

INTERNATIONAL INSTITUTE OF
GASTRONOMY, CULTURE, ARTS AND TOURISM



2020

ANNUAL

REPORT

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ABOUT

IGCAT aims to empower local communities by raising awareness of the importance to protect and promote distinct regional food, culture, arts and natural assets as part of sustainable and balanced tourism and development strategies. This is essential to safeguard our planet, health, wellness 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 in order to highlight distinctive food cultures and thus:

- Raise awareness about the importance of cultural and food uniqueness in order to feed the planet;
- Encourage creativity and gastronomic innovation to stimulate the emergence of eco-friendly job creation;
- Educate future generations in order to safeguard crafts, plant and animal varieties, recipes and traditional techniques;
- Improve quality, sustainable, balanced and eco-friendly tourism standards;
- Build connections between rural and urban areas for community well-being;
- Focus on traditional knowledge, wellness, nutrition, and health.

IGCAT counts on the expertise of a worldwide **network of experts** and works in partnership with specialised intergovernmental organisations.

IGCAT vision is to instill pride in traditional cultural, creative and culinary assets and thus, inspire local communities to support eco-friendly industries. We strongly believe that the protection and the promotion of regional culture and food diversity is key for the future of local economies and for a more sustainable and equitable world.

IGCAT believes that today's exciting developments are where convergence is happening in gastronomy, culture, arts and tourism. When the conversation is extended to agriculture, health, education and sustainability, we can find development solutions for many regions.

Policy recommendations are derived from our ability to identify the most innovative and interesting ideas emerging in food and culture relations that can contribute to more sustainable and enhanced standard of living for everyone.

Our mission is to:

- empower and engage citizens by raising awareness about the importance of cultural and food diversity;
- attract international visibility to important gastronomic destinations that are working for sustainable food futures;
- support international collaboration, knowledge sharing and best practise exchange for the benefit of regional development.

We do this by applying cross-sectorial dialogue and service-learning throughout our work.

IGCAT founded the **European** and the **World Region of Gastronomy Award** and is the official secretariat for the **European** and the **World Regions of Gastronomy Platforms**. In an effort to give further international visibility to the Regions of Gastronomy, as well as to support the next generation to become ambassadors for their regions, the institute has also developed the **European Young Chef Award**, the **European Food Gift Challenge**, the **Food Film Menu** and the **Top Visitor Experiences**. In addition to this, we share expert knowledge, good practice and research through our annual experts meeting, field visits, webinars, quarterly newsletter, online published papers and dedicated research.

Together we will empower regions to develop sustainably!

Founded under the name of ARTIDEA in 2010, in 2014 the organisation changed its name to
IGCAT - The International Institute of Gastronomy, Culture, Arts and Tourism
to reflect the convergence of different sectors in the work of the institute.

BOARD

In 2020, the Board of IGCAT included:

4 EXECUTIVE BOARD MEMBERS:

IGCAT PRESIDENT, Dr. Diane Dodd, Spain – Executive Director of the European and World Region of Gastronomy Platforms / IGCAT and European Coordinator for IFACCA

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

IGCAT EXECUTIVE ADMINISTRATOR, Jaume Gomila Saura, Spain – Chairman - Adult Education Schools of Menorca

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

4 EUROPEAN REGION OF GASTRONOMY REPRESENTATIVES TO THE BOARD:

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

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

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

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

6 WORLD REPRESENTATIVES TO THE BOARD:

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

ASIA, Dr. Jutamas Wisansing, Thailand – Executive Consultant – Designated Areas for Sustainable Tourism Administration/Perfect Link Consulting Group

CARIBBEAN, Dr. Kris Rampersad, Trinidad and Tobago – Media Cultural and Literary Consultant, Publisher, Researcher, Writer, Policy Analyst, Producer, Educator – National Commission for UNESCO/Network of Non-Governmental Organisations of Trinidad and Tobago

EUROPE, Caroline Couret, Spain – Programme Manager at Creative Tourism Network

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

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

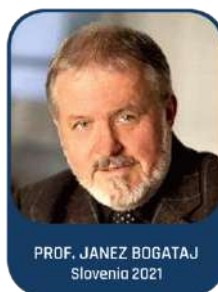
BOARD MEETINGS

In 2020 IGCAT Board have met three times:

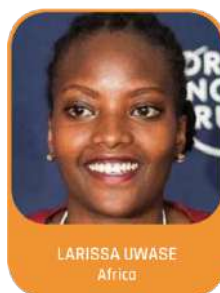
- 06 May 2020: 23rd Board meeting
- 06 August 2020: 7th IGCAT General Assembly and 24th Board meeting
- 17 November 2020: 25th Board meeting



EXECUTIVE BOARD



EUROPEAN REGION
OF GASTRONOMY
REPRESENTATIVES



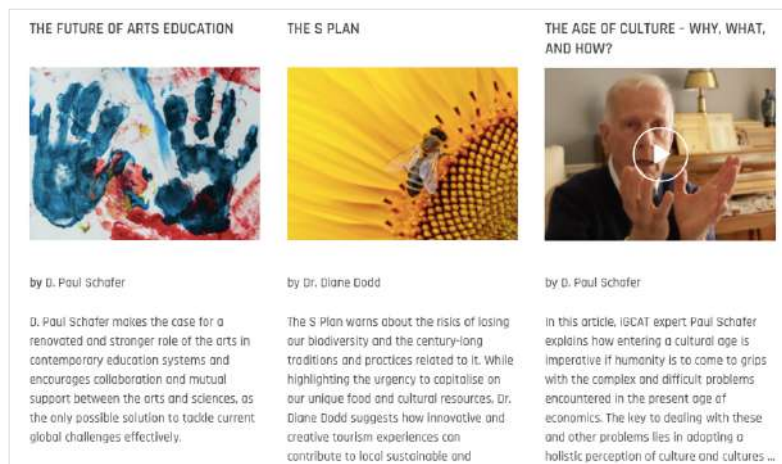
WORLD
REPRESENTATIVES



EXPERTS

Experts Publications:

IGCAT experts author reports on a range of subjects and IGCAT would like to give visibility to these reports by developing its own range of publications. Our main goal is to publish articles written by IGCAT Experts to encourage a shared community of expertise ranging from gastronomy to sustainability, health, arts, education and tourism.



The following articles have been published on IGCAT website:

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

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

2020 news about IGCAT Experts' publications:



What future for arts education?

21 February 2020 – By outlining a context in which, in the last decades, science and scientific education received increased attention and funding, IGCAT Expert D. Paul Schafer makes the case for a renovated and stronger role of the arts in contemporary education systems.

