



Driving innovations in creative gifts and products. Strategies and training for trainers
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Covid-19 _ side effects

Increased:

Reliance on local products and sales points

Awareness of importance of local economy

Increased respect for nature and joy at seeing it regenerate

Food and hygiene assurances sought



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Creativity, culture and diversity are important in local settings for:

**Ecology / biodiversity
/environment**

Social cohesion / citizen pride

Education / Health

Economy / Jobs / Opportunities



Cultural and Food Diversity



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*There are fewer owners
dominating cultural and food
markets.*

*“This reduction in the
number of owners and the
diversity of choices is also a
threat to democracy, since a
rich diversity of voices and
images is essential for
democratic discourse.”*

Culturelink (2006)

Covid-19 has proven that the unrestrained consumerist economic model is not all ‘glitter and gold’. It needs checks and balances.



Increased pressure on certain raw materials as populations grow and demand for similar products increase.

Globalisation presents a widening of choice in one direction but a reduction in knowledge about our own food and culture.

*The study, conducted by the CIAT concludes that during the past 50 years, human diets around the world have been converging “**by a global average of 36 percent and the trend shows no signs of slowing, with major consequences for human nutrition and global food security.**”*

http://cgiarweb.s3.amazonaws.com/wp-content/uploads/2014/03/Global-Food-Supply_press-release_CIAT.pdf (accessed 2 March 2015)



The loss of biodiversity in our food and on our land is because industrial agriculture systems promote monocultures. Monocultures are based on the cultivation of only one variety of one crop, which is bred to respond to externally applied chemicals or toxins.

Read full excerpt from Vandana Shiva's new book. <http://www.alternet.org/food/how-biodiversity-not-toxic-monocultures-sustainably-and-efficiently-feeds-world>

According to the State of the World's Plant Genetic Resources for Food and Agriculture, of the **7,098 apple varieties documented in the United States in the beginning of the twentieth century, 96 percent have been lost.** Additionally, 95 percent of the cabbage, 91 percent of the field maize, 94 percent of the pea, and 81 percent of the tomato varieties have also been lost. In Mexico, of all the varieties of corn reported in 1930, only [20 percent exist today.](#)



What has that got to do with me?

By re-valuing your own cultural and food diversity – you will be supporting:

Social cohesion and citizen pride

Education and health

*Local economy – export and
tourism*





SMART STRATEGIES

- Work experts to recognise and re-valorise local products
- Inspire entrepreneurship (build micro- or mini businesses)
- Convince artisans of the need to contemporize and diversify local crafts
- Increase opportunities for sale
- Utilize social media fully
- Encourage cross-marketing between offers
- Build international visibility for the future



Re-valorise local products

What is our unique selling point?

SACREDNESS THEORY

(Graburn, 1989)

normal / profane /
ordinary experience /
permanent WORK

HOME



TRAVEL

abnormal / sacred /
non-ordinary
experience /
transitory
LEISURE



SOUVENIRS FOR YOURSELF

Memory of an experience or trip

SOUVENIRS FOR OTHERS

Opportunity to share the experience

GIFTS FOR OTHERS

Opportunity to show our love

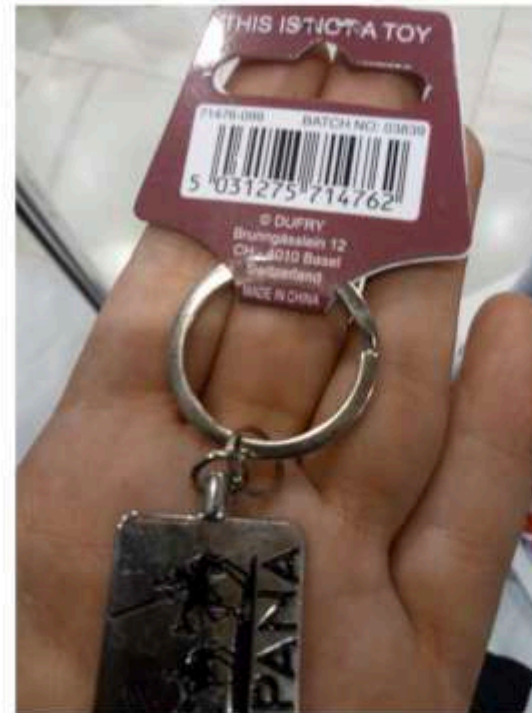
GIFTS FOR YOURSELF

Opportunity to have something useful



LOCAL GIFT CHALLENGE

BAD PRACTICE SOUVENIR FOR YOURSELF





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LOCAL GIFT CHALLENGE

BEST PRACTICE SOUVENIR FOR YOURSELF





LOCAL GIFT CHALLENGE

BAD PRACTICE SOUVENIR FOR OTHERS





LOCAL GIFT CHALLENGE

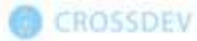
BEST PRACTICES



EUROPEAN REGION OF GASTRONOMY

Riga-Gauja,
European Region of
Gastronomy awarded 2017





LOCAL GIFT CHALLENGE

BEST PRACTICES



Catalonia,
European Region of Gastronomy
awarded 2016



Opportunity to show our love



LOCAL GIFT CHALLENGE

BEST PRACTICES



Opportunity to have something useful



LOCAL GIFT CHALLENGE

AIM: to identify opportunities for **improving the regional offer of high-quality food and food-related gifts**

- Innovate local artisanal products;
- Stimulate collaborations between local producers, entrepreneurs, designers and craftspeople;
- Imbed regional narratives in local food gifts.



LOCAL GIFT CHALLENGE

HOW DOES IT WORK?

Local producers of (potential) food and food-related gifts **evaluate** each other's products according to a set of **criteria** established by IGCAT to assess whether they reflect the attributes that locals and visitors seek as gifts.



