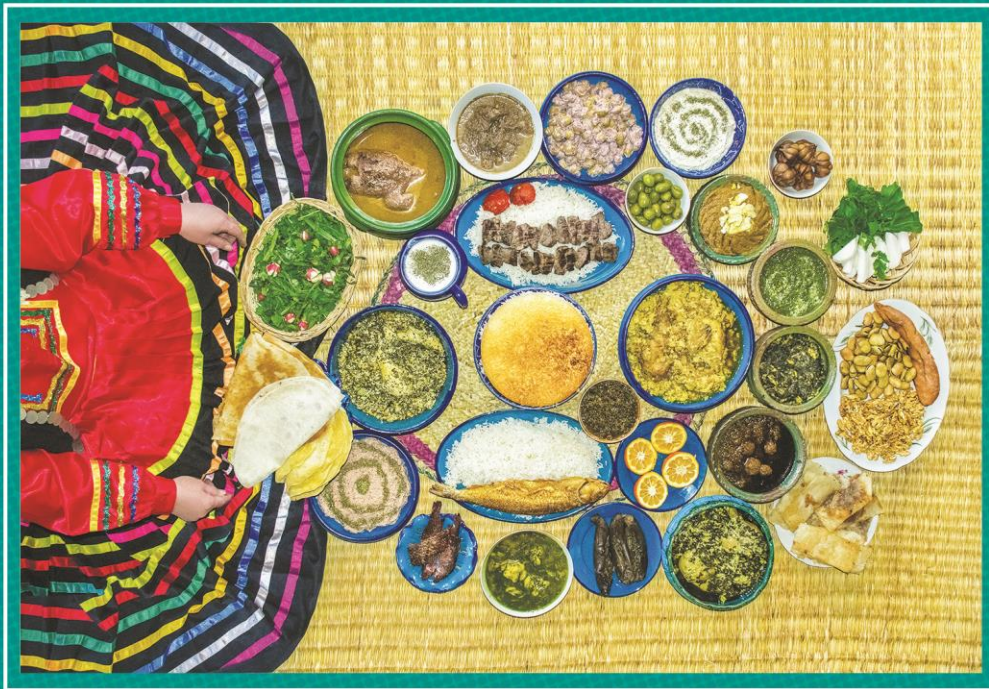


Reviewing Report on City of Gastronomy

# RASHT

ISLAMIC REPUBLIC OF IRAN

2015 - 2020



United Nations  
Educational, Scientific and  
Cultural Organization



RASHT  
City of  
Gastronomy

Designated  
UNESCO Creative City  
in 2015



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# 1. EXECUTIVE SUMMARY

**Rasht** was designated as the city of gastronomy in 11 December, 2015. Since then, as the member of UCCN, the city has committed to the objectives of the network especially to “sustainable development goals”. During these years, our major aim has been to raise awareness of the public concerning gastronomy, healthy diet and organic food which are handled by a team of experts of Rasht Municipality.

Joining UNESCO creative cities of gastronomy, as the only gastronomy city in Iran, has meant lots of fruitful events in Rasht in a sense that most of the events are attended by huge number of citizens and tourists and most of them are the best sources contributing to the economy of the families.

Among these festivals, the first and foremost important one is the “National Day of Rasht”, celebrated in 2<sup>nd</sup> January. The event is one of the highly attended festivals where people enjoy creativity in terms of cuisine and culinary art. One of the ramifications of such events is the public trend of eating outdoor at night. Such a cultural tendency made authorities name such cultural activities as the “Light Nights” for which Rasht is well-known in all parts of Iran.

Additionally, as communication especially in the virtual world has become very vital in 21<sup>st</sup> century, Rasht has boosted activities in terms of communication. During the 2019 “National Day of Rasht”, Rasht Municipality unveiled its comprehensive website of gastronomy which aims at being a reliable and valid reference of Rashti recipe.

