

ENGAGING YOUNG MINDS

9th Annual IGCAT Experts Meeting
20 October 2022 (14.00-16.00h - CET)

PROGRAMME



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Welcome and Introduction

Dear World Region of Gastronomy Stakeholders, IGCAT experts and distinguished speakers/guests,

On behalf of the IGCAT Board and our partners from the NEMOS project, I would like to invite you to the 9th IGCAT Annual Experts' Meeting and first multiplier event of the NEMOS project, co-funded by the Erasmus+ programme of the European Union.

True to IGCAT's philosophy of sharing knowledge between public, private, third sector and academic institutions we have brought together a diverse cross-section of experts to take a deeper look into what we can learn from each other in our task to engage and activate young talent in the quest to build a more sustainable future.

The joint projects of the World and European Regions of Gastronomy already commit to engage young people such as the European Young Chef Award or the prize for young directors in the Food Film Menu. However, to discover more we have invited young entrepreneurs to this conference to share their projects and concerns. We believe that their inspiring ideas on building a better food future need to be both shared and encouraged.

In this regard, IGCAT joined the NEMOS project, together with five European university partners to understand more about the current sustainability needs within the agro-food sector and what competences students should develop to respond to these needs once they access the labour market. Based on the outcomes of focus groups, interviews and surveys conducted with both teachers and students from food-related degrees, as well as stakeholders in the food sector, the NEMOS partners have developed a Food Sustainability Profile (FSP) for students. This profile identifies the main competences and skills that students should acquire to respond to current most pressing sustainability challenges. As the first result of the NEMOS consortium, the FSP will contribute to the project's aim of developing a new educational model for the acquisition of sustainability competences through service-learning.

This meeting, is as always, a peer-to-peer exchange between people that care about sustainability and have direct impact on young lives from the academia, public and private initiatives. The webinar will concentrate on key group discussions led by IGCAT Experts. Each session will also include an IGCAT Expert as rapporteur who will report the key findings back to the main group in a feedback session.

IGCAT's mission is to help local people conserve fragile cultures, habitats, and food traditions because we recognize that this is necessary to ensure a more sustainable future. By working with our World and European Regions of Gastronomy Platform we hope to support and encourage actions to ensure the empowerment and engagement of our younger generations. Thank you for helping us in this mission.

Diane Dodd PhD, IGCAT President

Webinar agenda

- 14.00h (CET) **Welcome and introduction**
- 14.10h (CET) **University and sustainability: how to define a students' sustainability profile based on the NEMOS project**
- 14.25h (CET) **FOOD FILM MENU – category winners' announcement**
- 14.35h (CET) *Move into breakout sessions for discussion with the speakers*
- Session 1: **INTEGRATION OPPORTUNITIES IN WORLD REGIONS OF GASTRONOMY**
- Session 2: **BUILDING PRIDE IN FOOD HERITAGE**
- Session 3: **INTEGRATING SUSTAINABILITY COMPETENCES IN EDUCATION - NEMOS**
- Session 4: **IMPROVING INNOVATION, VISIBILITY AND AVAILABILITY OF LOCAL FOOD GIFTS**
- Session 5: **BUILDING CRITERIA FOR FOOD SUSTAINABILITY**
- Session 6: **EMPOWERING YOUNG MINDS = NEW IDEAS!**
- Session 7: **BEE POSITIVE**
- Session 8: **FOOD FOR THE FUTURE**
- 15.15h (CET) **Feedback session**
Rapporteurs in from each workshop will have five minutes each to summarise main conclusions from their respective sessions.
- 15.55h (CET) **Concluding remarks and thanks**
- 16.00h (CET) **Announcement of the winners of the 2022 Food Film Menu**

Webinar Programme

14.00h (CET) **Welcome and introduction**



Diane Dodd, President IGCAT - Spain

Diane Dodd PhD is President/founder of IGCAT (International Institute of Gastronomy, Culture, Arts and Tourism) and co-founder of the World Region of Gastronomy Award. Together with the awarded World Regions of Gastronomy, she has pioneered the European Young Chef Award, the Food Film Menu, the World Food Gift Challenge, and the Top Websites for Foodie Travellers competitions. She is also Regional Adviser for the global network IFACCA (International Federation of Arts Councils and Cultural Agencies) and Executive Board member of the Culinary Arts Commission of the Ministry of Culture of Saudi Arabia. She leads MA courses in Cultural Institutions and Policies and Events Management at the International University of Catalonia. She has been regularly engaged as an evaluator for the Cultural Routes programme of the Council of Europe as well as consultant for European Capitals of Culture.

