



Generalitat
de Catalunya

PLA DE GASTRONOMIA

DE CATALUNYA



1. CATALONIA 2016: EUROPEAN REGION OF GASTRONOMY

2. THE PLAN FOR CATALAN GASTRONOMY

- 2.1. Objectives
- 2.2. Areas of work
- 2.3. How: advanced work dynamic
- 2.4. Structure: parts of the plan

3. AREAS OF WORK

- 3.1. Gastronomy, a snapshot of an economic sector
- 3.2. Gastronomy and innovation
- 3.3. Gastronomy and communication
- 3.4. Gastronomy and training
- 3.5. Internationalising Catalan gastronomy
- 3.6. Gastronomy in local and regional development
- 3.7. Gastronomy and tourism
- 3.8. Gastronomy, nutrition, health and education
- 3.9. Gastronomy, identity and heritage
- 3.10. Gastronomy and the catering industry

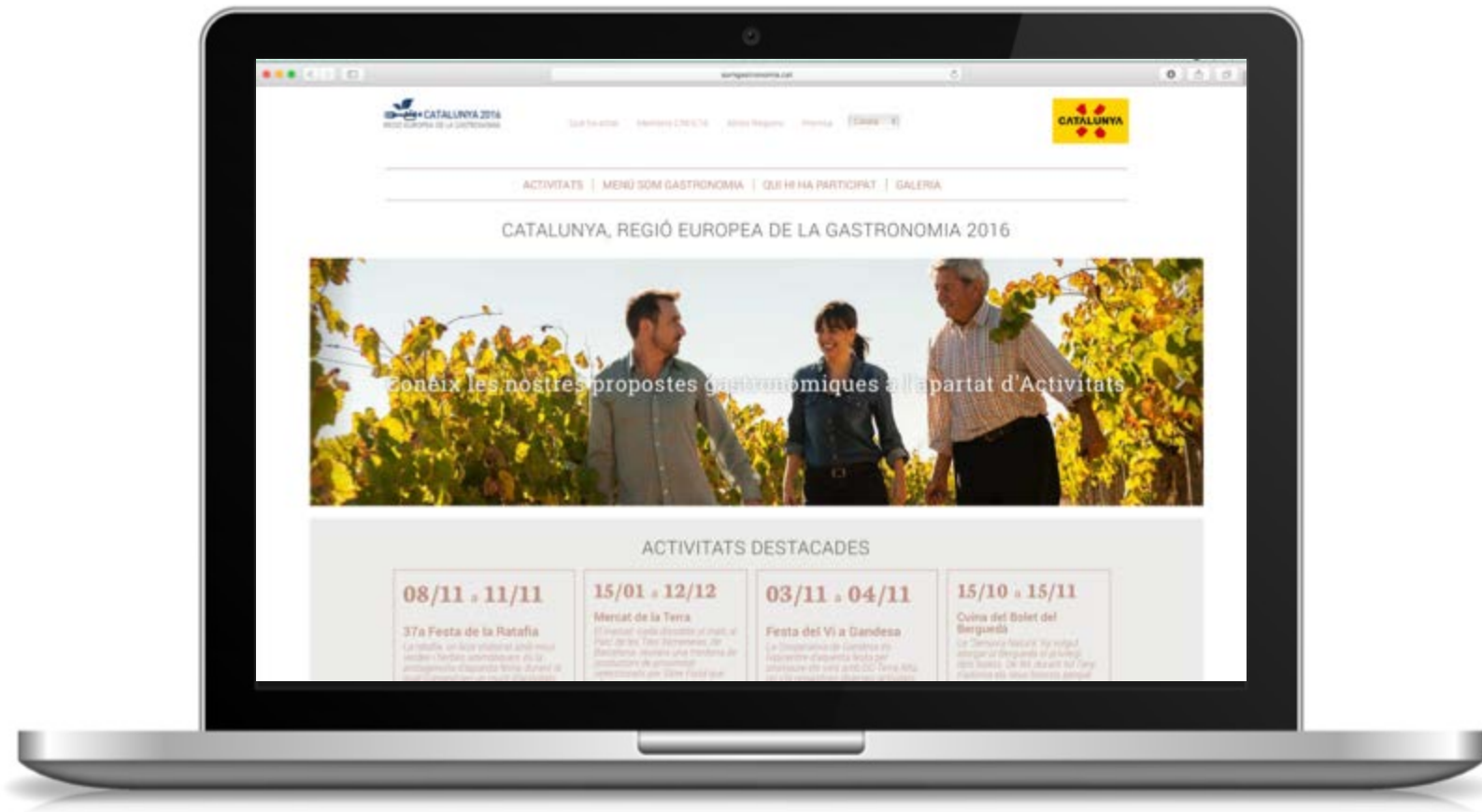
4. CONCLUSIONS AND NEXT STEPS

- 4.1. Conclusions
- 4.2. Next steps
