



# FOOD FILM MENU 2022

---



OPEN CALL FOR SHORT FOOD FILMS  
FROM WORLD AND EUROPEAN REGIONS OF GASTRONOMY  
Organised by **IGCAT**

Deadline to submit registrations:

**16 August 2022**

By putting the spotlight on regional gastronomy, you and your short food film can play a key role in raising awareness about the importance of cultural and food uniqueness, and contribute to a more sustainable future.

Diverse food, food cultures, food traditions, and food knowledge have shaped through centuries the cultural, architectural and landscape heritage of regions across the globe, creating an incredible patchwork of unique food ways that deserve to be safeguarded and showcased.

Globalisation and climate change are undeniably affecting biodiversity on our planet, leading to a dramatic loss of local plant and animal varieties (and related traditional know-how) that are the backbone of regional food cultures.

As more and more people move to globalised diets, it is vitally important to revalue and promote local food as cultural heritage, as the way forward to ensure future sustainable development and community well-being.

**Unleash your creativity and become an ambassador for cultural and food diversity!**

# THEME

## - FOOD STORIES -

We are hungry for incredible stories starring the food heritage of awarded and candidate World/European Regions of Gastronomy\*

Each region holds countless fascinating food stories waiting to be told. Local food products, recipes, food producers, chefs, food traditions, food innovations, food techniques and practises, food landscapes or built heritage related to regional gastronomy - to name a few - are all eligible protagonists of your short film.

## CATEGORIES

Your short film should be submitted in one of our eight categories. Choose the one that best suit your Food Story:

### ENVIRONMENT, SUSTAINABILITY AND FOOD

If your food story concerns the environment and its preservation, this is your category! We are looking for short films that put a spotlight on food-related environmental issues including but not limited to biodiversity preservation, endangered animal and plant varieties, pollution, climate change, plastic and food waste. This category is open to any filmmaker across the globe and we welcome both story- or documentary-based films.

### EUROPEAN YOUNG CHEFS

IGCAT's European Young Chef Award is an annual competition between aspiring young chefs from the European Regions of Gastronomy. After competing in local competitions in regions across Europe, the finalists come with a story about their dish told through a short film. The films can be about the young chef, his/her recipe and his/her region. In this category we welcome both story or documentary-based films as long as the feature actual participants in one of the editions of the European Young Chef Award.

### FOOD-RELATED VISITOR EXPERIENCES

Adventurous international and national visitors are increasingly searching top food experiences that go beyond eating a meal. Quality and surprising visitor experiences related to regional gastronomy are powerful ways of keeping a region's identity alive as well as being a unique selling point and motivation for visitors to stay in the region and spend more. We are looking for engaging audio-visual material that will help make exceptional visitor experiences more visible and compelling for potential visitors. Short films submitted in this category must highlight food-related visitor experiences from candidate or awarded European/World Regions of Gastronomy.

## FOOD GIFTS

Quality and surprising local food gifts that can be purchased and brought back home as reminders of the trip are powerful ways of keeping a region's identity alive. Telling the story about the gift and its connectedness to the region gives value to local products and makes them even more attractive for responsible tourists. If your short film highlights food-producers and their food gifts from the European/World Regions of Gastronomy, it should be submitted to this category. We would particularly like to welcome short films that feature food gifts submitted to IGCAT's Food Gift Challenge.

## YOUNG FARMERS AND FISHERMEN

This category aims to put a spotlight on young farmers and fisherman that are keeping traditional methods of food production alive in candidate or awarded European/World Regions of Gastronomy. Our aim is to demonstrate that making a career and/or building a new business in farming or fisheries can be extremely rewarding. By focussing on young producers, we hope to inspire younger generations to take up the challenge of bringing small hold farms and artisan fishing to life. Filmmakers are asked to highlight young food producers (up to the age of 30) that have the potential to become influencers for younger generations.

## EUROPEAN REGIONS OF GASTRONOMY

Each region has a unique identity that has been shaped through time by its food, gastronomic traditions and landscape, together with the food ways of the communities that have been inhabiting it in past and present times. Please submit short films to this category if it conveys the gastronomic identity and/or gastronomic innovations in one of IGCAT's awarded or candidate European Regions of Gastronomy. Your film should showcase the region, its people and the multiple connections that food generates between them.

