



WORLD REGION OF GASTRONOMY

EMPOWERING
COMMUNITIES

IGCAT



IGCAT is a non-profit institute working in partnership with regional stakeholder consortiums in the fields of gastronomy, culture, arts and tourism. IGCAT and the World Region of Gastronomy programme are recognised by specialised intergovernmental organisations.

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The World Region of Gastronomy programme aims to empower communities, support biodiversity, safeguard intangible heritage and innovate to ensure that foods, recipes and cultural traditions stay alive and continue to enrich our shared world.

Through strengthening the creative potential of people in regions across the globe our underlining principles are to achieve access to healthy food and foster an active cultural life for everyone's well-being, as well as support economic growth and environmental sustainability.

We invite you to join our growing world movement so that together we can make a positive difference through the celebration of our rich food and cultural diversity.

Thanks to the tremendous success of the European Regions of Gastronomy, IGCAT is excited to expand its model to regions around the world. Offering a global perspective and greater opportunities for collaboration will strengthen the ability to facilitate dialogue and encourage positive growth for all citizens of this planet.

Diane Dodd PhD
President, IGCAT





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INTRODUCTION

The **World Region of Gastronomy** programme aims to empower communities, provide long-term food security as well as ensuring a better quality of life by raising awareness about the importance of cultural and food uniqueness.

Our focus areas are designed to:

- Strengthen **food security** through the celebration of distinctive food cultures.
- Create **employment** by stimulating creativity and gastronomic innovation.
- Nourish children and adults through **culinary and cultural education**.
- Drive **environmental sustainability** in tourism, hospitality and agricultural sectors.

- Support **balance and sustainable** tourism practices.
- Highlight and support expertise from within **rural and urban** communities, creating connections and sharing good practises.
- Contribute to community **health and well-being**.

All regions that bid for the title become part of a **knowledge exchange Platform**; collaborate on international projects designed to gain **global visibility** in celebration of their unique food and culture and benefit from **increased cohesion** across their communities.

PRINCIPLES UNDERPINNING THE AWARD:



The World Region of Gastronomy title is awarded by IGCAT each year as a stimulus to link **food, hospitality, tourism, culture, health and sustainability**. It also serves to support **economic, cultural, social and enviromental development** as part of a long-term regional strategy.

The Award began in 2016 and in just five years has received international acclaim from travel guides (Lonely Planet, Conde, National Geographic, Rough Guide etc.), airline magazines, inter-governmental conferences and global events, as well as respected newspapers (New York Times, FT, Observer etc.) and many national news broadcasting channels.

← **Sgrassa e vinci** - Innovative dish presented by Daniele Coccetti, IGCAT Regional Chef Ambassador and finalist from Terra di Marca in the European Young Chef Award 2018.





FOCUS AREAS

FEEDING THE PLANET

In support of the UN Sustainable Development Goals, IGCAT's World Regions of Gastronomy aim to stimulate debate about the production of sufficient and healthy food for everyone. There is enough food to feed the world if we protect the planet's biodiversity. Food kilometres, sustainable farming practises, importance of pollinators and food waste are

just some of the areas that our awarded and candidate regions have addressed. Through sharing knowledge, supporting project ideas and giving each other access to templates and tools, we are contributing to our collective future food security.

World 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.



FOCUS AREA

INNOVATION, CREATIVITY AND JOB OPPORTUNITIES

Creativity in the form of storytelling and visuals can generate both new products and services. The widening of food markets poses unique opportunities for sustainable regional food systems. By highlighting local products as well as taking advantage of growth in specialist and niche food markets, regional producers can expand their client base using digital technologies. Harnessing opportunities

to market products to tourists and visitors can increase export sales, create cognitive links between a region and its unique products as well as instill pride in local food heritage and traditions. A region's artists, landscape, crafts, and traditional or contemporary culture are the distinctive selling point for a variety of new creative services and experiences.

