

DOUGLAS RITCHIE



Slow Food® Perth

WHAT IS QUALITY OF LIFE?

HOW DO WE DEFINE IT?



GROSS NATIONAL HAPPINESS

- Economic Wellness
- Environmental Wellness
- Physical Wellness
- Mental Wellness
- Workplace Wellness
- Social Wellness
- Political Wellness



GENUINE PROGRESS INDICATOR

- Attempts to measure whether a country's growth, increased production of goods and expanding services have improved the welfare, or well-being, of its citizens.
- Distinguishes between worthwhile growth & economic growth.



THE HAPPY PLANET INDEX

- Established by the New Economics Foundation.
- Combines environmental impact with human well-being to measure the environmental efficiency with which people live long and happy lives.
- Iceland is the happiest place in Europe!





cittaslow

CITTASLOW

- A network of over 100 towns in 17 countries across the world that have committed themselves to a common set of goals and objectives that aim to enhance their quality of life for residents & visitors
- First set up in Italy in the 1990s.
- All member towns must undergo a rigorous accreditation process.



CITTASLOW ACCREDITATION

55 separate accreditation criteria covering –

- Environmental awareness & protection.
- People-friendly infrastructure.
- Quality of urban fabric
- Encouragement of local produce & local products
- Hospitality for visitors
- Promotion of active community participation



CITTASLOW PRINCIPLES

- Celebrate diversity rather than standardisation
- Support & encourage local culture & traditions
- Work for a more sustainable environment
- Raise awareness & appreciation of local produce
- Promote healthy eating & healthy living
- Work with the local community to build on these principles



LOCAL PRODUCE

- Protect Produce Reflecting Local Traditions
- Create Awareness of Traditional Foodstuffs
- Preserve Unique Local Foodstuffs
- Encourage Quality Certification of Local Produce
- Support Organic Farming
- Provide Space for Farmers Markets
- Increase Awareness of Good Food & Nutrition
- Maintain a Register of Local Producers



CITTASLOW

Why the emphasis on local produce
and local food?





Slow Food®

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.”



WHAT 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



HOW IS SLOW FOOD ORGANISED?

- Only individuals can join
- There are over 100,000 Slow Food members in 132 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 other projects



KEY SLOW FOOD ACTIVITIES

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



WHAT ARE THE LINKS?

Cittaslow

Slow Food

Wild Harvests



THE LINKS

- Reconnecting people with the food they eat
- Environmental awareness & protection
- Encouraging local traditions
- Promoting local arts & crafts
- Promoting local produce
- Healthy, active lifestyles



THE COMMON GROUND

- Strong local economies
- Environmental protection
- Personal well-being
- Quality of life



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