

CREATIVE EUROPE – CREA-CULT-2022-COOP

GELATOn the ROAD

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Sustainable Scoops

GELATOn THE ROAD's Local Flavor Competition

Introduction: In line with the GELATOn THE ROAD project's expansive scope, the "Sustainability Scoops" gelato flavors competition is set to unfold across 12 participating countries/regions, with Agrifoodwest, the project partner from Greece, taking the helm as the overseer.

Objective: The overarching objective of this prestigious competition is to spotlight and elevate the professional and creative prowess of artisan gelato makers. It's a platform to showcase their ability to craft gelato that not only satisfies taste buds but also embodies the values and objectives of the GELATOn THE ROAD, a Creative Europe-funded project.

Contestants' Task: Contestants in each participating country/region are entrusted with the challenge of creating a gelato flavor of their choice. Each participating region will also select two (2) local ingredients that if utilized by contestants will add points to the overall assessment of the flavor based on locality. Beyond the flavor creation, contestants must submit a detailed recipe, emphasizing themes such as locality, sustainability, and creativity. The gelato must adhere to traditional artisan preparation procedures, showcasing the skilful utilization of chosen local products and ingredients. During the presentation to the jury and the public, the "how & why" of the recipe must be eloquently explained, adding an enriching layer to the sensory experience.

Competition Structure:

- Phases:** The competition unfolds in two phases – a qualification round and the grand finale. Twelve qualifying rounds will each identify the winner and a runner up from each participating region/partner, culminating in a final round of 12 contestants in Longarone towards the end of 2025.
- Eligibility:** Gelato professionals, whether owners or employees, of any gender, in each participating country/region are eligible to participate.
- Registration:** Pre-registration is mandatory through the [provided form](https://www.gelatontheroad.eu/) on the project website: <https://www.gelatontheroad.eu/>
- Max. No of Entries:** Due to the unpredictable total number of entries in each participating region, regions have the flexibility to set a maximum number of entries for the qualification round as they deem suitable. This may necessitate a pre-qualification round before the main event.



5. **Participation:** Participation is not only encouraged but also free, contingent upon strict adherence to the Sustainability guidelines meticulously set by the Project. Participants who don't undersign the Sustainability Criteria or the protocol of Understanding may regrettably find themselves ineligible.
6. **Evaluation:** The evaluation process is a balance between a 50% jury vote and a 50% public vote, facilitated through a commonly used web-based app. Ratings on a scale from 1 to 10 consider aspects such as storytelling, gelato presentation, gelato structure, gelato taste, and adherence to the competition's overarching theme of locality. In the case of a tie, the jury stands ready to conduct a tiebreaker evaluation. This assessment procedure remains consistent throughout both competition phases – qualification and final round.

Operational Aspects:

1. Participants enjoy flexibility, with the option to use either pre-prepared gelato from their labs or to engage in on-the-spot preparation in a designated area of the Pop-Up-Museum (if available), indicating necessary ingredients during registration.
2. Adherence to hygiene regulations is paramount. Participants are encouraged to present themselves in gelato maker uniforms, with branding being an optional flair.

Presentation and Evaluation: The exciting phase of gelato evaluation unfolds during each GELATON THE ROAD Pop-Up-Museum, promising an experience that marries artistry and indulgence. The precise itinerary and locality details of each Pop-Up-Museum will be announced in due time. During these events, contestants will converge in the designated competition area, where the sampling and voting will ensue.

Jury Vote: A 5-member jury committee will be meticulously formed, with one member nominated as the president. The freedom to choose jurors lies with each participating region, However, it is recommended that juries comprise of at least: (a) a local politician/public figure, (b) a member from local trade association (e.g., chamber of commerce, gelatieri/pastry chef/restaurateur association), (c) a teacher/professor in a related area of gastronomy/tourism, (d) a food journalist/blogger. The inclusion of a child juror (aged between 11-12) can also be considered.

The jury will subject each flavor entry to scrutiny, assigning scores on a scale from 1-10 based on criteria such as (a) storytelling, (b) optical presentation/decoration, (c) gelato structure, (d) gelato taste, and (e) locality. Points will be tallied, and the flavor with the most points will emerge as the juror's choice, constituting 50% of the final vote.

Public Vote: Every Pop-Up Museum event attendee can cast their vote after savouring the array of flavors in a designated area. Those interested can elevate their participation by pre-registering as voters through the project website, earning themselves a coveted 'Gelato Passport'¹. By doing so, they automatically enter a draw for a chance to win 10 free scoops of gelato in token form, redeemable at participating Gelaterie throughout the ERoG. A digital draw will determine 10 winners from each participating region, adding an element of anticipation to the competition. Importantly, individuals who fail to pre-register will miss out on the chance to participate in the digital token draw.