- 4.3. Key initiatives

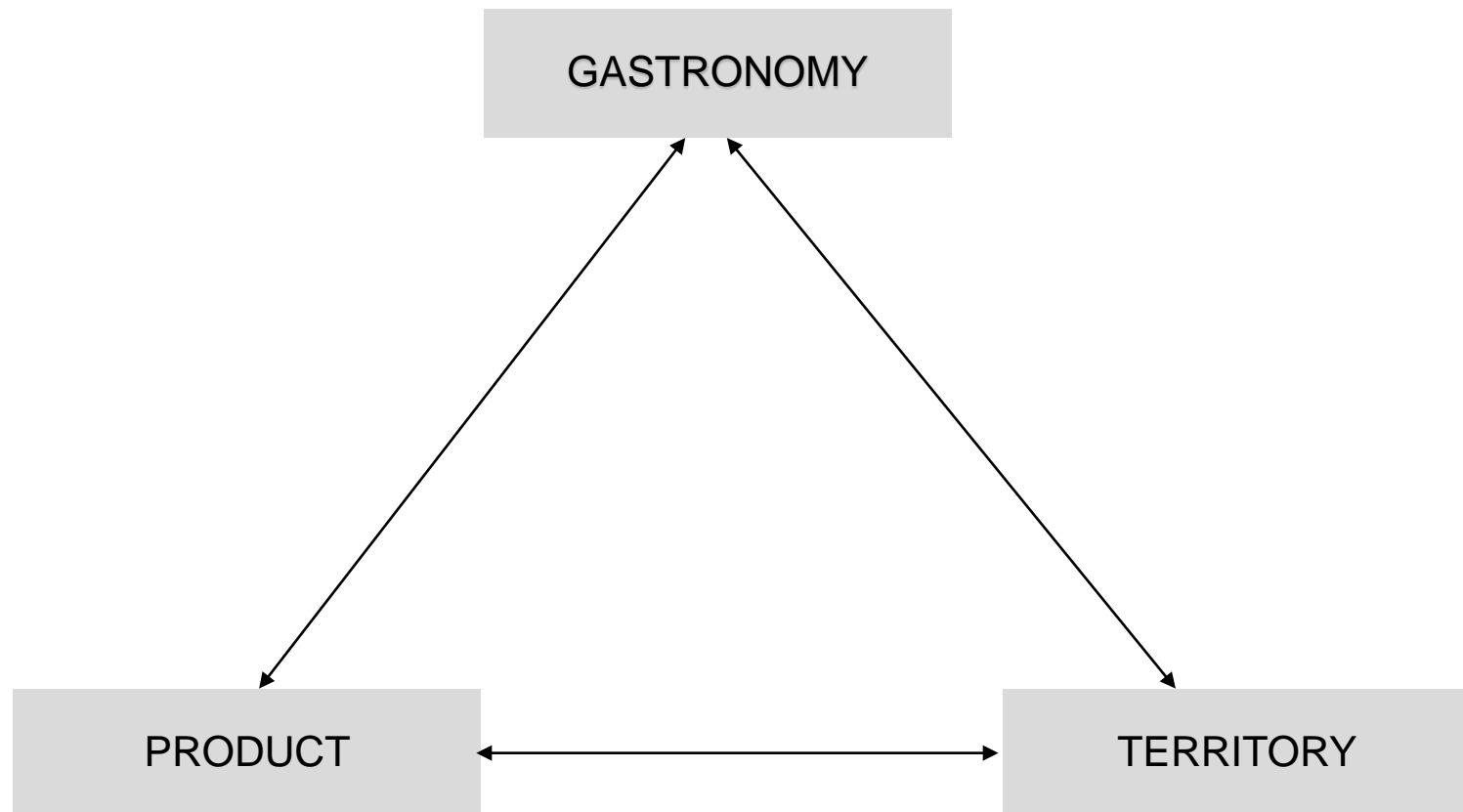


01. CATALONIA 2016: EUROPEAN REGION OF GASTRONOMY

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PLA DE GASTRONOMIA DE CATALUNYA



02. **THE PLAN FOR CATALAN GASTRONOMY**

2. THE PLAN FOR CATALAN GASTRONOMY

2.1. Objectives

01



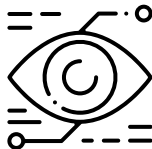
Create a snapshot of the current state of the sector and its defining parameters.

02



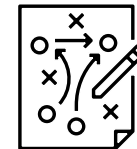
Identify the key agents and drivers of gastronomy in Catalonia and encourage collaboration.

03



Identify the challenges that the gastronomic sector will face over coming years.

04



Use this preliminary analysis to outline strategies for consolidating and strengthening the sector for the long-term future.

