



*cittaslow perth*

# WHAT IS CITTASLOW?

- Italian for “Slow Cities”.
- Founded in 1999.
- A network of over 100 European towns dedicated to improving quality of life for residents and visitors.
- Grew from the Slow Food movement.



# WHAT IS SLOW FOOD?



Slow Food® Perth

# WHAT IS SLOW FOOD?

“Slow Food is an international non-profit organisation that was founded in 1989 to counteract fast food and fast life, the disappearance of local food traditions and people’s dwindling interest in the food they eat, where it comes from, how it tastes, and how our food choices affect the rest of the world.”



Slow Food® Perth

# WHAT KIND OF FOOD IS SLOW FOOD?

- Food that tastes good.
- Food that is produced in a clean way that does not harm the environment, animal welfare or human health.
- Food that ensures food producers receive a fair remuneration for their work.

**GOOD + CLEAN + FAIR = SLOW FOOD**



**Slow Food<sup>®</sup> Perth**

# HOW IS SLOW FOOD ORGANISED?

- Only individuals can join.
- There are 90,000 Slow Food members in 107 countries.
- Each country has a national Slow Food association.
- Members join local chapters called “Convivia”.
- There are over 850 Convivia across the world.
- Convivia bring members together for events such as tastings, visits to producers etc. and for projects that support Slow Food principles.



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# KEY SLOW FOOD ACTIVITIES

- Slow Food Foundation for Biodiversity.
- Ark of Taste.
- Presidia.
- Salone del Gusto.
- Terra Madre.
- The University of Gastronomic Sciences.



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# SLOW FOOD to CITTASLOW

- A number of towns wanted to work together to embrace Slow Food principles.
- Wanted to link Slow Food principles to wider environmental, cultural and social issues to improve the overall quality of life for residents and visitors.
- Wanted clear principles or criteria they could follow.
- Wanted to support and promote local producers.
- Opportunities to share experiences and good practice.





# CITTASLOW MEMBERSHIP

- Open to towns with less than 50,000 residents.
- Rigorous assessment process before towns are admitted into Cittaslow membership.
- Local Steering Group needed to manage application.
- Towns are assessed in 6 main areas: Environmental Policies; Infrastructure Policies; Enhancing the Quality of the Urban Fabric; Promotion of Local Produce & Local Products; Hospitality & Community; Raising Awareness & Understanding of Cittaslow.
- Overall, there are 60 different criteria to be met under these 6 main areas. Each criteria is weighted.



# LOCAL PRODUCE & PRODUCTS

- Protect Goods & Produce Reflecting Local Traditions.
- Create Awareness of Traditional Foodstuffs.
- Preserve Unique Local Foodstuffs.
- Encourage Organic Farming & Quality Certification.
- Educational Programmes about Organic Food Production.
- Provide Space for Farmers Markets.
- Increase Awareness of Good Food & Nutrition.
- Register of Locally Produced Goods & Producers.



# ACHIEVING CITTASLOW MEMBERSHIP

- Initially Achieve 50% Score Out of a Total of 400 Points.
- Undertake Initial Self Assessment.
- Provide Detailed Documentary Evidence to Back Up Self Assessment.
- Demonstrate Measures to Address Outstanding Criteria.
- Be Independently Assessed by Cittaslow UK Assessors.
- Pay Annual Membership Fee.
- Demonstrate Progress Towards Outstanding Criteria.



# WHY PERTH?

- First Farmers Market in Scotland.
- Produces 90% of soft fruit in Scotland.
- “Berryfest” Festival.
- Agriculture a key economic sector.
- Active local Agricultural Forum.
- Growing number of Farm Shops.
- Organic Network with over 70 members.
- “Buy Local, Eat Local” Initiative”



# WHERE ARE WE NOW?

- Perth & Kinross recognised as the 1<sup>st</sup> “Cittaslow Supporter” area in the UK in November 2007.
- Perth recognised as Scotland’s 1<sup>st</sup> Cittaslow town in March 2007.
- Slow Food Perth set up in May 2007.
- Linlithgow currently applying to become a Cittaslow town.
- Other Scottish towns considering Cittaslow membership.
- Perth represents Scotland on the Board of Cittaslow UK.



# LOCAL INITIATIVES

- Perthshire Produce Guide & Buyers Guide.
- Promotion of Local Produce through Green Tourism Network.
- Sponsorship of Local Heats of FutureChef 2008.
- Greener Workplace Workshops.
- Green Gyms.
- Presence at Good Food Show Scotland Exhibition.



# GREEN TOURISM

## THE BIGGER PICTURE

- Ambition – for Scotland to become one of the world’s first emerging carbon neutral holiday destinations
- Green is the new gold
- Quality of life more important than material wellbeing
- Strive for authenticity – defined as ethical, natural, honest, simple, beautiful and rooted.



# PERTSHIRE'S GREEN TOURISM ASSETS

- Outstanding natural environment
- Perthshire Big Tree Country
- Perthshire Gardens Collection
- Superb walking & cycling opportunities
- Rich wildlife – many iconic species
- Adventure Perthshire





# GREEN TOURISM INITIATIVES

- Perthshire Big Tree Country Heritage & Access Project
- The Green Tourism Business Scheme
- Perthshire Green Tourism Network
- Public Transport promotion
- Cittaslow



# THE ADVANTAGES OF CITTASLOW

- An established, respected and credible network.
- Opportunities to learn from and link with others.
- Independent external endorsement giving a quality mark.
- Opens new markets for local businesses through networks.
- Links food & drink to wider environmental and community priorities.
- Involvement of local communities & businesses.
- AN EFFECTIVE PROMOTIONAL TOOL



# WHAT WE HOPE TO SEE

- Perthshire producers selling in other Cittaslow towns.
- Local produce highlighted on menus.
- Customers proactively asking for local produce.
- “Produced in Perthshire” being a recognised mark of quality.
- Businesses using local products and services.
- Businesses adopting good environmental practices.
- Locals telling visitors about local produce & the local environment.
- Good recognition of the Cittaslow brand.





# MORE INFORMATION?

- [www.perthcittaslow.org.uk](http://www.perthcittaslow.org.uk)
  - [www.cittaslow.org.uk](http://www.cittaslow.org.uk)
  - [www.slowfood.com](http://www.slowfood.com)



# CITTASLOW MANIFESTO

- We are looking for towns brought to life by people who make time to enjoy a quality of life; towns blessed with quality public spaces, theatres, shops, cafes, inns, historic buildings and unspoiled landscapes; towns where traditional craft skills are in daily use and where the slow beneficial succession of the seasons is reflected in the availability of local produce; towns where healthy eating, healthy living and enjoying life are central to the community.”

