



EUROPEAN REGION OF GASTRONOMY



OFFICIAL GUIDELINES

IGCAT

INTERNATIONAL INSTITUTE OF
GASTRONOMY, CULTURE, ARTS AND TOURISM

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INTRODUCTION

About IGCAT

IGCAT is an international network of experts in the fields of culture, arts, tourism and gastronomy. Collectively, we aim to empower local communities by guiding, facilitating, and supporting leaders in cities, regions and cultural projects to understand the potential of their distinct food, culture, arts and sustainable tourism assets.

The Award

The aim of the Award is to contribute to a better quality of life in regions by highlighting distinctive food cultures, educating for better health and sustainability and stimulating gastronomic innovation.

The European Region of Gastronomy will be given to 2-3 regions each year as a stimulus to link food, hospitality, tourism, culture, health and sustainability and, to support economic, cultural, social and environmental development.



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

IGCAT firmly believes that regional development needs public, private, third sector and knowledge institutions to work together and a great deal can be accomplished by learning from other regions facing similar challenges. The founding regions concurred and the Regions of Gastronomy Platform was set up to ensure transfer of knowledge as well as to support collaborations that give wider visibility to the efforts of the regions taking part.

Benefits in summary

Showcase the region's distinct cultural and food assets internationally by giving visibility to traditional food ways.

Catalyst for development in the region through the regional stakeholder group;

Build regional identity and pride in local citizens with regard to distinct cultural and food assets;

Support local economies by stimulating public and private sector funding potential;

Sustainable tourism improving the quality of products and hospitality provision in the region;

Focus on innovation and learning to support smart growth and thus provide new skills and new opportunities for SMEs;

Awareness of wider food issues for healthy living and sustainability both through educational programs and wider citizen engagement projects;

Encourage young chefs to use, promote and innovate local food products

Environmental protection and protecting biodiversity.



In order to achieve our aim, it is important to first connect stakeholders within the region itself. By creating a regional stakeholder group, the region ensures wide engagement in the project and multiplies the possibilities both within the region and internationally.

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

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

Once a member of the Platform, the region will be advised when they are ready to bid for the title of 'European Region of Gastronomy Award'. In order to ensure longer-term benefits of the programme, regions commit to join the Platform for a minimum of five years. During this time, they work with the regional stakeholder group and with international partners through the Platform to develop a year of events that will highlight the focus areas.

1 | VISIBILITY

The Regions of Gastronomy Platform fosters the development of strategies designed to increase the regions' visibility both locally and internationally.

The European Region of Gastronomy Award is given when the region has proven its potential to take advantage of holding the title by committing to undertake events, projects and programmes that raise awareness of the food and cultural assets of the region.

Cross-marketing amongst the regions in the Platform, coupled with shared international visibility by holding the Award, provides the regions with increased prestige.



2 | CREDIBILITY

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



Communities force food businesses to be more responsible

Milan 2015 hosted by **DG Growth of the European Commission** and in 2016 we had a voice at the **IFAMA World Conference** where our network was publicly endorsed by **European Commissioner for Agriculture**, Phil Hogan. Further to this, we have also received endorsements from **DG Education and Culture** and the Chair of the SEDEC Committee of the **Council of Europe**.

The European Region of Gastronomy Award has captured the minds and hearts of many that see this is a pioneering effort to empower regions by supporting their food and cultural initiatives and providing a platform from which to promote European regional diversity and richness.

The Award has quickly gained significant recognition, for example, we were able to be present the awarded regions in **EXPO**

3 | VIABILITY

The Regions of Gastronomy Platform is extremely viable for regions since it creates the opportunity for private, public, academic and third-sector collaboration to bring about shared solutions. Everyone benefits by taking part and therefore we have witnessed a huge *buy-in* from many different stakeholders in the regions that have taken part in the Platform so far. For example, in Catalonia over 800 public, private, third sector and academic entities have already signed-up to be part of the Regional Stakeholder Group and support the principles that the Award is focused on.

Furthermore, by developing a regional stakeholder group, the region has the potential to attract both public and private sector funding and sponsorship, as well as to engage citizens in new and interesting ways.

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

4 | COHESION

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

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

The Regions of Gastronomy Platform membership provides opportunities for shared and joint projects across regions that also contributes to cohesion in the continent.

PRINCIPLES

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

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

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

The European Region of Gastronomy Award will be given to 2-3 regions each year as a stimulus to link food, hospitality, tourism, culture, health, and sustainability and to support economic, cultural, social, and environmental development.

The following **principles** underpin the award:

Supporting smart,
sustainable and inclusive
growth



Involving academic,
public, private and third
sector stakeholders



Long-term commitment to
the Regions of Gastronomy
Platform



Sharing
Knowledge



FOCUS AREAS

1 | Feeding the planet



It is estimated that by 2050 the world's population will have exceeded 9 billion people (currently we are above 7 billion people). The Regions of Gastronomy Platform aims to stimulate debate about how we produce sufficient food for everyone. Given that it is estimated that currently more than 20,000 people die from hunger every day, discussion related to global trade, food distribution, emergency aid and food production is urgent.

Regions of Gastronomy agree to develop awareness-raising events and expert meetings to discuss and find solutions to development challenges and to share examples of good practice with other regions in the Platform.

2 | Sustainability

Sustainable local, regional, and global food systems are important for all our futures. The Regions of Gastronomy Platform aims to stimulate debate about sustainable tourism, food and gastronomy practices in order to support the development of more environmentally, socially, culturally and economically sustainable food production and consumption.

Regions of Gastronomy commit to explore creative, sustainable, and responsible tourism initiatives and, in doing so, promote local food products.

3 | Education

The European Parliament called for gastronomy and food to be integrated into the education curriculum - a policy recommendation that the Regions of Gastronomy Platform supports. Principles of collaboration among the education sector and public and private bodies work as cornerstones of the Regions of Gastronomy Platform.

Regions of Gastronomy agree to work closely with education and knowledge institutions to disseminate information about the importance of regional gastronomy and local food products.



