



PROTOCOL AGREEMENT BETWEEN

Regional Stakeholder Committee from the Region of Attica, represented by its Regional Governor Mr George Patoulis, candidate for 2025

Represented by:

REPRESENTING INSTITUTION	CONTACT PERSON	CONTACT DETAILS/ADDRESS
Piraeus Chamber of Professionals	IOANNIS VOUTSINAS	Agiou Konstantinou 3, Piraeus, 18531
ELITOUR	GEORGE PATOULIS	Syngrou Avenue 19, Athens 117 43
New Metropolitan Attica SA	IOSIF PARSALIS	236, ANDREA SYGGROU AV., 176 72 KALLITHEA
University of West Attica	PANAGIOTIS KALDIS	196 Alexandras Avenue Postal Code 11521, Athens

AND

IGCAT

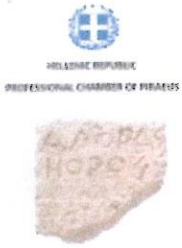
(International Institute of Gastronomy, Culture, Arts and Tourism)

Represented by: Dr. Diane Dodd, President of IGCAT

Carrer Cadi 9B | 08396, Sant Cebrià de Vallalta | Barcelona, Catalonia, Spain

NIF ESG65434458 | www.igcat.org

The Piraeus Chamber of Professionals, ELITOUR, the New Metropolitan Attica SA and the University of West Attica confirm that



hereafter, referred to as Regional Stakeholder Committee, met on 14th January and, at this meeting agreed to:

- A) fully participate as members of the **World Regions of Gastronomy Platform**, hereafter referred to as the Platform and become candidates for the European Region of Gastronomy Award in 2025.
- B) be represented by the above institutions that will form the Executive Board, with the option to include further relevant institutions as the candidacy matures.
- C) support the principles (visibility, cohesion, knowledge sharing), focus areas and criteria underlining the European Region of Gastronomy Award;
- D) work with the long-term aim, together with stakeholders in the region, to provide a sustainable future based on cultural and food diversity and to do this with a view to presenting the region for selection as Best World Region of Gastronomy 2030.

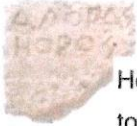
INTERNATIONAL, NATIONAL AND LOCAL VISIBILITY

Work to develop collaboration activities with other regions in the **World Regions of Gastronomy Platform across the globe**, including cross-marketing initiatives and events that provide positive international visibility of the Award;

Promote IGCAT's principles, the World Platform and **European Region of Gastronomy 2025 Award** through its own communication channels such as regional stakeholder websites and social media.

Carry out tasks and procedures agreed and indicated in the Communication and Marketing and comply with the logo-use rules (see the Official Guidelines);

Supply images and videos of the region for use by IGCAT with the appropriate logo and title giving visibility to the Platform and Award;



Host a World/European Region of Gastronomy stand in at least one local gastronomy or tourism fair and share news about this with IGCAT;

Ensure, where possible, that the region is correctly represented through joint initiatives including the International Young Chef Award, World Food Gift Challenge, Food Film Menu and Top Websites for Foodie Travellers;

Appoint ambassadors (influencers, personalities) to represent the region and give visibility to the Award in events both in the region and internationally and, provide IGCAT with photos and quotes from each to be published;

Supply high-resolution logos of the institutions included in the Regional Stakeholder Committee and hereby provide permission for these to be published on IGCAT's website as key partners.

COHESION AND LOCAL DEVELOPMENT

Galvanise public, private, and academic support in the region by applying to hold the European Region of Gastronomy 2025 title in the future and develop activities worthy of the title in the region and internationally;

Present a draft bid book to hold the European Region of Gastronomy 2025 Award by 10 May 2022 and a final draft to be published on IGCAT's website by 31 May 2022. In the event that the region is successful, the region will host a public presentation of the bid according to IGCAT's Official Guidelines at the European Week of Regions and Cities in Brussels in October 2022 where they will officially receive the Award;

Develop new events or reinvent current events or projects in celebration of 2025 by bringing together entities from different sectors (arts, education, environment, etc.) and/or introducing principles of sustainability;

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;



SHARE KNOWLEDGE

Contribute to knowledge exchange (information, documents, and activities) as defined by the Platform as well as respect deadlines for materials and information as requested by IGCAT;