With the budget provided by Rasht City Council, Rasht attended some working and annual meetings related to its field of creativity and some other programmes to share knowledge and experience with different member cities.





## 2. GENERAL INFORMATION

**2.1** Name of the city: **Rasht**

**2.2** Country: **Iran**

**2.3** Creative field: **Gastronomy**

**2.4** Date of designation: **December 2015**

**2.5** Date of current report: **June 2020**

**2.6** Entity responsible for the report: **Rasht Municipality**

**2.7** Previous report submitted: **None**



**2.8** Focal points of contact:

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Rasht Municipality, Rasht, Gilan, Iran**



### 3. CONTRIBUTION TO THE PROGRAMME'S GLOBAL MANAGAMNET UCCN ANNUAL CONFERENCES ATTENDED IN THE LAST FOUR YEARS

#### UCCN Annual Conferences Attended In The Last Four Years

- ❖ 2016 Ostersund, Sweden
- ❖ 2018 Krakow and Katowice, Poland

#### Actively participate in the UCCN COG group activities to strenghen communication

Rasht has tried to participate in most of the COG meetings hosted by different cities of gastronomy around the world to exchange its knwoledge and experience at international level. But, unfortunately, part of problem lies in belated visa issue due to political and economic sanctions imposed on Iran. However, Rasht did its best to attend some international meetings.

- ❖ 2017 – Denia International Meeting
- ❖ 2019 - Macau International Gastonomy Forum



### 3.1 HOSTING OF WORKING OR COORDINATION MEETING

Rasht was supposed to host an international working meeting 26 November to 1 December, 2018 which was cancelled due to flood disaster in our country where major organisations such as Provincial Governor of Gilan, Rasht Governate and Municipality were involved. The programme included lots of gastronomic activities which will be annexed at the end of the report. The anticipated number of participants were about five thousand where all COG members and other creative cities in Iran (Isfahan, Crafts and Folk Art) were scheduled to be invited.

#### The major themes of the meeting included

- **Introducing variety of customs and Gilan food culture**
- **Tea, soft drinks of Gilan, healthy table**
- **Creativity- urban life and sea food**

### 3.2 CLUSTER COORDINATOR OR DEPUTY COORDINATOR AND PERIOD

Unfortunately, Rasht has never been provided with the opportunity to be cluster coordinator or deputy coordinator but it is highly appreciated if such responsibility will be assigned.

### 3.3 Participation in the evaluation of previous applications

During this four-year period, Rasht actively participated in evaluation of the new applications.

Yangzhou report assessed by	<b>Rasht, Hatay, Bergen, Paraty</b>
Huai'an report assessed by	<b>Rasht, Hatay, Bergen, Buenaventura</b>
Lucknow report assessed by	<b>Rasht, Chengdu, Alba, Panama</b>



## 4. MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL AND CITY LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN

**4.1 Stimulate and enhance initiatives led by member cities to make creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society.**

### **Women Handcraft Market (Gil Banoo) (2018)**

To promote creativity, Municipality of Rasht, as the executive body of the creative city, holds symposiums, conferences, festivals, weekend start-ups, and etc. Among several ideas, those which are applicable as a project will be operationalised either by budget from municipality or that from private sectors in different phases.

One of the creative ideas put into practice was Gil Banoo (A Lady from Guilan Province) project in 2018. Gil Banoo project is a handcraft market with intention of job creating for women especially female-headed families in the area. The project is in accordance with UNESCO objectives since cultural, economic, social and even environmental issues are taken into consideration.





Gil Banoo Market provides local products of Guilan and especially Rasht which is the representative of its folk and cultural identity. Such activities not only recover folk and historic identity but also it helps women to have earnings and in this way, the economic condition of bread winner women will be flourishing. All kinds of products such as foods, clothes and so on are available in this market.

Gil Banoo is a local project represents cultural and historical identity of Guilan province and especially Rasht. It is for the first time that female-headed families are contributed to the activity plan through creativity. The project helps women of the city to showcase their creativity which plays a major role in family economy through innovation as well.