Global Expert Network:

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

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

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

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

CENTRAL AMERICA AND THE CARIBBEAN	
NAME	COUNTRY
Martyn Bould MBE	Cayman Islands
Dr. Kris Rampersad	Trinidad and Tobago

SOUTH AMERICA	
NAME	COUNTRY
Dr. Valeria Campos	Chile
Maria Elena Cornejo	Peru
Laura Hernández	Colombia
Laura Rosano	Uruguay
Marina Simião	Brazil

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

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

We welcome new IGCAT experts into our network, to share experiences, research trends and identify good practise. Given the urgency of climate change, reduced biodiversity, global economic inequality, health and nutritional needs, we need inter-sectorial dialogue on these major issues. By joining this global interdisciplinary network, experts commit to sharing ideas, concerns and good practise. The communication tools IGCAT experts have at their disposal include:

- A quarterly newsletter with news and trends from around the world;
- Expert Papers from our global network made available online;
- Bespoke training for regions using a service-learning model and approach;
- Keynote speakers and expert moderators available for conferences;
- At least one annual expert meeting and round table event;
- Facebook - LinkedIn - Twitter - Instagram;
- Dedicated website: www.igcat.org.

WEBSITES AND DATABASE

In 2020, IGCAT continued the collaboration with Enric Gomez Web Design Studio, based in Calella (Barcelona) who is in charge of the server maintenance and design of all the websites run by IGCAT (IGCAT website, European Region of Gastronomy website, and European Young Chef Award website).

IGCAT Website – www.igcat.org



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

In 2020, in order to give more visibility to the organisations and people who support IGCAT, two new sections were added to the website:

- **Our Partners**, where the logos of IGCAT's partner institutions and entities are displayed with direct links to their websites;
- **Who we are**, including photos and profiles of IGCAT's Board, staff, external collaborators and experts that have actively contributed to IGCAT's activities throughout the year.

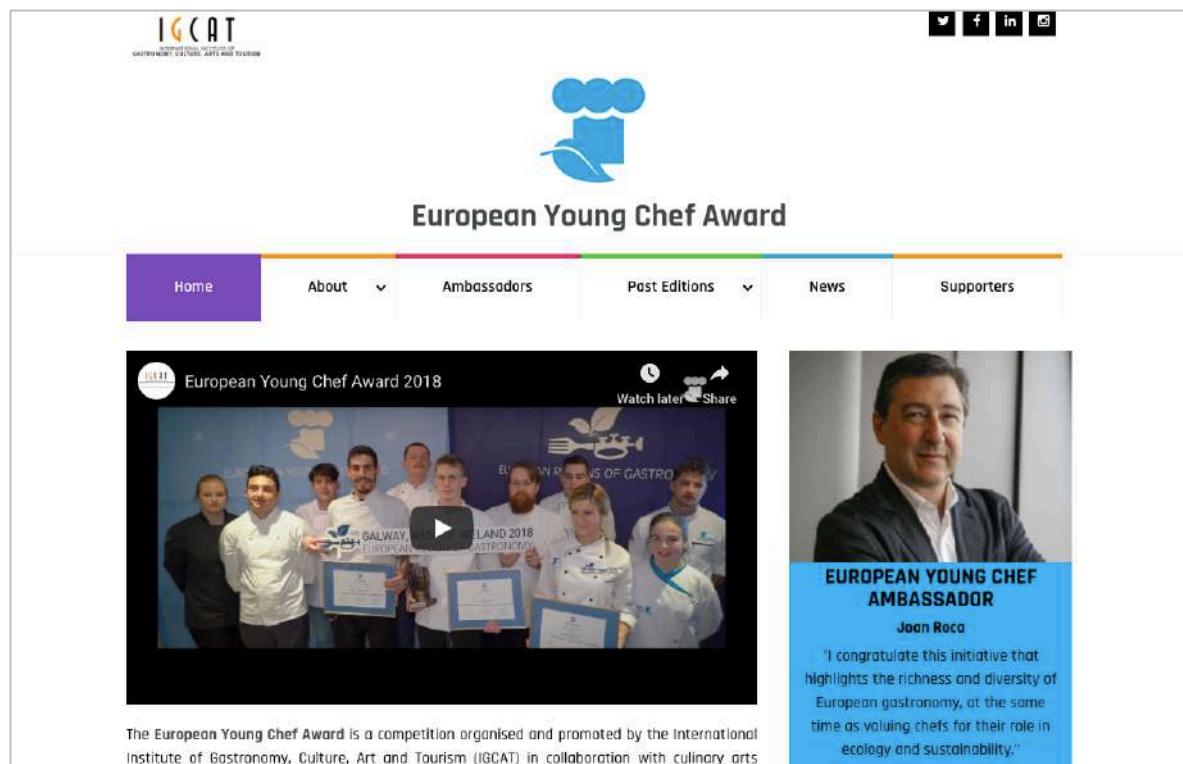
European Region of Gastronomy Website – www.europeanregionofgastronomy.org



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

IGCAT keeps working to increase the attractiveness of the website and include updated content.

European Young Chef Award Website – www.europeanyoungchefaward.org



IGCAT manages the European Young Chef Award website as a promotional tool for the competition. Content is organised as follows: About section describing Mission, Rules and Open Calls; Ambassadors section displaying the profiles of IGCAT Regional Chef Ambassadors; Past Editions reporting information about and videos of the previous years' contests; News section, regularly updated with news concerning past and current editions; and, Supporters section, listing the sponsors of the contest.

Database

In 2020, IGCAT kept updating its database of contacts and created several mailing lists of relevant contacts for specific projects and events on IGCAT's Gmail account info@lgsat.org. IGCAT's collection and use of contacts complies with the GDPR (EU) 2016/679.

SOCIAL MEDIA

In 2020, IGCAT fine-tuned its social media strategy in order to reach a wider and more targeted audience, as well as strengthen its presence worldwide by giving enhanced visibility to its core values and flagship projects. Posts have been published both in English and Spanish, the latter in order to reach regions interested in the World Region of Gastronomy title in the Americas.

IGCAT regularly disseminated ideas, values, projects and articles on **Facebook** (2,054 followers), **Twitter** (749 followers), **LinkedIN** (597 followers) and **Instagram** (675 followers) where photos and videos are uploaded concerning IGCAT and the Regions of Gastronomy activities.

Social media campaigns focused on IGCAT's international competitions involving the European Regions of Gastronomy particularly encouraged audience engagement and interaction. The Food Film Menu campaign with a people's choice vote on Facebook and the European Food Gift Challenge campaign, giving individual visibility to all winning products, offered engaging content that the regions were willing to share and re-post through their own channels, creating momentum around these initiatives.

According to IGCAT's latest social media report, in 2020 more than 50.000 people have reached IGCAT's social media pages and website.