2. A GASTROMIC PLAN FOR CATALONIA

2.2. Areas of work

AREA 1



Gastronomy, a snapshot of an **economic sector**

AREA 2



Gastronomy and **innovation**

AREA 3



Gastronomy and **communication**

AREA 4



Gastronomy and **training**

AREA 5



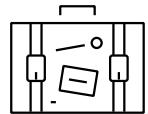
Internationalising Catalan gastronomy

AREA 6



Gastronomy in **local and regional development**

AREA 7



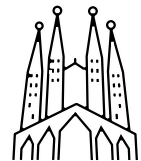
Gastronomy and **tourism**

AREA 8



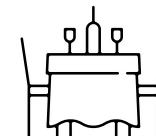
Gastronomy, **nutrition, health and education**

AREA 9



Gastronomy, **identity and heritage**

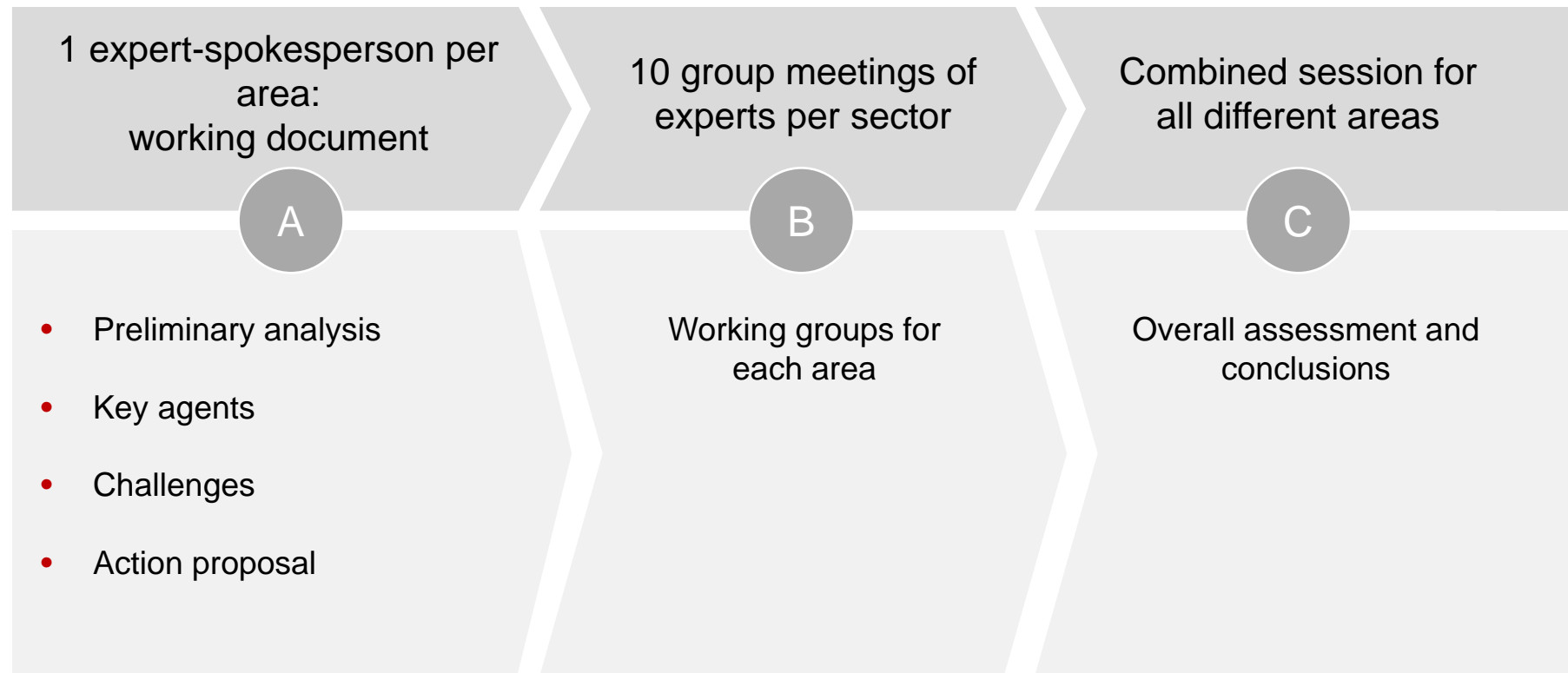
AREA 10



Gastronomy and **the catering industry**

2. THE PLAN FOR CATALAN GASTRONOMY

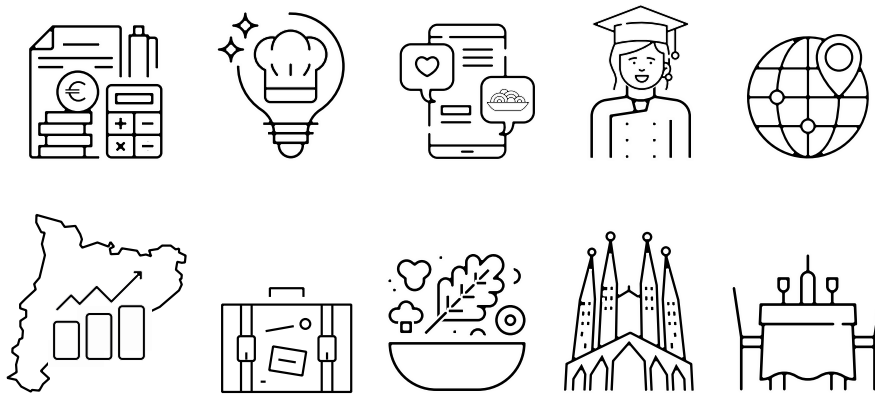
2.3. How: advanced work dynamic



2. THE PLAN FOR CATALAN GASTRONOMY

2.4. Structure: parts of the plan

1 CHAPTER PER SECTOR



GASTRONOMIC PLAN

10 CHAPTERS

SHARED STRUCTURE

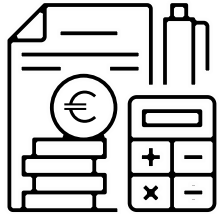
- Present the principal **defining characteristics of** and **data on** the sector as they relate to the specific area of work.
- Identify **key agents** in the sector.
- Identify and prioritize **challenges and opportunities** in the sector.
- Define an **overall strategy** and propose **actions** to promote Catalan gastronomy in relation to the area of work within the symposium.



03. AREAS OF WORK

3. AREAS OF WORK

3.1. Gastronomy, a snapshot of an economic sector



CHALLENGES

1

Establish a consensus on the definition of gastronomy as a sector.

2

Promote gastronomy as a unique economic reality.

3

Strengthen collaboration between sectors and encourage interdisciplinary networks.

4

Achieve full professionalization of the sector.

3. AREAS OF WORK

3.1. Gastronomy, a snapshot of an economic sector



ACTIONS

1. Create a working group to approve and agree on the proposed methodological approach to the sector.
2. Set in motion a process of continuous, structured analysis of the sector.
3. Generate knowledge about gastronomy and regularly make it public.
4. Define a story for Catalan gastronomy.
5. Position Catalan gastronomy as a brand.
6. Identify good practices for networking and coordinating key actors.

3. AREAS OF WORK

3.1. Gastronomy, a snapshot of an economic sector



ACTIONS