14.10h (CET) **University and sustainability: how to define a students' sustainability profile based on the NEMOS project**



Dr. María J. Cantalejo, Associated Professor, Public University of Navarra and Coordinator, NEMOS project - Spain

María-J. Cantalejo is an Associate Professor at the Department of Agronomy, Biotechnology & Food at the Public University of Navarra (UPNA). Her research field is the development of new food products with a special focus on sustainability. She has been Head of the PhD Programme Technology and Quality in the Food Industries with Distinction of Quality at the UPNA, as well as Head of the Masters of Research in Technology and Quality in the Food Industries. She has extended experience in new pedagogical teaching methodologies that emphasize meaningful learning. Since 2014 she lectures in Food innovation and Tools for food safety and quality assurance in the BSc Degree in Innovation on Food Processes and Products. She also teaches in the Master's degree in Technology and Sustainability in Food Industries (TESFI) at UPNA. She leads the Erasmus+ co-funded project *NEMOS - A new educational model for acquisition of sustainability competences through service learning*.

14.25h (CET) **FOOD FILM MENU – category winners' announcement**

14.35h (CET) *Move into breakout sessions for discussion with the speakers*

INTEGRATION OPPORTUNITIES IN WORLD REGIONS OF GASTRONOMY

Creativity in the kitchen and traditional farming/fishing or food production can be enriched by cultural stimuli and therefore can offer opportunities to young people that want to contribute to a more sustainable world. How can we encourage young people to see new opportunities in the fusion of cultures and move towards a more socially, culturally and environmentally sustainable future?

Culinary arts and hospitality schools are increasingly being recognised for their role in offering training opportunities to students that either may have struggled through the formal educational learning environment or that are part of an immigrant or expat community that needs an opportunity to socially integrate. Creativity in the kitchen, food production, farming or fishing are not necessarily considered as traditional academic skills and therefore they offer opportunities to people that can bring their culinary heritage and food production skills to the fore. What more can we do to support young people that want to ensure environmental sustainability by resuscitating and giving value to autochthonous plant and animal varieties. Can this fusion work? This conversation will share insights from **Chef Hussah Abdullah AlDugaither** a young talent from **Aseer, World Region of Gastronomy 2024** currently studying in Switzerland as well as **Carne Bosch** from s'Ullestrar, a healthy food shop, **Paco González** from muscle farm Muscleres González, and **Sergi Riudavets** from Santo Domingo, a distributor of ecological products, all young talents from **Menorca, European Region of Gastronomy 2022**.

This conversation will be led by **Jaume Gomila**, Menorca, European Region of Gastronomy 2022. The rapporteur for the session will be **Dr. Edith Szivas** IGCAT Vice-President.





Jaume Gomila, Chairman, Adult Schools of Menorca and IGCAT Executive Board Member - Spain

Jaume Gomila is both a restaurant owner on the island of Menorca and expert in the fields of education and culture. In his former role as Director General for Culture for the Balearic Islands, he was responsible for supporting the Mediterranean Diet declaration as Intangible World Heritage by UNESCO. He is now also Chairman of the Adult Schools of Menorca and has been instrumental in Menorca's successful bid for the European Region of Gastronomy 2022 title.



Dr. Edith Szivas, International Tourism Strategy and Vice-President IGCAT - Spain

Dr. Szivas is currently Vice-President of IGCAT. She is an internationally recognized tourism development expert specialising in tourism strategies and development plans, tourism investment, tourism SME development, gastronomy and cultural tourism and strategic human capital development. She has managed and worked on projects worldwide on behalf of UNWTO, UNDP, EU, USAID and various national and regional governments and corporate clients. She has extensive experience from Africa, Asia, Europe and the Middle East. She is a regular keynote speaker at tourism conferences and a research contributor. She holds a BSc degree in Import and Export from Budapest, Hungary, an MSc in Tourism Planning and Development and a PhD in Tourism Development from University of Surrey, United Kingdom.



Hussah Abdullah AlDugaither, Chef - Saudi Arabia

Chef Hussah Abdullah AlDugaither is currently enrolled in Switzerland to study culinary arts as part of the Saudi Ministry of Culture/ cultural scholarship programme. She started her journey in Los Angeles, California, where she attended two culinary arts institutes (the Community College for a restaurant management course and the Culinary Institute). Her participation in these programs led to an internship opportunity with Ritz Carlton-Jeddah where she was then hired as a member of the pastry staff with a total of two years of experience. In addition to classes, she participated in a few events, which contributed to her being selected to participate in the scholarship programme at one of the top ten hospitality institutes in the world. Providing her with the opportunity to begin work in December 2022 at Grand Hotel des Bains Kempinski-Saint Moritz.



Carme Bosch, s'Ullestrar, Menorca - Spain

Carme has been working at S'Ullestrar farm shop (<https://es-es.facebook.com/sullestrar/>) in Citadel that offers cheese with Designation of Origin certification, peanuts, eggs, honey and seasonal fruits and vegetables from the farm that Carme runs together with her parents and siblings, and that retains many traits of the farms from the older times.



Paco González, Muscleres González, Menorca - Spain

Muscleres González is a muscle farm (<http://www.muscleresgonzalez.com/>) This family-owned business was founded by Antonio González, who started seafood fishing 70 years ago. In time, the company was passed to his son and current owner, Francisco Javier González, who has a mussel farm within the Port of Mahon.