4 | Innovation

Local food cultures are an important source of innovation. Traditions developed over centuries form the vital 'DNA' of food cultures and regional gastronomy. Therefore, local knowledge is an important potential source of new ideas as well as innovative products and experiences.

Regions of Gastronomy encourage young chefs to embrace and support local food producers and innovate on local products, recipes and traditions. A European Young Chef Award is held each year, hosted by a hospitality school from one of the awarded regions, in order to incentivise this initiative.

5 | Globalisation

Globalisation of food production creates competition for local food producers and currently poses a threat to local food varieties by making way for mono-cultures that are more competitive in the market place. National Geographic predicts that we will lose 50% of our plant and animal varieties by the end of the century if we do not do something urgently to protect our food diversity. The reduction in farming of local varieties in turn changes farming production and preparation methods with a consequent loss of food associated traditions.

The aim is therefore to reverse this trend by taking advantage of growth in food related tourism and specialist food markets to provide opportunities for regional producers to expand their markets for unique or unusual food varieties.

Regions of Gastronomy agree to share good practices and support cross-marketing of local producers' goods and services. They are furthermore invited to promote unique souvenirs, which enables them to provide visibility for local craftspeople.

6 | Digital Agenda

The Digital Agenda for Europe (DAE) aims to reboot Europe's economy and help European citizens and businesses to get the most out of digital technologies. It is the first of seven flagship initiatives under Europe 2020, the EU's strategy to deliver smart, sustainable, and inclusive growth. The digital economy is growing much faster than other sectors, but it requires new ways of working. This applies not only to the food sector for promotional purposes but also to the use of augmented reality or digital applications to educate and build awareness about food origins, thus adding value to food products through the application of creative and digital technology.

Regions of Gastronomy agree to share good practice and support the digital agenda.

7 | Linking Urban and Rural

Young people are often no longer aware of where the food they eat comes from. The aim is therefore to re-connect rural and urban environments by bringing the countryside to the city and the city to the countryside.

Regions commit to stimulating the debate between urban and rural dwellers about the future of food and gastronomy.

8 | Global Competitiveness

Regions of Gastronomy aim to highlight the distinctiveness of their food cultures and practices, enabling food products and experiences to compete effectively with those from other areas of the world. We see regional food as being one of the major strengths that all regions around the world can use to profile themselves globally (both in terms of products and tourism services).

Regions of Gastronomy agree to collaborate in marketing initiatives at tourism and food fairs in Europe and beyond.

9 | Health

Food is vital for health, and gastronomy is the art of eating well. By showcasing regional and local food that is wholesome and healthy, we hope to promote healthy eating. Additionally, by developing awareness campaigns, we aim to contribute to raising awareness of health issues and environmental sustainability.

Regions of Gastronomy agree to highlight the value of natural farming and work with local producers to give visibility to food traditions and quality produce.

10 | Cultural and Food Diversity

Regional gastronomy provides a wealth of diversity, not just in terms of a vast range of different foods, but also in the many ways of eating, presenting, and serving food. Conservation of local food cultures helps to promote the diversity of food, culture and creativity. The aim is to stem the loss of food varieties and support biodiversity on the planet.

Regions of Gastronomy agree to identify and give visibility to local, and cultural, food diversity in order to encourage pride and respect for local varieties of plants and animals.

11 | Supporting SMEs

According to DG Enterprise and Industry, more than 20 million SMEs in the EU represent 99% of businesses and are a key driver for economic growth, innovation, employment, and social integration. Small and Medium Enterprises are the backbone of regional food production, the mainstay of gastronomic experiences, and the power house of local economies. Our aim is to promote the work of SMEs and to help them achieve greater environmental, economic, and cultural sustainability.

Regions of gastronomy agree to introduce programmes and support mechanisms for SMEs that work to promote the region's gastronomy and cultural/creative tourism offer.

JOIN THE PROCESS AND CRITERIA

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

JOINING THE REGIONS OF GASTRONOMY PLATFORM

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

At this early stage, regions need to ask themselves:

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

All regional stakeholders need to sign a Letter of Commitment to the principles of the Platform and, if desired, endorse the region's intention to bid (see template in Annex A). By signing the Letter of Commitment organisations will have permission to use the logo in their establishments showing their support for the Platform.

The first objective of the stakeholder group is to:

- a) **define** the region (see FAQs section);
- b) **agree** to the terms of the Protocol Agreement with IGCAT (see Annex C);
- c) **define and formally agree** which institutions will represent the region and take legal/financial responsibility as the Executive Committee, in relation to IGCAT and the Regions of Gastronomy Platform. Ideally, three/four representatives are required to sign the Protocol Agreement; one private, one third sector, and knowledge institution. These same institutions form the Executive Committee on behalf of the stakeholder group;
- d) (optional) **agree collectively** to bid for the title in a specific year and the theme or title for the year (this needs to be recorded in official minutes);
- e) **confirm the appointment** of a full-time coordinator and assistant (see Annex B) to coordinate further stakeholder meetings as well as develop the regional stakeholder group membership.

Prospective regions should send a letter to IGCAT stating their interest and what they hope to achieve by joining the Platform and attach a signed Protocol Agreement. IGCAT will invite two representatives from the applicant region's Executive Committee to attend the next Platform meeting as observers. The representatives will present their case for joining the Platform to the members.

The existing Platform will vote on admitting the region to the Platform. A majority vote is needed to proceed to include the region. IGCAT will then be able to sign the Protocol Agreement.

