be internationally recognised as laboratories for a strategic investment at local and regional level.

Ensuring a successful evaluation process is therefore important to assess benefits and allow meaningful comparison among regions, and to demonstrate what works and why.
THE MAIN PURPOSE OF THE EVALUATION

1. **Looking back** – “Was the time and money spent worth it?” The evaluation should be concluded with:

   - Authorities who have financed the initiative
   - Regional Stakeholder Committee / Executive Board
   - External financing

2. **Looking forward** – “How can we optimise the effect of the Region of Gastronomy Award and why should we engage in the Platform?” The evaluation should be concluded with:

   - IGCAT
   - Potential candidates – regional authorities, universities, municipalities
   - Local stakeholders – organisations, SMEs, etc.

3. **Looking in** – "How can we ensure that we keep the focus and create possibilities for change and development?" The evaluation should be concluded with:

   - Regional Stakeholder Committee / Executive Board

4. **Looking out** – “How can we continue to engage with others?” The evaluation should be concluded with:

   - Local stakeholders – organisations, SMEs, etc. who have not necessarily participated in the Region of Gastronomy year activities
   - Executive Board
   - Authorities who have financed the initiative
PLANNING

When to start the process?
It is important to ensure that planning for the evaluation starts early on during the process. Regions can approach this in different ways but it is important to start at least one year before the programme. In this context, the Regions of Gastronomy need to take a number of organisational parameters into account including the duration of the evaluation, how much funding should be allocated, and allocating responsibility for undertaking it. The decision must be made at an early stage about what kind of evaluation is needed.

Period to cover.
Deciding how long the evaluation process should last is an important aspect of the planning phase. The Region of Gastronomy Award aims to create long-term impacts for the development of the regions involved. For this reason, the evaluation programme should be in place for at least one year after the title year to ensure a thorough assessment. A 2-4 years evaluation would be needed in order to properly observe long-term impacts.

Who should carry out the evaluation?
Establishing which organisation will undertake the evaluation is another decision that should be taken during the development phase. Independence, transparency and avoiding any conflict of interests are important criteria in this respect. Often the local university has the best access to long-term resources and students to carry out surveys.

An external commission composed of World Regions of Gastronomy Platform partners and IGCAT specialists will visit the regions during the year of the programme in order to ensure the independence and the transparency of the process and to qualify both evaluation and implementation of the proposed programme.
MONITORING PROCESS

A. PREPARATION – before the awarded year

- Visit of the jury when the bid book is presented (or shortly thereafter).
- Monitoring reports are delivered in writing biannually and a verbal report is given at each Platform meeting.
- 6-8 months (at a partner meeting in this period) after the region has been awarded Region of Gastronomy, the awarded region presents how the evaluation will be carried out. This includes:
  - who will carry out the evaluation (or a plan to identify who will do it);
  - SMART indicators related to the strategic aims and indicators specified in the bid book.

B. ACTION – during the award year

- Presentation of a qualitative status at every partner meeting during the Award year (not necessarily related to the indicators).
- Presentation of regular press releases, photos and videos of actions being undertaken.

C. EFFECT – after the award year

- 4 months after the end of the Award year (at a partner meeting in this period): Presentation of a report of the year focusing on the strategic aims and indicators.
- 2 years after the award year: Status on the legacy of the Region of Gastronomy title. How are we working with the title? This can include status on the indicators. Did it create the needed value?
ANNEX M:  
Young Chef Award

It is strongly recommended that regional young chef competitions take place in each Region of Gastronomy in order to send a finalist to the Young Chef Award.

The Young Chef Award is a competition organised and promoted each year by IGCAT and the World Regions of Gastronomy Platform, and taking place in one of the regions holding the Region of Gastronomy title, in collaboration with a local hospitality or culinary arts school.