7. Identify areas for collaboration and priorities.

8. Devise pilot projects to activate spaces for collaboration.

9. Analyse and evaluate the impact of these projects.

10. Establish permanent meeting spaces.

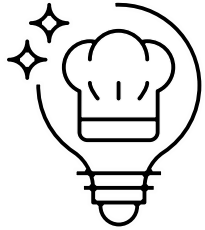
11. From gastronomy to industry: a programme of business acceleration.

12. Become a world leader in specific areas of professional specialization.

13. Increase the number of professionals trained in specialist centres and holding recognized qualifications.

3. AREAS OF WORK

3.2. Gastronomy and innovation



CHALLENGES

1

Raise awareness of the value of innovation transversally, across the whole gastronomy sector in Catalonia.

2

Foster, support and promote the absorption of innovation by businesses in the sector.

3

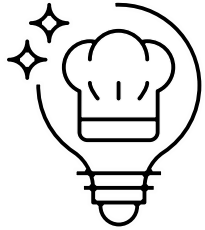
Encourage cooperative strategies among stakeholders in the gastronomy sector.

4

Increase professionalization and training among key agents within gastronomy to favor innovation.

3. AREAS OF WORK

3.2. Gastronomy and innovation

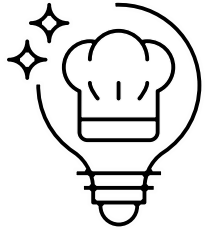


ACTIONS

1. Interactive map of initiatives and resources that support innovation.
 2. Continuous updates and reviews of the map of food innovation in Catalonia.
 3. Regular, ongoing sharing of innovation resources across the whole sector.
 4. Production of Itinerant Innovation Awareness Capsules (CISI).
 5. Observatory of innovation in gastronomy.
 6. Build up integral programs of support and mentoring for businesses and stakeholders in the gastronomy sector.
-

3. AREAS OF WORK

3.2. Gastronomy and innovation



ACTION

- 7.** Programme to support businesses changing and adapting in line with new consumer trends.

- 8.** Establish support and consultancy services to help businesses adapt to the regulatory framework.

- 9.** Develop spaces to foster coordination between the drivers of innovation in gastronomy.

- 10.** Identify and publicise options for training in promoting innovation.

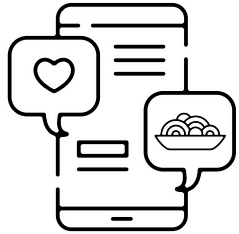
- 11.** Analyse the degree of professionalisation in the sector and publish results.

- 12.** Modular training to stimulate innovation.

- 13.** Raise prestige and recognition of training.

3. AREAS OF WORK

3.3. Gastronomy and **communication**



1

Define and apply shared criteria for communicating about gastronomy.

