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I-CON PROJECT NEWSLETTER N° 5, DECEMBER 2018



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Interreg CENTRAL EUROPE Programme supports regional cooperation among central European countries: Austria, Croatia, the Czech Republic, Hungary, Poland, Slovakia and Slovenia, as well as parts of Germany and Italy. The programme aims to make central European cities and regions better places to live and work by implementing smart solutions answering to regional challenges in the fields of innovation, lowcarbon economy, environment, culture and transport.



IMPROVING COMPETENCES AND SKILLS THROUGH FOOD SECTOR INNOVATIONS

Welcome back to our I-CON newsletter, a half-yearly updating about what's going on at I-CON, upcoming events and activities.

What happened?

Happy Christmas to all!! Welcome to I-CON 5th Newsletter, the Christmas edition. The project is running and it's close to the final phase, then we would like to introduce the Atlas Mapping Tool, one of the main outputs of the project and that you can easily reach from the I-CON web site link. In addition we will share with you the first experience of a Slovenian company with the crown design platform in the process of the innovative packaging design definition.

And, last but not the least, an overview of the main food prepared for Christmas in the partner countries, to promote the Central Europe food sector!

All the I-CON partners wish you Merry Christmas and a successful New Year!



ATLAS MAPPING TOOL

Atlas Mapping Tool (AMP) is online tool providing a visual depiction (geographic data) of joint possibilities and solutions providers (technology, design and food safety) enabling regional SMEs to access the resources and opportunities necessary to meet their needs and reach the advancing knowledge by selecting the data mapped from the menu.

This online tool with geographic data positioning and identified solution providers underpin contacts to specific facilitator (either by competence or country), who will audit the issue of SME and forward “needs” to most competent transnational mentor in pool of experts.

The tool supports SMEs by providing geographic overview of the available services, support schemes and supportive ecosystem across the regions. Sample materials and links to helpful resources are provided where existing. By providing a visual depiction of joint possibilities the tool is supposed to play a powerful role in guiding policy, planning, and strategic actions to joint solutions as well as B2B instrument.

CROWD DESIGN PLATFORM - A TOOL FOR FOOD DESIGN

We all know that a way to the excellent design is not easy and at the same time expensive. However, it does not have to be this way! Crowd Design Platform (CDP) is a great I-CON tool for food SMEs. Sometimes they want to change packaging design, logos, promotional materials etc. On the other hand, sometimes they just need new ideas for affordable price.

After successfully completing three pilot projects, at CCIS-Chamber of Agricultural and Food Enterprises we are convinced that CDP is a very useful tool for obtaining new design by taking just few steps. The most crucial part is definitely a brief. Good brief is an important part of a good design, so the SME needs to provide designers as many information as possible about needs, wishes and/or about the company itself. CDP offers the upload of documents, for example the existing design, logo, etc. Within a few hours, SME can get first designs. At the end of the project, 20 sometimes even 80 designs are sent to the SME, which depends on the selected package and difficulty of the design (e.g., logo can be easier to design than the packaging for a specific food product).

The last step is to choose the favourite design, but it is important to keep in mind, that as a company, you can always request the designer to change something if needed.

Thus, use the Crowd Design Platform to design your business!





Italian design in Slovenia: An international experience workshop attracted 40 food producers and designers

Moravske Toplice, December 6, 2018 Pomurje Technology Park hosted a team of design experts from UNISEF TREVISO. An interdisciplinary team of product development experts dealing with sensory analysis of the packaging presented their knowledge to over 40 participants from industry. Main message was: “The packaging communicates its content to consumers’ senses - it is all about what the packaging triggers at person who takes the product in his/her hand and looks at it ... it is about whether the feeling is warm, pleasant, smells good, associates content in the package ... and whether it ultimately stimulates the purchase or rejects it.

The idea of an event was to bring the sensor< analysis of packaging and its significance to the Slovene food producers, designers and all other interested public. Experts in industrial design from IUAV of Venezia and the EUROISA - European Institute for Sensory Analysis, Treviso provided theoretical and practical demonstration of the packaging sensory analysis. Most interactive part for participants was testing of four types of milk product packaging by themselves like they were real sensory analysis providers.

The event was an occasion of promoting I-CON project activities and tools helping SMEs to start considering good product development concepts. Not to forget, the workshop was a great opportunity for participants to establish new business contacts, support the participants in connecting with recognized Italian experts and acquaint with the activities of the Pomurje Technology Park. In survey participants affirmed the organizer necessity to organize similar events again with concrete topics.



WHICH IS THE CHRISTMAS FOOD IN YOUR COUNTRY?

Austria

A comparably simple but delicious dish is the classic Christmas carp. The carp is a fresh water fish with very strong, white meat. Therefore it perfectly suits for roasting. Just a hint: it is not the original recipe but very yummy - serve some lemon risotto.

Germany

The traditional German Christmas meal features duck, goose, rabbit or a roast. Dessert typically includes Christmas Stollen, considered one of the best Christmas pastries in the world. The most famous Stollen, which can be found at many supermarkets, is called Dresdner Stollen. This tasty version bursts with nuts and fruit and is sure to change your mind about the term "fruitcake." Stollen is shaped with tapered ends and a ridge down the center, symbolizing the Baby Jesus in swaddling clothes.



