

INTERNATIONAL INSTITUTE OF
GASTRONOMY, CULTURE, ARTS AND TOURISM



2021

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:

- 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 balanced 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.

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 provides the **European** and the **World Region of Gastronomy Award** and is the official secretariat for the **World** and **European 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 Websites for Foodie Travelers**. 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 2021, the Board of IGCAT included:

5 EXECUTIVE BOARD MEMBERS:

IGCAT PRESIDENT, Dr. Diane Dodd, Spain – Executive Director, 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

IGCAT EXECUTIVE BOARD VOCAL, Omar Valdez, Andorra – Executive Director, UNWTO Academy (newly appointed in December 2021)

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

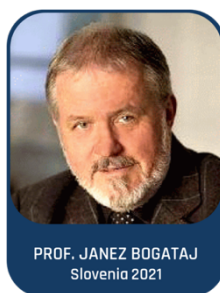
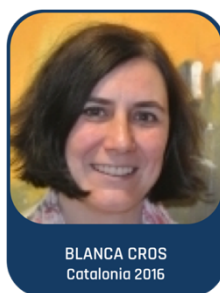
BOARD MEETINGS

In 2021 IGCAT Advisory Board have met three times:

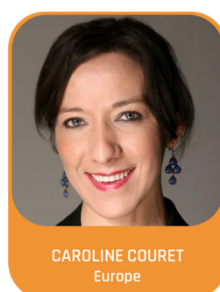
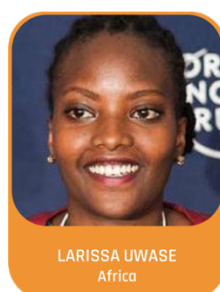
- 24 February 2021: **26th Board meeting**
- 02 June 2021: **27th Board meeting**
- 20 December 2021: **8th IGCAT General Assembly**



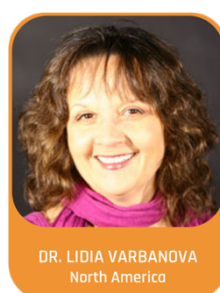
EXECUTIVE BOARD



EUROPEAN REGION
OF GASTRONOMY
REPRESENTATIVES



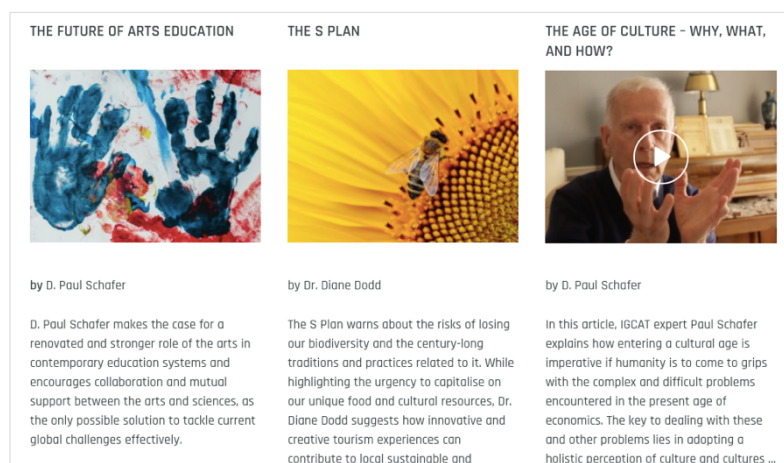
WORLD
REPRESENTATIVES



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

Global Expert Network:

AFRICA	
NAME	COUNTRY
Bilel Aboudi	Tunisia
Boaz Adhengo	Kenya
Oscar Ekponimo	Nigeria
Joyce Gyebi	Ghana
Robert Ngoun	Cameroon
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
Randle Anderson	Jamaica
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
Ana Maria Barata	Portugal
Wendy Barrie	Scotland
Jorge Bernárdez	Spain
Loïc Bienassis	France
Prof. Janez Bogataj	Slovenia
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
EUROPE	
NAME	COUNTRY
Dr. Aleš Gacnik	Slovenia
Dr. Aleš Gacnik	Slovenia
Davinia Galea	Malta
Prof. Roberta Garibaldi	Italy
Dr. Danuta Glondys	Poland
Jaume Gomila	Spain
Fia Gulliksson	Sweden
Dag Hartman	Sweden
Anja van Hout	Netherlands
Antti Iire	Finland
Dr. Daniela Angelina Jelincic	Croatia
Lila Karapostoli	Greece
Monique Knapen	The Netherlands
Dr. Dezső Kovács	Hungary
Dr. Giuseppe Laquidara	Italy
Heidi Lazani	Greece
Dorian Lungu	Romania
José Luis Marques	Portugal
Ulla-Alexandra Mattl	France
Prof. Satu Miettinen	Finland
Mary Miller	Norway
Joana Nogueira	Portugal
Cáit Noone	Ireland
Robert Palmer	United Kingdom
Vasia Papailia	Greece
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 Sejersen	Denmark
Dr. Joost Smiers	The Netherlands
Tanja Strugar	Serbia
Dr. Edith Szivas	Spain

Fabrizia Toccoli	Spain
Dr. Jordi Tresserras	Spain
Dr. Michele Trimarchi	Italy
Omar Valdez	Andorra
Dr. Lidia Varbanova	Bulgaria
Dimitrije Vujadinovic	Serbia
Barbara Zmrzlikar	Slovenia

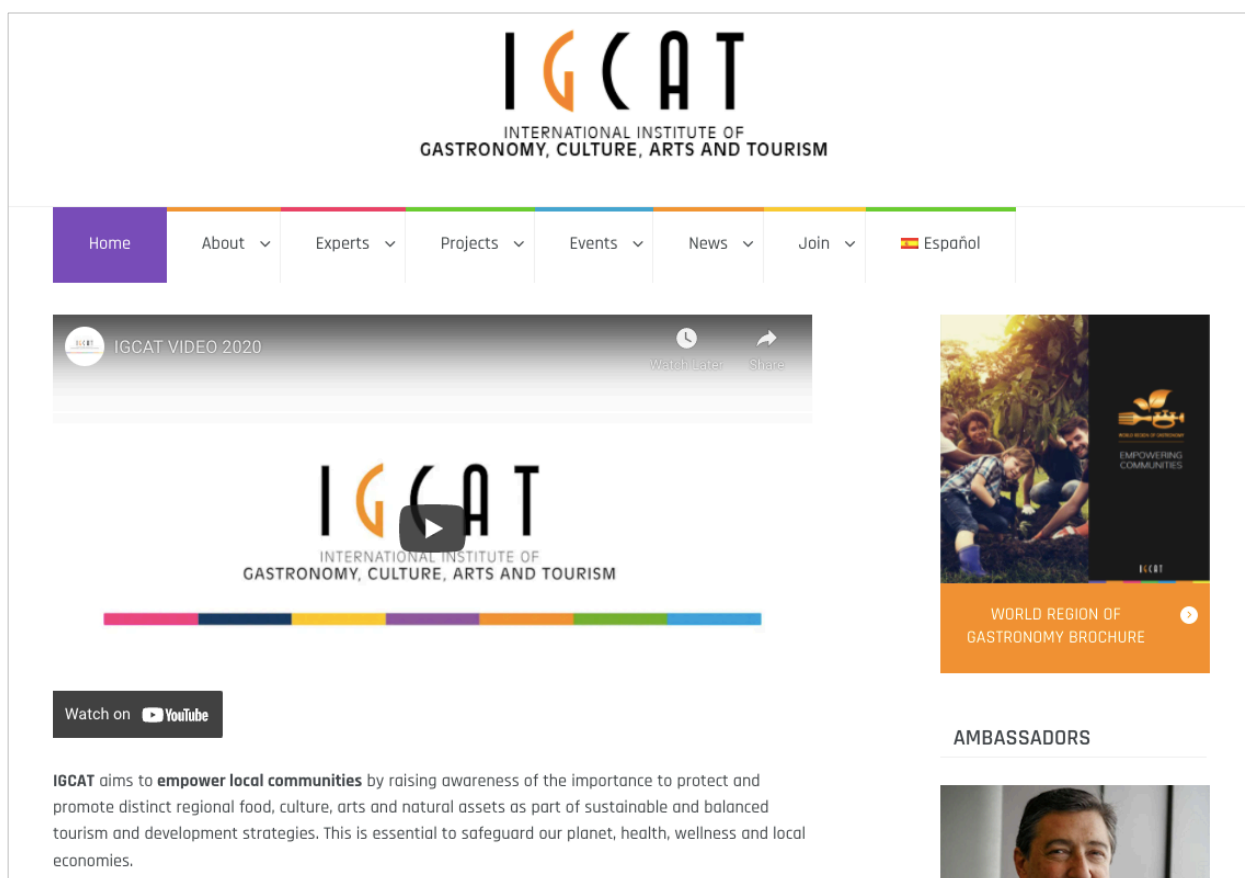
IGCAT experts share experiences, research trends and identify good practise. Given the urgency of climate change, reduced biodiversity, global economic inequality, health and nutritional needs, we need inter-sectorial dialogue on these major issues. The communication tools IGCAT experts have at their 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 2021, 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.