2

Find the right balance in gastronomy-related content in the media.

3

Develop tools and resources for publicising gastronomy.

4

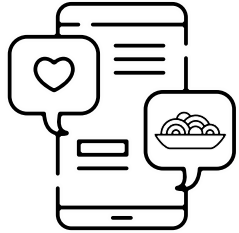
Strengthen relationships between key players involved in publicising gastronomy.

5

Internal and external knowledge of Catalan gastronomy.

3. AREAS OF WORK

3.3. Gastronomy and **communication**



ACTION

1. Agree and define criteria among principal opinion leaders.

2. Create a best practice guide to communication in gastronomy.

3. Define a communications strategy for Catalan gastronomy.

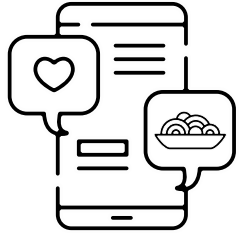
4. Publicise knowledge about the region, its traditional products and cooking through links with well-known chefs.

5. Set up a programme of media appearances for a range of gastronomic products and initiatives.

6. Promote and develop key communication tools.

3. AREAS OF WORK

3.3. Gastronomy and **communication**



ACTION

- 7.** Establish communication schedules and a team responsible for maintenance, updates and management.

- 8.** Establish regular meet-ups between media outlets and key players in gastronomy.

- 9.** Set up a work calendar shared between key actors.

- 10.** Hold special events related to communication in gastronomy.

- 11.** Strategy for positioning gastronomy on the Internet and in social media (digital media).

- 12.** Permanent media presence.

3. AREAS OF WORK

3.4. Gastronomy and education



CHALLENGES

1

Boost training in gastronomy at all stages of life.

2

Encourage the integration of content on gastronomy in further education.

3

Highlight the value of training in gastronomy.

4

Exploit the potential of research for knowledge generation and transfer.

5

Structure gastronomy as a transversal economic sector.

3. AREAS OF WORK

3.4. Gastronomy and education



ACTION

1. Include gastronomy in the curriculum as an area of knowledge.
 2. Encourage school participation in gastronomic events.
 3. Consolidate and introduce further transversal content in professional training in gastronomy.
 4. Identify areas of transversal knowledge with potential to boost innovation and competitiveness within the sector.
 5. Define new mechanisms to link universities and businesses.
 6. Follow-up and evaluation of results of the first graduates in the Degree in Culinary and Gastronomic Sciences.
 7. Develop post-graduate qualification in gastronomy.
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3. AREAS OF WORK

3.4. Gastronomy and education

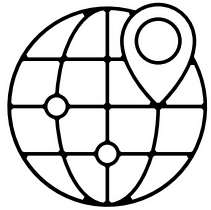


ACTION

-
8. Analyse the degree of professionalisation within the sector.
 9. Publicise results and awareness-raising activities.
 10. Recognise and highlight good practice in gastronomic training.
 11. Establish incentives for publicising research results.
 12. Catalogue and classify existing research initiatives in Catalonia.
 13. Boost the presence of gastronomy in excellence programmes.
 14. Establish ongoing meetings between key actors in research and training in gastronomy.
 15. An Erasmus programme for gastronomy.
-

3. AREAS OF WORK

3.5. Gastronomy and internationalisation



CHALLENGES

1

Establish a shared framework and a roadmap for internationalisation.

2

Differentiate Catalan gastronomy from an international perspective.

3

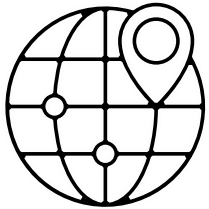
Improve management and international promotion of brands and certificates.

4

Bring together different agents and initiatives involved in international outreach.

3. AREAS OF WORK

3.5. Gastronomy and internationalisation.



ACTION

1. Define a model for the internationalisation of Catalan gastronomy.

2. Develop the pilot system for the internationalisation model.

3. Articulate a story for Catalan gastronomy intended to work on an international level.

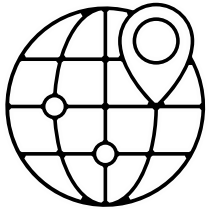
4. Increase Catalonia's participation in European regional cooperation networks.

5. Develop publicity and training events to promote gastronomic culture internationally.

6. Develop and make better use of certification and awards systems.

3. AREAS OF WORK

3.5. Gastronomy and internationalisation

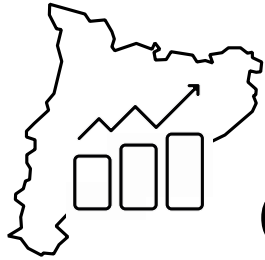


ACTION

- 7. Develop an umbrella brand that brings together all the different awards and initiatives of Catalan gastronomy.
 - 8. Gastro-diplomacy.
 - 9. Set up meeting spaces for those stakeholders and initiatives involved in promoting gastronomy internationally.
-

3. AREAS OF WORK

3.6. Gastronomy in local and regional development



CHALLENGES

1

Guarantee the future sustainability of regional economic stakeholders.

