

ULYSSES European Odyssey
Contemporary Theme Symposium

ACT II - 2023

VIII
Lugo

Our modern day relationship with
food - production, distribution &
consumption.

LESTRYGONIANS
Fundación Uxío Novoneyra

PARTNER:

1. Organisation name	Fundación Uxío Novoneyra
2. Ulysses episode	Lestrygonians, VIII
3. Name of individual who led on organising symposium	Uxío Novo

MARKETING:

1. How was your symposium marketed?	It was announced in Press (newsletters and radio even celebrating a forum by the city newspaper about a week before), Social-Media and also in event branding in the streets (totem on the Central Square during the City bookfair a week before. distributing hand programmes on Wines quartier bars and restaurants...).
2. What do you feel it achieved in terms of reach?	About 63 people as medium rate attended to the different roundtables of the event and took part actively in.

SYMPOSIUM EVENT(S):

1. Title (if any)	<i>Are we still Lestrygonians? Our modern relationship with food.</i>
2. Day and date held	May, 20th 2023
3. Duration (e.g. 2 x symposia x 2 hours, 1 symposia x 1 day etc.)	<p>A single morning session with three consecutive tables:</p> <p>1) about regional km 0 production,</p> <p>2) about short distribution circuits and food markets, and</p> <p>3) about gastronomy enjoying.</p> <p>From 9 a.m. to 2 p.m.</p>
4. Form of symposium (e.g. guest speakers, conference, meal, workshop etc.)	<p>3 consecutive Conference roundtables with open questions from the public audience at the end of each 3 roundtables and another extra final one at the end of the symposia.</p> <p>A total of nine people took the floor, 3 on each table. A moderator ordered the debate and gave way to questions from the audience.</p>

5. Venue	Lugo's Old Prison Museum. Auditorium space
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LEADERSHIP:

1. How was the symposium led / conducted?	After introducing the speakers, the moderator gave the floor for 15 minutes for them to present their topic for 15 minutes with a first opening of Lugo Markets Councillor Crstina Cheda. The debate began at the end of each roundtable and another complementary extra one at the end of 3 roundtables before Orkestra City activity.
2. Name of moderator(s)	Alberto Lema

ATTENDEES:

1. Number of attendees	63
2. Breakdown of attendees in terms of gender, ethnicity and age group.	33 women 57 Galicians 3 Spanish 2 Irish 1 Danish
3. Professional or other background info re: every attendee (names not required).	9 responsible of food labels and brands 1 representative of Spanish Culture Ministry 3 city councillors 3 journalists 1 city market manager 2 chefs 5 writers one of them specialist on food systems
4. What sort of geographic spread across your city was achieved by the attendees present?	Higher percent of local origin 20% of Galician regional origin 11% of Spanish non regional origin and European one
5. What percentage were arts attendees	Only 31%

QUESTIONS:

<p>1. How many questions were collated?</p>	<p>20</p> <p>Questions about which are the first measures to achieve to foster our regional food sovereignty.</p> <p>Questions to producers about food quality production entrepreneurship.</p> <p>Questions to chef and market manager about relationship between markets and restaurants sector</p>
<p>2. How many questions on the partner's principal theme?</p>	<p>All</p>