



Culinary heritage Alliances toolkit



Co-funded by the
Erasmus+ Programme
of the European Union

**Value for alliance for
region community**



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FORWARD**

Although it has decreased, the youth unemployment rate is still quite high in Ireland as well as across the EU. There is a necessity to spark a dynamic attitude among young people towards the possibilities of enterprising behaviour, networking skills, and pro-activity.

Learning by doing and educating students to take initiative and investigate opportunities themselves, rather than waiting for others to take the initiative, will increase employability. A key part of the project is to create a training collaboration between food, culture and tourism sectors. Galway was European Region of Gastronomy in 2018 and as part of the legacy contribution to the BIA Innovator Campus is becoming a leading training and knowledge centre of food culture and foodie experiences & Momentum already has a reputation of being a thought leader in the food and cultural sectors.

CIF is primarily aimed at VET students in hospitality and cooking. In addition, it is aimed at VET teachers & colleges and the world of work (restaurants, food companies, food trucks, caterers, local authorities, etc.). For this reason, it was important for us in Ireland to initiate conversations between all these participants and those in the wider community. We set out to Proactively approach the regional network of culinary stakeholders to discover trends and new techniques that are being used in the sector. We will then be able to learn the latest trends in the hospitality and gastronomy sector directly from the world-of-work. From these conversations, we ultimately aimed to establish action-plans to carry the CIF project further within our region, so that we can use culinary cultural heritage to increase our attractiveness, boost local economies and build a future based on regional resources.



Set up and maintain Alliance



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A Regional Alliance was set up in IRELAND connecting interested & relevant stakeholders/parties

Planning stage-Irish Partners (Momentum and BIA Innovator Campus) invited representatives from our stakeholder listing to an outdoor Alliance meeting (Covid-19 restrictions compliant) on the grounds of the BIA Innovator Campus.

Main purpose of the alliance was discovered during the first meeting - to make Ireland's food sector (especially the western region) more visible in terms of culinary heritage tourism and the importance of involving all stakeholders (education institutions - companies- relevant government and non-government organisations) to build synergies and ultimately result in stronger relationships between VET colleges (& their students) and food companies for work-based learning thus establishing a long-lasting network of cooperation. We planned at least 6 regional alliance meetings before finalizing an action plan.

Outlining content stage- During the first meeting introductions were made and networking was encouraged to initiate relationships and communication. During our gathering, we shared a detailed outline of what the Cook It forward EU project was about and how each organisation could play a vital part in the Regional Alliance and the possibilities of contributing to the development of the other IOs of the project.

Involvement and stimulation stage- During all additional meetings collaboratively we analyzed the needs of potential members of our working group, and we outlined the value of this network for our region (identification of region policy, stakeholders, desk research on culinary heritage, sector capacities and needs, etc). We involved and included food companies too at various stages. their input was invaluable. This was done to gain the interest/buy-in of all of our regional members. A structured work plan was discussed continuously and updated regularly in all subsequent meetings.

We felt that this stage was critical as without the involvement of these stakeholders our alliance would not have the same power or effect but we worked it so that this alliance was mutually beneficial to all those involved.

Establishing stage- this stage became our action plan completion stage. we succeeded in getting Alliance members to sign agreements to participate in the alliance (proof of commitment). This provided a clear strategy on how to work together and respond needs of the region and its members.

Facilitating Alliance members



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Regional Action plan for Culinary heritage

Regional Alliance Members:

Our Regional Alliance was made up of members and representatives from the following organisations:

As well as BIA and Momentum representatives, in attendance there were representatives from 5 key organisations:

Colm Foley, Teagasc

Eithne Nic Dhonnchadha, GRET B

Breda Fox, Local Enterprise Office

Peter Feeney, Athenry Community Council

Alan Farrell, Galway County Council

Relevance of these organisations:

Teagasc the Agriculture and Food Development Authority – is the national body providing integrated research, advisory and training services to the agriculture and food industry and rural communities.

GRET B - Galway and Roscommon Education & Training Board offer an extensive range of education and training services in Galway and Roscommon including Post Primary Education, Further Adult Education & Vocational Training. GRET B represent the educational element in all future plans and actions. They are VET educators and have specific links to food, tourism and hospitality. They also will become one of the main education bodies at the BIA Campus in the near future linking them potentially to Erasmus+ projects and thus extending their impact on the region in a pan european manner.

Local Enterprise Office - LEO Galway comprises a wide range of experience, skills and services to offer businesses advice, information, training and support in starting or expanding operations. In particular, they are very involved with A Food Starter Programme and a Food academy. Their insight into the needs and gaps of the food community and their ability to help via financing and mentoring etc means that the entire network can develop action plans to fit the needs and find solutions to challenges being faced.

Athenry Community Council are an organisation set-up to encourage the involvement of all people of Area in the promotion of the Social, Cultural and Economic welfare of the whole community. They also represent the Community in dealings with Statutory bodies and other agencies. The BIA Innovator Campus is based in Athenry bringing food, culture and heritage together in one location.