The Protocol Agreement sets out the legal agreement and obligations of the region to the Platform. By signing the Protocol Agreement with IGCAT, the regional stakeholders agree to:

- a) **join** the Platform and pay a yearly membership fee (see Annex D);
- b) **promote** the principles of the Platform and Award;
- c) **send two representatives** to take part in three Platform meetings per year and one representative on a monitoring visit to another partner region each year;

- d) **appoint a full-time coordinator**, who speaks English, to work full-time on the project and be the main contact point for IGCAT and the other partners;
- e) **appoint representatives** from the stakeholder institutions to be in the Executive Committee. Their contact details must be sent to IGCAT. These representatives and the coordinator must agree to share information from the Platform with all regional stakeholders;
- f) **keep IGCAT** informed regarding the full list of stakeholder institutions and prepare a report for each Platform meeting on activities being undertaken by the regional stakeholder group;
- g) **commit to being a member** of the Platform for a minimum of 5 years (although it is hoped that regions will remain members for an extended period);
- h) **carry out tasks and procedures** agreed and indicated in the Communication and Marketing Strategy (see Annex C);
- i) **comply with the Logo Agreement** and Guidelines (see Annex F);
- j) **appoint at least one ambassador** (preferably with celebrity status) to represent and give visibility to the region internationally (see Annex G);
- k) **organise a local young chef** competition or agree a selection process in order to send a finalist from the region to the European Young Chef Award (see Annex H);
- l) **organize local innovative souvenir competitions** or agree a selection process for souvenirs that will be used to promote the region and display the Region of Gastronomy logo (see Annex I);
- m) **provide a stand and or organize a side event** to promote all Regions of Gastronomy in at least one national tourism/food fair in order to further cross-market possibilities (see Annex E);
- n) **prepare leaflets/brochures in English** with the Regions of Gastronomy logo clearly visible and send them to food/tourism fairs attended by Platform members (see Annex F).

Why to start so far in advance?

Being recognised as a European Region of Gastronomy is much more complex than just having good gastronomy. The Award is given for a programme of gastronomic and culturally related events and projects that address a challenge that the region faces in terms of sustainable development. The criteria require a regional stakeholder group and a long-term vision. This implies significant engagement with stakeholders throughout the region in preparation and implementation of the programme. It also requires candidate regions to work with schools and universities and to engage with citizens. The programme calls for a dialogue across hospitality, cultural, agricultural, educational, and tourism sectors. It can only be successful if it shows significant public and private sector support.

Another reason for starting early is that the programme is developed so that regions cross-marketing initiatives between regions, needs time to develop and mature.

An Executive Committee needs to be established and a full-time coordinator and assistant put into place. Then, projects need to be planned and developed, and a bid book needs to be agreed upon and supported by everyone taking part.

The stakeholder group needs to appoint a full-time coordinator and assistant and start working in a coordinated manner to develop a worthy programme for the Award.

The region will not be awarded the title based on its great gastronomy. This may act as a basis for a bid but it is not the bid itself. A region is awarded the title based on the programme set out in its bid book and its viability to address issues outlined as focus areas for the Regions of Gastronomy Platform.

During their time as members of the Regions of Gastronomy Platform, regions will be advised and supported by former awarded regions to develop their programme and bid for the title.

The bidding process has **four** stages:

Stage one | Declaration to bid

Platform members are welcome to bid for the title as soon as they have joined the Platform and attended two Platform meetings. However, if they are not ready to hold the title they will be advised to prepare further before bidding to avoid unnecessary costs and disappointment.

Declarations to bid for the title should only be made on agreement from the Platform members at a Platform meeting and at the first Platform meeting held in the year when the call is opened (see Annex J).

A region may also be asked to delay bidding to ensure a three-year gap between regions holding the award from the same country. (i.e. East Lombardy, Italy holds the award in 2017 therefore the next Italian region cannot be a candidate until 2018 for the title in 2021).

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

Stage two | Delivery of a bid book

Regions hoping to bid for the title must produce a bid book by 30 May in the relevant call year (each year a call will be launched for subsequent years i.e. in 2017 the call is open for 2020).

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

The bid book may contain images but these need to be included in the 80-page allowance.

One compressed PDF version of the bid book (maximum 12MB) needs to be sent to info@igcat.org by 30 May in the call year.

Twenty (20) hard copies also need to be delivered to IGCAT secretariat offices by 30 May in the call year:

IGCAT Carrer Mas Morell 12, 2º E-08395, Sant Pol de Mar,
Barcelona, Catalonia – Spain

Stage three | Presentation of the bid book and tasting

At the second Platform meeting in the year of the call, the bidding regions will give a presentation to a wide panel of experts during a public forum open to the press and stakeholders (normally coinciding with the Platform meeting in June/July).

The panel is made up of a combination of former, current and future Regions of Gastronomy and at least 2 independent IGCAT experts. As far as possible the panel will represent different sectors of expertise including culture, tourism, agriculture, environmental, sustainability, education, gastronomy and hospitality. The IGCAT board selects the panel.

The presentation will be no more than 20 minutes long and may include within this time frame a power-point and/or video. The panel will then have a further 20 minutes for questions.

Following the presentation, the region should provide a tasting of products from the region for up to 50 participants. It is optional to give a short explanation about the food presented.

The panel of experts will assess the bid book and the presentation and, if deemed appropriate, the panel will recommend that the region be given the green light to move to the third stage of bidding and appoint 2-3 IGCAT experts to visit the region.

A list of recommendations will be presented to the region and a press release will be made and distributed that will announce the forthcoming panel of experts' visit to the region.

Stage four | Visit to the region by a panel of experts

A panel of IGCAT experts (where possible selected from other Regions of Gastronomy in order to further inter-regional knowledge and cooperation) will visit the region (usually in September of the bid year). The reason for using experts from different regions is because the visit is also an opportunity for peer to peer assessment and this has proven to be very valuable for the transfer of knowledge.

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

▣ **Governance** - i.e. demonstration of a strong stakeholder group including public, private, third sector, and academic institutions (a signed protocol has to be evident and this requires that stakeholder meetings must have taken place).

▣ **Coordination** - it is recommended that at least one full time coordinator is employed to develop the bid book, coordinate all the activities outlined in the bid book, and provide relevant information/reports to the stakeholder group and to the Regions of Gastronomy Platform.

▣ **Cross-sectorial working** - it has to be demonstrated that different sectors are working together on new projects.

▣ **Budget** - the budget allocation must be sufficient for coordination costs and the new projects envisaged.

▣ **Focus areas** - development plans need to be clearly outlined on at least four of the nine focus areas of the Regions of Gastronomy Platform.