## **GIL BANOO**

### **A Crafts Market Led by Women**

**RASHT**  
Iran (Islamic Republic of)

Initiated in 2018 by the Urban Development Group of the Municipality of Rasht, Gil Banoo is a crafts centre established to **support job and enterprise creation with and for women**. Located in the heart of a city garden, the centre provides a wide range of locally produced and hand-made items, using essentially local resources. Weaving methods and gastronomic recipes are thus shared and renewed. More than a cultural centre, Gil Banoo is a **space of conviviality and exchange that empowers women** and supports them in launching their own business and, more broadly, contributes to their participation in the social and economic life of their community.



Gil Banoo © Municipality of Rasht

Not only is Gil Banoo a cultural spot but also an economic centre. It shows entrepreneurship using cultural and historical identity. In other words, combination of culture and economy was arranged and operationalised for the first time in Rasht. Such activities are a good example of creativity and innovation in creative city of Rasht. Some of the unique opportunities provided by such activity is creating job for female income-producers of the family. The project not only improves economic condition but also facilitates social development of the city

### Major objectives of the project are:

- ❖ Training women creativity
- ❖ Entrepreneurship and job creation for women
- ❖ Cultural, social and economic development
- ❖ Strengthening social asset in the city
- ❖ Gender equality



Gilbanoo project is an acclaimed project published in UNESCO report, “Voices of the City” in 2019 which will be annexed.

- ❖ [https://www.instagram.com/gilbanoo\\_shop/](https://www.instagram.com/gilbanoo_shop/)

## 4.2 Strengthen the creation, production, distribution and dissemination of cultural activities, goods and services

### The First Professional Forum of Gastronomy (10-11 December, 2019)

The project was held in order to involve all related food industry activists, master chefs, chefs, restaurant owners, café owners to be familiar with the activities of COGs and those who have put creativity as a strategic factor of their sustainable development.

#### The major initiatives of the forum were:

- ❖ Involvement of 1500 food industry activists
  - ❖ Introduction of new standards for restaurants based on international criteria
  - ❖ Appreciation of the most creative food industry owners
- ❖ <https://www.instagram.com/p/B5hwScoFITE/>



## 4.3 Develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector

### Pumpkin Festival (11-17 November, 2019)

- Held for the fourth time, Pumpkin festival is one of the most popular festivals in Rasht due to its creativity and variety of dishes. Also, pumpkin is part and parcel of cold season dishes in most families in the area.

The organizers developed plantation of several kinds of pumpkin from different countries around the world and localized the product. Additionally, the main ingredient of all foods, soup, cookies, roulette, pastry and so on served in the festival was pumpkin. The private sector, municipality of Rasht and Cultural, Social and Sports Organization jointly held the festival and the professional chefs and food industry owners were involved as well. The event was held for a week in cultural sidewalk of Rasht.



#### The fourth-time festival resulted in the following:

- ❖ Approximate number of 2000 of visitors per day
- ❖ Exhibition of 40 kinds of pumpkin from around the world
- ❖ Exhibition of nearly 40 kinds of pumpkin food meals
- ❖ Participation of 20 chefs (Mostly female)

- ❖ <https://www.instagram.com/p/B4rxH-nFCp0/>



## 5. MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY AND INTERNATIONAL COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN

During recent years, Rasht has been trying to take part in actions organised by other member cities of the creative cities of gastronomy. This has led to a unique project of creating synergies among cities of Silk Road such as Chengdu (China), Gaziantep (Turkey), Hatay (Turkey), Jeonju (Korea), Macao (China), Östersund (Sweden), Rasht (Islamic Republic of Iran), Shunde (China) and Tsuruoka (Japan), as UNESCO Creative Cities of Gastronomy.