IGCAT'S VIDEO



In 2020, Raúl Torres, social media manager at IGCAT, edited a new official video for IGCAT that illustrates the Institute's philosophy and main values, alongside its major projects and initiatives. The video is available on IGCAT's website and YouTube channel (<https://youtu.be/gZZ42TJCNUU>).

STRATEGY PLAN 2020-2030

In light of past achievements and new challenges and opportunities that have emerged, in 2020 IGCAT started to work on a new 10-year Strategy Plan for 2020-2030 with the aim to consolidate the actions undertaken thus far and establish a clear working direction for the years ahead, especially in view of fully developing a World Regions of Gastronomy Platform.

The Plan describes the mission, vision and background of IGCAT, as well as its main objectives:

- to empower and engage citizens by raising awareness about the importance of cultural and food diversity;
- to attract international visibility to important gastronomic destinations that are working for sustainable food futures;
- to support international collaboration, knowledge sharing and best practise exchange for the benefit of regional development.

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

- IGCAT Global Network of Experts
- European Region of Gastronomy Award and Platform
- World Region of Gastronomy Award and Platform
- European Young Chef Award
- European Food Gift Challenge
- Top Visitor Experience
- Food Film Menu
- Webinars, toolkits and best practise content
- FLAG fund for lesser-economically developed region

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

NEWS AND NEWSLETTERS

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

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

Subscribers to IGCAT Newsletter include 5,325 people, many of the readership being people in key positions in intergovernmental agencies and governments world-wide and/or press, news outlets.

IGCAT's Voice is the opening section of the newsletter and is provided each time by a different member of IGCAT to raise a specific concern or issue. In 2020 IGCAT's Voice has come from IGCAT Experts:

- **Jiao Hui**, China, Focal Point of Chengdu with UNESCO Creative Cities Network;
- **Ilona Sares**, Finland, International Executive Director, Rural Women's Advisory Organisation & ProAgria Eastern Finland;
- **Vita Datau**, Indonesia, Head of Acceleration Team for the Development of Culinary and Shopping Tourism, Ministry of Tourism of the Republic of Indonesia;
- **Barbara Zmrzlikar**, Slovenia, Project Coordinator of Slovenia, European Region of Gastronomy 2021 and Head of Research and Development department, Slovenian Tourist Board.



In 2020, IGCAT has sent out four quarterly newsletters including news items about **IGCAT** (11), the **European Region of Gastronomy Platform** and **international joint projects** (8). News items about single European Regions of Gastronomy concerned:

- Catalonia 2016 (2)
- Minho 2016 (1)
- Aarhus-Central Denmark 2017 (1)
- Kuopio 2020-21 (5)
- Slovenia 2021 (4)
- Coimbra 2021 (4)
- Menorca 2022 (4)
- Trondheim-Trøndelag 2022 (4)
- Hauts-de-France candidate 2023 (1)

As for World News included in 2020 newsletters, a total of 17 news items were sent with the following geographical distribution: **world/global trends** (8); **Europe** (2); **Asia** (1); **Africa** (1); **America** (3); and **Oceania** (2).

As for the topics concerned, World News included:

- Sustainable agriculture and food systems
- Culture
- Tourism
- Sustainable development
- Biodiversity protection
- Environment and climate change
- Food waste
- Health and wellbeing

Most of the World News items dealt with consequences, ways of coping with and recovery from the Covid-19 pandemic within the above-mentioned areas.

IGCAT WEBINARS

In 2020, the proliferation of e-learning channels and webinars has prompted IGCAT to look at how to utilise its network of global experts fully and provide awarded, candidate and potential Regions of Gastronomy with more online tools. Therefore, in part as a response to Covid-19 and in an effort towards enhanced sustainability of its operations, IGCAT began to step up its delivery of webinars. Many within the European and World Region of Gastronomy Platform have congratulated IGCAT for this work and asked for more webinars to be held.

2020 IGCAT Webinars organised for the European Regions of Gastronomy Platform included:

- **PROCUREMENT POLICY AND HOW POLICY CHANGE CAN BE EFFECTED FOR FOOD PROCUREMENT**
Presented by **Jacinta Dalton**, IGCAT Expert and Advisory Board, Head of Culinary Arts & Service Industries at the Galway International Hotel School, Galway Mayo Institute of Technology - Galway-West of Ireland, European Region of Gastronomy awarded 2018
- **APP FOR TOP VISITOR EXPERIENCES IN FOOD REGIONS**
Presented by **Francisco Guitard**, Founder and Executive Director of NAUTA Institute
- **TRØNDERKS FOOD FESTIVAL - BREWERY FESTIVAL**
Presented by **Kristine Rise**, Project and Marketing Manager, Oi! Trøndersk Mat og Drikke AS - Trondheim-Trøndelag, European Region of Gastronomy awarded 2022
- **EUROPEAN REGIONS OF GASTRONOMY - POST COVID-19 OPPORTUNITIES**
Presented by **Diane Dodd**, President of IGCAT and Executive Director of the European Region of Gastronomy Platform
- **REKO CHAINS - FAIR DIGITAL SALES PLATFORM FOR LOCAL PRODUCERS**
Presented by **Thomas Snellman**, Founder of the REKO model - Kuopio, European Region of Gastronomy awarded 2020-2021
- **FOOD WASTE CHALLENGE FOR THE REGIONS OF GASTRONOMY**
Presented by **Benjamin Lephilibert**, Managing Director, LightBlue Environmental Consulting and **Toine Timmermans**, Director, Stichting Samen Tegen Voedselverspilling (Together Against Food Waste Foundation)

- **LINKING ENO-TOURISM, CULTURE AND GASTRONOMY: ITER VITIS, A CULTURAL ROUTE OF THE COUNCIL OF EUROPE**

Presented by **Emanuela Panke**, IGCAT Expert and President of the Iter Vitis Cultural Route of the Council of Europe

- **DEVELOPING LARGE SCALE GASTRONOMY EVENTS IN AARHUS 2017**

Presented by **Jesper H. Christensen**, IGCAT Expert and Special Advisor, Business Region Aarhus – Aarhus-Central Denmark, European Region of Gastronomy awarded 2017

- **DEVELOPING CITIZEN ENGAGEMENT IN SOUTH AEGEAN 2019**

Presented by **Heidi Lazani**, IGCAT Expert and Founder of Bespoke Communications, former Head of the Executive Committee of South Aegean, European Region of Gastronomy award 2019

- **FOOD, WELL-BEING AND WELLNESS TOURISM IN THE REGIONS OF GASTRONOMY**

Organised in the framework of the 7th Annual IGCAT Experts Meeting and chaired by **Diane Dodd**, President of IGCAT and Executive Director of the European Region of Gastronomy Platform. Contributors:

Ariadna Ribas, IGCAT Expert, Wine & Food Tourism Brand Manager of the Catalan Tourist Board – Catalonia, European Region of Gastronomy awarded 2016

Barbara Zmrzlikar, IGCAT Expert, Head of Department of Research, Development, Innovation and EU Projects of the Slovenian Tourist Board – Slovenia, European Region of Gastronomy awarded 2021

David Vidal, CEO of Promotion and Product of the Fundació Foment del Turisme de Menorca – Menorca, European Region of Gastronomy awarded 2022

Parvathy Venugopal, CEO of GreenEscapes Oy – Kuopio, European Region of Gastronomy awarded 2020-2021

Furthermore, IGCAT held a number of solidarity webinars on Post Pandemic Recovery Opportunities for potential World Regions of Gastronomy from across the globe including: Azerbaijan; China; Georgia; Indonesia; The Caribbean; and the United States.

