

ROMÂNIA
JUDEȚUL HARGHITA
CONSILIUL JUDEȚEAN

Anexa nr. 1
la Hotărârea nr. /2024.

**Acord de parteneriat pentru formarea Comitetului regional al părților interesate
din județul Harghita, candidat la titlul "Harghita - Regiune Gastronomică
Europeană 2027"**

-Model-

PROTOCOL AGREEMENT BETWEEN

**Regional Stakeholder Committee from the region of
Harghita, candidate for the
European Region of Gastronomy Award**

Represented by:

(Harghita Community Development Association)

Represented by: Bíró-Barna Botond, President
530140, Miercurea Ciuc | Piata Libertatii nr. 5 | jud. Harghita, Romania
NIF 26677010 | www.adiharghita.ro

(Harghita County via the Harghita County Council)

Represented by: Borboly Csaba, President
530140, Miercurea Ciuc | Piata Libertatii nr. 5 | jud. Harghita, Romania
NIF 4245763 | www.hargitamegye.ro

(Honline Media SRL)

Represented by: Lőrincz Csaba Levente, Chief editor
530102, Miercurea Ciuc | Bulevardul Timisoarei nr. 4 etaj 2 | jud. Harghita,
Romania
NIF RO27256079 | www.szekelykonyhaeskert.ro

(Development Agency of Harghita County)

Represented by: Cilip Árpád, Executive director
530140, Miercurea Ciuc | Piata Libertatii nr. 5 | jud. Harghita, Romania
NIF 35365620 | www.adehar.ro

(Association of Hosts in Csík)

Represented by: Todor Etelka, President
530100, Miercurea Ciuc | Str. Tudor Vladimirescu nr. 2 | jud. Harghita, Romania
NIF 41274046 | director@hotelfenyo.ro

(Páva KulinarIQum Association)

Represented by: Truczsa Adorján, President
535600, Odorheiu Secuiesc | Str. Bisericii nr. 15 | jud. Harghita, Romania
NIF RO41910682 | www.tasteoftransylvania.eu

(Sapientia University, Faculty of Economics and Socio-Human Sciences and Engineering)

Represented by: Lázár Ede, Dean
530140, Miercurea Ciuc | Piata Libertatii nr. 1 | jud. Harghita, Romania
NIF 14768565 | www.csik.sapientia.ro

(The municipality of Miercurea Ciuc via the Local Council of Miercurea Ciuc)

Represented by: Korodi Attila, Mayor
530110, Miercurea Ciuc | Piata Cetatii nr. 1 | jud. Harghita, Romania
NIF 4245747 | www.szereda.ro

(The municipality of Odorheiu Secuiesc via the Local Council of Odorheiu Secuiesc)

Represented by: Gálfi Árpád, Mayor
535600, Odorheiu Secuiesc | Piata Primariei nr. 5 | jud. Harghita, Romania
NIF 4367558 | www.udvarhely.ro

(The municipality of Gheorgheni via the Local Council of Gheorgheni)

Represented by: Csergő Tibor-András, Mayor
535500, Gheorgheni | Piata Libertatii nr. 27 | jud. Harghita, Romania
NIF 4245070 | www.gheorgheni.ro

(Pro Economica Foundation)

Represented by: Kozma Mónika, Executive director
540043, Targu Mures | Str. Revolutiei nr. 1 | jud. Mures, Romania
NIF 37563143 | www.proeconomicalapitvany.ro

(Boro Info SRL)

Represented by: Jakab Boróka, administrator
535600, Odorheiu Secuiesc | Str. Cadiseni nr. 33 | jud. Harghita, Romania
NIF RO14050009 | www.boroinfo.ro

AND

IGCAT

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

Represented by: Diane Dodd PhD, IGCAT President

Carrer Cadì 9B (bústia 98) | 08396, Sant Cebrià de Vallalta | Barcelona,
Catalonia, Spain

NIF ESG65434458 | www.igcat.org

The above-mentioned organizations hereafter referred to as Regional Stakeholder Committee, confirm that they met on **13 December 2023 in Miercurea Ciuc** 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 2027 or 2028.

B) the Executive Board will be formed by all twelve of the above-mentioned organizations, with the option to include further relevant institutions in the Regional Stakeholder Committee 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 possibly presenting the region for selection as World Region of Gastronomy in the future.

INTERNATIONAL, NATIONAL AND LOCAL VISIBILITY

Work to develop collaboration activities with other regions in the **World Regions of Gastronomy Platform**, 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 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;

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 European Young Chef Award, World Food Gift Challenge, Food Film Menu and Top Websites for Foodie Travellers;

Appoint (at least one) ambassador(s) (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** title in the future and develop activities worthy of the title in the region as well as internationally;

Present a draft bid book to hold the **European Region of Gastronomy 2027 Award by 31 May 2024**.