### 5.1 History of Food Culture Based Relation On the Silk Road (2018-2019)

Gilan gained global fame in different historic eras due to its special product, that is, silk. Gilan silk brought fame to Iran and the country among other things and most of the travelers who made a journey to Iran for different reasons have talked about it. So the significance of the product lies in some aspects such as economic, trading, tariff, custom, export, silk products and internal improvement. According to a travelogue called “A Journey to Armenia and Iran” in 1821: “Rice and silk is all the wealth of Gilan. Despite not being only Gilan product, but it is highly available in the region and its quality is better from the same product in Shervan or Mazandran. A huge portion of the silk used to be used in workshops in Kashan, Yazd, Baghdad, Hashtarkhan and Moscow. Fouman’s (a city in Gilan) silk is better than Gaskar (a village near Fouman). However, Lahijan’s is still better and unquestionably, the city is the most fertile land in the province.” Signing a MOA lead to strengthening international cooperation.



## 5.2 International Gastronomy and Culture Exchange Center (IGCEC) Shunde (2019)

The designated UNESCO Creative Cities of Gastronomy (COG) have reached an agreement to cooperate with Shunde in the International Gastronomy and Culture Exchange Center (IGCEC) in Shunde. The MOA will enhance the potential of international communication and cooperation between the UCCN Cities of Gastronomy and will create a physical platform for the COG members to interact for the mutual benefit of development in the general theme, “**Creative Gastronomy – Food, Culture and Sustainable Innovation**”. The MOA is valid during a four-year period starting 2019.

## 5.3 International Meeting-DÉNIA, 29 SEPTEMBER–2 OCTOBER 2017.

For the first time, a chef from Rasht took part in the meeting to showcase Rashti cuisine, an iconic dish from the region, called Mirza Ghasemi (Garlicy Eggplant and Tommato Spread). The journey to Dénia was mainly to present traditional cuisine in order to lead to the opening of many new opportunities to participate in future events in Spain.

## 6. PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS

### 6.1 PROGRAMMES OR PROJECTS AIMED AT ACHIEVING THE OBJECTIVES AT INTERNATIONAL LEVEL, PARTICULARLY THOSE INVOLVING OTHER MEMBER CITIES IN THE PROGRAMME.

#### 6.1.1 INTERNATIONAL FOOD AND HERBAL FESTIVAL

As an annual religious food and herbal festival, it is one of the biggest gatherings in the Islamic world with the number of pilgrims of about 20 million, from approximately 80 nationalities, since 8-23 October each year.

The food tents provided pilgrims with daily meals (125 million dishes), drinking water (150 million liters,) fruit juice (5 million liters) and fruits (500 tons) in 2019.

Rasht, as the only city of gastronomy in Iran, in collaboration with Cultural, Social and Sports Organisation and several charity organisations, plans to raise around 2000 tents, alongside the road to provide food and herbal drinking to the pilgrims. The opportunity is a unique one in a sense that people from numerous nationalities will be familiar with Rasht food legacy especially its organic diet, good health and well-being. It also paves the way for food culture exchange on international level.





## 6.1.2 SAFE AND HALAL DESTINATION

Rasht is the holder of Halal (lawful) food certification. Although in its initial phase, it is aimed at exporting healthy, organic halal food and drink to other countries especially Muslim countries as a good source for economic growth. As the main source of economy in Iran is based on oil production, the project targets non-oil economy in which most of the public and private sectors can be involved and

it is a one of the best sources that provides decent work and economic growth which is one of major goals of UNESCO sustainable development programme. Furthermore, creating a network of COG cities with the same halal certification can promote industry, innovation and infrastructure. According to a report by Global Travel, it is estimated that Muslim global market share will reach about \$ 300 billion in 2026. In other words, Muslims with average population of three billion comprise one third of world population. This is why most of the countries are planning initiatives to set the ground to attract Muslim tourists.