Sergi Riudavets Santo Domingo, Menorca - Spain

Santo Domingo (<https://www.facebook.com/EcologicSantoDomingo/about>) is a distributor of ecological products. In 2014 Sergio and his parents started this project with the recuperation of a family farm to focussing on 100% organic vegetable production and seasonal fruit and vegetables, using local varieties. Wishing to bring an added value to society, at the same time that taking care of the territory by being energetically self-reliant, irrigating with their own water from our wells with drip irrigation to consume the minimum amount of water, using a green filter for wastewater.

Break-out session 2

BUILDING PRIDE IN FOOD HERITAGE

Can we use consumer psychology to build children's knowledge and pride in their food heritage? Can we learn techniques and tools to ensure our young embrace healthy and local eating habits?

Keeping food traditions and recipes alive is not just a fanciful idea, it ensures the continuous demand for key ingredients (often plant and animal varieties autochthonous to the area). Basically, if we stop eating it, they (farmers, fishermen and food producers) will stop cultivating and producing it. Building pride and local knowledge is therefore extremely important but, as our children and teenagers grow they are provided with many other temptations and relentless big-budget marketing campaigns from multinational enterprises are we fighting a losing battle? This session will be a conversation with **Prof. Vincenzo Russo**, Professor of Consumer Psychology and Neuromarketing at IULM University in Milan.

The interview will be led by **José Luís Marques**, Coimbra Region, European Region of Gastronomy 2021-22. The rapporteur for the session will be **Davinia Galea**, IGCAT Expert, Malta.





Prof. Vincenzo Russo PhD, Associate Professor of Consumer Psychology and Neuromarketing, IULM University in Milan – Italy

Prof. Vincenzo Russo Ph.D. is Associate Professor of Consumer Psychology and Neuromarketing at IULM University in Milan, as well as Founder and Director of the Centre of Research for Neuromarketing, Behaviour and Brain Lab – IULM University. From 2012, he has been Director of the Master in Food and Wine Communication, Director of the Master in Food Design and Innovation and, from 2016, Director of the Master in Sport Communication and Sport Marketing. He is the author of several papers and books on Neuromarketing, Social Communication, and the management change in the Not for Profit Organizations and has widely published in recognised international journals. His current research focus is consumer neuroscience, food marketing and neuromarketing, including the neural processes underlying consumer decision making, behavioural economic and social influence.



José Luís Marques, Director, Coimbra School of Hospitality and Tourism (Tourism of Portugal) – Portugal

IGCAT Expert from Coimbra Region, European Region of Gastronomy awarded 2021-22, José Luís Marques has been the Director of the Coimbra School of Hospitality and Tourism since 2019. Before that, he was Head of Food Division at the Social Action Services of the University of Coimbra (2017-2019). His previous professional experience at the Coimbra School of Hospitality and Tourism includes Technical Coordinator, Deputy Director, Interim Director, Continuous Training Technician and CRVCC Coordinator. José Luís Marques holds a degree in Sociology from the University of Coimbra and postgraduate studies in Tourism and Hotel Management from the Coimbra School of Education.



Davinia Galea, Managing Director, ARC Research & Consultancy and IGCAT Expert - Malta

Davinia Galea has worked in the cultural and creative sectors for more than thirty years in various roles including musician, cultural event producer, policy maker, managing director and consultant. Davinia is the founder and Managing Director of ARC Research & Consultancy aimed at servicing creation, practice, and production within the cultural and creative sectors. Throughout her career, she has been Executive Director of the Malta Council for Culture and the Arts (2007-2013), has chaired and co-authored Malta's Cultural Policy (2011) and has been responsible for the setting up of the Malta Arts Fund (2009). She has been a member of the interministerial commission that successfully applied for Valletta, ECoC 2018 and a founding member of the Fanac Fund (2019). Davinia has also worked as short-term consultant to the World Bank Group and is a visiting lecturer at the School of Performing Arts at the University of Malta. *(Photo credit: Lindsey Bahia).*

INTEGRATING SUSTAINABILITY COMPETENCES IN EDUCATION

How will food discipline graduates address challenges such as climate change, food waste and meet environmental sustainability targets?

In a global context marked by the Agenda 2030, sustainability is going to be one of the values governing society and a key competency for graduate students in the upcoming decades. Food discipline graduates will need to address challenges such as climate change, food waste and food losses, as well as providing support to food producers seeking to meet global economic, social, and environmental sustainability targets. The NEMOS project focuses on service-learning as means to increase sustainability competences in students alongside the community to which the university belongs. Students from the universities of the NEMOS consortium will explain how service-learning experiences helped them reflect marketable sustainability-related skills. A discussion will take place on how these skills can be better integrated into students' curricula and the importance of engaging stakeholders in this process through community-building.