The aim of the competition is to strengthen links between regions in the Platform through young professional chefs, while encouraging the use of seasonal and local products in professional kitchens, fostering innovation in traditional recipes, and promoting storytelling about regional dishes and gastronomic traditions. Finalists are judged by celebrity chefs and international experts from different fields.

The Young Chef Award is a powerful tool to raise young chefs’ awareness on the importance to preserve the food and cultural diversity of their regions throughout their professional career, by promoting innovations on traditional cuisine; highlighting sustainable food cultures; and supporting local food products. Furthermore, it challenges future chefs to contribute to a reduction of the negative impacts of waste on the environment by assessing the young chefs’ kitchen-waste management practices.

Finalists from all the regions taking part in the competition have the opportunity to become IGCAT Regional Chef Ambassadors and to continue to support the values and principles of local food diversity. Individual kitchens are provided for up to 15 finalists to work in, and hotel accommodation is available on site for regional finalists and accompanying persons.

There is a registration fee to cover IGCAT’s coordination, marketing, and publicity for the event and the costs of travel need to be paid for by participating regions. Where possible the hosting organisation will cover accommodation and meals.
IGCAT designed the Local Food Gift Challenge as a tool for the Regions of Gastronomy to identify opportunities for improving the regional offer of high-quality food and food-related gifts.

The Local Food Gift Challenge is meant to encourage cross-sectoral synergies between SMEs that manufacture hand-made or artisan food or food-related products and the creative sectors, fostering dialogue and cooperation between artisanal producers and creative people with the aim to innovate local gifts and present them effectively through storytelling.

By holding local workshops, regions can support new or existing SMEs and independent producers in assessing their products according to a set of criteria established by IGCAT and reflecting the characteristics that visitors look for when purchasing food gifts. The involvement of creative people would then allow producers to develop innovative products that respond more effectively to the needs of the tourist market. IGCAT offers knowledge and guidance to train the trainers that will hold the local workshops.

The Local Food Gift Challenge focuses on two different categories: food gifts and kitchenware gifts (cooking utensils or equipment) related to the regions’ culinary traditions. Products should be categorised as having authentic, natural qualities that mix fine ingredients or quality raw materials with the skills, passion, and care on the part of their manufacturer/s. They are products that are not industrially or mass-produced, but developed and delivered on a small scale, involving the lowest carbon impact as possible and a responsible use of energy and natural resources. Special attention is devoted to packaging, both in terms of sustainability and ability to communicate the story of the product and the producer.

Ideally, the Local Food Gift Challenge will be used by regions to select their official food gifts to be branded with the Region of Gastronomy logo.
ANNEX O:

Food Film Menu

The incredible diversity of food, food cultures, food traditions and food knowledge has influenced cultural traditions, architectural and landscape heritage. As more and more people move to globalised diets it is vitally important to revalue and re-promote our food as cultural heritage for future growth and development.

The World Regions of Gastronomy Platform has identified the important role of audio-visual tools for promoting local food products, local food recipes and traditions related to regional gastronomy.

As a result, IGCAT has developed the Food Film Menu, a collection of short films and videos showcasing footage from awarded and candidate Regions of Gastronomy, with the purpose to provide visual representations of the cultural and culinary heritage of the regions by local filmmakers.

This project aims to support interactive and innovative ways of giving visibility to the participating regions and to their food heritage, developing creative audio-visual content that could be shared across the regions and used for promotional purposes.

Every year IGCAT will launch a call for videos in candidate and awarded Regions of Gastronomy, and select the best videos to showcase on IGCAT’s website. These videos will also be used yearly to promote the Regions of Gastronomy and to create additional marketing campaigns.

The project will give visibility to different actors which are around the food chain from production to consumption focusing on locality, sustainability and authenticity, guarantying a cross-collaboration and dialogue with the audio-visual and the creative sectors.
ANNEX P:
Top Visitor Experience

The Top Visitor Experience is an initiative that supports the visibility of innovative, creative and positive visitor experiences related to food in the Regions of Gastronomy, highlighting the regions’ unique food culture.