EUROPEAN REGION OF GASTRONOMY

In 2020, **Hauts-de-France** joined the European Region of Gastronomy Platform. IGCAT analysed the region's bid book for the title **European Region of Gastronomy 2023** and subsequently organised a successful jury visit to the region on 13-17 October 2020, despite the difficult circumstances. The jury was supervised by Dr. Diane Dodd (IGCAT) and included the following experts: Jesper H. B. Christensen (Denmark); Jaume Gomila (Menorca); and Jens Storli (Trondheim-Trøndelag).

From our news section:



Hauts-de-France recommended for 2023 European Region of Gastronomy title

15 October 2020 – An international jury of four experts from IGCAT and awarded European Regions of Gastronomy, recommended Hauts-de-France for the title European Region of Gastronomy 2023.

On 10 and 18 January 2020 respectively, **Trondheim-Trøndelag** (Norway) and **Menorca** (Spain) locally held their award ceremonies and officially received the **European Region of Gastronomy Award 2022** that, in both occasions, was handed over by President of IGCAT, Dr. Diane Dodd.

From our news section:



Trondheim-Trøndelag awarded European Region of Gastronomy 2022

10 January 2020 – Trondheim-Trøndelag was officially awarded the European Region of Gastronomy 2022 title in front of policy-makers and stakeholders from the region, on 10 January 2020, in Trondheim.



Menorca awarded European Region of Gastronomy 2022

18 January 2020 – Menorca was officially awarded the European Region of Gastronomy 2022 title on 18 January 2020 in recognition of the region's efforts to support local food and cultural diversity.

On 11 September 2020, **Kuopio** officially opened its kick-off year as **European Region of Gastronomy 2020-21** under the theme *Life According to Nature's Rhythm*. The ceremony was hosted at Kuopion Saana building for local stakeholders and live streamed on YouTube for the international audience. Unable to attend the event due to the travel restrictions imposed by Covid-19, colleagues from the European Regions of Gastronomy Platform and IGCAT sent a collective video message of support.

From our news section:



Life According to Nature's Rhythm starts!

11 September 2020 – Kuopio officially opened its kick-off year as European Region of Gastronomy 2020-21 under the theme of *Life According to Nature's Rhythm*, with a special focus on nature, healthy food and well-being.

During the extraordinary times brought about by the pandemic, IGCAT made all efforts to keep supporting the European Region of Gastronomy Platform and spread a strong message of solidarity, highlighting the important role of regional stakeholders in maintaining moral and thinking strategically about post-pandemic recovery.

In particular, in 2020 IGCAT supported brainstorming exercises, knowledge sharing and best practices exchange between the regions by organising:

- two online Platform meetings:
 - 19th ERG Platform Meeting, 17 March;
 - 20th ERG Platform Meeting, 18 November;
- a series of webinars on specific topics of interest for the Platform members;
- several individual meetings with representatives of the regions.

Finally, with the European Region of Gastronomy Platform's 5th birthday approaching and 14 awarded regions so far, in December 2020 IGCAT launched an online evaluation within the Platform. With this initiative, IGCAT hopes to gather useful information from the regions to compile statistics and data that demonstrate how the European Region of Gastronomy Award and Platform can support more sustainable futures.

Further news from the European Regions of Gastronomy included:



Kuopio's gastronomy captivates Lonely Planet

9 January 2020 - In the article 'Finnish your food in Kuopio: European Region of Gastronomy 2020,' Lonely Planet offers a glimpse on Kuopio region's most characteristics activities related to food, local specialties, restaurants and fine dining opportunities.



Menorcan gastronomy presented in Madrid

23 January 2020 - Menorca, European Region of Gastronomy awarded 2022 was presented in Madrid in front of 25 food and travel journalists and bloggers from main Spanish media specialised in gastronomy, on 21 January 2020.



Slovenia to acknowledge local green gastronomy

18 March 2020 - In an effort to build a lasting legacy for its European Region of Gastronomy 2021 title, Slovenia recently announced a plan to integrate sustainable gastronomy into the Green Scheme of Slovenian Tourism.



Coimbra Region boosts the quality of its food events

25 March 2020 - Considered one of the 7 Gastronomic Wonders of Portugal, the *chafana* was celebrated at the 9th Chafana da Lousã Gastronomic Festival, the first event officially branded with Coimbra Region, European Region of Gastronomy awarded 2021.



Trondheim hosts Michelin Nordic Countries 2020

26 March 2020 - Trondheim-Trøndelag, European Region of Gastronomy awarded 2022 strengthened its position on the international gastronomic scene, as the city of Trondheim hosted the Michelin Nordic Stars 2020 announcement on 17 February 2020.



Menorca encourages local consumption

30 March 2020 - Despite the huge challenges brought about by the COVID-19 global outbreak, Menorca is strengthening its support to local producers by encouraging the island's community to opt for local, fresh, seasonal and sustainable products.



Creative Tastebuds conference postponed to 2021

31 March 2020 - *How can our sense of taste save the planet?* is the theme of Creative Tastebuds 2020, an interdisciplinary symposium on taste and sustainability to be held in Aarhus-Central Denmark, European Region of Gastronomy awarded 2017.



Kuopio supports local food and businesses

2 April 2020 - Supporting local food and small businesses is one of the main focuses of Kuopio, European Region of Gastronomy awarded 2020-21. A mission reinforced by the region's efforts to counteract the impacts of the COVID-19 outbreak.



Coimbra Region brings producers closer to the consumers

29 April 2020 - The first *Online Market of PDO Wine and Cheese* was launched on 11 April 2020 by Coimbra Region, European Region of Gastronomy awarded 2021, as part of its programme *A Million Food Stories*.



Catalonia puts the spotlight on local producers

14 May 2020 - *#AlimentsDeProp (LocalFood)* online search engine has been launched by Catalonia, European Region of Gastronomy awarded 2016 with the aim to support and promote the local agrifood sector during the COVID-19 crisis.