▣ **Long-term development goals** - a key factor is whether the jury consider the bid will support the long-term development goals of the region.

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

During the visit the jury will meet with the Executive Steering Committee to discuss: governance, budgets, projects, marketing and communication, provisions for monitoring and evaluation, sustainability and legacy.

The panel of experts will produce a report for IGCAT with a recommendation on whether the region is ready to be given the title. The expert report will be shared with the Executive Committee from the region. This gives the region a chance to reply to the panel in case they feel they were unfairly judged in any aspect.

Presuming a successful outcome, IGCAT will release a formal announcement and press release and proceed in collaboration with the region to organise an Award Ceremony that will normally coincide with the third Platform meeting of the year of the call, in October/November.

Award Ceremony

The IGCAT board will approve 2 to 3 regions to hold the title each year on recommendation from a panel of experts.

The region (if successful) will be formally presented the title '[REGION NAME] - EUROPEAN REGION OF GASTRONOMY - [YEAR]' in a formal ceremony normally in October/November. This means the region then has two years to develop its programme of events to celebrate the title year in line with the bid book proposal.

The Award Ceremony will normally coincide with a Platform meeting but may vary as the aim is to use this event to draw attention to the Regions of Gastronomy Platform at a political level.

The Award Ceremony should be attended by high political officials at all levels, from local to European.

ANNEX A:

Regional Stakeholder Agreement Template

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

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

[Region Name] shares the aims of the Regions of Gastronomy Platform (<http://igcat.org/regionsofgastronomy/>) which aims to contribute to a better quality of life in regions by highlighting distinctive food cultures, educating for better health and sustainability, and stimulating gastronomic innovation.

By being part of this Platform, the aim is to share knowledge and experiences with the other partners from the Regions of Gastronomy Platform and benefit from collaborations and cross-marketing.

Therefore, [Name of the representative], on behalf of [Name of the organisation], agrees to become a member of the Regional Stakeholder Group for [Region Name] and agrees to:

- a) promote the principles of the Regions of Gastronomy Platform in events and activities that can be included within its initiative;
- b) contribute to awareness raising on the importance of local food varieties and local food produce, traditions, and culture;
- c) disseminate the Regions of Gastronomy Platform's logo on websites and social networks within appropriate activities of the project;

- d) provide knowledge and expertise with the aim to endorse and give recognition to Regions of Gastronomy Platform's principles in order to have the best impact and visibility in the short, medium, and long-term;
- e) (optional) support the aims and principles of the bid to be European Region of Gastronomy in XXXX (YEAR).

On the other side, the Region of Gastronomy stakeholder group for [Region Name] is committed to:

- a) keep you updated and to invite you to take part in activities and initiatives within the framework of the project and within the interest areas of your organisation;
- b) disseminate information through available communication channels about the activities and initiatives proposed by your organisation within the framework of the project;
- c) help find and locate appropriate partners from other regions in the Regions of Gastronomy Platform;
- d) share ideas and knowledge provided by other Regions of Gastronomy;
- e) collect your proposals and take them into consideration with the aim of getting the maximum benefits for [Region Name].

Signed on this day,, of 2017

Signature:

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

Contact person's name:

Institutions/organisation's name:

Area of activity and interest:

Email address:

Telephone number:

ANNEX B:

Template Job Description Full-time Coordinator

A full-time coordinator will:

- **work with** key agencies through an agreed governance structure and report regularly to the Executive Committee;
- **attend all international Platform meetings and report** on the progress of the projects and programmes outlined in the bid book;
- **coordinate joint activities** with the international Platform by connecting local stakeholders with their counterparts in the other regions;
- **ensure** that the region is correctly represented through joint initiatives including the Young Chef Award, through selection of innovative souvenirs and through events/stands at food and tourism fairs organised by and with other Platform members;
- **organise** at least one Regions of Gastronomy stand at a national food/tourism fair and invite all Platform members to send publicity and to cross-promote the other regions through this event;
- **play** a key role in marketing and communications vis-a-vis the European Region of Gastronomy designation;
- **liaise** with food producers, food festivals, agencies, and other food interests in developing the programme and facilitating the implementation of projects;
- **compile** images and videos from the region and make these available to IGCAT as required;
- **disseminate** IGCAT materials, studies, and research that will build awareness about the importance of cultural and food diversity for sustainable development.

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

ANNEX C:

Model Protocol Agreement

COOPERATION AGREEMENT BETWEEN

Regional stakeholder group from [Region Name]

Represented by: [Add names and representing institutions]

[Add address and contact details]

AND

IGCAT

(International Institute of Gastronomy, Culture, Arts and Tourism)

Represented by: [add name]

C/Ignasi Mas Morell 12, 2º 2ª, Sant Pol de Mar, 08395, Barcelona, Catalonia, Spain

+34 93 760 1472 / www.igcat.org

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

Furthermore, the regional stakeholders agreed to be represented by an Executive Committee made up of the following institutions: [Add names of representing institutions]

[Add names of at least two representing institutions], on behalf of the Regional Stakeholder Group from [Region Name], agree to:

1. support the principles, focus areas and criteria underlining the Regions of Gastronomy Platform, as written in the official Regions of Gastronomy Platform guidelines published in January 2017;
2. work to develop collaboration activities with other partner regions of the Platform, including cross-marketing initiatives and events;

3. contribute to knowledge exchange (information, documents, and activities) as defined by the Regions of Gastronomy Platform;
4. Agree to organise regular regional stakeholder meetings to develop the project in and beyond the region and adhere to the criteria for selection as written in the Regions of Gastronomy Guidelines published in 2017.
5. pay an annual membership fee of 7,500€ (seven thousand, five hundred euro) each year, for a minimum of five years and with the option to renew;
6. pay a one-off joining fee of 15,000€;
7. ensure the region is represented by two people at all Regions of Gastronomy Platform meetings;
8. promote the Regions of Gastronomy Platform and the European Region of Gastronomy Award through its own communication channels, such as regional stakeholder websites and social media, and agree to carry out tasks and procedures agreed and indicated in the Communication and Marketing Strategy (see Annex E of the official guidelines);
9. comply with the Logo Agreement and Guidelines (see Annex F of the official guidelines);
10. respect deadlines for materials and information as requested from the Regions of Gastronomy Platform partners and IGCAT;
11. appoint an independent full-time coordinator to ensure the smooth running of the project and who will report to the Platform meeting in English;
12. agree to attend at least one monitoring visit per year in another Platform member region;
13. keep IGCAT informed regarding the full list of stakeholder institutions and any changes to the legal representatives' names and contact details.
14. host a Regions of Gastronomy stand in a national/regional gastronomy or tourism fair;
15. ensure that the region is correctly represented through joint initiatives including the Young Chef Award, the Innovative Souvenirs, events and fairs;