By means of this project, IGCAT intends to reward touristic establishments that highlight local culinary heritage and provide a unique and sustainable food experience to tourists from around the world.

The acknowledgement will be given to at least 5 organisations from the Regions of Gastronomy, selected on the basis of a rigorous set of criteria established by IGCAT. These experiences will be tested and evaluated by experts from across the Regions of Gastronomy to provide fair assessment.

The Top Visitor Experience initiative hopes to encourage creative, artistic and sensory experimentation to build new and unique food experiences suitable for the local and international visitors to enjoy.

The Regions of Gastronomy are asked to encourage local stakeholders offering outstanding visitor experiences to apply, as well as raise awareness about the project in order to stimulate the development of new experiences, as a result of the region holding the Region of Gastronomy title.
ANNEX Q:

FAQs

What is meant by the title ‘Gastronomy’ – does this mean only high-end cuisine?
No, ‘Gastronomy’ here is used to refer to a holistic approach, which includes agriculture and food culture relating to place, hospitality, eating, food production, food ways, food traditions and how one feels about one’s food culture.

What is meant by ‘Region’ – who can apply?
A ‘Region’ can be a province, county, country, and/or other territory defined by the partner presenting the bid. It is important that the territory chosen has the support of multiple municipalities (not just one) and their surrounding rural areas, and that it is able to gain support from multiple academic, third sector, public and private partners.

Is the Award a competition?
The Region of Gastronomy Award is awarded to regions that have joined a Platform and adhere to the philosophy developed by IGCAT (International Institute of Gastronomy, Culture, Arts and Tourism) that ensures cross-sector working in order to support regional development.

Unlike other awards, only regions that join the Platform can be awarded the title, and joining the Platform requires a series of policy-actions to be in place such as a Regional Stakeholder Committee made up of public, private, third sector and knowledge institutions.

By joining a knowledge-exchange Platform of regions the aim is to further cross-border collaborations, develop shared initiatives to improve food awareness and provide both external and internal regional visibility.

Once in the Platform, the regions work towards having the conditions required to hold the title. Depending on where the region is in the process, this can take several years of hard work for example, Sibiu (Romania) joined the Platform in 2014 and has received the title for 2019. Whereas, the South Aegean (Greece) joined in 2016 and also holds the title in 2019 because it already had many strong initiatives that met all the criteria.

What are the starting dates and end dates if we bid for the Region of Gastronomy title – is it a full year of activities starting in January?
Since the Regions of Gastronomy is a bottom-up initiative, the regions will decide the starting time of the events of their Region of Gastronomy year according to their schedule.
What happens after you have held the title of Region of Gastronomy?
The awarded region will have to complete its 5-year commitment to the World Regions of Gastronomy Platform if this has not already been done. Beside the lasting legacy of the Award, the region will have the option to remain in the World Regions of Gastronomy Platform beyond the year of their title and will always be referred to as [Continent] Region of Gastronomy Awarded XXXX (YEAR).

How many regions can hold the title each year?
Up to 3 regions per continent will be selected each year by an external panel of experts identified by IGCAT. By holding the title, selected regions will act as ambassadors for the project and agree to collaborate with one another.

What happens if more regions apply for the Award?
IGCAT will advise the regions as to when they are ready to apply for the Award and the panel of experts serves to provide recommendations and ideas to further enhance their programme.

What is the title that will be awarded?
The awarded title will be ‘[CONTINENT] REGION OF GASTRONOMY – [REGION NAME] – AWARDED [YEAR]’. This is similar to Capitals of Culture and therefore the title can be used as a long-term legacy of the event and each region awarded the title for a year would be able to patent the title and year for posterity.
CONTACT

For more information about the World Regions of Gastronomy Platform or the Region of Gastronomy Award please contact IGCAT, the administrative body and official secretariat of the World Regions of Gastronomy Platform and Award:

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