Coordinate joint activities with the Platform by connecting local stakeholders with their counterparts in the other regions and keep IGCAT informed regarding the full list of stakeholder institutions involved and any changes to the legal representatives' names and contacts

Host at least one Platform Case Study meeting to showcase the region during 2025 covering costs of meals and local travel (all members pay their own hotel and international travel costs);

Ensure the region is represented (preferably by two people) at **all online Platform meetings and best practise case study visits of the Platform each year.**

Disseminate IGCAT materials, studies and research that will build awareness about the importance of cultural and food diversity for sustainable development amongst the region's stakeholders;

Monitor and evaluate the project in the region. A monitoring report shall be presented to IGCAT and the Platform at least 6 months prior to the start of the title year including the following points: community and stakeholder engagement; visibility of European Region of Gastronomy 2025 within the region, nationally and internationally; the Food Commitment; participation in joint Platform projects; press relations; sponsorship; programme for 2025; evaluation system of the title year (see the Official Guidelines).

CONCRETELY the regional stakeholder committee for Attica region agree to:

Pay a joining fee of 20,000€ prior to the signing of this protocol agreement. On delivery IGCAT will supply the candidate logo and access to resources, tools and support for the bid process.



Pay an annual membership fee of 5,000€ each year (with a minimum commitment for 5 years 2022-2026). Thereafter 5,000€ per year with automatic renewal unless stipulated in writing to the contrary by the region, one year prior to leaving the platform;

Pay 25,000€ bidding fee and submit a final PDF copy of the bid book to IGCAT by 31 May 2022. On delivery IGCAT will select four independent experts from different sectors to study the bid book and form a jury to visit the region and assess the candidacy.

Provide printed copies of the bid book in English by Spring 2022 (in time for the jury visit) and 40 copies to be delivered at the presentation in October 2022 at the time of the Award ceremony.

Cover fully the costs of a 4-person jury visit (flights, hotel, visits, meals and local transfers) in spring 2022;

Appoint a full-time Executive Manager to ensure smooth running of the project, strong relations with all stakeholders, regular meetings of stakeholders in the region and reports to the Platform meetings and IGCAT in English (see the Official Guidelines);

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 IGCAT Official Guidelines. Refer to and comply with the Official Guidelines (last Update 2021).

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

The Regional Stakeholder Committee for Attica recognise that the headquarters of the World Regions of Gastronomy Platform, and European Region of Gastronomy Award and World Region of Gastronomy 2030 distinction is established and resides in the offices of IGCAT (International Institute of Gastronomy, Culture, Arts and Tourism), Carrer Cadi 9B, 08396, Sant Cebrià de Vallalta, Barcelona, Catalonia, Spain. IGCAT is recognised therefore as the operational and administrative institute of the World and European Regions of Gastronomy Platform and Award.

IGCAT Board reserves the right to withdraw the title if the region does not comply with the agreement above and/or as instructed in the official guidelines and/or if actions by



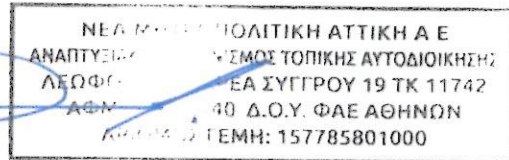
the region are deemed by IGCAT Board to be damaging to the image of IGCAT, the World Region of Gastronomy Platform and/or the European Region of Gastronomy Award.

Signed by IOANNIS VOUSINAS
 Title: PRESIDENT
 For Piraeus Chamber of Professionals
 Date: 15 January 2021



Signed by GEORGE PATOULIS
 Title: PRESIDENT
 For ELITOUR
 Date: 15 January 2021

Signed by IOSIF PARSALIS
 Title: CHIEF EXECUTIVE OFFICER
 For New Metropolitan Attica SA
 Date: 15 January 2021



Signed by PANAGIOTIS KALDIS
 Title: RECTOR
 For University of West Attica
 Date: 15 January 2021



Signed by GEORGE PATOULIS
 Title: REGIONAL GOVERNOR
 For REGION OF ATTICA
 Date: 15 January 2021

Signed by Dr. Diane Dodd
 President of IGCAT
 Executive Director of the World Region of Gastronomy Platform and European Region of
 Gastronomy Award
 Date