



FLORIANÓPOLIS

UNESCO CREATIVE CITY OF
GASTRONOMY

MONITORING REPORT

Florianópolis - Santa Catarina - Brazil

Member City of the UNESCO Creative Cities Network (UCCN)

Reporting Period: 2014 - 2018



Eight Brazilian cities are part of the Network of Creative Cities: Florianópolis (SC), Belém (PA) and Paraty (RJ), in the field of gastronomy; Brasília (DF) and Curitiba (PR) design; João Pessoa (PB), handicrafts and folk arts; Salvador (BA), music; and Santos (SP), cinema. The UNESCO program aims to promote international communication between people who cultivate culture and innovation as a stimulus to sustainable development.

1. EXECUTIVE SUMMARY

Since December 2, 2014, Florianópolis is part of a select group of 180 countries, covering seven creative fields: arts and crafts, design, cinema, gastronomy, literature, music and media arts of the UNESCO World Network of Creative Cities, which recognize and support the creativity as a driving strategy of sustainable development through global partnerships.

The title of Creative City UNESCO Gastronomic generates international visibility and has the potential to increase the local gastronomic-tourism sector, contributing to the socio-economic and cultural development of the region.

Florianópolis, the first creative city of UNESCO of Gastronomy in Brazil, proposed several actions to generate results at the UCCN Network. In order to be successful, internally sought to develop a broad collaborative network through a program manager group.

The FloripAmanhã Association is the coordinator of the Manager Group of the Florianópolis Creative City of Gastronomy Program, which counts with the participation of the following entities:

- **ABRASEL/SC (Associação Brasileira de Bares e Restaurantes de Santa Catarina)**, (*Brazilian Association of Bars and Restaurants of Santa Catarina*).
- **Associação FloripAmanhã**, (*FloripAmanhã Association*).
- **CDL de Florianópolis (Câmara de Dirigentes Lojistas)**, (*Store Managers' chamber*).
- **CEART/UDESC (Centro de Artes da Universidade do Estado de Santa Catarina)** (*Arts Center of the State University of Santa Catarina*).
- **Faculdade Estácio de Sá**, (*Estácio de Sá College*).
- **Fecomércio/SC (Federação do Comércio de Bens, Serviços e Turismo de Santa Catarina)**, (*Federation of Commerce of Assets, Services and Tourism of Santa Catarina*).
- **Florianópolis e Região Convention & Visitors Bureau**, (*Florianópolis and Region Convention & Visitors Bureau*).
- **IFSC (Instituto Federal de Santa Catarina)**, (*Federal Institute of Santa Catarina*).
- **Prefeitura Municipal de Florianópolis. (Florianópolis City Hall)**.
- **SANTUR (Santa Catarina Turismo)**, (*Santa Catarina State Tourism Department*).
- **SEBRAE/SC (Serviço Brasileiro de Apoio às Micro e Pequenas Empresas de Santa Catarina)**, (*Brazilian Service of Support to Micro and Small Companies of Santa Catarina*).
- **SENAC (Serviço Nacional de Aprendizagem Comercial de Santa Catarina)**, (*National Service of Commercial Learning of Santa Catarina*).
- **SESC (Serviço Social do Comércio de Santa Catarina)**, (*Social Service of Commerce of Santa Catarina*).
- **SHRBS (Sindicato de Hotéis Restaurantes Bares e Similares de Florianópolis)**, (*Union of Hotels Restaurants Bars and Similars in Florianópolis*).

- **UFSC (Universidade Federal de Santa Catarina)**, (*Federal University of Santa Catarina*).
- **UNISUL (Universidade do Sul de Santa Catarina)**, (*University of Southern of Santa Catarina*).

This integration creates a space for co-creation and co-participation in all the activities produced by the management group, being able to generate more consistent results for the city in what is proposed, in the areas of gastronomy, culture, design, creativity and tourism. The cooperation between the local network became possible, among other results, the creation of the Gastronomy Observatory, an important tool for the development of strategies plus local and regional development plan.

It is worth mentioning that the exchange with other members of the UCCN network contributes greatly to stimulating development based on local values and culture. The learning shared with the good practices raises the level of quality and professionalism of how Florianópolis plans action plans.

