



Membership Monitoring Report
Shunde-City of Gastronomy
Reporting Period 2015 - 2018

Shunde was appointed a UNESCO Creative City of Gastronomy in December 2014. The designation is an important platform for promoting the development of food culture, food industry, and exchanges and cooperation in creative industries to promote urban development. Over the past four years, Shunde has made great efforts to promote its development as a City of Gastronomy by integrating resources and platforms based on mission of UCCN and the goal of 2030 sustainable development agenda of the United Nations. The following report describes Shunde's work in the network 2015-2018, and plans for the years 2019-2022.

Contents

1. Executive Summary
2. General Information
3. Contribution to the Networks global management
4. Major initiatives implemented at the local level
5. Major initiatives implemented through inter-city cooperation
6. Proposed actions for the forthcoming mid-term period

1. Executive summary

Shunde was accepted as member of UCCN in December 2014, and was then the second city in China, entitled UNESCO City of Gastronomy. Since then, the city has actively contributed to the network, both in local projects and on a global platform with many initiatives linking the network together, now consisting of 26 members in the gastronomy group and 180 members in total.

During the four-year period of Shunde's membership to the UNESCO Creative Cities Network, Shunde made a lot of efforts at both local level and international levels within UNESCO's strategic framework to create regional added value. The work is based on local and global steering documents (regional development strategy, Shunde development plan, Shunde Tourism Strategy, UCCN Mission Statement, UN 2030 Agenda).

From December 2014, the UCCN membership has been used as a tool for regional and urban development in marketing, networking, cooperation, exchanges of cultural entrepreneurs, and organizations in food, culture and tourism on a global scale. A number of foreign delegations and journalists have been visiting Shunde, matching of stakeholders and development of cooperation projects are in progress, networking and communication with other member cities in the world are performed on a daily basis.

Positioning Shunde in global value chains in collaboration with UNESCO Creative Cities Network will continue to be a tool to fulfil the local policies integrating culture and creativity into local development strategies and plans, creating business opportunities and transfer of competence to entrepreneurs in the creative and cultural sector and companies in an international market. A number of initiatives are also planned on the international stage together with the UCCN members.

2. General information

- Member: Shunde
- Country: China
- Creative field: Gastronomy
- Date of appointment: December 2014
- Date of reporting to UNESCO: November 30, 2018
- Responsible for the report: Tourism Office of Shunde
- Number of previously submitted reports: None

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3. Contribution to the Networks global management

Actively participate in the Creative City Network activities and seek opportunities for cooperation.



Number of UCCN-meetings during the last four years (2015-2018): Since the start of its membership in



the UCCN network in 2014, Shunde has been very active and contributing to the network and participated in a number of UCCN meetings over the last four years (2015-2018). The city has been represented in each annual meeting since the 2015 annual meeting in Kanazawa in which Shunde played an active role in plenary meetings, parallel meetings, symposiums promoting innovative projects and sharing best practices.

- 2018 - XII annual meeting in Krakow and Katowice, Poland 2018
- 2017 - XI annual meeting in Enghien-les-Bains, France 2017
- 2016 - X Annual meeting in Östersund, Sweden (host city) 2016
- 2015 - IX Annual Meeting in Kanazawa, Japan 2015

Actively participate in the UCCN COG group activities to strengthen communication

Shunde has participated in a number of COG meetings hosted in different cities of gastronomy around the world

- In 2015-Chengdu
- In 2016-activities hosted in Parma, Jenjou and the Macao.
- In 2017-food forums and festivals hosted in Phuket, Denia and Belem.
- In 2018-Gaziantap International Food Festival, Valencia Food Exposition and Macau Food Forum.
- In 2018-Bergen



Organize and host activities for creative cities and establish cross-field international cooperation

Shunde invited creative cities' representatives to visit Shunde and enhance communication. Since 2015, Shunde has invited creative cities of different fields to participate in Shunde Food Festival each year with different themes such as Chengdu, Jingdezhen, Changsha, Macao, Shenzhen, Wuhan and so on to show their creative achievements in their respective fields. At the end of 2016, Shunde invited some mayors and representatives of creative cities such as Ensenada, Tucson, Ostersund, Gaziantep, and Dunedin to participate in thematic food activities in Shunde.