Co-funded by the Erasmus+ programme of the European Union, the NEMOS project is led by the Public University of Navarra and includes the following consortium partners: Technological University Dublin (Ireland); Technological University Graz (Austria); Rhône-Alpes Higher Institute of Agriculture (France); University of Pisa (Italy); and IGCAT.



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Co-funded by
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This conversation will be led by **Dr. Alessio Cavicchi**, University of Pisa, Italy, partner of the NEMOS project and IGCAT Expert. The rapporteur for the session will be **Dr. Julie Dunne**, School of Food Science and Environmental Health, Technological University Dublin, also partner in the NEMOS project.



**Dr. Alessio Cavicchi, Full Professor, Department of Agriculture, Food and Environment, University of Pisa
IGCAT Expert - Italy**

Alessio Cavicchi is a Full Professor of Agribusiness, Rural Development and Branding at the Department of Agriculture, Food and Environment of the University of Pisa (Italy). His main fields of interest and research are Rural development and Branding strategies; Marketing of local food and sustainability of food systems; Innovation in agriculture and rural areas; University-Business Collaboration and Quadruple Helix of Innovation; Sustainable Tourism. He has experience as an invited expert for several programmes and DGs of the European Commission in the food sector (DG Research, DG Regio-Urbact, Joint Research Center, European Agency for Competitiveness and Innovation, DG Education and Culture) and he has served as invited expert for the United Nations; moreover, he has been consultant for the evaluation of measures applied under the EU Common Agricultural Policy. His works have been published in several international books and journals and he has served as consultant for several agri-food firms in Europe.



**Dr. Julie Dunne, Head, School of Food Science and Environmental Health, Technological University
Dublin - Ireland**

Julie Dunne completed her PhD in University College Dublin in 2002. She joined the School of Food Science and Environmental Health in 2003 as a lecturer in Chemistry with a focus on food and medicinal chemistry. In 2007 she led the development of the Higher Certificate in Pharmacy Technician Studies and was Programme Chair until she was appointed Assistant Head of School in 2017. Julie has broad scholarship and research interests in Higher Education which span: Work-integrated learning at the University-Industry interface including embedding graduate attributes, critical reflection, and peer-learning in the curriculum; Sustainability, with a focus on Gender Equality in Higher Education and embedding sustainability in the curriculum; and the undergraduate research experience. Julie is a Fellow of the Royal Society of Chemistry and a member of the Institute of Food Science and Technology of Ireland.



IMPROVING INNOVATION, VISIBILITY AND AVAILABILITY OF LOCAL FOOD GIFTS

How can we ensure that traditional crafts techniques are protected while encouraging contemporary design? Are we doing enough to ensure that young people have the opportunity to showcase and sell innovative food and crafted gifts?

The World Food Gift Challenge was conceived to give international visibility to high quality, artisanal food and food-related crafts gifts from the [European and World Regions of Gastronomy](#) and encourage innovation, using local food and food culture as the inspiration. It is desperately important to contemporise traditional crafts to keep them alive. Striking the balance between traditional design and contemporary design is a delicate one and innovation is often led by young people but are we doing enough to give them visibility and opportunities for sale? This important discussion takes place ahead of the next World Food Gift Challenge that will be hosted on Kos Island in the South Aegean, European Region of Gastronomy 2019.

Invited young talent include **Dr. Krystallenia Drosou**, Managing Director and Co-Founder of Pandrosia (<https://www.youtube.com/watch?v=mqn28rV9oP4>); **Dimitrios Voudouris** a young family member of MYLOTOPI (<https://mylotopi.com/en/home/>) a new, rebuilt space, that offers an accurate embodiment of the daily life of the islanders of the past century as well as the period of the Italian possession of the Dodecanese and **Aino Suonio**, a design student at Savonia University of Applied Sciences. Kuopio, European Region of Gastronomy 2020-2021.

This conversation will be led by **Vasia Papailia**, South Aegean, European Region of Gastronomy 2019 and host for the 2023 edition. The rapporteur for this session will be **Ilona Sares**, former International Executive Director for Kuopio, European Region of Gastronomy 2020-2021





Vasia Papailia, Coordinator, South Aegean, European Region of Gastronomy awarded 2019 - Greece

Vasia Papailia is the Coordinator of South Aegean, European Region of Gastronomy awarded 2019 and Special Communications Advisor to the Governor of South Aegean, Greece. Her main fields at the Region are political communication, media and public relations and project management of key projects. She holds a degree in Communication and Media Studies from the University of Athens and an MSc in Media Management from the University of Stirling. Since 2020, she is the project leader and coordinator of the Committee formed by the Local Government and the tourism stakeholders of South Aegean Region to safeguard and promote the destination's reputation, during "the worst year in Tourism history", according to UNWTO.