2. GENERAL INFORMATION

- 2.1. City name: Florianópolis
- 2.2. Country: Brazil
- 2.3. Creative designation field: Gastronomy
- 2.4. Date of designation: December 2014
- 2.5. Date of submission of the current report: November 30, 2018
- 2.6. Entity responsible for the report: Associação FloripAmanhã
- 2.7. Past reports and dates: no forwarded report

2.8 FOCAL POINTS CONTACTS

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3. CONTRIBUTION TO GLOBAL NETWORK MANAGEMENT:

Number of UCCN annual meetings in the last four years (2014-2018): 04

The city of Florianópolis has been represented by different members of the Local Manager Group at the annual meetings since its recognition in 2014. The information is shared later with the other members of the Management Group of Florianópolis through systematic meetings.

- 2018 - XII Annual Meeting - Krakow and Katowice, Poland
- 2017 - XI Annual Meeting - Enghien-les-Bains, France
- 2016 - X Annual Meeting - Östersund, Sweden
- 2015 - IX Annual Meeting - Kanazawa, Japan

Florianópolis participated in the evaluation of the applications of Dênia (Spain) and Ensenada (Mexico) in 2015 and Bansko (Bulgaria) and Hatay (Turkey) in 2017.



4. MAIN INITIATIVES IMPLEMENTED AT LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN:

Florianópolis, as already mentioned, used as a development strategy collaboration and cooperation between entities. In this way it was able to mobilize the main leaderships of the city: private initiative, public organizations and academies, in order to make possible the execution of several actions that collaborate to reach the proposed objectives and especially the local development based on the elements surrounding the gastronomy, that is, culture, creativity and tourism aiming sustainability.

As a tool to coordinate these activities and this group of people and entities, a Strategic Planning was developed containing objective, mission, vision and the subdivision of the group in thematic chambers, that was nominated: Technical Chamber of Projects and Innovations; of Communication; of Events and Training.

Description of the main actions and results generated in accordance with the objectives agreed by Florianópolis:

NATIONAL ARTICULATION - FEDERAL CHAMBER OF DEPUTIES

The Florianópolis Program UNESCO Creative City of Gastronomy was the subject of the Public Hearing of the Tourism Committee of the Federal Chamber of Deputies on 09/30/2015, in Brasilia, capital of Brazil.

The purpose of the Audience was to promote the dissemination of knowledge about the UNESCO seal of creative cities and the recognition of Florianópolis in Gastronomy. In addition to articulating the development of a network expansion strategy in the country, where the creative economy is the main vector of socioeconomic development. The representatives were: Anita Pires - President of FloripAmanhã, Zena Becker - Secretary of Tourism of Florianópolis, Alan Claumann - State Coordinator of Tourism of SEBRAE / SC.

More information at:

<http://www2.camara.leg.br/atividade-legislativa/comissoes/comissoes-permanentes/ctur/reunioes/videoArquivo?codSessao=54287>



In Brasília: Patrícia Braz (UNESCO Brazil), Zena Becker (Florianópolis City Hall), Neusvaldo Lima (Ministry of Tourism), Deputy Valadares Filho, Anita Pires (FloripAmanhã) and Alan Claumann (Sebrae / SC), 2015.

ACADEMIC AND PROFESSIONAL EXCHANGE PROGRAM

Florianópolis is part of a program of academic and professional exchange with the city of Belém, capital of the state of Pará. The letter of intention that defines the partnership was signed during the World Meeting of Creative Cities of Gastronomy, which was held on Belém from November 9 to 11 of 2017. The initiative was articulated by the Association FloripAmanhã and has as idea to strengthen the cultural identity of the gastronomy and, consequently, to use this as a way to develop as a tourist destination.

CREATIVE CITY GASTRONOMIC CULTURAL CONTEST

The competition - Creative City Gastronomic Cultural Competition - is organized by the Program Management Group Florianópolis UNESCO Creative City of Gastronomy and consists of two categories of competitors: the professional and the academic. The objective of the Contest is to disseminate culture and gastronomy through productions valorizing the professionals, academics and regional products of Greater Florianópolis, with elaboration of oyster-based dishes, according to the competition rules. There were 3 editions: 2015, 2016 and 2017. The awards took place during the Fenaostra – Annual National Oyster Festival and the Azorean Culture in Florianópolis, held almost 20 years ago. To the first place winners is offered a national trip (academic category) and international (professional category) exchange for 3 days. This action corroborates the implementation of the objectives agreed with UNESCO to encourage the establishment of cooperation and exchange links with other creative gastronomic cities and to provide technical missions to these professionals.