World Regions of Gastronomy commit to:

- a. Develop events for visitors and citizens that raise awareness about unique local food and cultural diversity.
- b. Protect and promote traditional food and craft production through business development hubs.
- c. Explore contemporary visitor experiences.
- d. Take steps to increase the amount of protected GI products in the region.
- 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.
- f. Support adult learning and encourage new skills such as story-telling, creative design, sustainable packaging, cross-marketing and export of local producers' products and services.

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).



FOCUS AREA

EDUCATING FOR OUR FUTURE

Ensuring good food for everyone starts with understanding the importance of local and healthy food options. Nourishing children and adults through culinary and cultural education for responsible production and consumption improves people's health, encourages sustainable development, and instills pride in local food cultures. It is also a vital way to

ensure that good food can reach everybody. The World Regions of Gastronomy prioritize collaboration with education and knowledge sectors. These collaborations are vital for the dissemination of information on the importance of regional gastronomy for the future health and well-being of citizens.

World 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.

² Food and Agricultural Organization <http://www.fao.org/school-food/areas-work/based-food-nutrition-education> and <http://www.fao.org/3/a-c0064e.pdf>

³European Parliament Resolution 2013, <http://www.europarl.europa.eu/sides/getDoc.do?pubRef=-//EP//TEXT+REPORT+A7-2014-0127+0+DOC+XML+V0//EN>



FOCUS AREA

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 about the advantages of integrating local food, recipes and traditions into tourism offerings and collaborating with food and cultural events services in the region

will contribute to greater environmental, economic and cultural sustainability. Visitors are the best ambassadors for a region thanks to social media and can increase the client base for food export. Smart strategies give the region unprecedented visibility for a fraction of the costs of traditional promotional methods. Supporting quality gastronomy tourism initiatives have the added advantage of ensuring that tourism income can reach rural areas where it is often greatly needed.

World 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.
- f. Address food waste.



FOCUS AREA

LINKING URBAN AND RURAL

The World Regions of Gastronomy endeavour to re-connect rural and urban environments by bringing the countryside to the city and the city to the countryside, encouraging a re-valorisation of traditional and indigenous knowledge of food customs and systems. There is a growing divide between rural and urban areas, particularly in the fields of food

and culture. People in urban settings are less aware of where their food comes from and are disconnected from the food-related rituals that have sustained their communities for centuries. We focus on initiatives that provide opportunities to bridge rural and urban environments, connect citizens and foster social cohesion.

- World 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.
 - f. Support seed bank schemes to protect endangered plant species.



FOCUS AREA

WELL-BEING AND HEALTHIER LIVING

IGCAT advocates for the promotion of healthier lifestyles through greater awareness and citizen engagement in natural farming, outdoor recreation, and culinary and cultural traditions. Developing experiences (farm visits, culinary masterclasses, sensory events, foraging etc.) can be enriching for both visitors and local citizens. To achieve sustainable healthy lifestyles and food systems, attention must be paid to how food and goods are

produced from seed, and soil to packaging and transportation. Transparency and awareness of product ingredients and the nutritional value of local food need to be revalorized and we work with local producers to advance consumer knowledge. By using creativity to showcase wholesome and healthy regional and local food, we contribute to a more holistic approach to well-being.

World Regions of Gastronomy commit to:

- a. Showcase regional and local foods that are wholesome and healthy through sustainable events, experiences, 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.

* <https://www.nationalgeographic.com/environment/2018/07/ocean-plastic-pollution-solutions/> (en inglés)

JOINING THE PLATFORM

To bid for the World Region of Gastronomy title, regions need to be a member of the World Regions of Gastronomy Platform. This section outlines the process of becoming a Platform member:

1. Prospective regions should first convene a stakeholder meeting in the region and **create a Regional Stakeholder Committee.** This committee of founding stakeholders should include public, private, third sector and knowledge institutions (university or research centre). Later this group will likely grow to include many more stakeholders.

2. The region should appoint two representatives to attend Platform meetings and **request in writing** the region's interest to become a member. These representatives agree to share information from the Platform with all regional stakeholders.
3. The Regional Stakeholder Committee shall **sign a protocol agreement** with IGCAT (the administrative body for the World Region of Gastronomy Platform). Only one or two representing institutions need to sign the protocol with IGCAT but there needs to be evidence of the stakeholder agreement. By signing the protocol agreement with IGCAT, the regional stakeholders agree to collectively join the Platform, promote the Award and take part in partner meetings each year.