The public's vote will be digitally cast through the tapping of color-coded buttons on tablet screens provided by the organizers – GREEN (3 points), YELLOW (1 point), & RED (0 points). Voting takes on a digital form through a yet-to-be-determined platform². Points will be aggregated, and the flavor securing the most points will claim the title of the public's choice, contributing 50% to the final vote. Participating regions may also opt for traditional methods of vote collection.

Score Normalization: The determination of the competition winner involves a balance between the jury vote and the public vote, each carrying a 50% weight in the final decision. To ensure fairness in this dual evaluation process, the following score normalization procedure will be implemented³:

- Score Normalization: All scores, both from the jury and the public vote, will be normalized on a scale of 1 to 100. This normalization ensures that each set of scores is proportionally adjusted to a common scale for equitable comparison.
- Weighted Average Calculation: A weighted average will be computed to derive the overall score for each gelato flavor. The normalized jury score and the normalized public score will each carry a 50% weight in the calculation.

Overall Score = (Normalized Jury Score * 0.5) + (Normalized Public Score * 0.5)

This normalization and weighted averaging process guarantees that both the jury's expert evaluation and the collective voice of the public contribute equally to the final outcome, fostering a fair and comprehensive assessment of each flavor's merit.

¹ **Gelato Passports & Rewards:** Gelato Passports, distributed to gelatieri embracing the project manifesto and Sustainability criteria, symbolize shared values within ERoG. Gelatieri distribute these passports to clientele, acting as ambassadors for the project. Passport holders collect stamps, progressing towards a gratifying reward - a free gift, possibly a scoop of gelato or equivalent. Details TBA, adding anticipation to the culinary journey facilitated by the Gelato Passport.

² Example facebook poll, or <https://www.limesurvey.org/>, or <https://www.mentimeter.com/>

³ An example of score normalization can be found in the annex.

Competition Outcome: The gelato flavor accumulating the highest Overall Score from both the jury and the public will be rightfully crowned as the competition winner. A deserving runner-up will also be declared.

Awards - Certificates:

1. All contestants will be celebrated with a participation certificate and GELATOn THE ROAD project gadgets/merchandising.
2. Winners of each of the 12 qualifying phases will receive personalized certificates and secure a spot in the grand finale.
3. The 12 winners from each local competition, along with a companion of their choice (totalling 2 persons per region), will be invited to the final phase in the locale of Longarone, Italy. Travel and accommodation expenses for the invited participants will be thoughtfully covered.
4. The top three winners of the final phase will receive prestigious vouchers of €5,000, €3,000 & €2,000 respectively. These vouchers are dedicated to the purchase of environmentally friendly gelato-making machinery & equipment, aligning with the competition's sustainability ethos.
5. Following the conclusion of the competition, each event organizer will meticulously compile the results and orchestrate the awarding of prizes. Recognition awards, embodying the spirit of the competition, will be dispatched to the competitors at a later date.
6. The official results, a testament of the involvement to the competition, will be published on the GELATOn the ROAD project website within seven (7) working days after the competition's conclusion.
7. To add a local touch, each participating region is empowered to introduce additional awards outside the scope of the 'Sustainability Scoops' competition. These awards may bear intriguing titles such as *'The Audience Award'*, *'The Young Gelatiero Award'*, *'Original Idea Award'*, etc. It's crucial to note that these awards remain local in significance and hold no sway in determining qualification for the final round in Longarone, Italy.

Publicity: The resonance of the competition will extend far and wide, with comprehensive coverage through presentations, press releases, interviews, and captivating videos ensuring that every nuanced flavor and tale of creativity reaches a global audience.

Responsibility: While the competition promises a journey filled with flavors and creativity, the GELATOn THE ROAD project prudently disclaims any responsibility for damages suffered or caused by participants during the event.



Regulation Changes and Disputes: In the spirit of continuous improvement, the GELATOn THE ROAD project reserves the right to make changes to the regulation. Any modifications will be communicated to participants with due notice. The outcomes of the competition phases rest upon the unquestionable judgment of the juries, emphasizing the commitment to fair and impartial adjudication.

Closing Remarks: As we embark on this journey, fuelled by passion, creativity, and sustainability, let us collectively celebrate the artistry of gelato making and the profound impact it can have on local communities and the global culinary landscape.