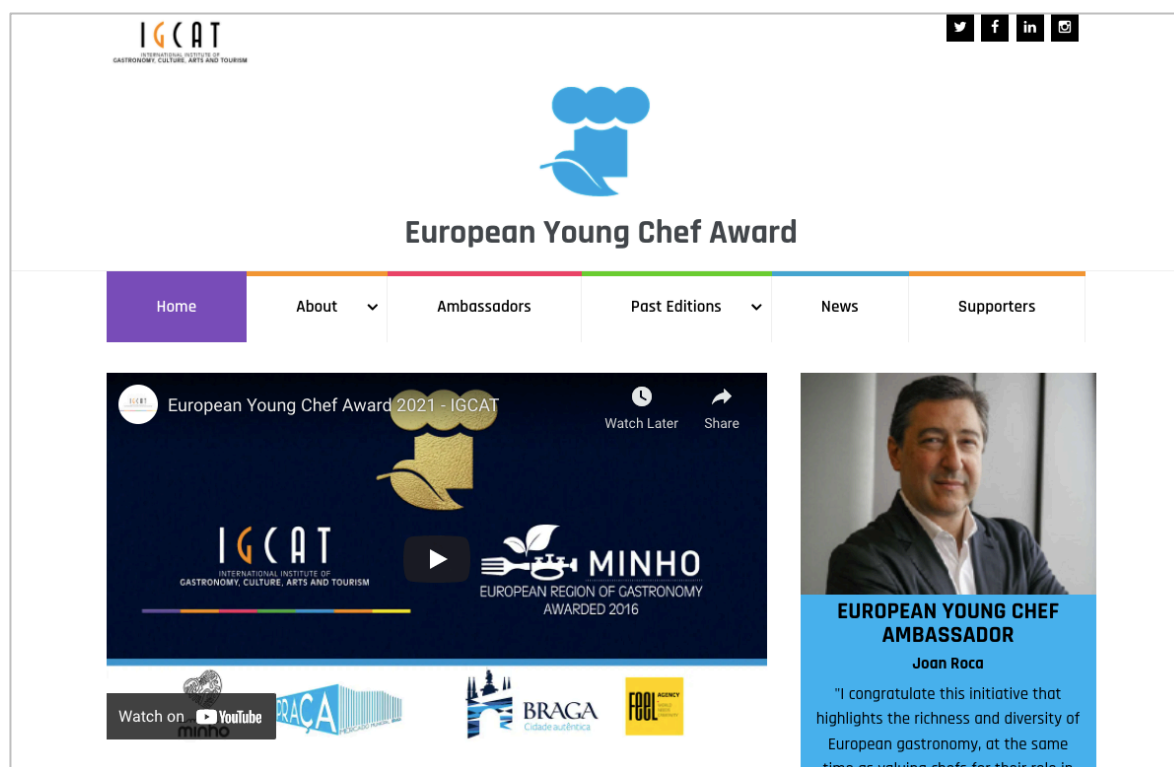
European Region of Gastronomy Website – www.europeanregionofgastronomy.org



The website collates information about the European Region of Gastronomy Platform and its members, their achievements, Joint Projects, as well as news from the Regions. The website works as a useful tool for potential new regions by underlining the benefits of the Award and the procedure to join the Platform, complemented by a FAQs section.

In 2021, IGCAT re-organised the webpages devoted to the individual awarded regions in order to include more information about them and their achievements. The newly designed pages now include: the official videos as European Regions of Gastronomy and short descriptions of the region; links to the regions' official European Region of Gastronomy websites and social media pages; the regions' bid books; the official European Region of Gastronomy ambassadors and IGCAT's Regional Chef Ambassadors (previous finalists to the European Young Chef Award); awarded videos/films in the different editions of IGCAT's Food Film Menu; awarded food and craft gifts in the different editions of IGCAT's World/European Food Gift Challenge; additional documents related to outstanding projects and initiatives developed in the framework of the European Region of Gastronomy title; latest news from the regions. 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 and Rules; 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 2021, 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@igcat.org. IGCAT's collection and use of contacts complies with the GDPR (EU) 2016/679.

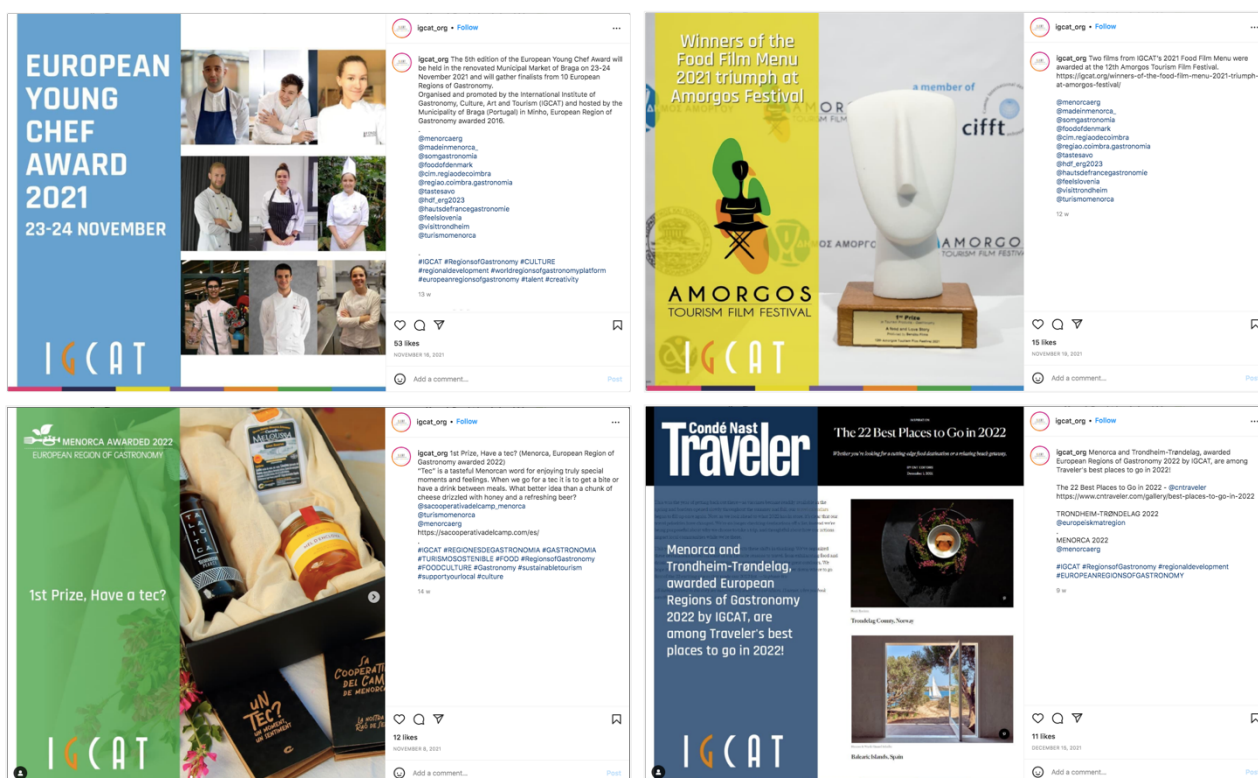
SOCIAL MEDIA

In 2021, 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.

IGCAT regularly disseminated ideas, values, projects and articles on **Facebook** (2,513 followers), **Twitter** (819 followers), **LinkedIn** (719 followers) and **Instagram** (882 followers) where photos and videos are uploaded concerning IGCAT and the Regions of Gastronomy activities.

According to IGCAT's latest social media report, in 2021 **more than 114.000 people** have reached IGCAT's social media pages and website, also thanks to the commitment of the regions in the World/European Region of Gastronomy Platform that have shared and engaged with the published content.

Social media campaigns focused on IGCAT's international competitions involving the World/European Regions of Gastronomy particularly encouraged audience engagement and interaction.