## 6.2 PROGRAMMES OR PROJECTS AIMED AT ACHIEVING THE OBJECTIVES AT LOCAL LEVEL, HIGHLIGHTING EXPECTED OUTCOMES AND IMPACTS.

### 6.2.1 WASTE MANAGEMENT OF FOOD INDUSTRY

It is calculated that the amount of daily waste in Rasht is about 173 tons, 60% of which is food waste. In the same way, recycling waste per kilo is about one dollar. Concerning food waste management, a new initiative is going to be operationalised by Rasht Municipality Waste management Organisation and a private sector where a new application is used to encourage fellow citizens to separate different types of waste from the outset. Based on the amount of waste separated, some amount of money will be transferred to their account. It is hoped that the initiative can encourage consumers to separate different kinds of waste which can save huge budget for the municipality to be spent on other infrastructures. The initiative is going to run due to responsible consumption and production goal.













## 6.2.2 RASHT WATER REFINERY PROJECT

Rasht Municipality will run a joint project with Behboud Samaneh Caspian Co. in collaboration with Environment Organisation and Science and Technology Park of Rasht. Behboud Samaneh Caspian Co. is the only representative of Belgium based company, Chrisal, which produces probiotic products. The products are of zero damage to environment and environmentally friendly. The project, a very unique initiative, is expected to reduce pollution to a great extent in different areas related to gastronomy such as industrial kitchens, restaurants, gardens and pollutions resulted from cooking and washing dishes. One of the major aims of the project is to apply probiotic products in different stages of water refinery in Saravan Landfill in order to avoid pollution of underground water which is the main source of irrigation in agriculture industry and leaves its immediate impact on the quality and safety of food production.

The pilot project has been run in different places such as some hospitals, chicken and fish farms in Iran. It is for the first time that such a project will be applied to food industry the result of which are expected to be highly effective.



Initiatives	Name of Initiative	Sustainable Development Goals
<p><b>4.1</b> Initiatives led by member cities to make creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society.</p>	<p><b>Women Handcraft Market (Gil Banoo) (2018)</b></p>	
<p><b>4.2</b> Strengthening the creation, production, distribution and dissemination of cultural activities, goods and services</p>	<p><b>The First Professional Forum of Gastronomy (10-11 December, 2019)</b></p>	
<p><b>4.3</b> Developing hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector</p>	<p><b>Pumpkin Festival (11-17 November, 2019)</b></p>	
<p><b>5.1</b> Integrating culture and creativity into local development strategies, policies and plans</p>	<p><b>History of Food Culture Based Relation On the Silk Road (2018-2019)</b></p>	
<p><b>5.2</b> Strengthening international cooperation between cities that have recognized creativity as a strategic factor of their sustainable development</p>	<p><b>International Gastronomy and Culture Exchange Center (IGCEC) Shunde (2019)</b></p>	
<p><b>5.3</b> Strengthening international cooperation between cities that have recognized creativity as a strategic factor of their sustainable development</p>	<p><b>International Meeting-DÉNIA, 29 SEPTEMBER-2 OCTOBER 2017</b></p>	
<p><b>6.1</b> Programmes or projects aimed at achieving the objectives of the programme on an international level, particularly those involving other member cities in the programme</p>	<p><b>International Food and Herbal Festival</b></p> <p><b>Safe and Halal Destination</b></p>	
<p><b>6.2</b> Programmes or projects aimed at achieving the objectives of the programme locally, highlighting expected outcomes and impacts</p>	<p><b>Waste Management of Food Industry</b></p> <p><b>Rasht Water Refinery Project</b></p>	