2

Take advantage of gastronomy to increase visibility of regional agents.

3

Raise consumer awareness of local products.

4

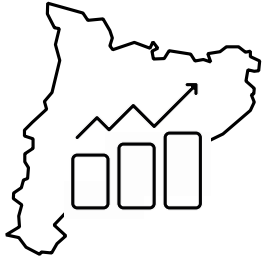
Increase the range of gastronomic products and activities across the region.

5

Strengthen links and dialogue between stakeholders in the region

3. AREAS OF WORK

3.6. Gastronomy in local and regional development

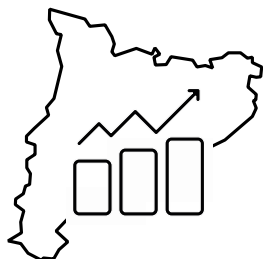


ACTION

1. Share experiences and knowledge of production structures in other countries.
 2. Identify and provide backing for the most important quality gastronomic initiatives in Catalonia.
 3. Analyse and adapt the regulatory framework to support regional economic stakeholders.
 4. Integrated support programmes for producers in the region.
 5. Implement tools and resources to improve visibility of the region.
 6. Transversal awareness programmes.
-

3. AREAS OF WORK

3.6. Gastronomy in local and regional development.

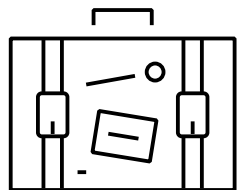


ACTION

- 7. Adapt distribution and sales channels for local products.
 - 8. Work to highlight the value of gastronomy through food product labelling.
 - 9. Programme to support producers in adapting premises for visitors.
 - 10. Mentoring for the development and organisation of products and activities.
 - 11. Establish permanent spaces for meetings and dialogue between regional stakeholders in gastronomy.
-

3. AREAS OF WORK

3.7. Gastronomy and tourism



CHALLENGES

1

Open up gastronomic experiences to tourists.

2

Improve resources for differentiating Catalonia's gastronomy as a tourist attraction.

3

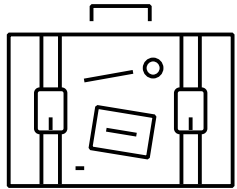
Improve availability and marketing of high-quality gastronomic products.

4

Improve coordination and organisation of agents in the gastronomy sector.

3. AREAS OF WORK

3.7. Gastronomy and tourism

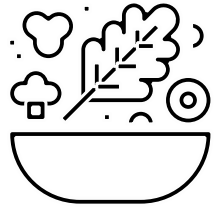


ACTION

1. Segmentation profiles and gastronomic expectations of tourists and visitors.
2. Develop a plan to professionalize the gastronomy sector.
3. Articulate a story for Catalan gastronomy.
4. Bring together agents and build an umbrella brand.
5. Evaluate the quality of tourist experiences related to gastronomy.
6. Establish a system to recognise quality.
7. Support the development and marketing of products for tourists.
8. Develop an administrative model for the gastronomy sector.

3. AREAS OF WORK

3.8. Gastronomy, nutrition, health and education



CHALLENGES

1

Guarantee the sustainability of the ecosystem of producers to support a healthy, balanced food supply.

2

Enhance the knowledge base for better management of food resources.

3

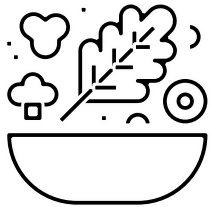
Position Catalonia as a region with a healthy and sustainable food culture.

4

Fight food waste.

3. AREAS OF WORK

3.8. Gastronomy, **nutrition**, health and education



ACTION

1. Define an integrated communication strategy.

2. Increase the presence of food education as part of school curricula and formal training.

3. Create a permanent information network.

4. Position Catalonia as a world leader in aspects of health and nutrition linked to gastronomy.

5. Act to improve public and large-scale catering services.

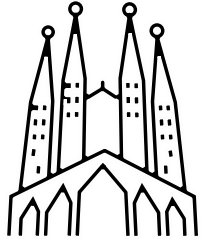
6. Act to improve food safety systems.

7. Move towards “zero food waste”.

8. Evaluate opportunities for waste reduction in food production and preparation.

3. AREAS OF WORK

3.9. Gastronomy, identity and heritage



CHALLENGES

1

Define criteria for identifying elements of gastronomic heritage.

2

Foster recognition and awareness of gastronomic heritage.

3

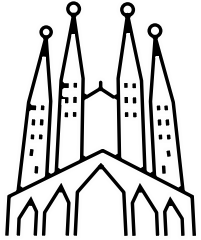
Promote an appreciation of gastronomic heritage.

4

Define strategies to protect gastronomic heritage.