Hungary

"Halászlé" or Fishermen's soup is one of the traditional dish in Hungary. It is a bright red hot soup, prepared with hot paprika and carp or mixed river fish. The soup was originally prepared by fishermen along the Danube and Tisza rivers, using fresh fish, most often carp, catfish, pike, or perch.

In some regions, such as Baja, the soup is served with pasta, while in other regions sour cream is added to achieve a creamy consistency of the soup. A slice of bread and a glass of white wine is the perfect accompaniment to "halászlé" to ease the spicy taste of the hot paprika added to the stew.



Italy - Emilia Romagna Region

Tortellorum presence at Christmas in the Bolognese tables dates back to the XII Century. The first literary references appears precisely in the 1300, with a recipe written in the Modenese dialect. In the fifteenth century, the tortellino is the protagonist of a novel by Boccaccio, but the most important testimonies come from 1500 onwards.

The whole Via Emilia can tell the story of stuffed pasta, with small or large variations. Fresh past was prepared every day, while the stuffed pasta was used to celebrate and establish unique moments, like Christmas. Its shape is reminiscent of a small ring and the filling is a mixture of various meats with ham, mortadella, parmesan and nutmeg. It is a first course traditionally served in broth, capon or hen, and the secret to preparing it at best is in the technique of spreading the dough and, obviously, in the choice of raw

materials.



Italy - Veneto Region

The bigoli in anchovy sauce are consumed on Christmas. Bigoli is a big spaghetti with a rough and porous surface that holds the sauce well.

They were made by hand in all the houses once, with wheat flour mixed with that of soft wheat and water, often with the addition of whole wheat flour, more for a matter of poverty than anything else. We find historical traces of this pasta already in 1300. The bigoli in sauce are made with a simple and poor, but very tasty condiment, made up of finely sliced onions and anchovies (or sardines) slowly dissolved in extra virgin olive oil.



Poland

The tradition of carp farming in Poland is at least 700 hundred years old. However, it became an eminent part of Polish culinary tradition only after World War II. It is more popular than nobler fish like sander, eel or pike. Today, carp is a Christmas Eve must-have for many families. Poles developed species of carp that are certified regional products of good quality. Christmas Eve carp is often accompanied by hot sauerkraut with dried mushrooms, a vegetable salad or potatoes. There are numerous local and ancient recipes, including carp in grey sauce, carp with dried mushrooms and cream, or stuffed with parsley.



Slovakia

Christmas dinner consists of soup made of cabbage - kapustnica with mushrooms, sausage, meat, dried mushrooms and cream. Every family has its own secret recipe and some might include unusual ingredients such as dried plums or even apples. In some regions, kapustnica is replaced by a milky mushroom soup - mliečna hubová polievka. After soups is served fish with a mayonnaise potato salad. Carp is often the fish that is eaten. It's food that gets cooked only once a year and everyone looks forward to it. These dinners and recipes have many variations, depends on the region and family traditions.



Slovenia

Slovenians have been preparing Potica for centuries. The first mention of this traditional dish goes back to the 16th century, when it was recorded in the first book ever printed in the Slovenian language.

This traditional Slovenian festive cake is served on big holidays and celebrations. Dough with different fillings is baked in a variation of a bundt pan and served at important holidays like Christmas and Easter.

The most important part of making Potica is the preparation of the leavened dough, which is a delicate process that takes time, patience, and a lot of practice. Once the dough has risen, it is filled with either a sweet or savory filling, then baked in order to make the Potica. There are over forty different kinds of fillings for Potica, but the most popular among the Slovenian natives are walnut, tarragon, poppy seed, honey, bacon, and carob. Many cookbooks offer recipes on how to prepare traditional Potica, but most households still make this traditional dish with the recipe that has been passed down in their family from generation to generation.



Who we are

Partners from seven central European countries join their forces to improve entrepreneurial competences and skills in remote areas through food innovation potentials, led by the Pomurje Technology Park (Slovenia).

Slovenia

- Pomurje Technology Park
- Chamber of Agricultural and food enterprises

Austria

- Business Upper Austria

Hungary

- Campden BRI Hungary Ltd

Germany

- Hohenheim University

Poland

- Polish Chamber of Food Industry and Packaging

Slovakia

- Slovak Chamber of Commerce and Industry

- South Transdanubian Regional Innovation Agency

Italy

- CNA National Confederation of Crafts and Small and Medium Sized businesses - Regional Association of Emilia Romagna
- UNISEF - Industry Association Service & Training of Treviso and Pordenone

Who funds us

Our project is funded by the Interreg CENTRAL EUROPE Programme, which encourages cooperation on shared challenges in Central Europe. With 246 million Euros of funding from the European Regional Development Fund, this programme supports institutions to work together beyond borders to improve cities and regions in Austria, Croatia, Czech Republic, Germany, Hungary, Italy, Poland, Slovakia and Slovenia.



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