2017 Guangdong (Foshan) Creative City Expo builds an exchange platform for innovation and creativity

This expo was organized by Shunde municipal government and held in Shunde. 344 cultural and creative enterprises of domestic cities such as Suzhou, Guangzhou, Shenzhen, Ningbo, Foshan, Jingdezhen and international enterprises from the United States, Italy, Portugal, Denmark, Sweden, Norway, Finland, Iceland participated in the event. As the first domestic exposition with the "Creative City" t

heme, it promoted the integration of cultural creativity, science and technology with modern service industry and manufacturing industry.

Promote the establishment of City of Gastronomy - International Food and Culture Exchange Center

Ever since 2017, Shunde government has been guiding Shunde Overseas Chinese Town Corporation in establishing City of Gastronomy - International Food and Culture Exchange Center which endeavors to create a platform for creative cities of different fields to have exchanges as related to food, culture and creativity. Shunde introduced the project to COG members in Belem and then in UCCN annual meeting in Krakow and cities of other fields in Katowice for suggestion and also invited them for joining in future activities in the center.

Actively participate in various activities organized by creative cities of different fields in China



- Beijing Creative Cities Summit
- 14th Asian Media Summit and Qingdao Film Summit
- Beijing International Design Week "Creative 2030 Summit Forum",
- the 4th Wuhan Biennale Design and the 2nd Wuhan Creative City Round Table Conference

Contribute to the development of creative cities network

- Evaluate the application reports of candidate cities. The three cities Shunde recommended were designated as the creative City of Gastronomy.
- At COG meetings, Shunde representatives contributed thoughts and opinions on the development strategy and working process of the group.
- At the end of November 2017, the working group of COG agreed to select Shunde as a sub-coordinator for other COG cities. As the one of the subgroup coordinators, Shunde has been responsible for coordinating the COG promotion and exhibition of COG member cities, and assisting the group coordinator in communicating with the group members and external stakeholders, strengthening the communication with each member city, providing information and assisting the group coordinator with his work.
- In 2018, Shunde evaluated the membership monitoring report of Ostersistad.



For activities mentioned above, budget consist of 1.974 million US dollars from the local government and 0.725 million US dollars from social sponsorship.

4. Major initiatives implemented at the local level

A strengthened creative sector as a prerequisite for sustainable social development is part of the regional development strategy, and creativity and culture are prioritized growth factors in Shunde's development plans. The purpose of membership of the UNESCO Creative Cities Network is to help create cultural and economic development. The work with the UNESCO Creative Cities Network has been managed in Shunde in a collaboration model, which involves cooperation in regional partnerships between government and organizations linked to gastronomy, culture and tourism.

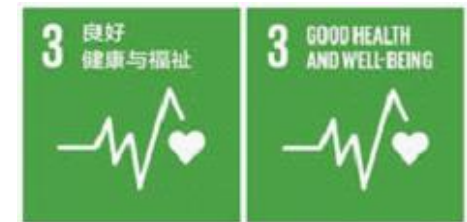
Promote the innovation of food industry and promote the sustainable and healthy development of food related industries and urban economy:

- In 2015, Chinese Cantonese cuisine masters were invited to the Cantonese cuisine Masters' Studio of China Cuisine College to establish the Cantonese cuisine Masters' Alliance, build an innovative research and development base of Cantonese cuisine which further strengthened Shunde's core and leading position in Cantonese cuisine.
- From 2015 to 2017, the graphic logo of "Shunde Cuisine" was successfully registered as a trademark, and the collective trademark design was also successfully registered as an intellectual property.
- In 2016, the research about words to use to promote Shunde gastronomy was carried out and 16-character slogan was issued to promote the overall external brand image of Shunde cuisine.
- From 2016 to 2017, efforts were made to achieve standardization of Shunde cuisine. Standards for eight most typical Shunde meals were established. Also the standardization of 94 English translations of Shunde cuisine were also put into use, which has laid a solid foundation for the branding of Shunde cuisine on an international platform.
- From 2015 to 2018, Shunde organized researchers and professionals to publish a series of cook books.