3. AREAS OF WORK

3.9. Gastronomy, identity and heritage



ACTION

1. Establish a consensus on the elements that make up food heritage.

2. Validate criteria for identifying elements of heritage from a gastronomic perspective.

3. Work to catalogue and identify Catalan gastronomic heritage.

4. A platform for centralising and disseminating documentary research.

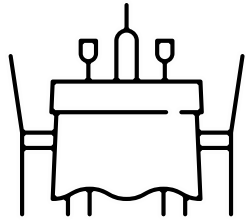
5. Analysis of the positioning of gastronomic heritage.

6. A plan to raise the profile of Catalan gastronomic heritage.

7. Promote action by different authorities and agents in support of heritage.

3. AREAS OF WORK

3.10. Gastronomy and the catering industry



Discussion session with chefs and maîtres d'hôtel.

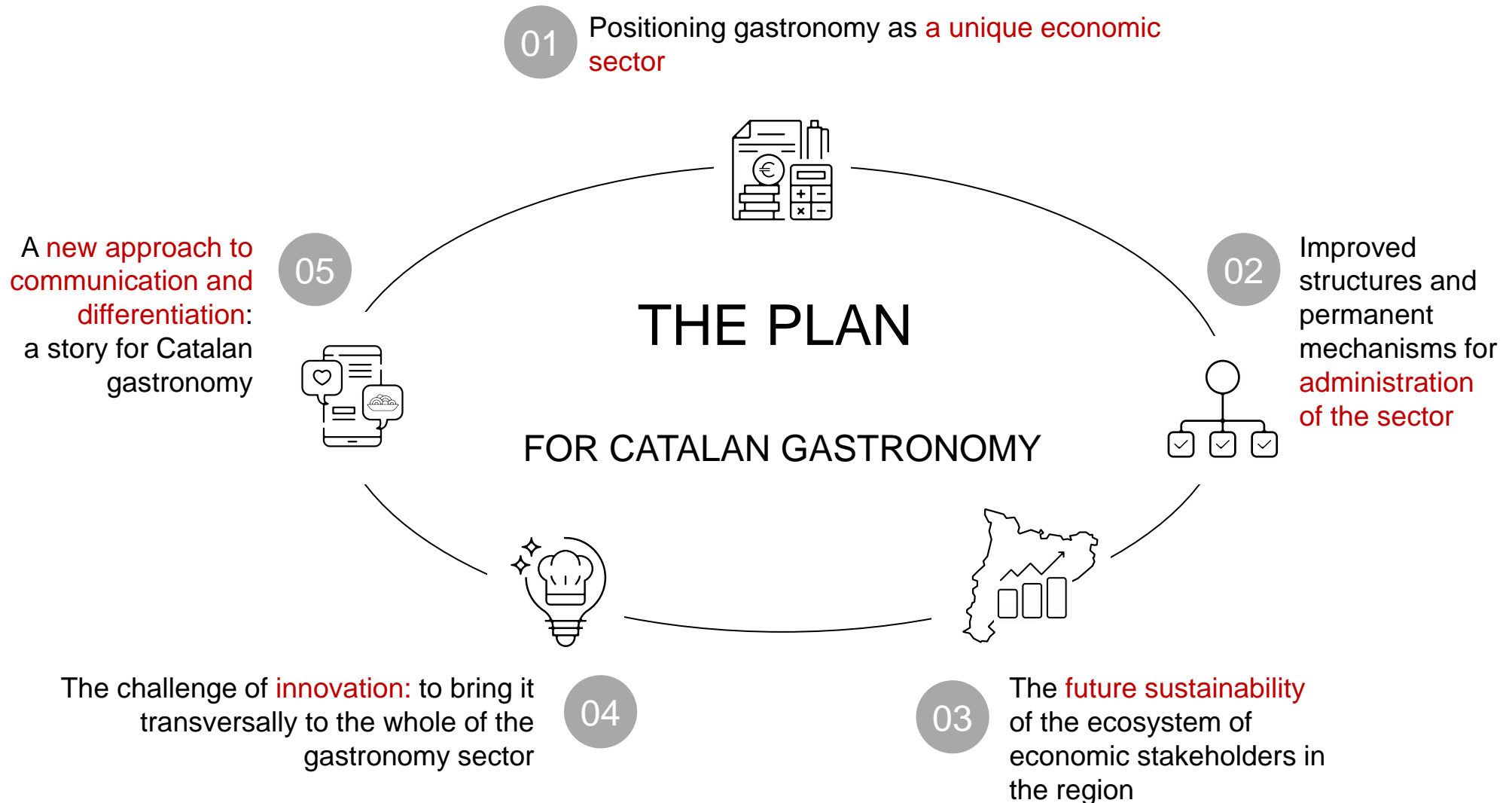
Discussion panels and conclusions from the sector, defining **CHALLENGES** and **ACTION** for the 10th area of the plan.