16. coordinate joint activities with the international Platform by connecting local stakeholders with their counterparts in the other regions;
17. host an international Platform meeting;
18. supply images and videos of the region for use by IGCAT with the appropriate logo and title giving visibility to the Platform and Award;
19. disseminate IGCAT materials, studies, and research that will build awareness about the importance of cultural and food diversity for sustainable development;
20. ensure a wide range of regional stakeholders have the opportunity to get involved with the project including food producers, food festivals, educational institutions, and other hospitality or cultural organisations;
21. monitor and evaluate the project in the region according to criteria set out in the official Regions of Gastronomy Guidelines published in 2016;
22. appoint an ambassador to represent and give visibility to the region intentionally (see Annex G of the official guidelines).
23. (optional) galvanise public, private, and academic support in the region to apply to hold the European Region of Gastronomy title in the future and develop activities worthy of the title in the region and internationally;
24. (optional) present a bid to hold the European Region of Gastronomy Award and pay a bidding fee of 25,000€ during the 5-year period of membership - as well as cover the costs of a jury visit;

And so, the regional stakeholders, represented for the purpose of this agreement by **[Name of representing Institutions]** expressly recognise that the headquarters of the Regions of Gastronomy Platform and European Region of Gastronomy Award is established and resides in the offices of **IGCAT (International Institute of Gastronomy, Culture, Arts and Tourism)**, Carrer Ignasi mas Morell 12, 2º, 08395, Sant Pol de Mar. IGCAT is recognised therefore as the operational and administrative institute of the Regions of Gastronomy Platform and European Region of Gastronomy Award.

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

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

Signed by **NAME**
For **Name Public Institution**

Signed by **NAME**
For **Name Private Body Institution**

Signed by **NAME**
For **Academic Institution**

Signed by **NAME**
For **Third Sector Institution**

Date:

ANNEX D:

Membership fees, bidding, and other related costs

(2017 onwards)

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

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

A I COSTS RELATED TO JOINING THE REGIONS OF GASTRONOMY PLATFORM

- **€15,000: One-off joining fee**
- **€7,500: Annual membership fee + adjustment for inflation** (minimum commitment of 5 years) - covers network coordination for three Platform meetings per year and monitoring visits

VARIABLE amount to cover:

- flight and accommodation expenses for two representatives to travel to three Platform meetings each year and one Award Ceremony (this may coincide with the Platform meeting)
- salary for a full-time coordinator
- costs to host at least one Platform meeting (meetings rooms, lunches, dinners, transfers etc)
- costs to host a stand or organise a side events each year at a gastronomy/tourism, national/region fair and print/send publicity materials to other Platform members for their respective stands.

- costs for one representative to attend at least one monitoring visit in another partner region each year
- costs for participation in cross-collaboration activities such as the Young Chef Award

B I COSTS RELATED TO BIDDING FOR THE AWARD

- **€25,000: Bidding fee** - covers secretariat fees and coordination costs for the organisation of jury processes, presentation to the jury and award ceremony (liaison with speakers etc.). It also includes flight costs for the jury members.

VARIABLE amount:

- costs to host the jury visit - including accommodation, meals, visits, and local transport for up to 3 jury members.
- costs to host a programme of significant importance to celebrate the title year including cross-collaboration activities.
- costs to select and send 20 examples of Innovative Souvenirs from the region to IGCAT (for promotional use) displaying the European Region of Gastronomy logo.

** All amounts quoted here reflect fees applied as of January 2017 and may be subject to change in future years.*

ANNEX E:

Communication and Marketing Obligations

Regions of Gastronomy Platform members are obliged to:

- a) **create** their own marketing and action plan and identify its precise strategic objectives according to the specific necessities and issues of the territory, as described in section 2.3 of the Regions of Gastronomy Communication and Strategy Plan, bearing in mind that the target is to address the local communities and to promote sustainable, inclusive development of the region
- b) **develop** a programme of activities and events and send this to IGCAT in advance to ensure international visibility
- c) **devote** a sufficient budget and solid efforts to promote the region and to reach international visibility acting as Region of Gastronomy
- d) **refer** to the Regions of Gastronomy Platform and its secretariat, IGCAT, during events and activities, in advertising and promotional campaigns, both online and offline, by always:
 - using the adapted version of the logo, in compliance with the Logo Guidelines;
 - quoting the Regions of Gastronomy headline:

The Regions of Gastronomy Platform and European Region of Gastronomy Award aim to contribute to better quality of life in regions around the world, by highlighting distinctive food cultures, educating for better health and sustainability and stimulating gastronomic innovation.