Develop new events or reinvent current events or projects in celebration of **the Award** 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 **the Awarded** covering costs of meals and local travel for up to 40 people / 4 overnights (all Platform members pay their own hotel and international travel costs) plus travel and accommodation for IGCAT team (4 people);

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 Award within the region, nationally and internationally; the Food Commitment; participation in joint Platform projects; press relations; sponsorship; programme for **the awarded year**; evaluation system of the title year.

CONCRETELY the regional stakeholder committee for **Harghita** region agree that Harghita Community Development Association as lead partner will be responsible for the coordination and fulfilment of the following:

- To pay a joining fee of **20,000€** at the time of signing of this protocol agreement (in 2023) to be delivered no later than 20 December 2023. On delivery, IGCAT will supply the candidate logo and access to resources, tools and support for the bid process. The candidate logo should be used on the bid book that will be delivered by **31 May 2024**.
- To pay an annual membership fee of **5,000€** each year (with a minimum commitment for 5 years **2024-2028**). The first annual membership fee should be paid in January 2024. Thereafter **5,000€** per year (billed in January) with automatic renewal unless stipulated in writing to the contrary by the region, one year prior to leaving the platform;
- To pay **25,000€** bidding fee and deliver a bid book by **31 May 2024**. On delivery IGCAT will select four independent experts from different sectors to study the bid book and assess the candidacy.
- Only one region per country can hold the Award each year. If two or more regions from the same country present bid books, the jury will decide which region is the most prepared to host the title in 2027 and this region will be asked to prepare a jury visit in the same year. The runner-up will be invited to prepare a stronger bid for 2028 and organise a jury visit in 2025.
- The jury decision is final, and the region will use the definitive candidate logo provided by IGCAT in June 2024. The final amended bid books with the corrected candidate Award date will be published on IGCAT's website by **30 June 2024**.
- To provide printed copies of the bid book in English in time for the jury visit and at least 40 English copies to be delivered at the Award Ceremony.
- To cover fully the costs of a jury visit (flights, hotel, visits, meals and local transfers for 4 independent experts and 3 IGCAT staff members) for 4 overnights in 2024 or 2025 (dates to be confirmed depending on the appointed Award year) and organise a press conference at the end of the visit;

- To 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;
- To recognise and support IGCAT's Experts both in and beyond the region.
- To comply with IGCAT's Code of Conduct.
- To organise regular regional stakeholder meetings to develop the project in and beyond the region.
- In the event that the region is successful, to host a public presentation of the bid where they will officially receive the Award from IGCAT (covering the cost of one Board member to attend).

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 Harghita recognise that the headquarters of the World Regions of Gastronomy Platform, and World/ European Region of Gastronomy Award is established and resides in the offices of IGCAT (International Institute of Gastronomy, Culture, Arts and Tourism), Carrer Cadí 9B (Bústia 98), 08396, Sant Cebrià de Vallalta, Barcelona, Catalonia, Spain. IGCAT is recognised therefore as the operational and administrative institute of the World Regions of Gastronomy Platform and World/European Region of Gastronomy Award.

IGCAT Board reserves the right to decide the Award year and/or withdraw the title if the region does not comply with the agreement above 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 World and European Region of Gastronomy Award.

Signed in multiple copies (one for each signatory institution and IGCAT)

Signed by Bíró-Barna Botond
for Harghita Community Development Association

Date:

Signed by Borboly Csaba
for Harghita County via the Harghita County Council
Date:

Signed by Lőrincz Csaba Levente
for Honline Media SRL
Date:

Signed by Cilip Árpád
for Development Agency of Harghita County
Date:

Signed by Todor Etelka
for Association of Hosts in Csík
Date:

Signed by Trucza Adorján
for Páva KulinarIQum Association
Date:

Signed by Lázár Ede
for Sapientia University, Faculty of Economics and Socio-Human Sciences and
Engineering
Date:

Signed by Korodi Attila
for The municipality of Miercurea Ciuc via the Local Council of Miercurea Ciuc
Date:

Signed by Gálfi Árpád
for The municipality of Odorheiu Secuiesc via the Local Council of Odorheiu Secuiesc
Date:

Signed by Csergő Tibor-András
for The municipality of Gheorgheni via the Local Council of Gheorgheni
Date:

Signed by Kozma Mónika
for Pro Economica Foundation
Date:

Signed by Jakab Boróka
for Boro Info SRL
Date:

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

_____ , _____ 2024.

PREȘEDINTE
Borboly Csaba

VICEPREȘEDINTE
Bíró Barna Botond

DIRECTOR GENERAL
Zonda Erika