After the evaluation exercise, a moderated group discussion takes place to discuss the evaluation outcomes



RE-THINK

Local producers realise they need to re-think their products often to make them

- more sustainable and attractive for both local and international visitor
- more interesting - often achieved by better storytelling



LOCAL GIFT CHALLENGE

PARTICIPANTS

local SMEs of different nature, including restaurateurs,
food manufacturers and agritourism,
local entrepreneurs and independent producers that can be identified as
creating **hand-made** or **artisanal products**



LOCAL GIFT CHALLENGE

PRODUCT CATEGORIES

FOOD GIFTS

Examples of **local food** and **typical products** that are transportable without the risk of perishing or losing their nutritional properties

- fit for human consumption
- food safety and food standards
- suitable for the market
- local ingredients
- natural ingredients

HANDCRAFTED GIFTS

Fabrics, ceramics, glassware, cooking utensils etc. suitable to be transported

- suitable for the market
- local raw materials



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LOCAL GIFT CHALLENGE

CRITERIA

PACKAGING MATERIAL (recyclable and sustainable)

Is the packaging material biodegradable? Could the amount of packaging be reduced?

PACKAGING DESIGN ATTRACTIVE AND IS IT CLEAR WHERE IT IS FROM?

Does the packaging reflect the authenticity of the local product?

CERTIFICATION

- UNIQUE PRODUCT, authentic, natural qualities AND HAND -MADE
- DUPLICATED PRODUCT, authentic, natural qualities AND HAND -MADE
- DUPLICATED PRODUCT, authentic, natural qualities AND MANUFACTURED LOCALLY
- DUPLICATED PRODUCT, authentic design but mass-produced AND MANUFACTURED ELSEWHERE



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LOCAL GIFT CHALLENGE

CRITERIA

TASTE/AROMA/FLAVOR/TEXTURE

Does the product remind of flavours and tastes typical from the region?
Or, does the product provide innovative?

USEFULNESS (crafted gifts)

Is the product's use easy to understand/use?
Or, does the packaging provide information on how to use the product?

USE OF LOCAL FOOD VARIETIES

Are the ingredients used locally-sourced, sustainably-grown and/or free of any artificial or chemical additives used?

USE OF LOCAL RAW MATERIALS (crafted gifts)

Are the raw materials sourced or manufactured locally?



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LOCAL GIFT CHALLENGE

CRITERIA

EASE FOR TRANSPORT (size, volume, fragility)

Is the product portable (weight / fragility)?

Can you take the product in hand luggage on a plane?

CONNECTION TO THE TERRITORY

Does the product communicate about the region (e.g. source of ingredients, origin of a product, local lifestyle, local stories, local landscape)?

STORY OF THE PRODUCER/PRODUCT

Does the product communicate a compelling story about itself or its producer?

Does the product communicate about how it was produced (e.g. use of original facilities, long-term experience, made by hand, artistic process, time-consuming labour, intensive labour)?



LOCAL GIFT CHALLENGE

CRITERIA

INNOVATION ON TRADITION

Does the product include innovative appearance or texture?
Was the product packaged in a creative / contemporary way?

PRICE-VALUE RELATION

Is the price adequate to the products quality and value?



LOCAL GIFT CHALLENGE

EVALUATION

Producers are asked to evaluate each other's products on the basis of the set **criteria**, giving a score **from 1 to 10** in each category.



Each gift is given a number/letter which corresponds to a number in the evaluation sheet, so that participants can identify them easily.



Participants should also evaluate their own product! They will probably cheat!
It is good for them to take notes.





LOCAL GIFT CHALLENGE

DISCUSSION

Following the evaluation, a discussion should be organised to help producers draw conclusions and opportunities/challenges for product improvement.

The conversation should be moderated by a **workshop leader** that could drive the discussion through all the major topics concerned:

Importance of local traditions

Role of innovation

Significance of storytelling

Relevance of sustainability

A **secretary** should record the main outcomes of the workshop and discussion.



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LOCAL GIFT CHALLENGE

LOCAL WORKSHOP ORGANISATION

ORGANISING BODY

can be public, private, third sector institution, etc.;

it is recommended that a **cross-sectoral consensus** is reached on the initiative and that at least one public institution is involved to strengthen the proposal;

participation of an **education institution** is welcomed to bring in expertise;

TRAINERS

workshop leader;

secretary (in charge of taking notes and assisting the workshop leader if needed);

communication manager (in charge of taking pictures, videos, posting on social media, etc.)



LOCAL GIFT CHALLENGE

REFERENCE

IGCAT, Local Food Gift Challenge: Local Workshop Guidelines and Toolkit

WHAT NEXT?

Once the producers agree to change and they themselves have identified the **main challenges** in innovating e.g. storytelling, sustainable packaging, design, marketing, brand recognition

The region will need to create opportunities for local producers to collaborate with local creative people and packaging, design experts to find possible solutions.

- Collaborations with universities to involve students in finding solutions
- Setting up a business support hub to connect local producers to:

CREATIVES (storytellers, writers, designers, artists etc.)
BUSINESS SUPPORT (accountants, social media experts, sales promotion etc.)



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LOCAL GIFT CHALLENGE

BE PART OF SOMETHING BIGGER
SELECTION OF OFFICIAL REGIONAL GIFTS

Best practices identified can be selected as official gifts to celebrate international awards

Compete in a European/World competition



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IGCAT is a non-profit institute established in 2012, working with **regional stakeholder consortiums in the fields of gastronomy, culture, arts and tourism. It counts on the expertise of a worldwide **network of experts** and works in partnership with specialised intergovernmental organisations.*