NEWS AND NEWSLETTERS

IGCAT publishes on its website news about IGCAT and the awarded and candidate World/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 5,658 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 2021 IGCAT's Voice has come from:

- **Emanuela Panke**, Israel, IGCAT Expert and President of Iter Vitis Les Chemins de la Vigne en Europe;
- **Randie Anderson**, Jamaica, IGCAT Expert, Chef and President of the American Culinary Federation (ACF) Jamaica Chapter;
- **Srdan Susic**, Saudi Arabia, Director of Environment & Wildlife at Soudah Development;
- IGCAT's secretariat.



In 2021, IGCAT sent out four quarterly newsletters including news items about **IGCAT** (6), the **World/European Region of Gastronomy Platform** (27) and **International Joint projects** (9). News items about single European Regions of Gastronomy concerned:

- Catalonia 2016 (1)
- Minho 2016 (1)
- Aarhus-Central Denmark 2017 (1)
- North Brabant 2018 (1)
- South Aegean 2019 (1)
- Kuopio 2020-21 (3)
- Slovenia 2021 (4)
- Coimbra 2021 (3)
- Menorca 2022 (4)
- Trondheim-Trøndelag 2022 (4)
- Hauts-de-France 2023 (2)
- Saimaa candidate 2024 (1)

As for World News included in 2021 newsletters, a total of 19 international news items were shared about the following topics:

- Sustainable agriculture and food systems
- Culture and creativity
- Sustainable tourism
- Sustainable development
- Biodiversity protection
- Environment and climate change
- Nutrition, health and wellbeing
- Education

IGCAT WEBINARS

Following the successful delivery of a series of webinars in 2020 as a response to the Covid-19 related lockdowns, in 2021 IGCAT proposed new webinars to support knowledge-exchange within the European and World Region of Gastronomy Platform.

2021 IGCAT Webinars organised for the Platform included:

- **HOSTING A EUROPEAN YOUNG CHEF AWARD**

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; and **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

- **ORGANISING A LOCAL FOOD GIFT CHALLENGE**

Presented by **Henna Lehtikainen**, RDI Specialist at Savonia University of Applied Sciences and Coordinator of Kuopio, European Region of Gastronomy 2020-21, and **Johanna Kantala**, Expert of Research, Development and Innovation at Savonia University of Applied Sciences

- **STAKEHOLDER COMMITMENT IN EUROPEAN REGIONS OF GASTRONOMY**

Presented by **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

- **CREATIVE TOURISM WEBINAR**

Presented by **Caroline Couret**, IGCAT Expert and Advisory Board member, Founder and Director of the Creative Tourism Network

- **SPRING INTO RECOVERY WEBINAR**

Hosted by **Slovenia 2021** and organised in the framework of the **8th Annual IGCAT Expert meeting** (see below: [ANNUAL IGCAT EXPERTS MEETING](#)). With interventions by IGCAT Experts and representatives from the European Regions of Gastronomy.

EUROPEAN REGION OF GASTRONOMY

In 2021, **Saimaa** region (Finland) joined the European Region of Gastronomy Platform as **European Region of Gastronomy candidate 2024**. A jury of international IGCAT experts will visit the region and evaluate their bid book in the first part of 2022 and decide whether to recommend Saimaa for the 2024 title. The final decision will be taken by the IGCAT Board based on the jury assessment.

From our news section:

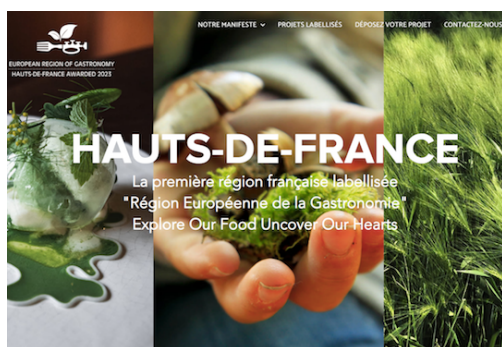


The European Region of Gastronomy Platform welcomes Saimaa Region!

10 December 2021 – Saimaa Region (Finland) officially joined the European Region of Gastronomy Platform with the intention to bid for the European Region of Gastronomy 2024 title. [Read more](#)

On 27 September 2021, **Hauts-de-France** locally held their official award ceremony and virtually received the **European Region of Gastronomy Award 2023** from President of IGCAT, Diane Dodd, PhD through a video.

From our news section:



Hauts-de-France officially awarded European Region of Gastronomy 2023

28 September 2021 – After a successful candidacy process, Hauts-de-France was officially awarded European Region of Gastronomy 2023 on Monday 27 September in Le Touquet. [Read more](#)

Slovenia officially opened its title year as **European Region of Gastronomy 2021** under the theme *Taste Slovenia* at a national press conference held on 2 February 2021, where the programme for the year was presented. The event followed the international launch that took place on 11 November 2020 at WTM London.

Coimbra Region officially launched their kick-off year as **European Region of Gastronomy 2021-22** on 11 May 2021 at an opening ceremony held on 11 May 2021 at the Convento São Francisco in Coimbra. A short video of the ceremony is available [here](#).

Kuopio continued its celebrations as **European Region of Gastronomy awarded 2020-2021** and officially closed its title year.

From our news section:



Slovenia – the proud holder of the European Region of Gastronomy 2021 title

2 February 2021 – Slovenia entered 2021 as holder of the prestigious title European Region of Gastronomy, aimed at raising international visibility and supporting sustainable practices in gastronomy. [Read more](#)



Kick-off of Coimbra Region 2021-22 title year

11 May 2021 – Coimbra Region officially started the celebrations of their title year as European Region of Gastronomy awarded 2021-2022 at an opening ceremony held on 11 May 2021 at the Convento São Francisco. [Read more](#)

As the first part of 2021 was still marked by COVID-19 international travel bans, IGCAT kept supporting the European Region of Gastronomy Platform by organising online meetings and events aimed at sharing good practises and boost shared strategical thinking for post-pandemic recovery.

Remote working proved very efficient and successful for the Platform, especially to discuss administrative matters. Therefore, as of 2021, a new approach to Platform meetings was adopted including both online Platform meetings (mainly devoted to technical discussions and decision-making)

and in-person Platform meetings in the form of field visits to the regions, so that more space can be given to visiting local best practices and stakeholders.

In the final part of the year, the Platform was eventually able to meet in person again to celebrate the 5th European Young Chef Award (see below: [EUROPEAN YOUNG CHEF AWARD](#)) and the 23rd European Region of Gastronomy Platform meeting.

In particular, in 2021 IGCAT supported brainstorming exercises, knowledge sharing and best practices exchange between the regions by organising:

- two online Platform meetings:
 - **21st ERG Platform Meeting**, 11 February;
 - **22nd ERG Platform Meeting**, 28 July;
- one in-person Platform meeting:
 - **23rd European and World Platform Meeting**, 28-30 November, in Minho and Coimbra Region;
- one online conference:
 - **Spring into Recovery**, hosted by Slovenia 2021 (see below: [ANNUAL IGCAT EXPERTS MEETING](#));
- a series of webinars on specific topics of interest for the Platform members;
- several individual meetings with representatives of the regions.

From our news section:



Enhancing local food heritage in the Regions of Gastronomy

6 December 2021 – Best practices to promote local small producers and food heritage were the focus of the European Region of Gastronomy Platform field visit to Coimbra Region. [Read more](#)



Sustainability and cross-marketing in the Regions of Gastronomy

7 December 2021 – Minho, European Region of Gastronomy 2016 welcomed the European Region of Gastronomy Platform to discuss the importance of sustainability and cross-marketing. [Read more](#)

EUROPEAN REGION OF GASTRONOMY EVALUATION RESULTS.

Based on a survey launched at the end of 2020 to celebrate the project's 5th anniversary, IGCAT compiled a series of main results achieved by the European Region of Gastronomy Platform in its first 5 years of existence. Data collected included information about different aspects of the project, such as international visibility, citizen engagement and participation/impacts of the joint international projects. These results have been extensively shared through IGCAT's social media and newsletter, and demonstrate how the European Region of Gastronomy Award and Platform are tangibly supporting the creation of more sustainable futures for everyone.