Coimbra Region celebrates National Day of Portuguese Gastronomy

2 June 2020 - Coimbra Region, European Region of Gastronomy awarded 2021 celebrated the National Day of Portuguese Gastronomy, on 30-31 May with traditional recipes and talented chefs on social media.



Slovenia, National Geographic's 2021 tasty escape

15 June 2020 - National Geographic nominated Slovenia (awarded European Region of Gastronomy 2021 by IGCAT), next year's culinary destination, describing it as a country with a uniquely varied gastronomic landscape.



Slovenia hosts its first Michelin Stars Revelation event

19 June 2020 - The excellent gastronomy of Slovenia, European Region of Gastronomy awarded 2021 was highlighted at the first Michelin Stars Revelation event ever held in the country, on 16 June 2020.



Trøndersk Food Festival's innovative response to gathering restrictions

29 June 2020 - In 2020, Trøndersk Food Festival (30 July-1 August) will take on an innovative format by scattering many different food-related activities around the region of Trondheim-Trøndelag.



A digital gastromap for Kuopio 2020-2021

30 June 2020 – A digital gastromap highlighting food-related experiences in Kuopio, European Region of Gastronomy awarded 2020-2021 has been launched on the renewed travelling website www.kuopiotahko.fi.



Kuopio Region hosted its 1st Local Food Gift Challenge

4 September 2020 – Kuopio, European Region of Gastronomy awarded 2020-21 hosted its first Local Food Gift Challenge to select the best food and craft products from the region that will compete in the forthcoming IGCAT's European Food Gift Challenge.



Traveller magazine highlights Slovenia as best destination for 2021

30 September 2020 – Slovenia, European Region of Gastronomy 2021, has been selected as best holiday destination for 2021 by world-renowned luxury travel magazine, Condé Nast Traveller.



Menorca combines local cuisine, gastronomy and cinema

2 October 2020 – Menorca, European Region of Gastronomy 2022 put the spotlight on local food and culture at the OFF Festival, in the framework of the Menorca International Film Festival.



Get ready for Coimbra Region's Million Food Stories!

2 October 2020 - Under the theme *A Million Food Stories*, Coimbra Region is getting ready to launch their title year as European Region of Gastronomy 2021, awarded by IGCAT. Their programme will kick start in January 2021.



The marvelous potato at Trondheim's Credo

2 October 2020 - Blue Congo from Overhalla, almond potatoes from Kvikne and red Asterix are among the colorful potatoes that 5-year-olds from Trondheim-Trøndelag, European Region of Gastronomy 2022, got to know and cook during the ØKOUKA (EcoWeek).



Local food underpinning Menorca's economic recovery

5 October 2020 - The rich gastronomic potential of Menorca, European Region of Gastronomy 2022, was celebrated at the *Mostra de Cuina Menorquina* (Festival of Menorcan Cuisine), successfully held from 18 September to 4 October 2020.



Gastronomy and sustainability go hand in hand in Menorca

20 October 2020 - Menorca, European Region of Gastronomy 2022, strengthened its commitment to uphold local products by celebrating the 2nd edition of the Gastronomic Days of the *Vedella Vermella*.



The 1st Food Film Day builds a legacy for Kuopio 2020-21

23 October 2020 - The overall winner and two runners-up of IGCAT's Food Film Menu 2020 were shown at the first edition of the Food Film Day in Kuopio, European Region of Gastronomy 2020-2021.



Kuopio's ANTI Festival brings gastronomy and arts together

26 October 2020 - Food will be the central theme of Kuopio's ANTI - Contemporary Art Festival 2020 (27 October - 1 November), that this year celebrates Kuopio, European Region of Gastronomy 2020-21.



Kuopio region highlighted in national Finnish travel guide

27 October 2020 - Kuopio, awarded European Region of Gastronomy 2020-21 by IGCAT, was featured in *Madventures Travel Guide to Finland*, published on 15 October 2020 by Riku Rantala and Tuomas Milonoff.



Good food for the elderly in Trondheim-Trøndelag

13 November 2020 - Trondheim-Trøndelag, European Region of Gastronomy awarded 2022 by IGCAT is paving the way for the introduction of more locally produced food into elderly nursing homes by creating a local collaborative network.



Kuopio calls for more local food in school menus

19 November 2020 - Efforts to ensure good food for everyone are underway in Kuopio, European Region of Gastronomy awarded 2020-21 that is supporting Kuopio's City Council initiative to increase the share of locally-produced food in schools.



Slovenia: sustainability and top-quality food experiences

24 November 2020 - Slovenia, European Region of Gastronomy 2021 was highlighted at WTM London 2020 as a destination for excellent gastronomic experiences, with a special focus on sustainability.



A Traditional Gastronomy Book for Coimbra Region 2021

11 December 2020 - With the aim of promoting local gastronomy and regional endogenous products, Coimbra Region, European Region of Gastronomy 2021 is preparing its Traditional Gastronomy Book.



Gastronomy fosters out-of-season tourism in Menorca

18 December 2020 - Menorca, European Region of Gastronomy 2022 strengthens the link between local food producers and restaurants, thereby supporting the promotion of traditional cuisine on local menus.



Catalonia's recipe to restart the tourism sector

28 December 2020 - Public-private cooperation for the development of a sustainable tourism model has been the key focus in Catalonia, European Region of Gastronomy 2016 awarded by IGCAT to relaunch the region as an international tourism destination.

WORLD REGIONS OF GASTRONOMY



Following the 1st World Regions of Gastronomy Meeting held in Catalonia (26 March 2019), in 2020 IGCAT continued exploring the possibility of creating a World Regions of Gastronomy Platform, inviting regions that have a strong gastronomy profile, are committed to working sustainably and willing to develop cross-marketing initiatives.

IGCAT experts around the globe see a great value in extending IGCAT's flagship project in Europe to other continents so that other regions can benefit from the international visibility, credibility, knowledge exchange and local energy that the Award and Platform generates. Our shared aim is to push the sustainability agenda by growing a world movement of awarded Regions of Gastronomy that want to make a positive difference by celebrating their rich food and cultural diversity.

Though the worldwide spread of the Covid-19 pandemic has partially hindered this process, conversations have been opened with several regions from all over the globe that expressed a strong interest in bidding for the World Region of Gastronomy title and being part of a knowledge-sharing Platform. These include regions from: Brazil; Chile; Canada; the United States; Trinidad and Tobago; Azerbaijan; Georgia; Indonesia; China; Vietnam; Jordan; Namibia; Tunisia; and Saudi Arabia.

In 2020, many of them attended IGCAT's solidarity webinars on Post Pandemic Recovery Opportunities for potential World Regions of Gastronomy, recognising the positive impacts that the Award and Platform can bring about, especially in terms of post-pandemic recuperation.