Ilona Sares, International Executive Director, ProAgria Pohjois-Savo and IGCAT Board Member - Finland

Ilona Sares was International Executive Director, at ProAgria, providing advisory and development services to members and customers by adding value, quality, competitiveness, and productivity to their operations. She started her career as a visual artist, and she graduated from Sibelius Academy with a degree of Arts Management 2006. Later in her career, within ProAgria company she was promoted from International Project Coordinator to International Executive Director at ProAgria Pohjois-Savo; she works with rural area SMEs entrepreneurs to find new ways to develop creative tourism that she sees as a way for food, travel, and creative industry sectors to find new power and business for living.



Dr. Krystallenia Drosou, Managing Director/Co-Founder, Pandrosia - Greece

Dr. Krystallenia Drosou is owner and CEO of Pandrosia, a company located on Kos island that grows organic aloe vera and does research and development to create a range of natural skin care products and organic foods. Pandrosia is part of Elevate Greece. Dr. Krystallenia Drosou is also owner and CEO of DSQ (Drosos-Sustainable-Quality) that focuses on sustainability and quality control studies. She is a Member of the Management Board KOAN AE. Her research interests include: Design of Experiment, Computer Experiments, Combinatorial Designs, Optimal Designs, Statistical Quality Control, Generalized Linear Models, Data Analysis, Variable Selection Methods, Evolutionary Algorithms and Metaheuristics, Data Mining. She is author and co-author of several publications.



Dimitrios Voudouris, Mylotopy - Greece

Dimitrios Voudouris is a student of International Hospitality and Tourism Management AMC Metropolitan College. He has professional experience as waiter, barman and bartender at Mylotopy traditional settlement in Kefalos, Kos island. The traditional settlement of MYLOTOPI is located in Kefalos, Kos and includes different visiting areas: a traditional rural house from the 19th century with a traditional stone oven; one of the oldest fully functional windmills in the Dodecanese, surrounded by a traditional stone-built threshing floor; a 15-metre tunnel built during the Italian domination of the Dodecanese and that is now used as wine cellar; a restaurant and café-bar with a panoramic view.



Aino Suonio, Kuopio, European Region of Gastronomy 2020-2021 - Finland

Aino Suonio is a design student at Savonia University of Applied Sciences. She has moved back to Kuopio, her childhood hometown, admires bees and enjoys ice swimming. Her latest exhibition is about dark portals leading to new landscapes, the surprising nature of life, change, beauty and the smallness of man as part of a larger whole."

BUILDING CRITERIA FOR FOOD SUSTAINABILITY

What more can our IGCAT's European Young Chef Award do to move the food sustainability agenda forward?

The European Young Chef Award gathers finalists of regional contests from around Europe to present and exchange knowledge about traditional dishes and local food products from their regions and propose an innovative reinterpretation of the traditional recipe, judged by star chefs and international experts. The Award aims to promote innovations on traditional cuisine, highlight sustainable food cultures and create future chef ambassadors for sustainability. Within this Award IGCAT has included several criteria to ensure that our young chefs become champions for sustainability (including reduction of food waste, use of single-use plastics and plant/protein proportionality of food on the plate) but are we doing enough? Could we include further criteria for example, the sourcing of food from young and sustainable producers (thereby shining a light on local traditional food production and raising the profile of young food producers) and sourcing grass-fed meat, free-range and wild fish?

This conversation with winners and runners-up of the 2021 edition will be facilitated by **Ida Valsø**, **Trondheim-Trøndelag European Region of Gastronomy 2022** and, host region for the 2022 competition with **Wendy Barrie**, Founder & Director of award-winning **Scottish Food Guide** that has strict criteria and is pushing the standards higher. The session has also invited **Andreas Dermatis** young chef from **South Aegean, European Region of Gastronomy since 2019** to give his perspective on how being an IGCAT Chef Ambassador is helping him in his career. The rapporteur for this session is **Jacinta Dalton**, former stakeholder for **Galway-West of Ireland, European Region of Gastronomy 2018-2020**.





Ida Valsø, Communication Specialist, Trondheim-Trøndelag, European Region of Gastronomy 2024 - Norway

An advisor in the industry section in Trøndelag County Council and manager for the campaign Grow Together as well as communication specialist for European Region of Gastronomy Trondheim - Trøndelag 2022.



Jacinta Dalton, Atlantic Technological University Galway, Galway-West of Ireland, European Region of Gastronomy 2018 - Ireland

Jacinta Dalton has had direct operational experience at senior management level in the food and hospitality industry over the past 20 years and has developed and delivered several training programmes for Fáilte Ireland - Ireland's National Tourism Development Authority. In 2011 Jacinta was co-founder of The Foodie Forum (www.thefoodieforum.net) - an interactive, collaborative, educational networking platform for food producers, chefs, restaurateurs interested in the support and promotion of local food. Jacinta is currently the Head of Department Culinary Arts & Service Industries at Atlantic Technological University Galway, a Fáilte Ireland Food Champion, on the Region of Gastronomy Steering Group, and an expert member of IGCAT and Fáilte Ireland.