European region of Gastronomy 5-year results:



Further news from the European Regions of Gastronomy included:



Joan Roca endorses Menorca's gastronomy APP - Oliagua

9 February 2021 - Menorca, awarded European Region of Gastronomy 2022 by IGCAT has launched Oliagua, a digital magazine promoting the food scene and culture of the island. [Read more](#)



Hundreds of students for the Trøndelag Food Manifesto

11 February 2021 - 1500 students from 50 middle schools across Trondheim-Trøndelag 2022 took part in the celebrations for the 10th anniversary of the Trøndelag Food Manifesto. [Read more](#)



Coimbra fosters innovation in gastronomy tourism

11 March 2021 - Boosting innovative entrepreneurship in the food tourism sector is one of the main focuses of Coimbra Region 2021-22 awarded by IGCAT. In February 2021, the region opened a new call for the Tourism Creative Factory (TCF) initiative. [Read more](#)



New book collection celebrates Slovenia's landscapes and food

12 March 2021 - Within the framework of its title year, Slovenia, European Region of Gastronomy 2021 has announced the publication of the unique four-book collection *Gastronomy of Slovenia*. [Read more](#)



Miniseries uncover Kuopio's taste gems

25 March 2021 - The flavours of Kuopio 2020-2021, are the protagonists of Battle of Tastes – Nordic Food Adventure in Savo, a short web series that promotes the Nordic diet through Finnish top-notch social media influencers. [Read more](#)



North Brabant encourages plant-based food consumption

21 April 2021 - North Brabant, European Region of Gastronomy awarded 2018 is increasingly promoting the local production and consumption of vegetable proteins. [Read more](#)



Coimbra Region awards its best food gifts for 2021

30 April 2021 - Nineteen quality food and food-related products from Coimbra Region, European Region of Gastronomy awarded 2021-22, participated in a local competition to select the region's finalists to IGCAT's 2nd European Food Gift Challenge. [Read more](#)



Menorca stands out as a safe and sustainable destination at FITUR 2021

24 May 2021 - Menorca, European Region of Gastronomy 2022 was presented at FITUR as a leading destination in terms of sustainability and safety, on 20 May 2021. [Read more](#)



Local communities drive innovation in food and culture

4 June 2021 – As part of its legacy, Aarhus-Central Denmark 2017 has developed the Microfunding initiative to support innovative small-scale projects in gastronomy and culture. [Read more](#)



Slovenia 2021 issues commemorative stamp

8 June 2021 – A commemorative stamp of Slovenia 2021 has been released as part of the celebrations of the region's title year. Issued by Slovenian Post, the stamp showcases local dishes arranged according to Slovenia's Gastronomic Pyramid. [Read more](#)



The sustainable cuisine of Ana Roš, Slovenia 2021 ambassador

9 June 2021 – A new video was launched showing Slovenia 2021 official ambassador, chef Ana Roš's sustainable philosophy in the kitchen of 2-Michelin-starred restaurant Hiša Franko. [Read more](#)



Cross-sectoral synergies drive innovation on Menorca's food gifts

18 June 2021 – Menorca, European Region of Gastronomy 2022, celebrated a local contest to select the products that will represent the region at IGCAT's European Food Gift Challenge 2021. [Read more](#)



A mouth-watering taste of Hauts-de-France 2023

21 June 2021 – Local chefs, producers and foods are the protagonists of the new, mouth-watering video of Hauts-de-France 2023 that shows how local food traditions inspire innovation in the regional gastronomic scene. [Read more](#)



Kuopio Region shines as an experiential food tourism destination

29 June 2021 – Three initiatives from Kuopio, European Region of Gastronomy 2020-21 are among the finalists of the Hungry for Finland national food tourism competition 2021. [Read more](#)



A unique culinary journey across the Coimbra Region

21 July 2021 – In the framework of its European Region of Gastronomy 2021-22 programme, Coimbra Region implemented three measures to support local restaurants and encourage unique experiences of the local gastronomy. [Read more](#)



All the flavours of Coimbra Region

9 September 2021 – A brand-new shop has opened in Coimbra Region, European Region of Gastronomy awarded 2021-22 to showcase the best locally-produced food and crafts products. It is called Loja dos Sabores da Região de Coimbra. [Read more](#)



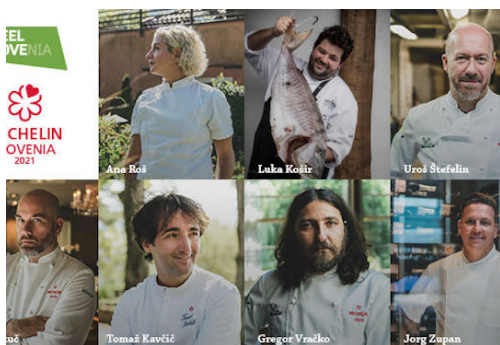
Kuopio among the top experiential food tourism destinations in Finland

20 September 2021 – The Hungry for Finland 2021 competition recognised several initiatives from Kuopio 2020-21 among the most remarkable food tourism products at a national level. [Read more](#)



Local restaurants raise the profile of Menorca's gastronomy

22 September 2021 – A total of 38 restaurants from all over Menorca, European Region of Gastronomy awarded 2022 are involved in the Mostra de Cuina Menorquina 2021. [Read more](#)



The Slovenia MICHELIN Guide 2021 crowns a new star

23 September 2021 – The 2021 edition of The Michelin Guide in Slovenia has finally been unveiled. In a year, when Slovenia holds the European Region of Gastronomy title, the family of Michelin Starred restaurants received one new member. [Read more](#)



A brand-new website for Trondheim-Trøndelag 2022

27 September 2021 – Trondheim-Trøndelag, European Region of Gastronomy 2022 launched its official website: www.norwayfoodregion.no. Available both in Norwegian and English the website offers information about the region as a food destination. [Read more](#)



Menorca 2022 programme officially launched

26 October 2021 - Menorca officially launched its programme as European Region of Gastronomy 2022, a title awarded by IGCAT in recognition of the island's work to build cross-sectoral dialogue and support local cultural and food diversity. [Read more](#)



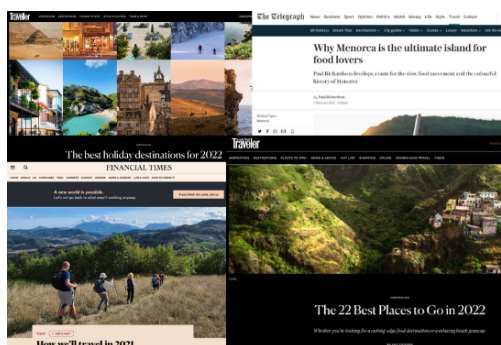
Slovenia 2021: over 1M€ worth in national media coverage

16 December 2021 - The Slovenia 2021 campaign was worth 1,415,057 euro in local media publicity, according to an analysis of media releases commissioned by the Slovenian Tourism Board. [Read more](#)



An exciting year for Trondheim-Trøndelag 2022

20 December 2021 - The programme of Trondheim-Trøndelag, European Region of Gastronomy 2022 was officially launched on 14 December 2021 with a livestreamed event from Trondheim Christmas market. [Read more](#)



The European Regions of Gastronomy are a must-visit

29 December 2021 - 2021 has been another fruitful year for the European Region of Gastronomy Award and Platform that celebrated their fifth anniversary with more international coverage than ever thanks to the regions' work and dedication. [Read more](#)

WORLD REGIONS OF GASTRONOMY



In 2021, IGCAT launched the first open call for the World Region of Gastronomy Award. Regions from across the globe were invited to bid for the 2024 title, provided that they have a strong gastronomy profile, are committed to working sustainably and willing to develop cross-marketing initiatives.

A candidacy from **Aseer** in Saudi Arabia was received. The region submitted their bid book in December 2021 and a jury visit will be organised in the first part of

2022 to assess whether the region is ready to hold the title, based on their programme proposal.

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. IGCAT's aim is to push the sustainability agenda by growing a movement of awarded World 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 are open with several other 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; Jamaica; Azerbaijan; Georgia; Indonesia; China; Vietnam; Jordan; Namibia; Tunisia; Thailand; and Cameroon.

The World Region of Gastronomy information brochure is available on IGCAT's website in [English](#) and [Spanish](#). IGCAT is hoping to provide translations of the brochure in French and Arabic soon, so that more potential regions around the world and their communities can be reached.

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, the Institute has come across regions that would like to work to full capacity but are lacking the resources to fully engage in our community. Therefore, IGCAT aims to recognize lesser-economically developed regions across the globe that share the Institute's philosophy.

IGCAT's Fund for Local Arts and Gastronomy (FLAG) will be set to ensure that selected regions around the world can participate in IGCAT's international competitions by offering grants. With this initiative, IGCAT hopes to contribute to a more equitable world where visibility of unique gastronomic cultures is the key to sustainable development.

In order to support international projects from lesser-economically developed regions, IGCAT will approach sponsors, patrons and be open to donations. Collected funds will be used to take projects to another level in terms of communication, cover prize money to encourage participation and provide grants.