From 2015 to 2018, Shunde continued to promote the acknowledgement of intangible cultural heritage items of culinary crafts and promote the inheritance and preservation of culinary skills and crafts such as red rice wine brewing technology, Fengcheng fish dumplings and so on. A total of twelve food related items were selected to be in the list of Shunde Intangible Cultural Heritage.

The budget of the projects and activities mentioned above is about 217,000 US dollars.



Develop catering industry training and competitions to promote service and management level:



- From 2015 to 2017, local restaurants participated in competitions and 20 Shunde restaurants were selected as Shunde Demonstration Restaurants.
- From 2016 to 2017, a series of activities were held to select the ten most popular Shunde dishes, ten innovative dishes and fish banquets.
- From 2015 to 2018, a series of activities were held, such as "Shunde Cuisine Decoration Design Competition", "Healthy Shunde Dishes in Four Seasons", "Shunde Dim Sum Banquet Selection", "2018 Shunde Famous Chef Selection", aiming at promoting innovation and improving catering service.





- From 2015 to 2018, different cooking competitions were held for local residents to create a cultural atmosphere for people to enjoy cooking and improve cooking skills through exchanges. Many of the top performers in these competitions later joined the catering industry and became head cooks of local famous restaurants.
- In 2018, a senior chef training course was held for 15 days during which 43 chefs in the district were trained.

Provide local residents, kids and vulnerable community with culinary education:

- In 2015, celebrity chefs in Shunde were invited to hold a 15-day cooking training classes for 60 local residents, providing them with a cooking experience and opportunities to have dialogues with celebrity chefs and learn from celebrity chefs.

- From 2015 to 2018, free cooking training for disabled residents was held continuously such as “7-day pastry skills classes”. In the past four years, about 300 disabled residents benefited from the free culinary training. In 2017 and 2018, there were pastry skills exchange competitions for disabled residents. 97 residents participated in the activities and 9 of them were recruited by catering enterprises. This project promoted the successful employment of vulnerable residents through training and competitions.



- In 2018, Tourism Office of Shunde jointly established the Food and Culture Experience Center of Shunde with local associations and entrepreneurs. Through a course of "Shunde Food Entering Schools", 1200 primary and secondary school students got to experience local food culture closely, learn to cook representative Shunde cuisine. This project helped promote the popularization and inheritance of Shunde food culture among local kids and teenagers.

The budget for the projects above is 725,000 US dollars.

To promote industrial innovation projects and promote the upgrading of food industry and urban economy:

- The establishment and operation of Shunde Food and Culture Experience Center construction: Shunde Food Culture Experience Center had its opening ceremony in Fengcheng Food Street in January 2018 with the joint efforts of Shunde Municipal government, Tourism Department of Shunde and Daliang town Subdistrict Office. This center intends to initiate cross-field cooperation and



integration to help the sustainable development of local gastronomy culture and achieve constant innovation through developing culinary training and food tourism. It covers 2163 m² serving different functions like exhibition, exchange activities, training and food tourism business incubator. Macao University of Science and Technology and several food tourism enterprises entering the center signed the cooperation agreements with the center. Since its formal operation, more than 10 incubation activities of catering industry and more than 50 culinary activities have been held here. More than 2,000 trainees have participated in professional courses of Chinese and Western cuisine here. The center has become an important venue for Shunde cuisine culture to showcase its assets, catering practitioners, food lovers and the public to learn and exchange.