Awards:

- The winners of 2015 in the Academic and professional categories participated in 2016 of the IV Forum Hondarribia de Patrimonios y Gastronomía (Spain).
- The winner of the Professional category 2016 participated in the 2017 International Symposium in Phuket (Thailand), and the Academic winner of the International Meeting of the Cities of UNESCO Gastronomy in Belém / PA (Brazil).
- The winner of the 2017 Academic category participated in the event in Gaziantep (Turkey) in 2018.

In 2018 the Academic category competition was held and the winning students of the IFSC universities, Estácio de Sá, Unisul and Senac took turns at the Fenaostra stage to present oyster-based dishes through show cooking. The recipes presented were selected during an internal competition held by each of the participating universities.

Mais informações:

2015: <http://floripamanha.org/2015/09/sai-premiacao-do-concurso-gastronomico-da-fenaostra/>

2016: <http://floripamanha.org/2016/10/definidos-os-vencedores-do-ii-concurso-cultural-gastronomico-fenaostra-creative-city/>

2017: <http://floripamanha.org/2017/10/caldeirada-do-mar-e-prato-vencedor-de-concurso-gastronomico-creative-city-2017/>

Regulamento:

<http://floripamanha.org/wp-content/uploads/2017/09/Revisao1-Edital-Concurso-Gastronomico-FENAOSTRA2017-AcademicoeProfissional.pdf>

Vídeo IFSC:

<https://youtu.be/M2SO6yOiqvA>

2018

<https://linkdigital.ifsc.edu.br/2018/05/23/concurso-vai-escolher-representante-do-ifsc-para-fenaostra-2018/>

<http://cbndiario.clicrbs.com.br/sc/noticia-aberta/confira-a-programacao-da-fenaostra-que-comeca-nesta-quinta-feira-no-centro-de-florianopolis-212124.html>

<http://floripamanha.org/2018/09/19a-fenaostra-traz-oficinas-gastronomicas-no-palco-principal/>

GASTRONOMIC FESTIVALS

Support to the realization of the Fenaostra - National Oyster Fair and the Azorean Culture - in Florianópolis, aiming to strengthen the gastronomy and local culture, and the realization of Gastronomic Contests in the editions from 2015 to 2017 and at 2018 with the “Cooking Show”. The 19th edition of Fenaostra in 2018 had the participation of 72 thousand people and 180 thousand oysters were consumed in 10 days of event. Florianópolis is responsible for the production of 90% of oysters in the country.



Cooking Show at the Fenaostra in 2018 with the winners of the Gastronomic Creative City contest.

Support for the Gastronomic Festival “Brasil Sabor”, an event held annually by Abrasel in partnership with Sebrae/SC, with the objective of valuing the concept “from origin to table” in order to associate small producers with the festival and stimulate gastronomic experiences during and after the festival. The theme 2018 included: full use of the ingredient; use of the local product; approach to the small producer; approximation of the productive chain; elimination of the intermediary; focus on local food; based on the pillars of Slow Food and reinterpretation of typical recipes. One of the actions was the publication of the book “Segredos dos Chefs” (Secret of the Chefs) containing the recipes that were part of the Brasil Sabor Gastronomic Festival (2014-2018).

CONFRARIA FLORIANÓPOLIS CREATIVE CITY UNESCO DA GASTRONOMIA

The Confraria Florianópolis Creative City UNESCO of Gastronomy was conceived on October 24, 2016 with the purpose of being a permanent space to share experiences, knowledge, good practices and techniques; plus debates about actions and legislation that impact on local gastronomy. The meetings take place monthly and bring together chefs, restaurant owners, representatives of the academy and entities linked to the gastronomy.

The biannual awards to the best restaurants in the city were redesigned by Confraria, who opted to establish the application of a business diagnosis to identify solutions for qualification of the sector and later to create an integrated qualification program.

The Confraria actively participates in the cooking show actions held at the Annual Meetings of the Network with members: Dénia (Spain); Belém (Brazil); Sweden; San Sebastian and Hondarribia (Spain); Bergen (Norway) and Gaziantep (Turkey). Exchanges: Phuket (Thailand) and Macao (China).

ANNUAL GUIDE TO THE GASTRONOMIC OFFER OF FLORIANÓPOLIS

Annual Guide of the gastronomic offer of Florianópolis executed in partnership with Abrasel / SC and support from Sebrae / SC. Two editions are edited per year: Guide of Winter and Guide of Summer. An important tool to promote the gastronomic tourism, and contains tourist map, gastronomic offers and full description of the establishments. The publication of these materials contributes to the development of minor food business through the dissemination of projects, visibility of gastronomic offer, expansion of consumption, acquisition and retention of customers and revenue growth. The Guide also has a digital version, through an APP, bringing to the consumer a more sustainable and dynamic version by making it possible to access the gastronomic offer through mobile.