Galway County Council is a regional body responsible for the services and development of the entire County. It is the custodian of the environment and through its planning and environment policies seek to enhance the county while protecting its unique character and atmosphere. It also plays an active role in the development of the county's industrial, business, social, arts, heritage and cultural affairs. It is the ambition of the Council to build on Galway's cultural assets as expressed in the cultural strategy Everybody Matters, A Cultural Sustainability Strategy for Galway 2016 - 2025. This strategy contains seven strategic aims which are to be achieved through a series of 3 year implementation plans. This links in very well with our objectives and so makes GCC ideal members of this alliance

Sustainability of the Alliance



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Regional Action plan for Culinary heritage

The long-term objectives of the Cook It Forward regional alliance were:

1. To create a sustainable food community, one that sees potential and knows how to act on this potential or opportunities
2. That the Cook it Forward project has an impact and lives on longer than the project's lifetime, in terms of learning, sharing, and promoting why culinary heritage is important for students, for food companies and for VET colleges or other learning bodies.
3. To build working relationships within this alliance group for future projects and cross-sectorial collaboration to help the local and regional economy
4. To expand this network so that the reach and impact of sharing and learning from each other is more effective and evident in terms of employment, sustainable food enterprises and enhanced education.

Monitoring of Alliance

All Meetings were held in a structured way with an agenda and action plans for tasks to be carried out between each meeting. People were held accountable this way and actions and objectives were achieved.

All members came up with ideas to improve business via events, festival involvement and the transfer of skills to students and businesses. Having several wider group meetings with food stakeholders in the region was very beneficial. We learned where they face challenges, where they see opportunities and all parties involved aim to work together for the betterment of the entire food community for the coming years.

Ultimately in our final meeting, all members signed an agreement to maintain this alliance beyond the duration and scope of the Cook it Forward project for the benefit of the local and regional food and hospitality sector.

Useful website links for culinary heritage alliances

<https://www.atu.ie/about-atu/campus-locations/atu-galway-city>

<https://gretb.ie/>

<https://athenry.org/>

<https://www.galway.ie/en/>

<https://www.teagasc.ie/>

<https://www.localenterprise.ie/Galway/>

<https://foodontheedge.ie/what-is-fote/>

<https://www.galwaytourism.ie/food-drink/>

<https://galwayfoodtours.com/>

<https://galway2020.ie/en/about/>

<https://galwayswestend.ie/>

<https://www.galwaytourism.ie/event/galway-international-oyster-festival/>

List of available resources



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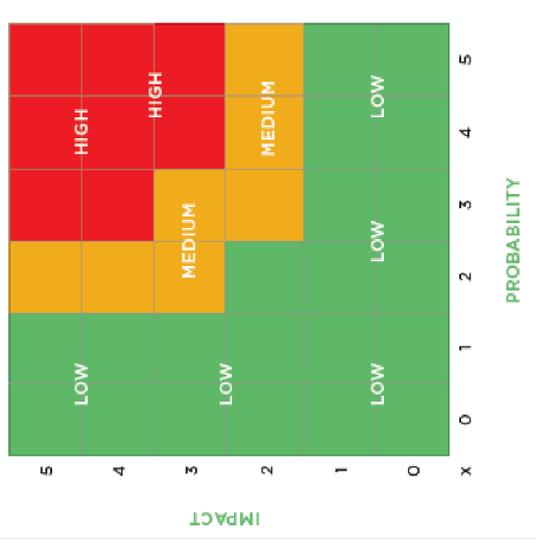


MAPPING EXERCICES TEMPLATE

Project Name: "COOK IT FORWARD" Nr. 2020-1-LT01-KA202-077975

Mapping may be used as a better understanding who your alliance members are, what they are looking for in the alliance, what is their potential. Mapping exercise helps to identify, analyze and prioritize members.

EXPERTISE	IMPACT (INFLUENCE)	PROBABILITY (ENGAGEMENT AND INVOLVEMENT)	LEVEL
R1 Ex. Knowledge and direct activities	5	3	High
R2			
R3			
R4			
R5			





Regional Alliance Agreement:

Preamble

1. The members of the Alliance express their willingness to take action to develop and support Culinary Heritage at regional level.
2. Driven by the desire to act, cooperate through information, agreements and joint efforts we will strive to achieve a situation in which there will be an increase in support structures that will stimulate Regional Culinary heritage.

1. Subject of the agreement

1. The subject of this agreement is the willingness of establishing the Regional Culinary Heritage Alliance.
2. The Alliance operates on the principle of a local partnership group bringing together entrepreneurs, education institutions, business environment institutions and local authorities. The Alliance is not a separate organization or a separate entity within the meaning of the law.

2. Objectives of the Alliance

The long term objectives of the Alliance will be to:

1. Support Food Companies/entrepreneurs, students/learners and education institutions/trainers through collaborative projects in the region.
2. Share and promote the Cook it forward project resources within our respective networks so that the project has a wider reach and impact and consequently lives on longer (sustainability)
3. Develop open and clear communication strategies to work with all parties
4. Interact with the tourism sector and cross-pollinate therefore building connections relevant to both the Food & hospitality and the Tourism & culture industries in the region

3. Members

1. A member of the Alliance may be: individuals, companies, legal entities, local governments, institutions of assistance and social integration, labor market institutions and social and economic partners.
2. The Alliance has an open and developing structure; any individual and any entity that identifies themselves with the objectives of the Alliance may join it.
3. This declaration is informal and based on good will, commitment and integrity of the participants.

Declaration of joining the Alliance:



**OPEN
EDUCATION
COMMUNITY**

momentum
[educate + innovate]

BIA 
INNOVATOR CAMPUS
Ireland West Food Innovation & Incubation Hub

 **KAUNAS EDUCATION
CENTER OF TECHNOLOGIES**


SFYN
FRYSLÁN


eolas


**KAUNAS CHAMBER
OF COMMERCE,
INDUSTRY AND CRAFTS**

ROC FRIESE POORT



 **Erasmus+**