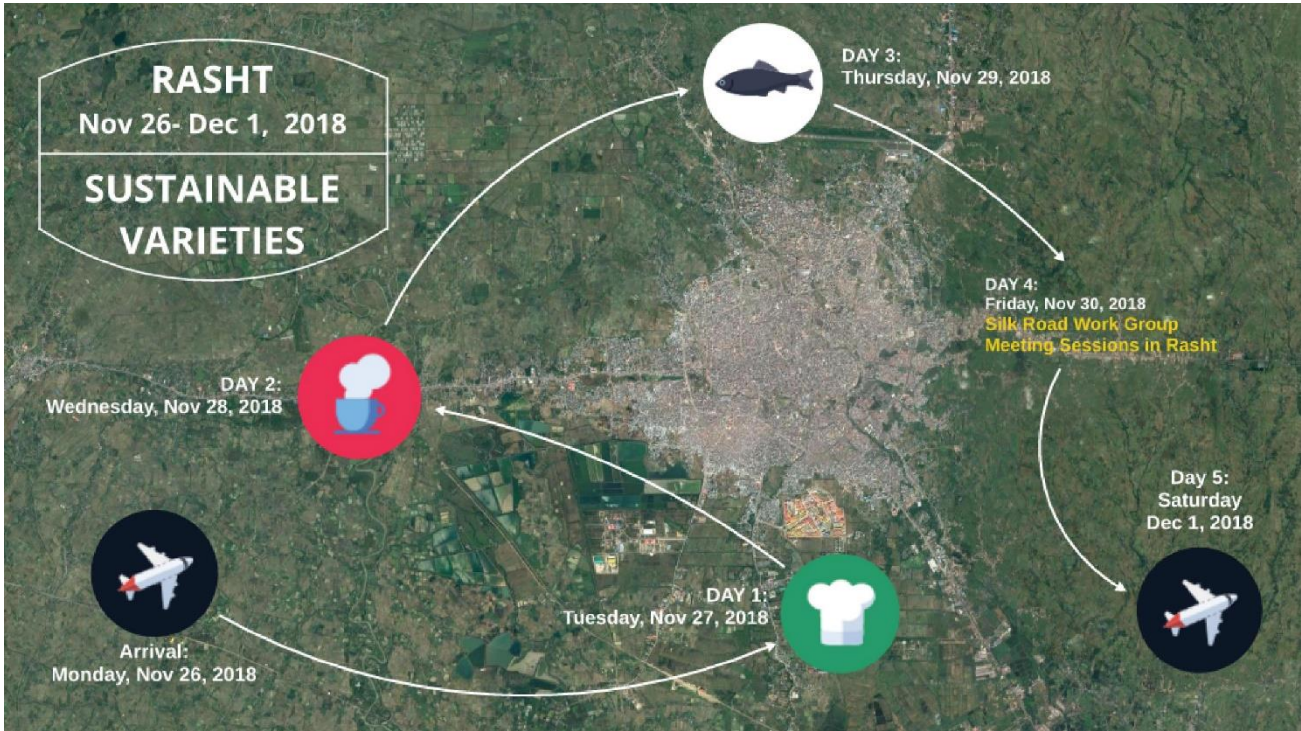


## 6.3 ESTIMATED ANNUAL BUDGET FOR IMPLEMENTING THE PROPOSED ACTION PLAN

2020-2024 BUDGET	LOCAL	INTERNATIONAL
INITIATIVE PERCENTAGES	80% : € 2,500,000	20% : € 350,000

RASHT CREATIVE CITY OF GASTRONOMY ACTION PLAN	YEAR: 2020	YEAR: 2021	YEAR: 2022	YEAR: 2023
1. INTERNATIONAL FOOD & HERBAL FESTIVAL	75000	75000	75000	75000
2. SAFE AND HALAL DESTINATION	12,500	12,500	12,500	12,500
3. WASTE MANAGEMENT OF FOOD INDUSTRY	375,000	375,000	375,000	375,000
4. Rasht Water Refinery Project	250,000	250,000	250,000	250,000
<b>TOTAL PER YEAR</b>	<b>712,500</b>	<b>712,500</b>	<b>712,500</b>	<b>712,500</b>

