



7<sup>th</sup> Slow Food  
International Congress  
Chengdu, China  
September 29-October 1, 2017

## ORGANIZATIONAL GUIDELINES

The outgoing Executive Committee submits to the delegates of the International Congress the following working guidelines that should be followed by the executive bodies of Slow Food elected in Chengdu in order to start a process of reforming the Slow Food association. This process should culminate in a Congress to be held approximately by 2020 in Turin during Terra Madre, when delegates will vote on implementing the new organizational structure.

This change should have the purpose of making our organization better able to reach the challenges and strategic political objectives contained in the congressional document presented and approved by the Congress and confirmed in the Chengdu Declaration.

The executive bodies that are elected must commit to following these binding guidelines and indications:

1) The Slow Food international network must go beyond the association model as the only possible form of membership and presence in local areas. New methods and opportunities for the joining, involvement and participation of individuals will be explored. To this end, it will be possible to assess the constitution of legal entities different from the association, both at an international and a regional level.

2) The functions and roles of the different organizational levels of Slow Food (international, regional/national, local) will be redefined.

The objective will be to clarify the objectives and scopes of the various levels, so as to be more strategic and effective in eliminating much of the overlapping and duplication currently present. The autonomy of local areas will be preserved and strengthened, though at the same time binding mechanisms must be created in regards to participation in the movement's unifying activities, such as global campaigns. No one organizational level can exercise rights of veto or exclusivity over its own territories, which could hinder the formation of new forms of activism and adherence to Slow Food. The fundamental levels for the existence of Slow Food will be those of the local communities and the international level. All the other levels will be understood as service structures, to be created in case of need.

3) At the local level, the local communities remain our point of strength. It is necessary to work on redefining their structure and objectives. They must be increasingly open and inclusive and able to welcome people of every background and culture. They must increasingly become local groups of activists, rather than places resembling societies dedicated to the organization of events for their own members. They must be very free to choose their own activities and their priorities for action, but they must also be committed to the realization and support of the major campaigns carried out at a global level. All of the existing local communities must update their aims and structure based on the new organization before the 2020 Congress.

4) A process of redefining the structure and objectives of the regional and national structures is necessary. These are service structures and their purposes, strategic plans and objectives should be clearly defined. They must increasingly become implementers of global strategies at a territorial level. All of the existing regional and national entities must update their aims and structure based on the new organization.

5) A process of redefining the structure, priorities and objectives of the international Slow Food association is necessary. Slow Food must increasingly concentrate on the definition of the vision, strategies, objectives and guidelines behind the possible activities to be carried out.

Slow Food's operational role must primarily be focused on:

- content/campaigns
- communication
- education and training
- helping local areas to find funding and supporting the work in these countries, including the kick-off phase of different projects

6) Communication will be a strategic area on which to concentrate.

We must change our communication so as to be more simple and immediate in explaining who we are, but without losing the complexity of our message and the multiplicity of our different projects. It will be necessary to find a way to define the different levels (international, national/regional, local) of communication, to avoid duplications and to optimize our work. It will be necessary to think about the use of the brand in order to protect it, but also to take advantage of its value and to avoid the fragmentation and proliferation of other brands.

7) The search for resources will be another strategic area on which to concentrate.

New formulas for funding Slow Food at all levels will be explored. Specific strategies will be created for the involvement of individuals, businesses, foundations and institutions.

8) The participation of the widest possible number of people at every level will be encouraged, and excessive bureaucracy and hierarchy of the structures at every level will be discouraged.