- The investment and development of the Shunde Overseas Chinese Town (OCT) "Happy Harbour PLUS" project: The OCT Happy Harbour Plus project will emphasize both the inheritance and innovation of traditional culture of Shunde. There is a food street along the lake covering about 3,3000 square meters. About 40 catering enterprises will open their restaurants here, including both Shunde local and international enterprises. This will be one of the most important food and culture tourism venue in Shunde.



- The construction of Guotong Plaza (the assembly center for international high quality food raw materials and special food): The total construction area of the project is about 1.11 million m², of which the first phase of the project has a total construction area of 0.6 million m² and is expected to invest US\$ 870 million. Relying on the unique advantages of Foshan Guotong Bonded Logistics Center (B-type), Shunde has committed to creating a super-scale cross-border business and trade complex, with a planned floor area of 80,000 m² integrates wholesale, retail, processing, exhibition and cultural exchanges into an international market of high-quality food raw materials – a world food raw material fair; super-large square of 60,000 m² including thematic, diversified, scenario and experience restaurants;

a shopping mall of 50,000 m², innovative and colorful ocean world of 20,000 m², as well as innovative LOFT space. The whole project is expected to open in 2020, which will play an important role in promoting the development of Shunde catering industry chain and food economy.

Exploration of Shunde cuisine culture and show Shunde's unique cultural charm.

Based on Shunde's unique culture and industry, Shunde held Chencun Flower, Food and Culture Festival (2015-2018) and launched "Flower Banquet" and "Majie Cuisine". Shunde held the 2015 Majie Cuisine on the Marine Silk Road- Cantonese Cuisine Development Seminar and the 2016 Shunde Cuisine ("Majie Cuisine") Goes to Singapore to enrich the cultural implication of Shunde cuisine.



Also based on traditional folk banquets such as "Lantern Banquet", "Lettuce Banquet" and "Dragon Boat Banquet" in the countryside, Shunde developed cultural tourism integrating elements of food, rural area and tourism to help revitalization of the rural area and enhance the unique cultural charm of the city.

The budget of the projects above is about 725,000 US dollars from the government and 725,000 US dollars from social sponsorship.



Various kinds of food promotion and exchange activities

Local food festivals (2015-2018): In addition to showcasing the charm of Shunde cuisine, the festival also focuses on linking up the food industry chains, promoting the interaction and integration of related industries, attracting the active participation of citizens, tourists and catering industry. In addition, Shunde hosted Foshan Food Festival, the International Tourism and Culture Festival of Guangdong Province in 2015.





Domestic Promotion Activities: In 2016, Tourism Office of Shunde jointly planned and organized the Shunde Food Exhibition Tour with Shunde Radio Station. Shunde Food Exhibition was held in nine cities in China during 9 months, which helped a lot to brand Shunde as a food and culture destination.



Overseas Promotion and Exchange Activities:

- In 2015, the Shunde representatives went to France, the Netherlands and Germany to carry out overseas food exchange activities;
- In 2016, Shunde cuisine and culture promotion and exchange activity was held in Singapore;

- In 2017, Shunde cuisine and culture promotion activity was held in Malaysia;
- And in 2018, Shunde and Hong Kong Overseas Chinese Youth Association together with some famous Hong Kong restaurants jointly organized a series of activities to promote Shunde cuisine in Hong Kong.



The budget of the projects above is about 2.9 million US dollars from the government and 2.17 million US dollars from social sponsorship.

Branding Shunde as a destination of food tourism through collaboration with mass media:

- In 2016, the food documentary “Taste of Shunde” was produced to showcase the Shunde cuisine and also life value, craftsmanship and work ethics of Shunde people. Once broadcasted in national TV channel, it achieved phenomenal success with estimation of more than 2 billion person-time.
- Collaboration with famous media such as CCTV, Zhejiang Satellite TV, Hunan Satellite TV, Guangdong Satellite TV, Hong Kong TV and Asian Satellite TV to produce programs and documentaries about Shunde cuisine.
- Brand Shunde cuisine through collaboration with internet media such as Weibo, Wechat and other online platforms.

The budget of the projects above is about 1.16 million US dollars from the government and 725,000 US dollars from social sponsorship.