04. CONCLUSIONS AND NEXT STEPS

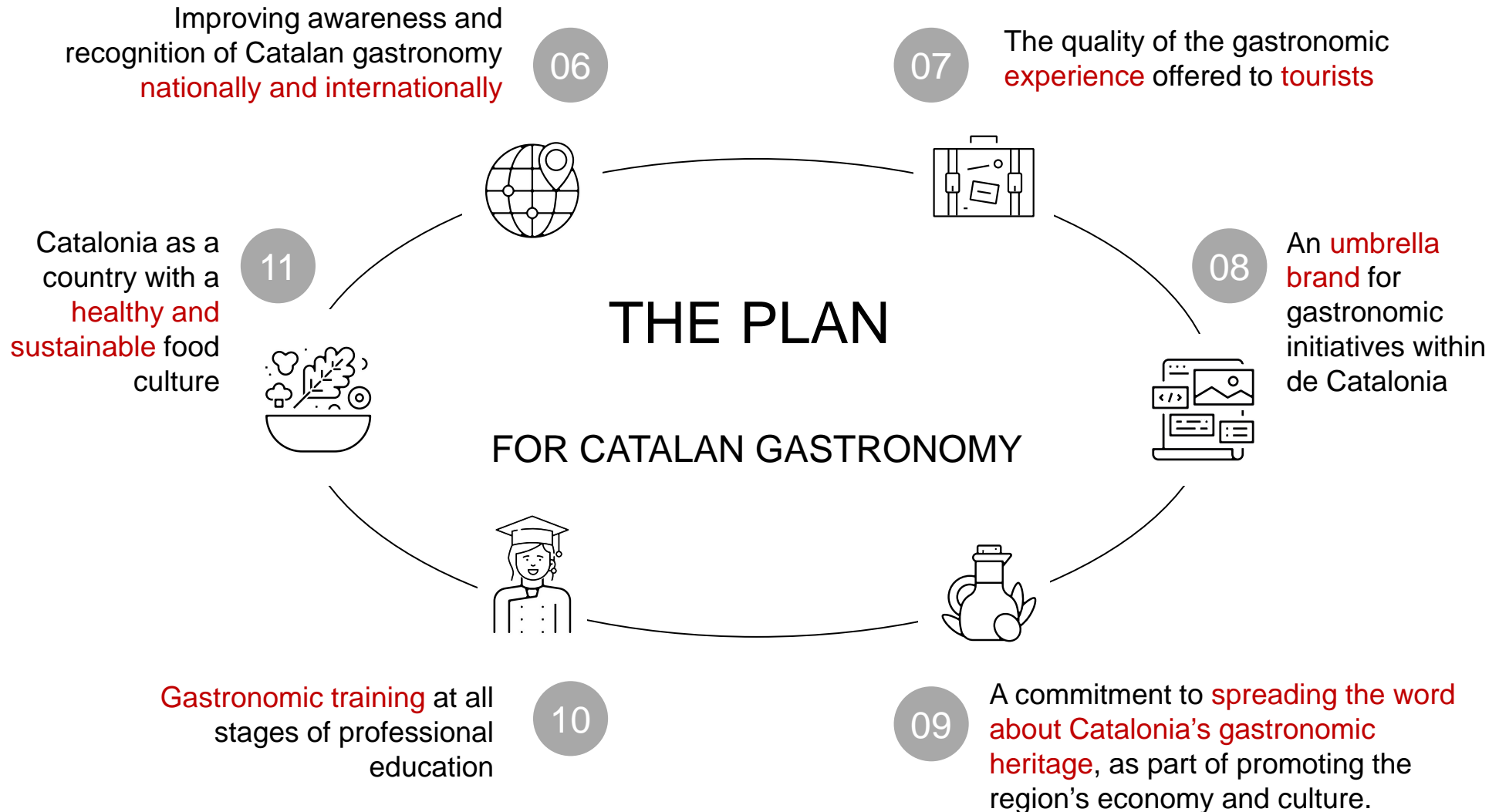
4. CONCLUSIONS AND NEXT STEPS

4.1. Conclusions



4. CONCLUSIONS AND NEXT STEPS

4.1. Conclusions



4. CONCLUSIONS AND NEXT STEPS

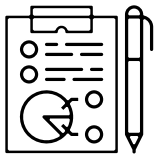
4.2. Next steps



Define a **story** and **brand positioning** for Catalan gastronomy, nationally and internationally



Promote the **internationalisation of Catalan gastronomy** and its most iconic products



Establish a framework for a **socio-economic analysis** of Catalan gastronomy



Identify and consolidate **Catalan gastronomic heritage**



Improve **marketing channels**

4. CONCLUSIONS AND NEXT STEPS

4.2. Next steps



Establish Catalonia as **world leader** in **health** and food



Establish a **communication and information network** to serve as a reference on Catalan gastronomy



Promote and enhance **training in gastronomy**



Strengthen the **role of Catalonia's chefs** as ambassadors of the region's gastronomy



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