IGCAT (International Institute of Gastronomy, Culture, Arts and Tourism) organises the award with the support of international institutions.

e) **provide** online presence by:

- creating a dedicated **website**, available in the country's language and in English, that will link to IGCAT's website and the other Platform members' websites;
- creating a **Facebook page** for the region, making sure it is active by adding regular posts and tags;
- creating a **Twitter/Instagram** or other social media account for the region and making sure it is active;
- making a promotional **video** in English to be included in the Regions of Gastronomy Youtube channel.

f) **provide** offline presence by agreeing to:

- participate in all the Regions of Gastronomy Platform meetings;
- create press releases regarding each important event or activity connected to the Regions of Gastronomy project for both national and international press (at least twelve press releases in English throughout the year);
- Annually host a stand or organize a side event in at least one major National/Regional gastronomy or tourism fair and agree to promote the other regions through this stand;
- annually attend at least one major fair related to the travel and tourism sector and one major fair related to food and gastronomy, throughout the entire period the region joins the Platform;
- create a roll-up (using the Regions of Gastronomy Platform's agreed design) representing the regional food culture and identity to be displayed in every official gathering of the Regions of Gastronomy Platform (Partners Meetings, Award Ceremonies etc.) and at the international fairs attended by the region;
- advertise the region and its European Region of Gastronomy Award in local newspapers, gastronomic publications, and airline companies' inflight magazines;

- display advertisement posters in the region's most important hubs (major airport and train stations);
- create and distribute flyers to the city hall and the tourist information offices at the municipalities involved in the project.

ANNEX F:

Logo Guidelines

There are two types of logos:



Primary Logo for internal use only (rectangular and squared versions)

- a) The two blue/white Regions of Gastronomy logo versions should only be used by IGCAT and fully-paid Platform member regions.
- b) Each region needs the authorisation by IGCAT to use the logo and this forms part of the collaboration agreement with IGCAT.
- c) There must be one representative for each region responsible for the allocation of the Regions of Gastronomy Platform logo. As a member of the Regions of Gastronomy Platform, the regional representative is authorised to use the regional logo as he/she finds appropriate but they must send a prior written request to IGCAT if the logo is to be used for external events or publications.
- d) As a matter of practice, the logo should only be used for presentations directly related to the Regions of Gastronomy and given by Regions of Gastronomy Platform members.
- e) The logo can be used for marketing, communication, and official purposes (websites, social media, official documents). The Platform members that have not yet received the Award must indicate that they are a **Candidate Region** when using the logo on their own websites, email signatures, letter-head, leaflets etc.

- f) The member region's candidate for the award should use the logo accompanied by the text 'Candidate European Region of Gastronomy XXXX (year)' (*using the font Incised901-lt-bt-light*)

Please note that in all written materials the Platform should always be referred to as Regions of Gastronomy Platform and the Award as European region of gastronomy Award. The acronym 'ERG' must never be used.

There are three logo sizes (poster, letter head and internet) – these should be used appropriately to avoid poor pixel images.

Regional Logo for use by regions

When a Region is given the Award, they will be given their own logos to be used throughout the Region. Each Region is free to decide on the distribution and use of the logo (*see example below*).



Stamp - signifying support for the aims and principles of the Regions of Gastronomy.

In Catalonia, the stakeholder group agreement sets out the guidelines for use of the stamp. In this case, it should be clear that the logo is used to show that the organisation supports the aims and focus areas of the Regions of Gastronomy Platform. It is NOT an accreditation of the food or services provided by an establishment.



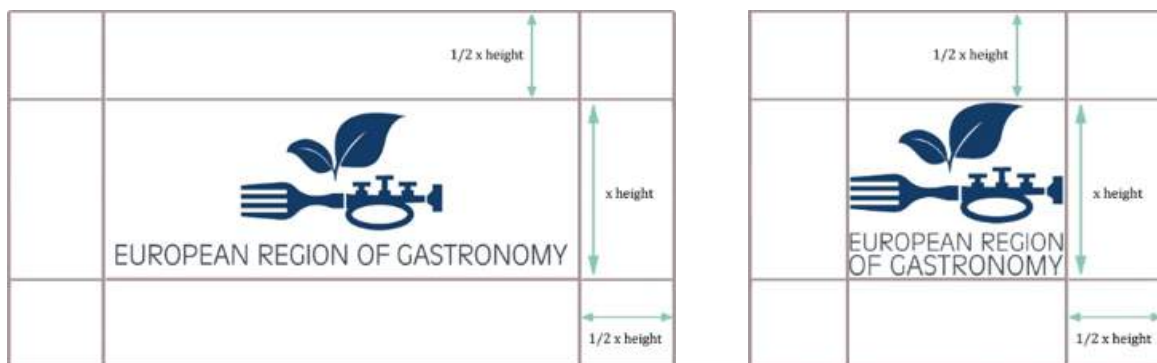
- a) Black/white Regions of Gastronomy stamps should only be used by IGCAT, fully-paid Platform member regions and the regions' stakeholders (if authorised by the partner region).
- b) There must be one representative for each region responsible for the allocation and authorisation of the use of the Regions of Gastronomy logos and stamps.
- c) Each Region of Gastronomy should decide who may use the stamp and that confirms the organisation's support for the ideals and focus areas of the Regions of Gastronomy Platform.

The Clear-Space Rule

Our signature is one of our most visible and valuable assets. In order to ensure our logo's visibility and legibility, we recommend to always position it for maximum impact, giving it plenty of room to breathe.

The minimum clear space for the Region of Gastronomy logo is defined by the "1/2 x height" measure, as shown **in the picture**.

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



ANNEX G:

Ambassador Guidelines

An ambassador should be appointed for the region, preferably prior to writing of the bid book.

The ambassador position should be voted on in a wide regional stakeholder group meeting to ensure popular consensus.

Ideally the ambassador chosen should be:

- a) an accomplished food/wine professional with established links in the region and/or have developed a national and /or international profile in a role that would support the Regions of Gastronomy Platform principles;
- b) a positive public profile and who will maintain the same image ensuring the designation is not damaged in any way;
- c) familiar with all forms of media communications, able to communicate with the various channels (print media, TV, social media, radio etc.), and able to communicate the Regions of Gastronomy brand;
- d) a person with proven experience of working in the food or culture sectors;
- e) knowledgeable about traditional food products and customs in the region;
- f) someone who shares the principles of the Award (defender of local food products and traditions, food innovator or creative person)
- g) be available to attend a pre-arranged calendar of local/regional events;
- h) willing to speak to the Regions of Gastronomy Platform/Jury/Monitors when being hosted by the region;
- i) willing to use their own visibility opportunities to highlight the award;
- j) willing to articulate the message of what the Platform and Award mean for the region;
- k) willing to promote the region's bid to hold the European Region of Gastronomy Award and the various programme of events.