Projects for alleviating poverty:

Culinary training programs for disadvantaged families: In June 22, 2018, Shunde Culinary Institute was established in Shunde Polytechnic. It was guided with the concept that one person learns to cook, the whole family can alleviate poverty and it focused on providing training for disadvantaged families. The training for the disadvantaged families takes different forms of modern apprenticeship, work-study alternation and training delivered to home on cooking skills training, entrepreneurship and providing different employment opportunities. Disadvantaged families in Shunde region, the surrounding areas and many other cities in Guangdong province will benefit first from the program. Until the moment, 56 trainees have been accepted in the program with all fees like training fee, accommodation, food and practice covered by the institute and some entrepreneurs. 38 of them will get the training for one year while the other 18 will get training for 6 months.



Help promote the agriculture products of poor regions: In 2018, one zone of the main venue of Shunde Food Festival was designed for the booths to sell and promote the high quality agriculture products of poor regions such as Liangshan, Leizhou, Xuwen and so on. Also, a cooking demonstration booth was established to show the public how Shunde celebrity chefs cook delicious food with Liangshan high-quality food raw materials. In addition, Shunde helped create a channel for the high-quality agriculture products from the poor regions to be sold directly to Shunde catering enterprises.



For the sustainable development of agriculture:

- In 2015, Shunde was recognized by the Ministry of Agriculture as the national modern agricultural demonstration area. Shunde agriculture insists on creating the brand, promoting the quality of agricultural products. At the end of 2014, Shunde innovatively launched the policy of introducing more investment from "government, bank and insurance" to assist local agricultural production.
- In 2017, the total aqua products output value of Shunde was US \$860 million.
- To guarantee the quality and safety of agricultural products, Shunde has taken a series of initiatives to monitor the farming, transportation and selling process.

For food security:

- Shunde government has provided more and more funds for food safety supervision year by year. In 2017, the whole region invested more than 7.246 million US dollars in food safety supervision.
- A comprehensive network to guarantee food security was established including a food safety responsibility, a supervision, a monitoring and a traceability sub-network. Public food in schools, hospitals and so on were strictly monitored.
- A lot of efforts have been made to build a fast food detection and traceability system and build an information regulatory platform. At present, more than 1000 enterprises have registered on the Shunde Agricultural Food Products Safety Traceability Platform with a total of more than 17,000 traceable products.
- Enacted the Rules and Regulations for the Implementation of Food Safety Supervision in Major Events and Catering Services.



Promote No Food Waste concept through catering industry:

To educate the public about sensible food consumption and encourage thrifty while dining out, Shunde government collaborated with local catering industry. “No Food Waste” signs are put on each table of local restaurants. The staff of catering enterprises should be trained to provide environmentally friendly package boxes, suggest consumers to refuse to use disposable chopsticks and to use public chopsticks and spoons, and suggest low-carbon meals.



Control air-pollution caused by catering industry:

In 2016, Shunde took a series of initiatives to control the smoke emission from local restaurants such as urging restaurants to install smoke purified equipment in the kitchens and urging restaurants to use clean energy source for cooking.

5. Major initiatives implemented through inter-city cooperation



Membership in UCCN means that members are required to work in joint partnerships, projects and initiatives to fulfil the strategic framework within the UCCN aiming at cultural and economic cooperation, and to operationalize the UN 2030 Agenda. Since 2010, a number of study visits have been conducted to various cities, and delegations from member states have visited Shunde to discuss cooperation.



Listed below are some of the major initiatives that Shunde has taken part in, both within the UCCN gastronomy cluster and with other genres of the UCCN:



- Cooperation with Dunedin, City of Literature

In 2017, officials from the Economy Department of the municipal government of Dunedin were invited to visit Shunde to discuss in detail about the culinary education exchanges and tourism and trade cooperation with Shunde. In 2018, Shunde Polytechnic and Otago Polytechnic signed a strategic cooperation agreement and decided to carry out cooperation in culinary education.