Wendy Barrie, Director - Scottish Food Guide & Scottish Cheese Trail - Scotland

Scottish Thistle Award Regional Ambassador, Wendy Barrie is a highly respected campaigner for local produce, popular cookery show presenter and food writer. Founder & Director of award-winning Scottish Food Guide and Scottish Cheese Trail, Wendy is Leader in Scotland for Slow Food Ark of Taste & Member of Slow Food Cooks Alliance. Wendy runs sustainable food experiences at her Fife food studio and enjoys the rural backwaters of Småland on their small organic craft. She has been listed among the Top 100 Women in Tourism in 2020.



Andreas Dermatis, Chef - Greece

Andreas Dermatis is the young chef who represented South Aegean, European Region of Gastronomy awarded 2019 at the European Young Chef Award 2021 and won 2nd prize. Born in 1996 on Rhodes Island, Andreas has grown his passion for cooking since his early years, with his grandmother teaching him the traditional cuisine from the South Aegean and his mother preparing cakes for special occasions. After studying at culinary school, Andreas upgraded his skills by travelling across Europe, attending several gastronomy seminars and volunteering at many food events, thus gaining a remarkable experience in the hospitality industry, despite his young age. A tireless young chef, he is always looking for new experiences, techniques and ingredients, but with a constant eye on the traditional cooking style he learnt from his mother and grandmother.

EMPOWERING YOUNG MINDS = NEW IDEAS!

Are competitions a good way to inspire sustainable thinking and how else can we provide young minds the opportunity to contribute to a more sustainable and healthy food future?

The importance of competitions, events and festivals to inspire sustainable thinking is brought forward in this session. Four young minds that have sparked new ideas will be interviewed: **Lisa Planells** from Hauts-de-France, European Region of Gastronomy 2023, will represent **PourDemain** which is a brand that helps producers convert their agricultural production from conventional to organic, by supporting and fairly compensating them during the difficult period of conversion. PourDemain is also a tool that allows any citizen the opportunity to contribute to a future with more sustainable and healthy agriculture. **Johanne Birn**, as the project manager behind the **Cabbage and Cow Festival**, 'Cabbage & Cow' takes place during Denmark's largest food festival in Tangkrogen Aarhus-Central Denmark Region, European Region of Gastronomy 2017. In 2022 the Food Festival introduced the new area 'Cabbage & Cow' because not everyone wants to become a vegetarian or vegan, but we must eat more greens – for both our own sake and the planet's. If we are to eat more greens, it must taste good. And this is where dairy products can play an important role in terms of giving green dishes taste and richness. The intention with Cabbage & Cow was to train citizens and food professionals to cook green food with dairy products and create a conversation about how the cow/dairy products supports the cabbage/vegetables in the green dishes of the future. **George Josephides** and **Terzi Panagiotra** co-founders of **Kos Locally Grown** (www.koslocallygrown.gr) explain how this campaign grew from a need of the students of the 2nd Lyceum of Kos, in the framework of the ERASMUS+ program, *European Students for Sustainability, 2021-2023*. They looked for the reasons why it is vital to consume local products and explored ways of action which led to the organization of this campaign. After contacting the Agricultural Association of Kos, in order to present the idea of a campaign with two main axes, the creation of a logo that will accompany the packaging of local products so that they are visible to consumers and the creation of a website, which will inform consumers about the benefits of supporting local products and will list products of Kos. The initial design of the website and the logo belongs to the students of the 2nd Senior High School of Kos who participate in the ERASMUS+ program, while the management and development of the website are under the Agricultural Association of Kos, which wholeheartedly supported the project.

This session will be led by **Diana Hounslow**, IGCAT Expert, Hauts-de-France, European Region of Gastronomy 2023. The rapporteur for this session will be **Omar Valdez**, UNWTO Academy and IGCAT Board member.



Diana Hounslow, Director of Pas-de-Calais Tourism and Ambassador of Hauts-de-France, European Region of Gastronomy candidate 2023 - France

Diana Hounslow started marketing the Pas-de-Calais region as a destination to the UK in 1987. She built up a relationship with local businesses and notably restaurateurs. Her passion and knowledge of fine food grew with the help of chefs, journalists, and food critics. Food is resolutely at the top of the list of tourism experiences that travellers most look forward to. Like most regions of France, Hauts-de-France has plenty of seasonal local produce on offer, the tourist board's aim is to cultivate creative use of it at home, in restaurants and sometimes in surprising places... From chip van to Michelin starred restaurants Pas-de-Calais Tourism are developing local culinary experiences for every palate and every purse.



Omar Valdez, Executive Director, UNWTO Academy - Andorra

Omar Valdez, Argentinean, holds a Bachelor degree in Public Relations and an Executive Master in Tourism Management at IE Business School, Madrid, Spain. In 2004, he joined the UNWTO-Themis Foundation as a Senior Consultant. The new UNWTO Academy, former UNWTO-Themis Foundation is responsible for implementing the work programme on Education and Training of the World Tourism Organization, with the objective of supporting Member States in the formulation and implementation of educational policies, plans and instruments which effectively contribute to an improvement in the quality, competitiveness and sustainability of the tourism sector through excellence in education and training. Since 2010, Omar is the Executive Director of the UNWTO Academy.