SABERES E SABORES (KNOWLEDGE AND FLAVORS) PROJECT OF SANTA CATARINA

The Manager Group has developed the project “Sabores de Santa Catarina” (Flavors of Santa Catarina), which has done two important actions: the Cultural Identity Seminar in Gastronomy of Santa Catarina (06/30/2015), free cost and open to the public, with debates between Chefs, designers and researchers about topics related to culture and gastronomy. And the Creative Workshop of Gastronomy, Design and Handicraft (01 to 06/07/2015) focused on the food products typical of the cuisine of Santa Catarina. Participating designers: Adriana Silva (Spain); Carlos Alvarado (Mexico); Eduardo Fuhmann (Argentina); Federico Hess (México); João Luis Rieth (Brazil); Luiza Barroso (France); Marcelo de Resende (Brazil); Monica Pujol (Argentina); Quentin Vaultot (France); Patrícia Torres (Mexico); Regina Alvarez (Brazil) and Virginia Borges (Brazil).



Video link: <https://www.youtube.com/watch?v=xHyBfeqBmfM>



Saberes e Sabores (Knowledge and Flavors) Project of Florianópolis, Creative City UNESCO of Gastronomy that involves academics, professors and professionals in the creation of utensils for valorization of the typical dishes of the local gastronomy, 2016.

THE GASTRONOMIC OBSERVATORY

The Gastronomic Observatory was launched on August 27, 2018 with the signing of the Technical Cooperation Agreement between the partner institutions and members of the Manager Group Program in Florianópolis: Sistema Fecomércio, Sesc, Senac and FloripAmanhã. An important instrument, idealized by the Florianópolis Program of the Creative City of Gastronomy of UNESCO, to map and share information related to the productive chain of gastronomy, involving production, research and diffusion of data and actions of the public sector, private sector, civil society, universities and multilateral, with the purpose of stimulating business in the sector and increasing the knowledge of the reality of this important economic segment.

On the intent that the content serve as a basis for generating knowledge - newsletters of trends, reports, methodologies, research tools - and fomenting public policies for the Metropolitan Region of Florianópolis and support to other regions.

The event also featured a lecture by Cláudia Leitão on Gastronomy, Education and Creative Economy, bringing deep reflections on how to operate the gastronomic chain in the territory, and finally was served a menu specially created by Chef Narbal Correa, coordinator of the Confraria, aiming at gastronomic chronology of the capital of Santa Catarina.

Digital Gastronomic Observatory Link:

www.gastronomiacriativabrasil.com.br

More Information: <http://floripamanha.org/2018/08/observatorio-de-gastronomia-sera-lancado-em-florianopolis/>



President of the FloripAmanhã Association, Anita Pires; president of the Fecomércio system, Bruno Breithaupt (Left) and regional director of Sesc / SC, Rudney Raulino at the signing of the Observatory of Gastronomy, 2018.

INTERNATIONAL FOOD SAFETY WORKSHOP

The International Workshop on Food Safety, held in 2012 by UFSC by the Post Graduate Program in Food Engineering, with the support of FIESC and SENAI / SC. The objective of the event was to provide an opportunity to update and exchange experiences in the area of food safety and food industry professionals, students, Brazilian and foreign researchers, professionals and companies in the sector, including aspects of the importance of safety at the marketing food. A Chance to carry out exchanges of knowledge and job opportunities in the food industry to students, foreigners, companies and industry sectors, including aspects of food business security.

ABRASEL QUALIFICA (QUALIFIES) PROGRAM

The Abrasel Qualifica Program, a partnership between Sebrae and Abrasel / SC, aims to promote training for bars, restaurants and establishments such as these with solutions to improve business management, sustainability actions and increase the quality of products and services. Among the main courses are: Good Manufacturing Practices and Food Handling; Excellence in Customer Service; Financial management; Marketing Management and Solid Waste Management. (2017-2018)

**PROJETO SABERES, FAZERES E SABORES DA GASTRONOMIA NA COMUNIDADE TRADICIONAL DA COSTA DA LAGOA.
(SABERES, FAZERES E SABORES PROJECT OF GASTRONOMY AT THE TRADITIONAL LAGOON SHORE)**