- Unite with cities of gastronomy in China to organize activities

In 2018, to strengthen the cooperation with Sichuan and Macao, associations of the three cities of gastronomy in China worked together and organized "Chengdu, Shunde and Macao Chefs Exchange and Dinner" and "Cities of Gastronomy of China Gather in Haojiang" to show the cuisine culture of the three cities and promote culinary exchange

- Take part in the international cooperation project " History of Food Culture Based Relations on the Silk Road "

In 2017, Gaziantap proposed the project initiative. Shunde responded positively to the proposal, carried out relevant research and made a presentation about Shunde history of food culture on the silk road. At the 2018 UCCN annual conference, eight other creative cities of gastronomy and Shunde signed a memorandum of cooperation on " History of Food Culture Based Relations on the Silk Road " research project, which will aim at carrying out in-depth research with participating cities and contribute to the promotion of international cuisine cultural exchange and cooperation.



The budget of the projects above is about 30,000 US dollars from the government and 25,000 US dollars from social sponsorship.

6. Proposed actions for the forthcoming mid-term period

Will enact a series of policies to support the development of local catering industry:

- Policy about how to preserve and inherit food related tradition;
- Policy about carrying out fundamental food related research;
- Policy about create new dishes and cultivate famous restaurants and celebrity chefs;
- Policy about guiding big-scale catering enterprises for further development;
- Policy about catering talents cultivation;
- Policy about introducing smart catering management system to the catering industry.

The budget provided by Shunde government for this project is 725,000 US dollars annually.

The development of catering talents cultivation base: Relying on China Culinary College, Culinary Institute of Shunde and Shunde Food & Culture Experience Center, Shunde will focus on the development of the catering talent cultivation base. Shunde will strengthen the exchange and cooperation with other educational institutes such as Otago Polytechnic of New Zealand, Macau University of Science and Technology to promote the development of culinary arts, arts, nutrition science and molecular gastronomy education. New initiatives will be taken to encourage the cooperation of teachers of culinary college and local master chefs to provide training for young people and also help them with the incubation of small catering related enterprises. China Culinary College and Culinary Institute of Shunde plan to train 3000 students in culinary and catering management by 2022 and train 1000 professional chefs and 300 cooks in disadvantaged areas annually. Shunde Food & Culture Experience Center plans to train 4000 local residents in culinary arts annually.

Establishment of diversified food centers: A series of food court projects such as Qushuiwan Food Street, Guotong Plaza International Food Raw Material and Food Court, Fisherman's Wharf Leisure & Food Court and Lecong Countryside Leisure & Tourism Center will be constructed to create a fine, international and diversified culture and food tourism atmosphere.

Innovation of Shunde Food Festival: Shunde Food Festival plans to further encourage the cooperation of different stakeholders of culture, tourism, creativity and promote more international cooperation. Shunde government will invest about 725,000 US dollars as start-up funds and plan to attract social sponsorship for about \$725,000 US dollars annually.

Initiate more cooperation projects with creative cities: In the theme park of Shunde OCT, the International Gastronomy and Culture Exchange Center of two floors with multiple functions will be established by the joint efforts of OCT and Shunde government. This center is planned to include a gastronomy museum, an international conference room, offices, kitchens and a temporary exhibition area in total 3000 sqm. The center will serve as a platform for the UNESCO Creative Cities to have exchanges and cooperation. Creative cities will be invited here to

showcase their cultural assets and share good practices. Conferences and activities in the center together with outdoor international food festivals and international cooking competitions held in the park will be planned to promote the sustainable gastronomic development in the world. Shunde government will invest about 217,000 US dollars and plan to attract social sponsorship for about \$725,000 US dollars annually for this project.

Shunde plans to initiate some culinary arts education exchange program for young chefs with other cities in UNESCO gastronomy group. In addition, Shunde plans to carry out some cooperation projects with creative cities of the other clusters to promote the innovation of its urban development. Shunde government will invest about 290,000 US dollars in this initiative annually.