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. IGCAT is currently working on establishing clear criteria to select the beneficiaries.

EUROPEAN YOUNG CHEF AWARD

After being postponed for one year due to the Covid-19 pandemic, the fifth edition of the European Young Chef Award was successfully celebrated on 23-25 November 2021 in Minho, European Region of Gastronomy awarded 2016. Organised by IGCAT in collaboration with the Municipality of Braga, Consórcio Minho IN and FEEL Agency, the competition was held at Praça Municipal Market in Braga.

Nine finalists took part in the 2021 edition representing 9 different European Regions of Gastronomy: **Eric Montes**, from Catalonia 2016 (Spain); **Pedro Cruz**, from Minho 2016 (Portugal); **Frida Jensen**, from Aarhus-Central Denmark 2017 (Denmark); **Andreas Dermatis**, from South Aegean 2019 (Greece); **Janko Dulc**, from Slovenia 2021; **Inês Branco**, from Coimbra Region 2021-22 (Portugal); **Cristina Llorens**, from Menorca 2022 (Spain); **Espen Laumann**, from Trondheim-Trøndelag 2022 (Norway); and **Léa Kanarski**, from Hauts-de-France 2023 (France).

The competition was organised on two consecutive days under the theme **Innovation on Tradition**, whereby finalists were asked to innovate traditional recipes from their regions by using local seasonal products.

On the first day, the young chefs gathered to attend a presentation by IGCAT President, Dr. Diane Dodd on the importance of protecting and promoting food diversity. They then enthusiastically signed a protocol agreement to become **IGCAT Regional Chef Ambassadors**, thus committing to spread IGCAT's message on the importance of food and cultural diversity and to adopt sustainable practices in their future careers. Afterwards, they prepared and presented the chosen traditional recipes to be tasted by the jury. This first round was vital for the young chefs to share knowledge about regional gastronomies and products.

To conclude the day, finalists had the chance to visit the Portuguese Genebank (BPGV) at the National Institute of Agrarian and Veterinary Research (INIAV) and to participate in a city tour of Braga, which offered them the opportunity to learn about local gastronomy and produce, and to meet each other in a relaxed environment.

On the second day, the European Young Chef Award 2021 competition took place, with finalists presenting their innovative dishes to an international jury of experts chaired by **Michelin-starred chef António Loureiro**, from A Cozinha restaurant in Guimarães. The jury included **Diane Dodd PhD**, President of IGCAT; **Iulia Dragut PhD**, IGCAT Expert and President of the Cultural Association Euro East Alternative (ACEEA); **chef Svein Magnus Gjørnvik**, Vice-President of the Norwegian Chefs Association; **chef Randle Anderson**, IGCAT Expert and President of the American Culinary Federation Jamaica Chapter; and **Eirini Giorgoudiou**, winner of the European Young Chef Award 2019 and Greece Top Chef 2021.

The winner of the European Young Chef Award 2021 was Espen Laumann from Trondheim-Trøndelag 2022. Andreas Dermatis from South Aegean 2019 won the second prize, while third prize went to Frida Jensen from Aarhus-Central Denmark 2017. The award ceremony was opened with the screening of IGCAT's Food Film Menu 2021.

On the third day, a food tour of the Minho region was organised that allowed the finalists to discover the city of Guimarães, restaurant A Cozinha by António Loureiro, the Centre for Interpretation and Promotion of the Vinho Verde in Ponte de Lima and the Hospitality school of Viana do Castelo.

IGCAT's European Young Chef Award keeps counting on the support of its official ambassador **Michelin-starred chef Joan Roca** (El Celler de Can Roca), who has endorsed the project since its first edition in 2016.

Some news items on the European Young Chef Award 2021:



European Young Chef Award 2021 call officially launched

3 March 2021 - IGCAT has officially announced the European Young Chef Award 2021 that will take place in the renovated Municipal Market of Braga in Minho, European Region of Gastronomy awarded 2016, on 23-24 November 2021. [Read more](#)



The young chefs are leaders of change for good

23 November 2021 – European Young Chef Award 2021 finalists have joined their predecessors and become IGCAT Regional Chef Ambassadors, committing to promote local food from their regions, highlighting culinary diversity. [Read more](#)



Winner of the European Young Chef Award 2021 announced!

26 November 2021 – Espen Laumann from Trondheim-Trøndelag, European Region of Gastronomy awarded 2022 has been announced European Young Chef for 2021 on 24 November. [Read more](#)

PRESS COVERAGE AND SOCIAL MEDIA

The European Young Chef Award 2021 reached high levels of visibility in European media both at international and national/regional level. The competition has been highlighted in printed and online newspapers and magazines, blogs and social media platforms.

PRESS COVERAGE. Overall, in Europe a total of 94 online articles and news blogs have been published before and after the EYCA 2021. The highest levels of media attention were reached in Greece, and Spain. The following table shows the geographical distribution of press attention:

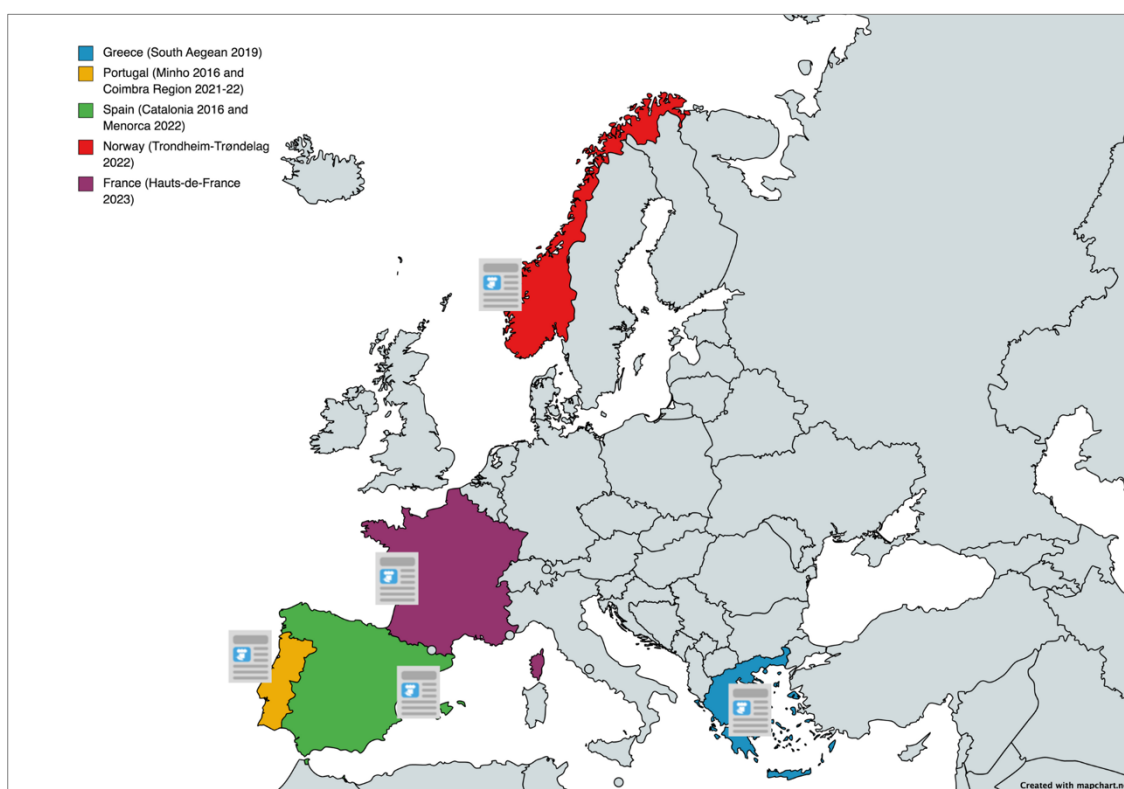
INTERNATIONAL MEDIA (4)	
GTP Headlines 03/12/21 (view)	Travel Daily News International 26/11/21 (view)
Travel.gr 25/11/21 (view)	Travel Tomorrow 22/11/21 (view)