4. Once a membership **has been approved**, an invoice will be sent to the applicant region for payment of a joining fee and once payment has been received, their "candidate status" membership to the World Region of Gastronomy Platform will be announced.

The minimum time commitment to the Platform is 5 years.

PLATFORM BENEFITS



PLATFORM MEMBERSHIP

IGCAT has a structure for regional payments to ensure equal access to the Platform, and to spread solidarity across the globe.

Please consult IGCAT to find out how much the joining fee will be for your region. The joining fee must be paid in full at the time of submitting a bid book.

The joining fee and yearly membership fee benefits include:

International Visibility

- Visibility on IGCAT’s websites and social media tools.
- Invitation to take part in joint high-visibility international projects such as Young Chef Award, Food Film Menu, Food Gift Challenge, World Bee Day Celebrations and Top Visitor Experience (note this is subject to availability and might incur additional registration costs).
- Features in IGCAT’s international newsletter.
- Visibility in global conferences and events.

NB: Membership fee does not cover travel and accommodation costs to and from meetings. These variable costs need to be covered by member regions.

Community Empowerment

- Intersectorial working model to facilitate new collaborations.
- Entitlement to use the candidate logo, to develop pride and identify good practices in the region.
- Online support from IGCAT secretariat to develop new and sustainable projects.
- Access to toolkits, templates and best practice examples from other World Regions of Gastronomy.

Sharing of Knowledge

- Dedicated webinars for the candidate team and main stakeholders in the region to share good practise and ideas for a successful bidding process. The webinars include building governance of the Award, citizen engagement and our focus areas.
- Invitation to join Platform meetings to learn from the other regions that have already gone through the transformation.



JOINING PROCESS AND COSTS

COSTS AND BENEFITS

COSTS RELATED TO BIDDING FOR THE AWARD

Please consult IGCAT to find out how much the bidding fee will be for your region. The bidding fee is set to ensure transparency and credibility regarding the independence of the jury members. An IGCAT Board member will also accompany the jury. The jury will consist of experts from at least four different sectors and where possible they will be familiar with one or more World Region of Gastronomy so that they can support learning and exchange in and between the regions.

*The costs referred to above should not represent more than 2% of the budget set aside to host the Award year.

The fee is set according to a cost guide and is aimed to cover the travel and fees for the four jury members and IGCAT representative. Benefits include:

- A visit to the region by four independent experts to assess its readiness to obtain the title, provide advice, support and proposals for future international collaborations.
- Independent expert reports covering four sectors and all of IGCAT's focus areas to help local stakeholders take the candidacy further, including links to online resources, videos and webinars.
- IGCAT press release presenting the region's candidacy.
- Social media campaign highlighting the region's assets and the jury visit.
- IGCAT organisational support during the jury visit.
- IGCAT coordination of an Award Ceremony.
- Delivery of an official certificate.

Variable amounts to be paid directly by the region:

- Accommodation for the jury visit (preferably in locally owned and run facility).
- Meals throughout the jury visit should be local and fresh as well as the whole spectrum of food available in the region from high gastronomy to street food.
- Jury visits to Top Food Experiences, Educational Projects and other Local Initiatives involved in the candidacy.
- International flights for the jury as well as local transport costs.
- Hosting costs for the Award Ceremony and travel costs for at least one IGCAT representative to present the certificate.

BIDDING FOR THE AWARD

After joining the Platform, the region will need to produce a bid book that includes the following:



Cover page - a title, candidate logo, and candidate year.

Theme - describing the needs, opportunities and expectations on what could be achieved by being given the title.

Brief description of the programme - outlining key activities and flagship events (including start and closing ceremonies). If a call for projects will be launched the timeframe should also be indicated.

List of main partners and stakeholders - including public, private, third sector and education/research organisations working across different sectors (agriculture, heritage, hospitality, health, education etc.).