Current awarded and candidate European Regions of Gastronomy:

- CATALONIA**, European Region of Gastronomy awarded 2016 (Spain)
- MINHO**, European Region of Gastronomy awarded 2016 (Portugal)
- AARHUS-CENTRAL DENMARK**, European Region of Gastronomy awarded 2017 (Denmark)
- EAST LOMBARDY**, European Region of Gastronomy awarded 2017 (Italy)
- RIGA-GAUJA**, European Region of Gastronomy awarded 2017 (Latvia)
- GALWAY-WEST OF IRELAND**, European Region of Gastronomy awarded 2018 (Ireland)
- NORTH BRABANT**, European Region of Gastronomy awarded 2018 (The Netherlands)
- SIBIU**, European Region of Gastronomy awarded 2019 (Romania)
- SOUTH AEGEAN**, European Region of Gastronomy awarded 2019 (Greece)
- KUOPIO**, European Region of Gastronomy awarded 2020 (Finland)
- COIMBRA REGION**, European Region of Gastronomy awarded 2021 (Portugal)
- SLOVENIA**, European Region of Gastronomy awarded 2021
- MENORCA**, European Region of Gastronomy awarded 2022 (Spain)

**TRONDHEIM-TRØNDELAG**, European Region of Gastronomy awarded 2022 (Norway)  
**HAUTS-DE-FRANCE**, European Region of Gastronomy awarded 2023 (France)  
**SAIMAA**, European Region of Gastronomy candidate 2024 (Finland)

#### **POTENTIAL, CANDIDATE AND AWARDED WORLD REGIONS OF GASTRONOMY**

More and more regions worldwide are developing an interest in the Region of Gastronomy title as a means to protect and promote their food and cultural diversity. You are welcome to submit to this category if your short film showcases a potential candidate, candidate or awarded World Region of Gastronomy (beyond Europe) highlighting local food heritage, indigenous knowledge, craft and traditions related to gastronomy and/or food innovation, new trends, or sustainable initiatives and experiences.

Current potential and candidate World Regions of Gastronomy

**ASEER**, World Region of Gastronomy candidate 2024 (Saudi Arabia)  
**JAMAICA**, World Region of Gastronomy, potential candidate 2025  
**St AUGUSTINE – St JOHNS**, World Region of Gastronomy, potential candidate 2026 (US)  
**SAMUT**, World Region of Gastronomy, potential candidate (Thailand)  
**JORDAN**, World Region of Gastronomy, potential candidate  
**TUNISIA**, World Region of Gastronomy, potential candidate  
**SENEGAL**, World Region of Gastronomy, potential candidate  
**GEORGIA**, World Region of Gastronomy, potential candidate  
**MINAS GERAIS**, World Region of Gastronomy, potential candidate (Brazil)  
**MAZATLAN**, World Region of Gastronomy, potential candidate (Mexico)  
**FLORES ISLAND**, World Region of Gastronomy, potential candidate (Indonesia)  
**OMAN**, World Region of Gastronomy, potential candidate  
**AZERBAIJAN**, World Region of Gastronomy, potential candidate  
**VANUATU**, World Region of Gastronomy, potential candidate

*\*Please consult IGCAT if you require further information on candidate World Regions of Gastronomy and or would like to recommend a region to be added as a potential candidate.*

## AWARDS AND PRIZES

A maximum of **14 awards** will be given in the framework of the Food Film Menu, including:

- **7 category awards:**
  - Best Food Film showcasing Environment, Sustainability and Food
  - Best Food Film showcasing the European Young Chefs
  - Best Food Film on Food-related Visitor Experiences
  - Best Food Film Food Gifts from the Regions of Gastronomy
  - Best Food Film showing Young Farmers and Fishermen
  - Best Food Film showcasing the European Regions of Gastronomy
  - Best Food Film showcasing a Potential, Candidate or Awarded World Region of Gastronomy
- **6 Overall Winners awards** (chosen among the category winners):
  - Best European Films Overall (1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> Prize)
  - Best World Films Overall (1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> Prize)
- **1 award for Best Young Director** (chosen among all eligible submissions)

All winners (category, overall and Best Young Director) will be promoted and offered as a menu to film festivals throughout the awarded and candidate World and European Regions of Gastronomy.