GREECE (28)	
Rodiaki.gr 25/11/21 (view) 03/11/21 (view) 03/11/21 (view)	Kykladiki.gr 26/11/21 (view) 02/11/21 (view) 20/07/21 (view)
Cyclades24.gr 25/11/21 (view) 02/11/21 (view) 19/07/21 (view)	Athinorama.gr (2) 29/11/21 (view) 01/12/21 (view)
Dimokratiki.gr 25/11/21 (view) 02/11/21 (view)	Aegeannews.gr 25/11/21 (view) 02/11/21 (view)
Koinignomi.gr 25/11/21 (view) 02/11/21 (view)	Giorgoshatzimarkos.gr 25/11/21 (view) 02/11/21 (view)
Newmoney.gr 28/11/21 (view)	Travellingnews.com 27/11/21 (view)
Traveldailynews.gr 26/11/21 (view)	Ertnews.gr 25/11/21 (view)
Vimatisko.gr 25/11/21 (view)	Parianostypos.gr 02/11/21 (view)
Atlantea.news 02/11/21 (view)	Radioproto.gr 02/11/21 (view)
Rodosnow.gr 19/07/21 (view)	
PORTUGAL (27)	
Correiodominho.pt 26/11/21 (view) 24/11/21 (view) 19/11/21 (view)	Feeltravelminho.pt 28/11/21 (view) 19/11/21 (view)
Praca.cm-braga.pt 25/11/21 (view) 21/11/21 (view)	Ominho.pt 23/11/21 (view) 23/11/21 (view)
Noticiasdecoimbra.pt 12/06/21 (view) 27/04/21 (view)	Agriculturaemar.com 03/12/21 (view)
Minhodigital.com 26/11/21 (view)	Nit.pt 25/11/21 (view)

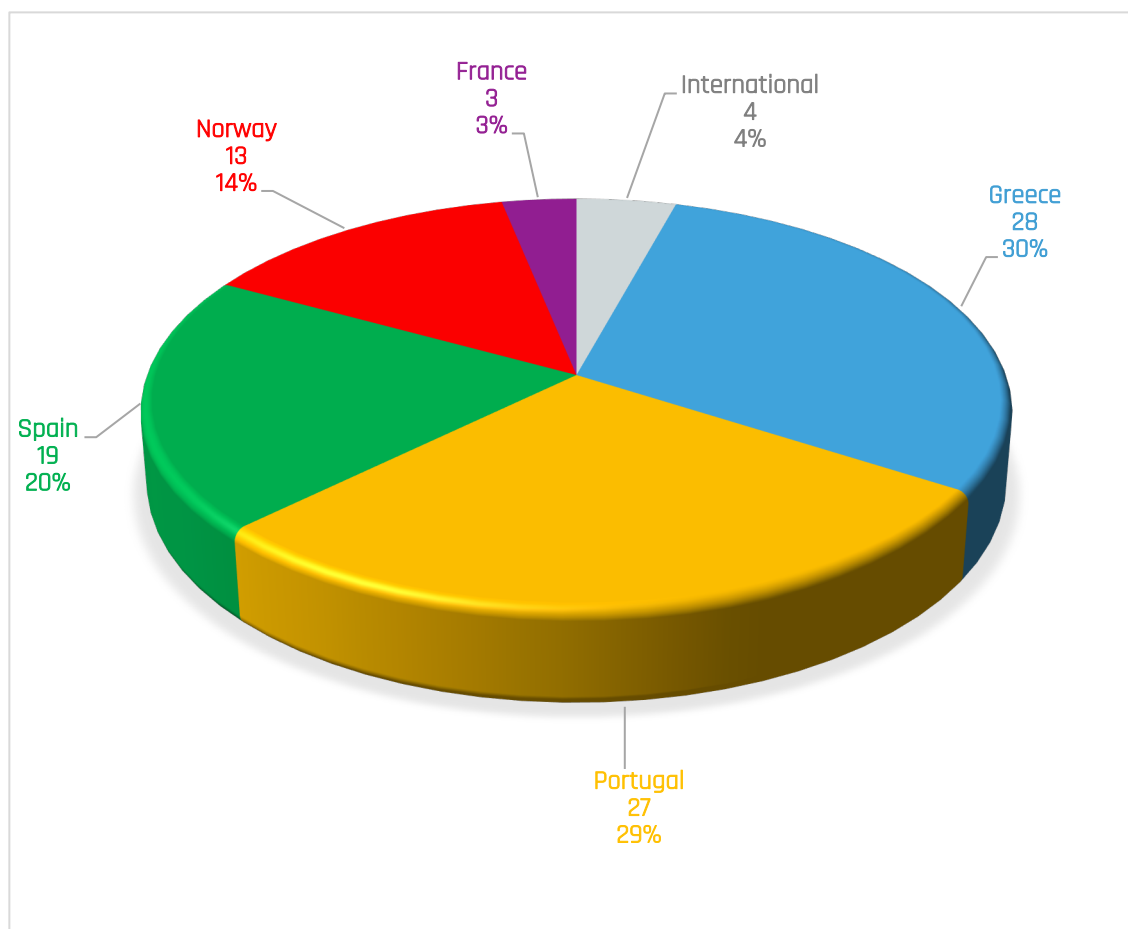
Altominho.tv 25/11/21 (view)	24.sapo.pt 25/11/21 (view)
Jn.pt (Jornal de Notícias) 24/11/21 (view)	Diariodominho.sapo.pt 24/11/21 (view)
Timeout.pt 24/11/21 (view)	Radiogeice.com 24/11/21 (view)
Novasdoeixootlantico.com 23/11/21 (view)	Campeaoprovincias.pt 23/11/21 (view)
Cm-braga.pt 23/11/21 (view)	Noticiasdominho.pt 22/11/21 (view)
Comumonline.com 21/11/21 (view)	Pressminho.pt 19/11/21 (view)
Publico.pt 28/04/21 (view)	
SPAIN (19)	
Menorca.info 01/12/21 (view) 07/05/21 (view)	Cime.es 30/11/21 (view) 07/04/21 (view)
Prodeca.cat 07/12/21 (view)	Cope.es 01/12/21 (view)
Ib3.org 30/11/21 (view)	Cronicaglobal.lespanol.com 24/11/21 (view)
Eixdiari.cat 23/11/21 (view)	Cuina.cat 08/11/21 (view)
Saberysabor.com 05/11/21 (view)	Hosteltur.com 04/11/21 (view)
Lafurapenedes.cat 04/11/21 (view)	Santpol.edu.es 03/11/21 (view)
Madeinmenorca.org 20/09/21 (view)	Foodiesonmenorca.com 16/05/21 (view)
Menorcaaldia.com 15/05/21 (view)	Eliris.cat 15/05/21 (view)
Dferrerries.com 07/04/21 (view)	
NORWAY (13)	
Banett.no (Brønnsøysunds Avis) 25/11/21 (view) 25/11/21 (view) 21/11/21 (view)	Britannia.no (The Collector) 30/11/21 (view)

Businessportal-norwegen.com 26/11/21 (view)	Reiseliv1.no 25/11/21 (view)
Vinpuls.no 25/11/21 (view)	Regjeringen.no 25/11/21 (view)
Worldskills.no 25/11/21 (view)	Matindustrien.no 25/11/21 (view)
Horecanytt.no 25/11/21 (view)	Nrk.no 24/11/21 (view)
Trondheim.kommune.no 22/06/21 (view)	
FRANCE (3)	
Lhotellerie-restauration.fr 13/12/21 (view)	Dailyadvent.com (Opera News) 13/12/21 (view)
Journaldespalaces.com 16/11/21 (view)	

EYCA 2021 press coverage geographical distribution.



Online press coverage of the EYCA 2021.



SOCIAL MEDIA. The social media campaign of the European Young Chef Award 2021 generated a remarkable engagement on IGCAT's social media, with **over 55.000 people reached**. The live streaming of the competition and the award ceremony on Facebook especially encouraged the audience to interact and share IGCAT's content.



EUROPEAN FOOD GIFT CHALLENGE

In 2021, IGCAT successfully organised the 2nd European Food Gift Challenge in collaboration with Coimbra Region, European Region of Gastronomy awarded 2021-22. The competition was hosted by the Intermunicipal Community of Coimbra Region (CIM Coimbra Region) in Condeixa-a-Nova on 30 July 2021 and gathered a total of 25 locally-produced, high-quality food and food-related crafts products from different European Regions of Gastronomy. Three overall winners were selected:

- 1st prize - *Have a tec?* by Sa Cooperativa del Camp (Menorca 2022);
- 2nd prize - *Coimbra Clarissas Pudding* by Restaurant Cordel Manierista (Coimbra 2021-22);
- 3rd prize - *Kauraparta Bread flour mix set* by Kauraparta (Kuopio 2020-21);

And the following 7 products were awarded as:

- Most Creative Branding - *Karst Commons in a Mug* by Kras Carso Food Tour (Slovenia 2021);
- Most Sustainable Packaging - *Mortar and pestle* by Ovidi Arader (Menorca 2022);
- Best Storytelling - *Penacova's Flower Traditional Toothpicks* by Maria de Fátima Conceição Lopes (Coimbra Region 2021-22);
- Best Tasting - *Ratafia Raiers Pearls* by Licors Portet (Catalonia 2016);
- Best Promotion of the Region - *Easter Basket* (Minho 2016);
- Best Innovation on Traditional Design - *WoodLoveStone Collection* (Slovenia 2021);
- Best Contemporary Interpretation of Traditional Craft - *Ginets* by Es Fangueti (Menorca 2022).