For GELATOn THE ROAD,

Marios Prapopoulos
Project Manager on behalf of Agrifoodwest



Sustainable Scoops

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Annexes






1. Juror's template

GELATOn THE ROAD – SUSTAINABILITY SCOOPS COMPETITION						
QUALIFICATION ROUND – JURY VOTE						
PLACE:						DATE:
JUROR:						
FLAVOUR ASSESMENT (rate 1 – 10, 10 being the best)						
Contestant:	1	2	3	4	5	6
Story Telling:						
Optical Presentation:						
Structure:						
Taste:						
Locality:						
Total Points:						

Juror Signature

2. Public Vote

The Public will be able to cast their vote digitally via tablets provided by the organizers. In the case that digital means are not readily available votes can be casted physically using the following template:

GELATOn THE ROAD - SUSTAINABILITY SCOOPS COMPETITION						
QUALIFICATION ROUND – PUBLIC VOTE						
PLACE:				DATE:		
FLAVOUR ASSESMENT (rate 0/1/3, 3 being the best)						
Contestant:	1	2	3	4	5	6
 I like! 3 points						
 Not sure... 1 point						
 Pass... 0 points						

3. Competition Entry

Sustainability Scoops Registration Form

Personal Information:

Full Name:

Business/Organization Name:

Contact Email:

Contact Phone:

Website:

Address:

City:

Country:

Postal Code:

Competition Entry Details:

Gelato Flavour Name:

Ingredients Used:

Inspiration Behind the flavour: (Optional)

Sustainability Practices:

Please provide information on the sustainable practices implemented in your gelato production. This can include sourcing of ingredients, waste reduction efforts, energy-efficient practices, or any other sustainable initiatives your business undertakes.

Agreement to Competition Rules:

I, [Full Name], hereby confirm that I have read and understood the rules and regulations outlined in the Sustainability Scoops Gelato Competition. I agree to abide by these rules and acknowledge that any violation may result in disqualification.

Electronic Signature:

[Type your full name as a sign of agreement]

Date:

Competition Rules and Regulations:

[Link to the competition rules web page]

4. Score Normalization Example

Normalization of the scores from both the jury and the public vote on a scale of 1 to 100.

- If a flavor gets 40 points from the jury out of a possible 50, the normalized score would be:
 $(40/50) * 100 = 80$.
- If a flavor gets 600 points out of a possible 1000, the normalized score would be:
 $(600/1000) * 100 = 60$.

Weighted Average: We take the weighted average of the normalized scores. Since we want a 50%-50% balance, we assign a weight of 0.5 to both the jury and public scores.

- Calculation of the overall score using the formula:
 $(\text{Normalized Jury Score} * 0.5) + (\text{Normalized Public Score} * 0.5)$
- For the previous example $80 * 0,5 + 60 * 0,5 = 40 + 30 = 70$

5. Public pre-registration

An on-line form will be available collecting the following data from the general public.

- Full Name
- Email
- Mobile number

Members of the public will be allowed to preregister after following or liking the project on any of its official social media accounts.

6. Competition Rules (Short Version) for website inclusion or power point presentation

Sustainable Scoops: GELATOn THE ROAD's Local Flavor Competition

Objective: Spotlight and elevate artisan gelato makers' creativity and professionalism, aligning with GELATOn THE ROAD's values.

Contestants' Task: Craft gelato from local ingredients, submit detailed recipes, and present during the competition, emphasizing themes like locality and sustainability.

Competition Structure:

1. Two Phases: Qualification and Final.
2. Eligibility: Open to gelato professionals in each participating region.
3. Registration: Mandatory pre-registration through the project website.
4. Max. No of Entries: Regions may set limits, potentially requiring a pre-qualification round.

Participation: Encouraged and free, subject to adherence to strict Sustainability guidelines.

Evaluation: Balanced 50% jury vote and 50% public vote, facilitated through a web-based app.

Operational Aspects:

1. Participants can use pre-prepared gelato or prepare on-site.
2. Hygiene regulations observed; gelato maker uniforms encouraged.

Presentation and Evaluation: Held during GELATOn THE ROAD Pop-Up-Museum events. Itinerary and locality details announced later. Digital voting through a platform.

Jury Vote: 5-member jury with criteria like storytelling, structure, taste. Jury's choice contributes 50% to the final vote.

Public Vote: Attendees can cast votes digitally, pre-register for 'Gelato Passport,' and enter a draw for free scoops of Gelato. Public's choice contributes 50% to the final vote.

Score Normalization: Scores from both jury and public vote normalized on a scale of 1 to 100. Weighted average calculation for overall score.

Competition Outcome: Gelato with the most points from both jury and public declared the winner. Runner-up also awarded.

Awards - Certificates:

1. All contestants receive participation certificates and project gadgets.
2. Winners of qualifying phases get personalized certificates and a spot in the grand finale.
3. 12 winners invited to the final phase in Longarone, Italy, with covered travel and accommodation expenses.
4. Top three winners receive vouchers for eco-friendly gelato-making machinery.

Publicity: Extensive coverage through presentations, press releases, interviews, and videos.

Responsibility: Project disclaims responsibility for damages during the event.

Regulation Changes and Disputes: Reserves the right to make changes, with outcomes resting on jury judgment.

Closing Remarks: Celebrate the artistry of gelato making and its impact on local communities and the global culinary landscape.