## Annex 1 . Provisional Programme of Rasht Creative City of Gastronomy - Work Session Meeting 2018

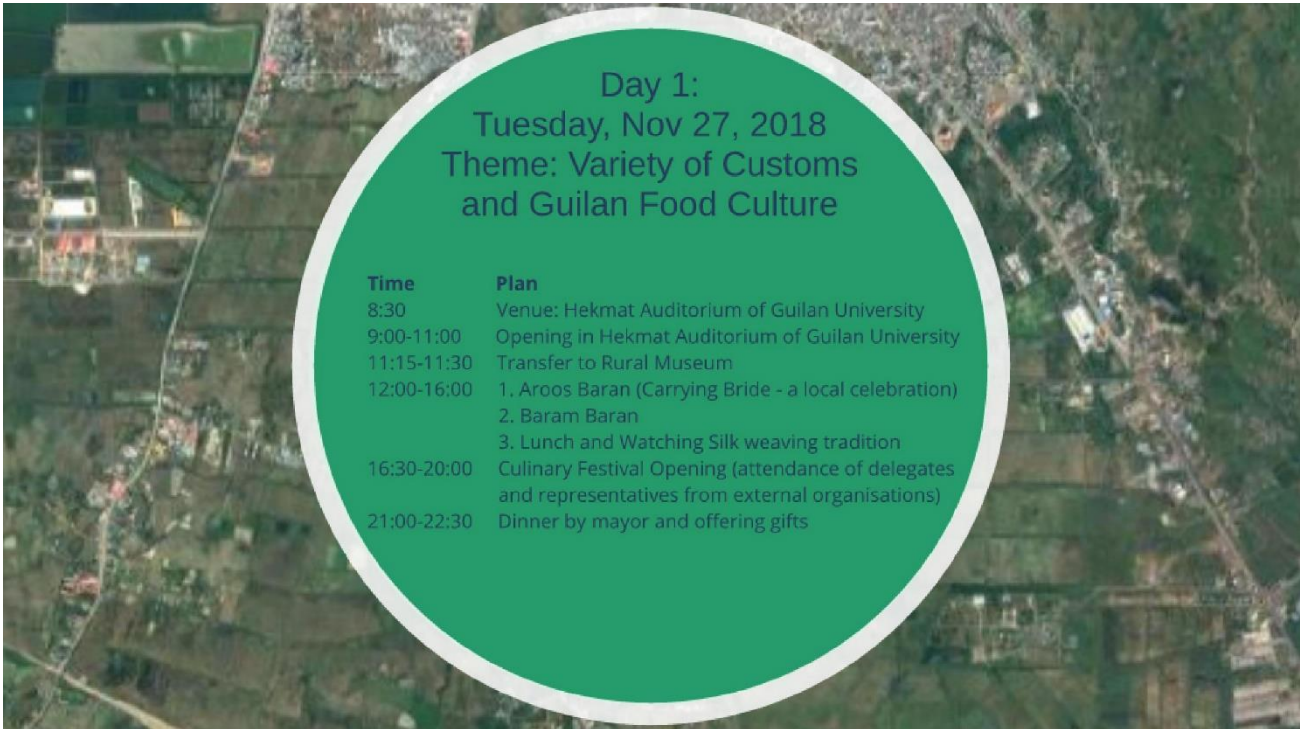


### Arrival: Nov 26, 2018

Delegates arrival in Tehran, Transfer to Rasht, Registration & Welcoming



## Annex 1 . Provisional Programme of Rasht Creative City of Gastronomy - Work Session Meeting 2018



### Day 1: Tuesday, Nov 27, 2018 Theme: Variety of Customs and Guilan Food Culture

Time	Plan
8:30	Venue: Hekmat Auditorium of Guilan University
9:00-11:00	Opening in Hekmat Auditorium of Guilan University
11:15-11:30	Transfer to Rural Museum
12:00-16:00	1. Aroos Baran (Carrying Bride - a local celebration) 2. Baram Baran 3. Lunch and Watching Silk weaving tradition
16:30-20:00	Culinary Festival Opening (attendance of delegates and representatives from external organisations)
21:00-22:30	Dinner by mayor and offering gifts