Due to safety restrictions imposed by Covid-19, the jury of experts for the competition included both local members from Portugal, 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 Diane Dodd (President of IGCAT) and included international members Jaume Gomila (Executive Board member of IGCAT) and Prof. Dezső Kovács (IGCAT Expert from Hungary), as well as local jury members: Maria Miguel Manão (Marketing Director of Adega Cooperativa de Cantanhede and Chef Ambassador of Wines of Coimbra Region); Carmen Soares (Associate Professor of the

University of Coimbra, Faculty of Letters); and Jorge Fernandes (chef and teacher at Professional School of Viticulture and Enology of Bairrada).

Winning products were announced at an award ceremony livestreamed on Coimbra Region's Facebook page for the general public and that saw the online participation of representatives from across the European Region of Gastronomy Platform. Gifts were highlighted in a dedicated section on IGCAT's website ([European Food Gifts 2021](#)) and given prominence through dedicated posts on IGCAT's social media accounts. Their producers received an official certificate from IGCAT.

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.

IGCAT's European Food Gift Challenge is supported by official ambassador **Ana Roš**, head chef and co-owner of **2-Michelin-starred** restaurant Hiša Franko and World Best Female Chef in 2017.



IGCAT announces 2nd European Food Gift Challenge

8 March 2021 – The European Food Gift Challenge 2nd edition will take place in Coimbra Region, European Region of Gastronomy awarded 2021-2022, in July 2021 and will bring together top-quality products from the European Regions of Gastronomy. [Read more](#)



Winners of the 2nd European Food Gift Challenge announced

2 August 2021 – Food and cultural uniqueness of the European Regions of Gastronomy was celebrated at the 2nd European Food Gift Challenge, organised by IGCAT and hosted by Coimbra Region 2020-21. [Read more](#)

SOCIAL MEDIA. IGCAT's European Food Gift Challenge campaign on social media created momentum around the initiative by giving individual visibility to all winning products and offering engaging content that the European Regions of Gastronomy were willing to share and re-post through their own channels. In total, the campaign reached **over 10,000 people** on social media.



FOOD FILM MENU

In February, IGCAT officially launched a call for submissions to the Food Film Menu 2021 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 potential, candidate and awarded European and World 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.

31 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 films in each of the 8 categories of the Food Film Menu 2021:

- **Hauts-de-France: Europea Region of Gastronomy** (Hauts-de-France 2023) – Winner of the category REGIONS OF GASTRONOMY;
- **Keeping Minho's Home** (Minho 2016) – Winner of the category EUROPEAN YOUNG CHEFS;
- **A Food and Love Story** (Menorca 2022) – Winner of the category FOOD-RELATED VISITOR EXPERIENCES OR FOOD GIFTS FROM THE REGIONS OF GASTRONOMY;
- **Savonian Secret #tastesavo** (Kuopio 2020-21) – Winner of the category HISTORICAL FOOD ROUTES;
- **Slovenian Gastronomy – You Can't Spell Slovenia Without Love** (Slovenia 2021) – Winner of the category NEW FOOD TRENDS;
- **Taste Us by Roca Brothers** (Catalonia 2016) – Winner of the category ENVIRONMENT AND FOOD;
- **Trondheim-Trøndelag: New Horizons** (Trondheim-Trøndelag 2022) – Winner of the category FOOD AND SUSTAINABILITY;
- **Taste of Al-Hasa** (Saudi Arabia) and **Palate Planet** (Thailand) – Winners of the category POTENTIAL WORLD REGIONS OF GASTRONOMY (tie-break).

The international jury was chaired by Mai Damgaard Rasmussen (Denmark), Director of Aarhus's FoodFilmFestival and included: Alessio Cavicchi (Italy), IGCAT Expert and Professor at the Department of Education, Cultural Heritage and Tourism at University of Macerata; Robert Palmer (Scotland), IGCAT

Expert, independent consultant and former Director of Culture, Cultural and Natural Heritage at the Council of Europe; Mariana Calaça Baptista (Portugal), independent consultant in heritage, tourism, communication and culture; Hugo Alexandre Cruz (Portugal), photographer and director; Lluís Valentí (Spain), Director of the Girona Film Festival; and Oda Moen Tjørstad (Norway), Head of Programming of Kosmorama Trondheim International Film Festival.

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

- **BEST EUROPEAN FILMS OVERALL:**
 - 1st Prize – *A Food and Love Story* (Menorca 2022)
 - 2nd Prize – *Trondheim-Trøndelag: New Horizons* (Trondheim-Trøndelag 2022)
 - 3rd Prize – *Savonian Secret #tastesavo* (Kuopio 2020-21)
- **BEST POTENTIAL WORLD REGION OF GASTRONOMY FILM:**
 - *Taste of Al-Hasa* (Saudi Arabia)

The announcement of the Food Film Menu 2021 overall winners took place at EATSA Art and Tourism Film Festival, in Peniche (Portugal) on 27 September 2021 and was livestreamed 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 2021 (including all 9 category winners) was screened at ART&TUR Film Festival in Portugal, on 27 October 2021 and Girona International Film Festival (Catalonia), on 13 November 2021. Moreover, all the category winners entered the competition of Amorgos International Tourism Film Festival where 2 of them were awarded in the Tourism Products / Gastronomy category:

- *A Food and Love Story* (Menorca 2022) – 1st prize
- *Taste of Al-Hasa* (Saudi Arabia) – 3rd prize

Through the Food Film Menu, IGCAT and the World/European 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.

IGCAT's Food Film Menu is endorsed by official ambassador **Ljubomir Stefanov**, renowned filmmaker with expertise in environmentalism and ecology and co-director of the 2019 documentary Honeyland.



Call open for the Food Film Menu 2021!

17 February 2021 – After a successful first edition in 2020, IGCAT has opened a new call for submissions to the Food Film Menu 2021 competition to collect short food films that showcase awarded and candidate Regions of Gastronomy and their culinary heritage. [Read more](#)



Tourism Film Festival sign-up to screen IGCAT's Food Film Menu

19 April 2021 – ART&TUR – International Tourism Film Festival and the brand-new EATSA ART & TOURISM Film Festival joined the network of international events that support IGCAT's Food Film Menu initiative. [Read more](#)



Winners of IGCAT's Food Film Menu 2021 revealed

27 September 2021 – The short film A Food and Love Story (Menorca 2022), was selected as Best European Film Overall of the Food Film Menu 2021, organised by IGCAT in collaboration with the European and World Regions of Gastronomy Platforms. [Read more](#)

SOCIAL MEDIA. IGCAT's Food Film Menu social media campaign was key to give visibility to the initiative and the winning films. Especially thanks to the people's choice vote organised on Facebook to select the Best European Films Overall and the Best Potential World Region of Gastronomy Film, over 40.000 people were reached by content related to the Food Film Menu 2021 on social media.



TOP WEBSITES FOR FOODIE TRAVELERS

Following an extensive consultation with the European Region of Gastronomy Platform, in 2021 IGCAT developed the Top Websites for Foodie Travelers Award. The initiative builds on the Top Visitor Experiences concept conceived by IGCAT in the previous years in its quest to support and highlight top quality experiences in the Regions of Gastronomy.

The Top Websites for Foodie Travelers Award is a recognition given by IGCAT for the best websites providing unique creative, cultural and gastronomical experiences in the World and European Regions of Gastronomy. By means of this project, IGCAT hopes to encourage creative, artistic and sensory experimentation to build new and unique food experiences.

By publishing an annual list of Top Websites for Foodie Travelers from the candidate and awarded World and European Regions of Gastronomy, IGCAT will:

- Increase international visitors' access to quality food and cultural experiences;
- Give international visibility to niche food and culture experiences;
- Reward portals and apps that support micro-businesses and contribute to sustainable territorial development.

The first edition of the Top Websites for Foodie Travelers Award is due to take place in 2022. The websites submitted will be evaluated by an international jury of experts from IGCAT and the Top Websites for Foodie Travelers will be promoted on IGCAT's website and social media.