FLAG – FUND FOR LOCAL ARTS AND GASTRONOMY



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

As a result, in 2019 IGCAT Board have approved the launch of **FLAG - Fund for Local Arts and Gastronomy** to support lesser-economically developed regions in the world in the implementation of initiatives and projects related to culture and food. Currently, the Board is still considering how to develop donations and sponsorship for this initiative and aims to implement FLAG in 2021.

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

The FLAG initiative has already raised 3,000 euros thanks to the contributions of IGCAT Experts Ilona Sares and Jaume Gomila, who waived their fees for work conducted on behalf of IGCAT in favour of starting the Fund, and IGCAT is currently working on how to better plan this initiative in order to collect more funds and establish clear criteria to select the beneficiaries.

EUROPEAN YOUNG CHEF AWARD

The fifth edition of the European Young Chef Award was due to take place in Minho, European Region of Gastronomy awarded 2016. Unfortunately, restrictions and travel bans related to the Covid-19 pandemic and affecting almost all European countries, forced IGCAT to postpone the competition to 2021.

Despite the difficult circumstances, two regions (Slovenia 2021 and Minho 2016) managed to organise their local young chef contests:



Slovenia holds first virtual local young chef competition

1 June 2020 - Local cuisine and young cooking talents were celebrated in Slovenia, European Region of Gastronomy awarded 2021 at the first virtual regional young chef competition.



Young chefs innovate Minho's cuisine at the MYCA 2020

21 December 2020 - An excellent technique and engaging storytelling earned Pedro Cruz the Best Kitchen Chef prize at the 3rd Minho Young Chef Awards, held on 17 December 2020 in Braga.

EUROPEAN FOOD GIFT CHALLENGE

Despite the complex situation brought about by the Covid-19 pandemic, in 2020, IGCAT successfully organised the 1st European Food Gift Challenge in collaboration with Kuopio, European Region of Gastronomy awarded 2020-21. The competition was hosted by Savonia University of Applied Sciences in Kuopio and gathered a total of 21 locally-produced, high-quality food and food-related crafts products from different European Regions of Gastronomy.

The following 10 products were selected as European Food Gifts 2020, including 7 food gifts and 3 craft gifts related to food:

- **Willimaku gift collection**, including spruce sprout syrup, dandelion buds “capers” and non-alcoholic sparkling drink with meadowsweet taste by Willimaku company (Kuopio);
- **Shipping basket from Trøndelag**, including a variety of local artisanal products ranging from cheeses produced in Gangstad Cheese-Factory, to marmalade and honey from cooperating companies (Trondheim-Trøndelag, European Region of Gastronomy awarded 2022);
- **Talwimaku Christmas present**, including Mulled wine concentrate and mulled wine marmalade by Willimaku company (Kuopio);
- **Creamy honey with Isabella grapes** by Mr.Bee, Nika Poslek s.p. (Slovenia, European Region of Gastronomy awarded 2021);
- **Organic honey** by Virtalan tila farm (Kuopio);
- **Vegan hazelnut butter** by Farm Košec (Slovenia);
- **Canned garlic pike** by Haapaniemi Travel (Kuopio);
- **Talla-Coques** by Syf-Artesana, a pastry-cutter made of wild olive wooden tool used to cut *coca*, a typical pastry from Menorca (Menorca, European Region of Gastronomy awarded 2022);
- **Clay hot pot holder** by Podbočje Primary School Tourist Youth (Slovenia);
- **Pastisset flower biscuit cutter earrings** by Núria Deyà (Menorca).

Due to travel restrictions imposed by Covid-19, the jury of experts for the competition included both local members from Finland, who were able to attend in person and focused on the sensorial appraisal of the products, as well as international experts from IGCAT and the Regions of Gastronomy, who

evaluated the products online assessing their compliance with criteria such as sustainability of product and package, storytelling, uniqueness, innovation on tradition and connection with the region.

The jury was chaired by Jacinta Dalton (Galway-West of Ireland, European Region of Gastronomy awarded 2018) and included international members Joana Santos (Minho, European Region of Gastronomy awarded 2016) and Jesper Christensen (Aarhus-Central Denmark, European Region of Gastronomy awarded 2017), as well as local jury members: Raisa Leinonen (Savonia University of Applied Sciences); Marko Rossi (Kalevala Spirit); Sirpa Karppi (K-Market Neulamuikku); Elena Chiksoeva (Lapland Hotel); and Sinikka Määttälä (Expert on food production education and influencer of Savonian food culture).

The winning products were officially announced at the Opening Ceremony of Kuopio, European Region of Gastronomy awarded 2020-2021 held on 11 September 2020. Highlighted in a dedicated section on IGCAT's website ([European Food Gifts 2020](#)), the gifts were also given prominence through dedicated posts on IGCAT's social media accounts. Moreover, producers received from IGCAT an official certificate and 1,000 labels with IGCAT's and the European Region of Gastronomy Platform's logos to attach to their products for further visibility.

The European Food Gift Challenge celebrates the food and cultural uniqueness of the European Regions of Gastronomy by supporting and giving international visibility to local craftsmanship related to food; promoting innovation on local artisanal products; stimulating collaborations between local producers, entrepreneurs, designers and craftspeople; and imbedding regional narratives in local food gifts.



Winners of the 1st European Food Gift Challenge announced

11 September 2020 – Food and cultural uniqueness of the European Regions of Gastronomy was celebrated at the 1st European Food Gift Challenge, organised by IGCAT and hosted by Kuopio 2020-21, on 10 September.

FOOD FILM MENU

In February, IGCAT officially launched a call for submissions to the Food Film Menu 2020 to encourage high-quality audio-visual content highlighting regional food and cultural diversity.

Under the theme **Food Stories**, the competition collected short films and videos from candidate and awarded Regions of Gastronomy that sought to promote local food products, recipes, food producers, chefs, food traditions, food innovations, sustainable food techniques and practises, food landscapes and/or built heritage related to regional gastronomy.

Out of 33 submissions, 29 short films and videos were declared eligible according to the competition's rules and evaluated by an international jury of IGCAT experts who selected the best food film in each of the 7 categories of the Food Film Menu 2020:

- **Home of Nordic Flavours 2020** (Trondheim-Trøndelag, European Region of Gastronomy awarded 2022) – Winner of the category REGIONS OF GASTRONOMY;
- **Levi Devžej** (Slovenia, European Region of Gastronomy awarded 2021) – Winner of the category EUROPEAN YOUNG CHEFS;
- **A Taste of Sant Joan** (Menorca, European Region of Gastronomy awarded 2022) – Winner of the category FOOD-RELATED VISITOR EXPERIENCES OR FOOD GIFTS FROM THE REGIONS OF GASTRONOMY;
- **Mayonnaise, The Universal Sauce** (Menorca, European Region of Gastronomy awarded 2022) – Winner of the category HISTORICAL FOOD ROUTES;
- **Talent & Creativity** (Catalonia, European Region of Gastronomy awarded 2016) – Winner of the category NEW FOOD TRENDS;
- **Making Norway: Taste the Picture** (Trondheim-Trøndelag, European Region of Gastronomy awarded 2022) – Winner of the category ENVIRONMENT AND FOOD;
- **Table, Set Yourself** (Aarhus-Central Denmark, European Region of Gastronomy awarded 2017) – Winner of the category FOOD AND THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS.