ANNEX H:

Young Chef Award



European Young Chef Award

Regional *young chef* competitions need to take place in each Region of Gastronomy in order to send a finalist to the European Young Chef Award that will be hosted by a region holding the European Region of Gastronomy title. The aim is to encourage the use of seasonal and local products and foster innovation in traditional recipes. The competition is judged by celebrity chefs and international experts.

The European Young Chef Award is a competition organised and promoted by the International Institute of Gastronomy, Culture, Art and Tourism (IGCAT) and the Regions of Gastronomy Platform, taking place in collaboration with a hospitality school in one of the regions holding the European Region of Gastronomy title each year.

The aim is to strengthen links between regions in the Platform through young professional chefs, while promoting culinary innovation using traditional cuisine and local products.

Finalists from all the region taking part in the competition will have the opportunity to become Young IGCAT Chef Ambassadors in the future and to continue to support the values and principles of local food diversity.

Individual kitchens are provided for up to 15 finalists to work in and hotel accommodation is available on site for regional finalists and accompanying persons.

There is a registration fee to cover coordination, marketing, and publicity for the event and the costs of travel and accommodation need to be paid for by the participating regions.

ANNEX I:

Innovative Souvenirs



The main objective of the Innovative Souvenir Project is to promote and protect cultural and food diversity. The aim is to raise awareness on how products can represent their regions while also meeting sustainable conservation, packaging and distribution criteria.

Local workshops can be held in the region and be addressed to new or existing SMEs and independent producers that can be identified as creating hand-made or artisan products. Products should be categorised as having authentic, natural qualities that mix fine ingredients or quality raw materials with the skills, passion, and care on the part of their manufacturer/s. They are products that are not industrially or mass-produced, but developed and delivered on a small scale, involving the lowest carbon impact as possible and a responsible use of energy and natural resources.

Each Awarded region will send to IGCAT 20 examples of two different categories of products related to culinary art:

a) Food Souvenir - Since the main idea is that of producing souvenirs for tourists, these should be examples of local foods and typical products that are transportable without the risk of perishing, losing their nutritional properties or polluting the environment. Partners should, thus, focus on dry food products satisfying the aforementioned requirements. In general, food souvenirs should:

- be fit for human consumption;
- comply with the regulations on food safety and the food standards of the country where it is produced;
- be reproducible for manufacturing and suitable for the market;

- be created using at least 80% local ingredients, i.e. that come from the region that presents it;
- be produced from at least 50% natural ingredients, such as unprocessed fruits and vegetables, meats, seafood, dairy products, herbs, and flowers.

b) Kitchenware Souvenir - Cooking utensils or equipment such as spoons, pots, and the like, coming from the local culinary tradition, suitable to be transported, as per the previous category, without polluting the environment. In general, kitchenware souvenirs should:

- be reproducible for manufacturing and suitable for the market;
- be created using at least 80% local raw materials, i.e. come from the region that presents it.

Thus, the characterising elements of the initiative are sustainability, localness, quality of ingredients or raw materials, skills, and representativeness. Furthermore, competing products should be the outcome of a successful combination of innovation, especially with regard to sustainable packaging and tradition.

Regional authorities must select and submit the products from their region in agreement with the local producer and preferably following a local competition.

Once selected, the Region of Gastronomy is invited to send approximately 20 examples of their products with their Regions of Gastronomy logo to IGCAT in order for IGCAT to use them for promotional purposes.

ANNEX J:

Framework for European Region of Gastronomy Bid Books

- Cover page

Title for the project, Regions of Gastronomy logo, Candidate European Region of Gastronomy + year and name of the region. The cover page may also include logos or images from the region.

- Letter of commitment from the lead (financial) stakeholder(s)

A letter of commitment from the Stakeholder group, signed by the Executive Committee to fulfil the projects and budget as outlined in the bid book (the bid book thus becomes a defacto contract).

- Region description and outline of why the region needs the title

A brief outline covering the socio-geographical characteristics of the region and outlining what the region's main challenges are with respect to the award and what the region hopes to attain by having the award.

- Concept

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

- Description and outline of how the region is meeting the objectives of the Regions of Gastronomy focus areas

Summary of the main goals and objectives of the Award for the region. Candidate regions should demonstrate how they propose to **support the aims and objectives of at least 5 focus areas** of the Regions of Gastronomy Platform. This should include a

discussion of how the theme and programme of the year reflect the **focus areas** and which of these objectives will be particularly highlighted and how.

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

- **Governance Structure**

The European Regions of Gastronomy project requires the further **development of partnerships** between public sector, commercial sector, education/research organisations and third sector groups. Candidates should indicate how they intend to develop this stakeholder group and what types of collaboration this will involve.

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

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

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

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

A **Formal Consortium of Stakeholders** needs to be established from the above list of academic, third sector, public, and private institutions. The bid should clearly list the stakeholder group and names and contact details of their agreed representatives.

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

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

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

- **Ambassador**

The stakeholder group needs to agree on an appropriate regional ambassador for the Award, and their endorsement and agreement to promote the Award both regionally and nationally needs to be clear (see Annex G: Criteria for selecting a regional ambassador).

- **Cross-collaboration with other Regions of Gastronomy Platform partners**

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

- a) the European Young Chef Award should involve hospitality schools from each region (see Annex H);
- b) publicity materials at partner regions' tourism and gastronomy fairs, and hosting a Regions of Gastronomy stand or side event at a national fair (see Annex E);
- c) taking part in projects to innovate on local souvenirs (see Annex I).

- Sustainability and legacy

How will the region ensure that the activities organised for the European Region of Gastronomy year will be **sustainable over the longer term**? What **lasting legacy** is envisaged from the European Region of Gastronomy project? How will the project contribute to sustainable food and gastronomy practices in the region?

- Citizen Inclusion

How will the **citizens of the region be involved** in the development, organisation and execution of the programme? Are there any **specific target groups** who are envisaged as key beneficiaries of the programme?