EUROPEAN PROJECTS

ON-IT – ONLINE INTERNSHIP IN TOURISM



Co-funded by the
Erasmus+ Programme
of the European Union

Within the framework of the Erasmus+ programme funding, IGCAT has collaborated as partner organisation in the ON-IT project – *Online Internship in Tourism*, led by the University of Macerata (Italy) and IGCAT Expert Prof. Alessio Cavicchi and engaging other five European partners: the University of La Laguna (Spain); JAMK University of Applied Sciences (Finland); the Faculty of Tourism and Hospitality Management of the University of Rijeka (Croatia); Montpellier Business School (France); the Mediterranean Universities Union – UNIMED (Italy).

The 24-month project started in March 2021 and aims to develop a guidance framework and practical tools to design and implement quality online tourism internships in higher education. By actively engaging all actors involved in the internship experience, the ON-IT project focuses on equipping them with the necessary knowledge and skills to face the challenges of digital transformation in the labour market.

In particular, IGCAT is in charge of the project's dissemination actions and has developed the project's logo, visual identity and website, with the support of Enric Gomez Web Design Studio. IGCAT will also lead ON-IT's final event to disseminate the project's results and encourage use of the ON-IT resources and tools.

In 2021, IGCAT attended the kick-off meeting of the ON-IT project, held online on 30 March; the first ON-IT webinar on *Online Internship in Europe: How can virtual internships ensure meaningful work-based learning experiences?* organised by UNIMED on 15 October in the framework of the Erasmus Days 2021; and the 2nd coordination meeting, held online on 19 November.

2021 news about ON-IT include:



The ON-IT project looks for virtual internship stories

3 May 2021 – IGCAT and the other partners of the ON-IT – Online Internship in Tourism consortium aim to map experiences of virtual internships in tourism in Europe to share best practises. Collected stories will be included in an interactive map. [Read more](#)



Exploring Online Internship in Europe

30 September 2021 - The Erasmus+ project ON-IT – Online Internship in Tourism will organise a webinar on Online Internship in Europe: How can virtual internships ensure meaningful work-based learning experiences? [Read more](#)



ON-IT 2021 year-in-review: achievements and steps forward

27 December 2021 - With the aim to investigate the potential of online internships in higher education, the ON-IT project kicked off in March 2021, opening a successful first project year. [Read more](#)

NEMOS

A new educational model for acquisition of sustainability competences through service-learning

In December 2021, the NEMOS project proposal, in which IGCAT is a partner organisation, was approved in the framework of the Erasmus+ programme funding. The project is led by the Public University of Navarra (Spain) and will officially kick-off at the beginning of 2022. Other consortium partners include: the Technological University of Dublin (Ireland); the University of Pisa (Italy); Graz University of Technology (Austria); and the ISARA-University of Lyon (France).

The main aim of the NEMOS project is to provide an educational model, complete with teacher's toolkit and educational practices patterns, to integrate the acquisition of sustainability competences in higher education curricula. The model will be developed within Food degrees, then piloted, validated, and made available and transferrable to other subject-fields.

In particular, IGCAT will be in charge of the project's dissemination actions and will organise the project's first multiplier event.

IGCAT ANNUAL GENERAL MEETING



The 8th IGCAT Annual General Meeting was held online on 20 December 2021. At the meeting, IGCAT members approved 2020 accounts and annual report, the budgets for 2021 and 2022, as well as the calendar for 2022.

Given that the pandemic provided occasion to merge online meetings and increase global participation, the assembly officially approved that IGCAT Platform and Advisory Board administrative meetings will continue online with maximum inclusivity and be renamed IGCAT Advisory Forum Meetings. This will liberate in-person Platform meetings to be best practise case study visits to the Awarded Regions of Gastronomy.

At the meeting, **Omar Valdez** (Director of UNWTO Academy) was appointed a member of IGCAT's Executive Board.

ANNUAL IGCAT EXPERTS MEETING



SPRING INTO RECOVERY Webinar

Resilience, Recovery and Raising Excellence in Tourism

8TH ANNUAL IGCAT EXPERTS MEETING

The 8th Annual IGCAT Experts Meeting was organised in collaboration with Slovenia, European Region of Gastronomy awarded 2021, on 18-19 May 2021, 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 IGCAT experts and stakeholders in

food, culture, wellness, nature and many other sectors from over 30 countries around the world.

The event explored challenges and opportunities arising from the Covid-19 crisis to build back stronger, better and more sustainable travel, tourism, hospitality and cultural sectors across Europe. By facilitating cross-sectoral dialogue, the webinar invited good practises from awarded, candidate and potential European Regions of Gastronomy on the implementation of programmes for recovery.

Each day started with a general session presenting views from main speakers, followed by smaller key group discussions involving more contributors. The webinar was chaired by President of IGCAT, **Diane Dodd PhD**.

On 18 May, the webinar focused on the theme of **Recovery and Resilience** and included interventions by:

- **Maja Pak, M. Sc.**, Director of the Slovenian Tourism Board;
- **Iulia Niculica**, Funding, Procurement and Development Manager, European Travel Commission and Secretariat, European Tourism Manifesto;
- **Patrick Torrent**, Executive Director of the Catalan Tourist Board and President of NECStouR;

- **Barbara Zmrzlikar**, Head of Research, Development, Innovation and EU Projects Department, Slovenian Tourist Board;
- **Heidi Lazani**, Communications Specialist and former Head of the Executive Committee of South Aegean 2019.

The smaller breakout sessions hosted short presentations of good practices by various contributors, followed by group discussion with questions and answers. Each of the breakout sessions focused on a different topic, namely: **Recovery and resilience in the tourism sector**; **Sustainable gastronomy and green labelling**; **Sustaining tourism on Europe's Islands – the challenges**; and **Involving stakeholders to attract visitors**.

Tanja Angleitner Sagadin, Director of the Vocational College for Catering and Tourism of Maribor, opened the second part of the webinar on 19 May, which explored the theme **Raising Excellence in Tourism** with main speakers:

- **Stefano Dominioni**, Executive Secretary of the Enlarged Partial Agreement on Cultural Routes – Council of Europe and Director of the European Institute of Cultural Routes;
- **Roberta Garibaldi**, President of the Italian Association of Gastronomy Tourism and former Scientific Director of East Lombardy 2017;
- **Diana Hounslow**, Director of the Tourism Development and Reservation Agency of Pas-de-Calais and Ambassador of Hauts-de-France 2023;
- **Morana Polovič, M.Sc.**, Project Manager at the Slovenian Tourist Board.

During the breakout sessions, contributors had the chance to exchange views on further topics such as: **Educating in order to promote sustainability**; **Building excellent visitor experiences and food/wine routes**; **Research and discovery into visitor needs**; and **Agrofood and innovation contributing to a region's identity**.

The rich array of knowledges and experiences exchanged at the [Spring Into Recovery event](#) shared a common vision on the need to rely on cooperation as a main means to recover from the current crisis. Creating connections between and within destinations, encouraging dialogue across sectors and stakeholders, and supporting creativity and innovation will be the way towards a successful and

sustainable post-Covid restart. An agenda that the European Regions of Gastronomy Platform has been pushing for the last five years.



Creating cross-sectoral connections to support sustainable recovery

20 May 2021 – IGCAT experts and stakeholders from over 30 countries took part in the webinar Spring into Recovery: resilience, recovery and raising excellence in tourism, on 18-19 May 2021. [Read more](#)

ORGANIGRAM

The structure of the Institute in 2021 was:

EXECUTIVE BOARD

Dr. Diane Dodd
President

Dr. Edith Szivas
Vice-President Finance

Jaume Gomila
Executive Administrator

Dr. Marta Crispí
Vocal

Omar Valdez
Vocal

EUROPEAN REGION OF GASTRONOMY REPRESENTATIVES TO THE BOARD

Blanca Cros i Mol
Catalonia 2016

Jacinta Dalton
Galway-West of Ireland
2018

Ilona Sares
Kuopio 2020-21

Janez Bogataj
Slovenia 2021

WORLD REPRESENTATIVES TO THE BOARD

Caroline Couret
Spain

Dr. Kris Rampersad
Trinidad and Tobago

Marina Simião
Brazil

Larissa Uwase
Rwanda

Dr. Lidia Varbanova
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Dr. Jutamas Wisansing
Thailand

STAFF

Fabrizia Toccoli
International Projects
Manager

Raul Torres
Communications Manager

Julia Benzinger
Projects Development

INTERNSHIPS

Niccolò Casini
Italy

VOLUNTEERS

Benjamin Brian Wills Dodd
B-Filmmaker
Spain

EXTERNALS

Enric Gómez
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Be One Consulting
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