The international jury was chaired by Mai Damgaard Rasmussen (Denmark), Director of Aarhus's FoodFilmFestival and included: Alessio Cavicchi (Italy), Professor at the Department of Education,

Cultural Heritage and Tourism at University of Macerata; Daniela Jelinčić (Croatia), Senior Research Advisor at the Institute for Development and International Relations of Zagreb; Dorian Lungu (Romania), trainer in management of intercultural learning; Robert Palmer (Scotland), independent consultant and former Director of Culture, Cultural and Natural Heritage at the Council of Europe; Marina Simião (Brazil), Professor at the Pontifical Catholic University of Minas Gerais; and Lidia Varbanova (Bulgaria), Senior consultant, lecturer and researcher in arts, culture and the creative industries.

A people's choice vote was then launched on IGCAT's social media for the public to select the best Food Films Overall among the 7 shortlisted by the jury:

- **1st Prize – Levi Devžej** (Slovenia 2021)
- **2nd Prize – Home of Nordic Flavours 2020** (Trondheim-Trøndelag 2022)
- **3rd Prize – Mayonnaise, The Universal Sauce** (Menorca 2022)

The announcement of the Food Film Menu 2020 overall winners took place during the Opening Ceremony of Kuopio, European Region of Gastronomy awarded 2020-2021, held on 11 September 2020 and live streamed on YouTube for the international audience. In the following weeks, all category winners received an official certificate from IGCAT.

Besides being permanently showcased on [IGCAT's website](#), the Food Film Menu 2020 (including all 7 category winners) was screened at ASTRA International Film Festival in Sibiu, on 12 September 2020. Agreements were in place to screen the Food Film Menu 2020 at Girona International Film Festival (Catalonia), the FoodFilmFestival (Aarhus-Central Denmark), and Kosmorama Film Festival (Trondheim-Trøndelag). Unfortunately, due to anti-Covid-19 safety measures, these festivals were forced to cancel their programmes. It is their desire to showcase the Food Film Menu 2020 as soon as the circumstances permit it.

Through the Food Film Menu, IGCAT and the Regions of Gastronomy recognise the audio-visual sector as a powerful tool to safeguard and showcase regional food cultures, currently endangered by globalisation, climate change and the loss of biodiversity.



Food Film Menu 2020 officially launched!

12 February 2020 – IGCAT has just opened a call for submissions to the Food Film Menu 2020 competition with the aim to place a spotlight on awarded and candidate Regions of Gastronomy and their culinary heritage.



Levi Devžej by Matic Borković elected overall winner of the Food Film Menu 2020

11 September 2020 – The short film Levi Devžej from Slovenia, European Region of Gastronomy 2021, was announced Overall Winner of the Food Film Menu 2020, organised by IGCAT.



Home of Nordic Flavours 2020 awarded 2nd prize in the Food Film Menu 2020

11 September 2020 – The short film Home of Nordic Flavours 2020 from Trondheim-Trøndelag, European Region of Gastronomy 2022, has been awarded 2nd prize of the Food Film Menu 2020, organised by IGCAT.



Mayonnaise, The Universal Sauce gets 3rd prize in the Food Film Menu 2020

11 September 2020 – The short film Mayonnaise, The Universal Sauce from Menorca, European Region of Gastronomy awarded 2022, has been awarded 3rd prize of the Food Film Menu 2020, organised by IGCAT.

TOP VISITOR EXPERIENCES

On 10 September 2020, IGCAT and Kuopio organised a webinar on Wellness, Well-being and Gastronomy related tourism within the context of the 7th Annual IGCAT Expert's Meeting. During the webinar, representatives from IGCAT and the European Regions of Gastronomy looked at how regions can support entrepreneurs to build exciting, educational and 5* food and gastronomy experiences.

Cross-sectoral cooperation, creativity and engaging storytelling were identified as the main elements of successful, top-quality experiences. Furthermore, as the European Regions of Gastronomy share common values, related to sustainability and responsible tourism, it was suggested to capitalise on cross-marketing and shared external promotion, creating a common brand for such experiences.

Conversations are ongoing on how the European Region of Gastronomy Platform can tap this huge potential and best develop the Top Visitor Experiences initiative.

By means of this project, IGCAT hopes to encourage creative, artistic and sensory experimentation to build new and unique food experiences suitable for the local and international visitor to enjoy. The main aims are to:

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

IGCAT ANNUAL GENERAL MEETING



The 7th IGCAT Annual General Meeting was held online on 6 August 2020. At the meeting, IGCAT members approved 2019 accounts and annual report, as well as the budget for 2020 and a few amendments of IGCAT's Statutes to reflect the expanding work of IGCAT.

In particular, the assembly officially approved the nomination of Jaume Gomila (Menorca, European Region of Gastronomy 2022) as the new Secretary of IGCAT and thanked former secretary Eva Canaleta for her dedication to IGCAT over the past 5 years, wishing her well in her new post as Academic Director of Sant Pol School of Hospitality. The assembly renewed all other Board posts.

ANNUAL IGCAT EXPERTS MEETING



7TH ANNUAL IGCAT EXPERTS MEETING on Food, Well-Being and Wellness Tourism

The 7th Annual IGCAT Experts Meeting was organised in Kuopio, European Region of Gastronomy awarded 2020-2021, on 10-11 September 2020, in the framework of the region's opening celebrations for its title years. Due to the Covid-19 related restrictions and travel bans, the event took place online and was virtually joined by experts from all over the world.

At the meeting, participants discussed food, well-being and wellness tourism, as well as explored how the combination of gastronomy, arts, culture and nature can contribute to health and well-being, both for local citizens and discerning visitors.

The 7th Annual IGCAT Experts Meeting kicked off with **IGCAT webinar on Food, Well-being and Wellness Tourism in the Regions of Gastronomy**, held on 10 September 2020, where awarded European Regions of Gastronomy discussed policies to support and promote excellent visitor experiences related to food and well-being.

By putting the spotlight on good case examples from the regions, the debate focused on how to encourage more responsible and better-quality visitor offers that can allure the international visitor that are increasingly curious to explore rural, sustainable, living-it and creative tourism experiences.