- Education

How will the programme develop greater awareness and knowledge about local and regional food, issues of nutrition, health, and sustainability? How will school children and others following educational courses be involved in the programme?

- SMEs

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

- European content and actions

As the European Region of Gastronomy Award is designed to increase the **visibility of regional gastronomy at European level**, it is important that **specific European elements** be built into the programme. This should include the **projection** of your regional gastronomy to the rest of Europe, but also linking people in your region to different aspects of European food cultures and gastronomy. Particular attention should be paid to the existence of **food ways linking your own gastronomic traditions with other European regions**, as these are in line with UNESCO intangible heritage in the realm of gastronomy.

- Marketing and communication plan

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

- Economic provision

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

It is important to stipulate which body has responsibility for the financial management of the European Region of Gastronomy and to guarantee the Executive Committee and International Coordinator are able to direct these funds.

ANNEX K:

Monitoring Guidelines

European Regions of Gastronomy must send a monitoring report to IGCAT one week prior to each Platform meeting.

The monitoring report should include the following information:

Region name:

Proposed year to hold the title:

Governance

International Coordinator's name and contact details:

Executive Committee/Coordinators for each focus area contact details:

List of Executive Committee meetings convened and main points agreed:

List of Stakeholder meetings convened and summary of the meetings:

List of stakeholders attending the stakeholder's meeting:

Finance

Agreements received for the project from: (names of institutions and contributions pledged)

Sponsorships agreed: (names of companies and nature of the sponsorship)

Proposed Budget for the coming years up until, and including, the title year as well as proposal for longer-term financial commitment:

Activities

Activities completed since the last Platform meeting:

*Calendar of activities for the next quarter with dates, titles, and descriptions of all actions:
(if possible also relevant photos or images)*

Analysis of citizen engagement in the activities:

Marketing and communication

Proof of presence of European Region of Gastronomy logo and banners at events held:

Report on social media uptake:

**Off-line printed materials to be submitted to IGCAT.*

ANNEX L:

Evaluation Guidelines

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

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

The annex is not a comprehensive "how to..." or a document dictating exactly how each and every region should evaluate their initiatives. Instead it seeks to present a way of thinking about evaluation and how to carry evaluation out in an easy and relatively straight forward fashion.

The European Region of Gastronomy Award is given to 2-3 regions each year in recognition of and to stimulate each region to develop an exciting programme of events and initiatives that:

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

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

Ensuring a successful evaluation process is therefore important to assess benefits and allow meaningful comparison among regions and to demonstrate what works and why.

The main purpose of the evaluation

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

- Authorities who have financed the initiative
- Local stakeholders/steering committees
- External financing - i.e. EU

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

- IGCAT
- Potential candidates - Regional authorities, universities, municipalities
- Local stakeholders - organisations SMEs

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

- Steering committee/local stakeholders

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

- Local stakeholders - organisations SMEs who have not necessarily participated in the European Region of Gastronomy year activities
- Steering committees
- Authorities who have financed the initiative

Planning

When to start the process?

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

Period to cover

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

Who should carry out the evaluation?

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

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

The monitoring process

A. Preparation - before the awarded year

- Visit of the jury when the bid book is presented (or shortly thereafter).
- Monitoring reports are delivered in writing and a verbal report is given at each Platform meeting (3 times a year).
- 6-8 months (at a partner meeting in this period) after the region has been awarded European Region of Gastronomy, the awarded region presents how the evaluation will be carried out. This includes:
 - who will carry out the evaluation (or a plan to identify who will do it);
 - SMART indicators related to the strategic aims and indicators specified in the bid book.

B. Action - during the award year

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

C. Effect - after the award year

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

ANNEX M:

Sponsorship Guidelines

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

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

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

ANNEX N:

FAQs

What is meant by the title 'Gastronomy' – does this mean only high-end cuisine?

No, 'Gastronomy' here is used to refer to a holistic approach, which includes agriculture and food culture relating to place, hospitality, eating, food production, food ways, food traditions and how one feels about one's food culture.

What is meant by 'Region' – who can apply?

A 'Region' can be a province, county, country, and/or other territory defined by the partner presenting the bid. It is important that the territory chosen has the support of multiple municipalities (not just one) and that it is able to gain support from multiple academic, third sector, public and private partners.

Is the Award a competition?

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

Unlike other European Awards, only regions that join the Platform can be awarded the title, and to join the Platform requires a series of policy-actions to be in place such as a stakeholder group made up of public, private, third sector and knowledge institutions.

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

Once inside the Platform, the regions work towards having the conditions required to hold the title. Depending on where the region is in the process, this can take several years of hard work for example, Sibiu (Romania) joined the Platform in 2014 and has received the title

for 2019. Whereas, the South Aegean (Greece) joined in 2016 and will also hold the title in 2019 because it already had many strong initiatives that met all the criteria.

What are the starting dates and end dates if we bid for the European Region of Gastronomy title - is it a full year of activities starting in January?

Since the Regions of Gastronomy is a bottom-up initiative, the regions will decide the starting time of the events of their European Region of Gastronomy year according to their schedule.

What happens after you have held the title of European Region of Gastronomy?

The awarded region will have to complete its 5-year commitment to the Regions of Gastronomy Platform if this has not already been done. Beside the lasting legacy of the Award, the region will have the option to remain in the Regions of Gastronomy Platform beyond the year of their title and will always be referred to as European Region of Gastronomy XXXX (YEAR).

How many regions can hold the title each year?

2-3 regions will be selected each year by an external panel of experts selected by IGCAT. By holding the title, the regions selected will act as ambassadors for the project and agree to collaborate with one another.

What happens if more regions apply for the Award?

IGCAT will advise the region as to when they are ready to apply for the Award and the panel of experts serve to provide recommendations and ideas to further enhance their programme.

What is the title that will be awarded?

The awarded title will be '[REGION NAME] - EUROPEAN REGION OF GASTRONOMY - [YEAR]'. This is similar to European Capitals of Culture and therefore the title can be used as a long-term legacy of the event and each region awarded the title for a year would be able to patent the title and year for posterity.

CONTACT

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