All winners will be permanently showcased in the Food Film Menu section on IGCAT's website and YouTube channel, and promoted through IGCAT's social media accounts (Instagram, Facebook, Twitter, LinkedIn).

## HOW TO ENTER

Read the rules detailed on this page very closely. If your short food film complies with the standards and regulations listed below, proceed to fill out a submission.

### RULES & RESTRICTIONS FOR ENTRY

1. The short film must meet at least one of the category guidelines outlined in this Call.
2. The short film should have a maximum length of 5 min.
3. All languages are accepted but the film SHOULD include English subtitles.
4. The film should have been created after 2018.
5. All genres are eligible for submission EXCLUDING animations and that which depict sexual pornography or extreme violence.
6. Campaigns consisting of several films can be entered but only as individual films. Each film will be judged individually.
7. Submission must have signed release forms from all contributors to use and publish their work.
8. The filmmaker/s is/are responsible for purchasing music rights for audio used in the short film.
9. The filmmaker/s must have written permission to showcase the locations and people on-screen.
10. The filmmaker/s must also provide with each film submitted the following:
  - a. a high-res digital version of the film upon acceptance.
  - b. (at least) 2 excellent still images from your film to be distributed to the press and for use on IGCAT website and social media (minimum of 2000px and 72ppi in the long side).
11. If accepted, your short film may be used for promotional purposes and you give full rights to IGCAT (free of charge) to use it and/or promote it. Noting that this right does not extend to commercial use of the film.
12. If selected, you may not withdraw your short film from the Food Film Menu and you must provide a link to a trailer for your film on YouTube. This allows us to feature your trailer on our website and social media accounts.
13. If selected, you authorise IGCAT's sponsors and partners to publish your work on their websites and/or social media.
14. IGCAT reserves the right to move an entry to a more appropriate category if necessary.

15. Filmmakers of all ages, professionals, enthusiasts and production companies are invited to submit in any category, however one of the prizes is reserved for Best Young Director. For this Award the filmmaker must:
  - a. be aged 18-26;
  - b. have no more than 2 years of professional experience as filmmakers;
  - c. have previously directed and publicly screened no more than 3 films.
16. IGCAT reserves the right not to award any short films in one or more categories if submissions do not comply with the required theme and standards.
17. All rules and regulations are subject to interpretation by IGCAT.
18. The decision of the jury is final.

## SUBMISSION LINKS

Short films should either be submitted:

- a) through FilmFreeway: <https://filmfreeway.com/FoodFilmMenu>; or
- b) via email. Download the [registration form](#) from IGCAT's website. Fill in the form and send it to [communications@igcat.org](mailto:communications@igcat.org) together with a link to your film / video (you can send it as a password protected file on Vimeo.com or YouTube (as unlisted) in case of first releases).

Once submitted, IGCAT will recommend the appropriate category for jury consideration.

## SELECTION

The selection of Best Film by category and Best Young Director will be made by a committee of IGCAT experts in the food and film sectors and announced as the Food Film Menu 2022 in **September 2022** on IGCAT's website and social media.

A **people's choice vote** will then open on IGCAT's social media to select the Overall Winners of the Food Film Menu 2022.

It is intended that Overall Winners will be officially announced at a high-profile Region of Gastronomy event to be organised **the third quarter of 2022** (circumstances permitting), where all category winners will be screened for an international audience and filmmakers will be invited to join.

## ENTRY DEADLINE

Regular Submission: **16 August 2022 at 23:59h CET**

## ORGANISERS

The Food Film Menu is organised and coordinated by the **International Institute of Gastronomy, Culture, Arts and Tourism (IGCAT)**. IGCAT aims to **empower local communities** by raising awareness of the importance to safeguard and promote distinct food, culture, arts and sustainable tourism assets. This is essential to balance against globalised food trends that are impacting on our planet, health and local economies.

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.

IGCAT provides the World and European Region of Gastronomy Award and is the official secretariat for the World and European Regions of Gastronomy Platforms. Furthermore, the Institute has developed the European Young Chef Award, the World Food Gift Challenge and the Top Websites for Foodie Travelers.

[www.igcat.org](http://www.igcat.org)

© 2021 IGCAT. IGCAT retains all the copyrights to the Food Film Menu project and gives exclusive permission to candidate and awarded World/European Regions of Gastronomy to carry out regional competitions following the Food Film Menu criteria.