Attended by both IGCAT Experts and representatives of the World Regions of Gastronomy Platform, the webinar was also directed to identify opportunities of cross-marketing and international visibility for these visitor experiences offered by the Regions of Gastronomy Platform.

The session was chaired by President of IGCAT, **Diane Dodd, PhD** and included presentations from:

- **Ariadna Ribas**, Wine & Food Tourism Brand Manager of the Catalan Tourist Board - Catalonia, European Region of Gastronomy awarded 2016.
- **Barbara Zmrzlikar**, Head of Department of Research, Development, Innovation and EU Projects of the Slovenian Tourist Board - Slovenia, European Region of Gastronomy awarded 2021.
- **David Vidal**, CEO of Promotion and Product of the Fundació Foment del Turisme de Menorca - Menorca, European Region of Gastronomy awarded 2022.
- **Parvathy Venugopal**, CEO of GreenEscapes Oy - (Kuopio, European Region of Gastronomy awarded 2020-2021.

The 7th Annual IGCAT Experts Meeting continued on 11 September with a **public seminar on Food, Well-being and Wellness Tourism** and included by the following interventions:

- **Prof. Mari Niva** (University of Helsinki) - *Sustainable eating and food consumption now and in the future.*
- **László Puczkó**, IGCAT Expert from Health Tourism Worldwide (Hungary) - *Growth in wellness and gastronomy travel: Setting the context.*
- **Prof. Marjukka Kolehmainen** (University of Eastern Finland) - *Food trends: good for wellbeing or only good business?*
- **Paul Schafer**, author and IGCAT Expert (Canada) - *Arts Education and wellness.*
- **Jury Wuorisalo** (Human Security Finland) - *Human Security and sustainable food production.*
- **Diane Dodd, PhD**, IGCAT's President - *Conclusions from IGCAT webinar on Food, Well-being and Wellness Tourism in the Regions of Gastronomy.*

The public seminar was organised by IGCAT, ProAgria East Finland and Savonia University of Applied Sciences, and was supported by the European Social Fund and the Leverage from the EU 2014-2020 programme. A [full recording](#) of the public seminar is available on YouTube.



European Regions of Gastronomy discuss opportunities in food and well-being tourism

10 September 2020 – The 7th Annual IGCAT Experts' Meeting successfully kicked off with IGCAT webinar on Food, Well-being and Wellness Tourism in the Regions of Gastronomy, on 10 September 2020.



Exploring linkages between food, well-being and sustainable tourism

14 September 2020 – Food, Well-being and Wellness Tourism were at the centre of the public seminar organised in Kuopio on 11 September in the framework of the 7th Annual IGCAT Experts' Meeting.

IGCAT LECTURES AND COURSES



UNIVERSITAT INTERNACIONAL DE CATALUNYA

MA course on Cultural Policies and Institutions

The course aims to take the student on a journey to understand the economic, social, political and other uses (and misuses) of culture and the arts.

The objectives of the course are to:

1. Define what arts and cultural policy are and who uses them.
2. Introduce concept of culture as a divider and as a unit of people(s) (culture and conflict).
3. Widen our understanding of culture and social cohesion.
4. Consider the role of culture in regeneration and economic development.

Students are asked to define arts/cultural policy instruments and who uses them, as well as to consider where dialogue between cultural policies and other policies is useful.

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

CONFERENCES and WORKSHOPS

In 2020, IGCAT was invited to several, mainly online, international conferences and workshops to provide expertise and best practices on different topics, including gastronomy, sustainability, creative tourism, hospitality and food waste. Participation in international forums has also been an occasion to raise the interest of numerous regions both inside and outside Europe in bidding for the Region of Gastronomy Award.



Iter Vitis Caucasus begins with honourable principles

6 February 2020 – On 26-27 January 2020, IGCAT's President, Diane Dodd, PhD participated in the launch of Iter Vitis Caucasus, a route that will gather Azerbaijan, Georgia and Russia to explore wine heritage and develop sustainable tourism throughout the region.



World solidarity for F&B to recover from Covid-19

28 April 2020 – The Covid-19 impact on Food&Beverage businesses was the subject of the online World Leadership Conference hosted by Indonesia on 27 April 2020, where President of IGCAT, Diane Dodd, PhD presented the World Region of Gastronomy initiative.



Rethinking sustainable tourism after Covid-19

9 June 2020 – With a focus on how to ensure survival of hospitality, tourism, events and culture related businesses in the Covid-19 crisis, President of IGCAT, Diane Dodd, PhD offered a series of three online lectures organised by CISP, as part of the CROSSDEV project.



Creativity as a tool to build sustainable tourism offers

5 December 2020 - On 2-4 December 2020, President of IGCAT, Diane Dodd, PhD participated in the 8th International Seminars' Week on Tourism and Destinations in Turbulent Times organised by the University of Macerata (Italy).



Food waste prevention is a UN sustainability goal

16 December 2020 - On 14 December 2020, President of IGCAT, Diane Dodd, PhD and IGCAT Expert, Barbara Zmrzlikar took part in the UN's One Planet Network International forum on Food Waste Prevention and Sustainable Food Production.

ORGANIGRAM

The structure of the Institute in 2020 was:

EXECUTIVE BOARD

Dr. Diane Dodd
President

Dr. Edith Szivas
Vice-President Finance

Jaume Gomila
Executive Administrator

Dr. Marta Crispí
Vocal

EUROPEAN REGION OF GASTRONOMY REPRESENTATIVES TO THE BOARD

Blanca Cros i Mol
Spain

Jacinta Dalton
Ireland

Ilona Sares
Finland

Janez Bogataj
Slovenia

WORLD REPRESENTATIVES TO THE BOARD

Caroline Couret
Spain

Dr. Kris Rampersad
Trinidad and Tobago

Marina Simião
Brazil

Larissa Uwase
Rwanda

Dr. Lidia Varbanova
Canada

Dr. Jutamas Wisansing
Thailand

STAFF

Fabrizia Toccoli
International Projects
Manager

CONTRACTED IGCAT EXPERTS

Dr. Diane Dodd
Executive Director of the
European Region of
Gastronomy project
President of the Jury for
Hauts-de-France 2023

Jaume Gomila
Jury for Hauts-de-France
2023

Jesper H. B. Christensen
Jury for Hauts-de-France
2023

Jens Storli
Jury for Hauts-de-France
2023

Caroline Couret
Visiting Lecturer, UIC MA
Course

EXTERNALS

Enric Gómez
EnricGomez Web Design
Studio

Raül Ruiz
Make a Coffee

Be One Consulting
Accountants

Badia Associates
Legal Firm

INTERNSHIPS

Raul Torres
Colombia

Julia Benzinger
United States

Aroa Sardinña Herrera
Spain

VOLUNTEERS

Benjamin Brian Wills Dodd
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