Lisa Planells, Head of Sales at Late Co-founder at PourDemain - France

After 5 years in FMCG working in various marketing and commercial roles at the global biggest brewing company, she decided to take a turn in her career to join a project in line with her values and creating impact in the agricultural world. She has been creating and leading the sales and commercial teams at PourDemain for almost 2 years and participates in shaping PourDemain's strategy which holds a unique position in the French (and soon European) food industry.



Johanne Birn, Project Manager, Cabbage and Cow - Denmark

Johanne has 15 years of experience from the food sector with a focus on circular food systems and sustainability including tasks within communication, project management, coordination and planning, events and activities, as well as establishing networks and collaboration across the value chain and disciplines. Johanne Birn has a solid network reaching from knowledge institutions over education, NGOs and companies from the entire value chain.



George Josephides, co-founder of Kos Locally Grown - Greece

George is Cypriot, born and living in Greece, on Kos Island since 2003. He studied computer engineering at the Technological Institute of Piraeus. He worked for ELIAMEP (Hellenic Foundation for European and Foreign Policy), Ericsson Telecommunications and TITAN Cement Industry. Since 2002 works in secondary education as an IT teacher, in high schools, lyceums, and vocational lyceums. In the period 20021-2022 was a member of the teachers of the pedagogical team of the 2nd Lyceum of Kos and participated in three Erasmus+ programs. In the context of the Program *European Students for Sustainability 2021-2023*, created Kos Locally Grown with Yota Terzi and a small team of students.



Panagiota Terzi, co-founder of Kos Locally Grown - Greece

Panagiota Terzi was born and raised in Katerini, Macedonia. She is a teacher of English Language in secondary schools in Kos since 2017. She studied English Language and Literature in Kapodistrian University of Athens, and then had a master's degree in Didactics of English Language from Hellenic Open University. She worked in private language schools from 2004-2007. From 2006 she has been working in primary and secondary education, in general and vocational schools. In the period 2021-2022 she was a member of the teachers of the pedagogical team of the 2nd Lyceum of Kos and participated in three Erasmus+ programs. In the context of the Program *European Students for Sustainability 2021-2023*, created Kos Locally Grown with George Josephides and a small team of students

Break-out session 7

BEE POSITIVE

How can public and private initiatives encourage younger generations to safeguard bees and other pollinators that are so vital for our food chain?

The importance of bees and other pollinators for our food chain is now well known nevertheless our buzzy friends are still in danger. The Association of Beekeepers in Slovenia, European Region of Gastronomy 2021, played a pivotal role in getting the United Nations designation World Bee Day. This session will explore what projects and programmes have been put into place by private, public and third sector initiatives across the World Regions of Gastronomy to safeguard and improve public perceptions of bees with a particular focus on projects that appeal to the younger generations.

Invited guests include **Dr. Peter Kozmus**, Professional leader of Breeding Programme for the Carniolan honeybee in Slovenia 2021 and vice-president of APIMONDIA.

This session will be facilitated by **Dr. Mohammed Hamoud**, Executive Manager for Aseer, World Region of Gastronomy 2024. The rapporteur for this session will be **Barbara Zmrzlikar**, from Slovenia, European Region of Gastronomy 2021.





Dr. Peter Kozmus, Professional leader, Breeding Programme for the Carniolan honeybee in Slovenia 2021 and Vice-president, APIMONDIA – Slovenia

A beekeeper since 1994, Dr. Peter Kozmus is involved in many projects in the field of beekeeping in Slovenia. Since 2011, he has been the professional head of the breeding programme for the Carniolan honey bee and is now in his second mandate as President of the Council for Beekeeping at the Ministry of Agriculture, Forestry and Food. He has been the coordinator of the initiative to declare 20 May World Bee Day at the Slovenian Beekeepers Association. He is Vice-president of the APIMONDIA International Beekeeping Organization, where since 2002 he has been active in promoting the transfer of knowledge between scientists and beekeepers, as well as involving young people in beekeeping. Dr. Peter Kozmus has an extensive experience as a researcher at the National Institute of Biology, the Agricultural Institute of Slovenia, and the Beekeeping Association of Slovenia and is the author and co-author of several scientific papers, articles and books about bees and beekeeping.



Dr. Mohammed Hamoud, Lecturer, Faculty of Tourism and Archaeology, King Saud University and Executive Manager, Aseer World Region of Gastronomy 2024 – Saudi Arabia

Dr. Mohammed Hamoud has been a lecturer at the Faculty of Tourism and Archaeology at King Saud University (KSU) since 2011. He has an extensive experience in historic preservation practices in the USA and worked on several projects in the historical urban landscape in Barcelona. Based on this experience, Mohammed combined the American and European schools with regard to concepts, theories, and implementation of cultural heritage. Mohammed has a first master's degree in Historic Preservation from Eastern Michigan University (USA) and a second master's degree in Landscape Intervention and Heritage Management (UAB University, Barcelona). In 2022, he earned his Ph.D. focussing on cultural heritage management and the engagement of local communities. He is now Executive Manager of Aseer, World Region of Gastronomy 2024.