Focus areas - demonstrating how the region will reflect the 'Focus Areas' of the Regions of Gastronomy (which of these areas will be particularly highlighted and how).

Platform collaboration - highlighting foreseen collaborations with other awarded or candidate Regions of Gastronomy.

Joint projects - explaining how the region will collaborate in the Young Chef Award, Film Food Menu, Local Food Gift Challenge and Top Visitor Experience and/or other joint initiatives of the Platform.

Legacy - indicating how activities organised for the Region of Gastronomy title year will be sustainable over the longer term.

Sustainability - outlining methodology and timeline for developing a sustainable/gastronomy development plan.

Citizen engagement - explaining how the minds and hearts of local citizens will be touched (local communication campaigns).

Education - outlining projects with school children and other educational courses.

SMEs - outlining steps that will be taken to ensure that SMEs are involved and can also benefit from the title's outcomes.

Budget - detailing the economic provision for each activity foreseen and funding sources.

External marketing plan - outlining the main target groups and main means of communication with these groups.

Evaluation programme - agreement with an independent local university or research institute on methodology to assess the short- and long-term impacts.

FUTURE COLLABORATION PROGRAMMES

The World Region of Gastronomy Platform is an umbrella project for many different initiatives. A number of these are already being explored and are listed below. This list is non-exhaustive, new regions are welcome to join existing projects and are encouraged to elaborate new ones. As international-collaborative actions, these initiatives might also be eligible for external funding.

Food Film Menu

The Food Film Menu Awards foster the development of fictional food films according to eight categories. The films place a spotlight on the World Regions of Gastronomy; provide opportunities to promote local food and craft products internationally and; encourage young film directors to become ambassadors for their regions. IGCAT has developed agreements with several international film festivals across the globe to increase visibility for the winning films.

Local Food Gift Challenge

Regions are encouraged to select quality local food and crafts products from the region to be branded as “official food gifts for their award year”. This project supports small and medium sized producers of traditional products and creates added-value for the territory by linking the products to the stories from the region. Regions are offered training by IGCAT and encouraged to work with local food producers and link their products to associations of hotels or other opportunities for retail. The European Platform has gone on to develop the European Food Gift Award that gives additional visibility to the regions and their amazing food products.

Young Chef Award

IGCAT has created a toolkit to support annual regional Young Chef competitions in collaboration with hospitality schools. The aim is to create chef ambassadors for the region, promote the use of local products and encourage innovation of traditional recipes. The European Regions of Gastronomy Platform have further developed this into a highly-successful inter-regional competition whereby the regional winners are sent to a final hosted by a region holding the title.

Top Visitor Experience

Encouraging creative, artistic and sensory experimentation to build unique food experiences that are new initiatives or start-ups; innovative, creative and positive food experiences; permanent or semi-permanent in nature and therefore suitable to promote to international visitors. IGCAT promotes internationally the best initiatives with the aim to: increase quality visitor food experiences; give international visibility to niche food tourism experiences; and reward sustainable projects.

FREQUENTLY ASKED QUESTIONS

What is meant by 'Gastronomy'?

Gastronomy refers holistically to agriculture, culture, hospitality, production, traditions and food cultures.

What is meant by 'Region'?

The Region can be a province, county or country defined by the partners (including at least three municipalities and adjoining rural areas).

What are the start and end dates - do we need to organise a full year of activities?

The partners can decide when to celebrate the opening and closing of their official year. Flagship events that engage wide stakeholders should take place throughout the year.

What happens after your awarded year ends?

Awarded regions complete a minimum 5-year commitment to the World Region of Gastronomy Platform. Regions are expected to develop a lasting legacy from the Award and continue activities and Platform membership well into the future.

How many regions can hold the title each year?

One region per continent can be selected each year by an external jury of experts (An exception to this is Europe which can host up to 3 regions).

What is the title that will be awarded?

The awarded title will be WORLD REGION OF GASTRONOMY - [REGION'S NAME] - AWARDED [YEAR].



IGCAT* is the administrative body and official secretariat for the World Region of Gastronomy Platform and Award.

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