### Day 2: Wednesday, Nov 28, 2018 Theme: Tea, Soft drinks of Guilan, Healthy table

Time	Plan
8:30	Departure to Fouman
9:30-10:30	Visiting Zideh Tea Field
10:30	Departure to Masuleh
11:00-14:00	Visiting Masuleh
14:00	Departure to Fouman & Visiting Moein Hotel
14:30-17:30	Hotel Moein Arrival • 2nd Session (Work Meeting) • Coffee/Tea Break • Tea-boiling Workshop for chefs/Parallel with the Work Meeting
18:30	Departure to Rasht
20:00	Taking Stroll Around Rasht



## Annex 1 . Provisional Programme of Rasht Creative City of Gastronomy - Work Session Meeting 2018

### Day 3: Thursday, Nov 29, 2018 Theme: Creativity, Urban Life and Sea Food

Time	Plan
8:00	Departure to Tasmahian Research Centre□
8:30-11:30	Visiting Estrogen Fish Centre (Tasmahian)□
12:00-14:00	Visiting Mirza Kuchik Khan's House (Leader of Jungle Movement), Municipality Historic Building, Sabze-Meidan (Roundabout)□
14:30-16:00	Lunch
16:30-18:00	3rd Session Work Meeting□
18:30-20:00	Attending the Closing of a Start-up Ceremony
20:00	Departure to Telarkhane (Local House in Guilan)
21:00	Dinner in Telarkhane

## DAY 4: Friday, Nov 30, 2018

# Silk Road Work Group Meeting Sessions in Rasht





## Annex 2 . MoA Silk Road



### Memorandum of agreement concerning the Project "History of Food Culture based relations on the Silk Road"

The representatives of the cities hereby Chengdu (China), Gaziantep (Turkey), Hatay (Turkey), Jeonju (Korea), Macao Special Administrative Region (China), Östersund (Sweden), Rasht (Islamic Republic of Iran), Shunde (China) and Tsuruoka (Japan), as UNESCO Creative Cities of Gastronomy, commit to work together on the project cited above "**History of Food Culture based relations on the Silk Road**", project initiated by the city of Gaziantep (Turkey) as part of Gaziantep's action plan towards implementing the UCCN mission.

All decisions should involve **consultation between the cities**, including new researches, new partners or collaborators.

All idea or any partner's proposal related to the project should be examined by all partners and **approved by all the cities partners**.

All parties agree to collaborate and **work closely with UNESCO Silk Roads Online platform** in order to make their city visible on the Silk Roads map.

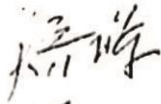
In order to make progression in the project, the partner cities commit to keep **frequent contacts between each other**, to organize online meetings or one annual meeting.

While the project can be evolutionary, the project is planned for an **initial period of 2 years (2018-2019)**, renewable according to the needs and the evolution of the project. If applicable, a new period of research focusing on a specific subject that should be pre-defined between the partner cities, will be decided for another 2 years-term.

Signed in Krakow (Poland), the *11/06/2018*

## Annex 2 . MoA Silk Road

For Chengdu  
Representative

  
 Jiao Hui

For Jeonju  
Representative

Byun Moon Sun

For Gaziantep  
Representative



For Macao  
Representative



For Hatay  
Representative



For Östersund  
Representative



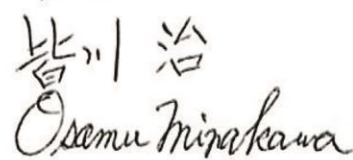
For Rasht  
Representative



For Shunde  
Representative



For Tsuruoka  
Representative









United Nations  
Educational, Scientific and  
Cultural Organization



RASHT  
City of  
Gastronomy

Designated  
UNESCO Creative City  
in 2015