Barbara Zmrzlikar, Head of Research, Development, Innovation and EU Projects Department, Slovenian Tourist Board - Slovenia

As the head of the department, Barbara Zmrzlikar is responsible for strategic planning, sustainable development, research, and support for the development of innovative tourist experiences. She devoted special attention to the development of the gastronomy tourism by preparing the Action Plan for the Development and Marketing of Gastronomic Tourism in Slovenia and by being a member of IGCAT Global Experts Network.

Break out session 8

FOOD FOR THE FUTURE

Are creative and artistic projects a better way to encourage young people to think about their food future?

This session aims to put a spotlight on creative initiatives to encourage young people to think about their food future. Grow-your-own initiatives to ensure young people have the skills to be self-sufficient in the future, open-door farms and urban allotments are popular but what about the role of the arts? Creative initiatives can help people imagine their food future for example the Catastrophic Meal project in Aarhus-Central Denmark, European Region of Gastronomy 2017 and Creative Chefs can put a spotlight on immediate sources of food and/or food waste. Invited guests will include **Jakob Vinkler**, creative consultant in the planning of the **Catastrophic Meal concept, Aarhus-Central Denmark Region since 2017** and **Jyrki Tsutsunen**, Culture Chef, passionate forager and Ambassador for **Saimaa, awarded European Region of Gastronomy 2024**.

This session will be led by **Anu-Anette Varho**, Project Specialist, Saimaa European Region of Gastronomy awarded 2024. The rapporteur for this session will be **Blanca Cros**, from Catalonia, European Region of Gastronomy 2016.





Anu-Anette Varho, Project Specialist Saimaa, European Region of Gastronomy awarded 2024 - Finland
Editor of Saimaa's successful bid to become European Region of Gastronomy 2024. She is an experienced and versatile designer. Skilled in User-centered Design, Event Management, Creative Problem Solving, Design Thinking, and Project Coordination. Graduated from Lahti University of Applied Sciences.



Blanca Cros, Catalan Tourism Board and IGCAT Board Member - Spain

Blanca Cros is the Head of European Programmes & International Relations at the Catalan Tourist Board (CTB) where she is responsible for the development of a broad range of European projects, as well as engaging in various European tourism networks. Her wide experience includes working as coordinator for cultural tourism, gastronomy, and sustainable tourism at CTB. Blanca believes in the exchange of good practises and the potential of joining forces and sharing synergies among different countries, regions and tourist destinations. She strongly supported and pushed forward the candidacy of Catalonia as European Region of Gastronomy awarded 2016. Additionally, Blanca was awarded "Necstour Ambassador for 2017".



Jakob Vinkler, Chef and Project Manager, The Catastrophic Meal - Denmark

Jakob Vinkler is Founder of the Gastronomic Tourist Office, that works on the dissemination of gastrotourism and hosting, as well as of the Institute of Meals that focuses on how the space around the meal influences the experience and meaning of the meal. He is also Project manager of the Frontier-seeking Culture Kitchen which currently houses three projects developed in connection with Aarhus 2017 - Capital of Culture: the Borderless Kitchen, working with communal dining and food as a social tool; the Fish-a-deli Circus, a traveling circus that interprets and communicates the food of the area and the diversity of the fish on offer; and the Catastrophic Meal: Dystopia and Utopia on a plate thinking of what will the future meal look like in 50 years. Jakob Vinkler was Coordinator for the development team within Gastronomy - OFF Track 2017 at the Aarhus Foundation 2017.



Jyrki Tsutsunen, Cultural Chef and official Ambassador of Saimaa, European Region of Gastronomy awarded 2024 - Finland

Jyrki Tsutsunen is a wild chef who creates new taste experiences with raw materials collected from the forest without prejudice. He is also known for multisensory events where food is combined with experiences produced with artists and musicians. Jyrki wants to challenge us to think about what food is and lead us to the edge of the new and experimental instead of the familiar and safe. Jyrki has worked as a chef in several top restaurants in Helsinki, at the St. Petersburg consulate, and organized international food events in, for example, Madrid, Frankfurt, Berlin and Plovdiv. However, he often returns to the landscapes of his childhood, the nature of Saimaa and the lake. Food is life and wild food is a passion!

- 15.15h (CET) **Feedback session**
Rapporteurs in from each workshop will have five minutes each to summarise main conclusions from their respective sessions.
- 15.55h (CET) **Concluding remarks and thanks**
- 16.00h (CET) **Announcement of the winners of the 2022 IGCAT International Food Film Menu**