The Saberes, Fazeres e Sabores da Gastronomia Project aims to strengthen the traditional community of the “Costa da Lagoa” as a tourist destination, developing and valuing regional gastronomy as a differential of competitiveness, socioeconomic and cultural. The Costa da Lagoa is a small fishing community accessible only by boat or by footpaths. The restaurants are family-owned and artisanal fishermen specializing in seafood with tables at the edge of the lagoon and lookouts overlooking the natural beauties of the region. Developed actions: Part 1: awareness-raising meeting with the community, business diagnosis in family gastronomic enterprises installed in the territory, Food Handling and Good Manufacturing Practices Course, attendance and waiter course, design consultancy for menus improving the visual identity and communication with customers. Project developed in partnership with Sebrae/SC. (2015)

**PROJETO DE GASTRONOMIA NA COSTA DO SOL POENTE
(GASTRONOMY PROJECT AT THE “SUNSET SHORE”)**

The Gastronomy Project on the “Costa do Sol Poente” brings together the charming districts of Cacupé, Santo Antônio de Lisboa and Sambaqui, a partnership between 20 local entrepreneurs and the Sebrae / SC, in order to strengthen the gastronomic route, actions were taken to valorize local gastronomy, autochthonous cultural elements, Azorean architectural collection, oyster production and folk traditions such as the Boi-de-Mamão (A folklore manifestation that occurs in the state of Santa Catarina, Brazil, being mainly constituted in the coastal region). The integration between culture and gastronomy was the focus of attention of the project, among which the following stand out: awareness meetings, business diagnosis, consultancies, communication strategies, local community integration, strategic planning, culminating in the Gastronomic Festival. (2016)

30TH ABRASEL NATIONAL MEETING

30th Abrasel National Meeting took place from 07 to 09 November 2017 in Florianópolis and brought together businessmen and professionals from the food sector. The program included the meeting of Abrasel's National Council with representatives from all Brazilian states, exhibition of suppliers of products and services for gastronomy, technical programming with lectures, workshops and show cooking. Chef Miguel Bahena from Ensenada/Mexico participated in the show cooking allowing the integration and exchange with another creative city of UNESCO cuisine. Results: 3 days of event, about 1,000 participants, 35 exhibitors, 8 management lectures, 7 presentations of national and international Chefs at the Show Cooking and an intense discussion about economic and innovation aspects for the food sector, as well as many



Chef Miguel Bahena from Ensenada (Mexico): cooking show at the 30th National Abrasel meeting in Florianópolis, 2017.

COMMUNITY BASED TOURISM PROJECT ON THE ISLAND OF SANTA CATARINA, FLORIANÓPOLIS

The Community Based Tourism Project is a partnership with the IFSC (Federal Institute of Santa Catarina) that aims at enhancing cultural heritage in the local communities of Florianópolis. The study focuses on artisanal fishing for mullet, a cultural reference ceramics, a traditional gastronomy (Mocotó¹ and Tainha²) and as African-born religions (Terreiros³). Prospection of the knowledge and practices related to the exercise of the Mocotó as intangible cultural heritage of Santa Catarina, as well as the relation with the Ceramic of Cultural Reference of the local Artisans, as well as the record of the artisanal fishing of the mullet. (2017)

¹The Mocotó is a traditional dish based on boiled paws without hull or bovine ends.

²Tainha is the mullet fish. Mullet is a fish that integrates a family known as mugilídeo.

³Terreiro in the afro-Brazilian cults is the place where the ceremonial cults are realized and offerings are made to the orixás.

MAPPING PROJECT OF GASTRONOMIC SUPPLY CHAIN OF FLORIANÓPOLIS

The project developed by GELOG, Logistics Studies Group of UFSC, Federal University of Santa Catarina, resulted in the delivery of a report on the gastronomic supply chain of Florianópolis, which collaborates with the Gastronomy Observatory. The Report presents the mapping and a general analysis of the entire main responsible for the chain supply fishing in Florianópolis, and propositions of improvement to the links of the chain seeking greater efficiency. (2017)

API FLORIANÓPOLIS - INNOVATION PROMOTOR ARRANGEMENT

The Municipal Program of fiscal incentive to innovation introduces resources in technological solutions of Florianópolis to the APIs (Innovation Promoting Arrangement) contemplated in 8 segments, among them: the gastronomy that is inserted in the anchor segment of Tourism, Creative Economy, Culture and Entertainment. (2017)

SIM FLORIANÓPOLIS - MUNICIPAL INSPECTION SYSTEM

The reformulation of the SIM (Municipal Inspection System) benefited the productive chain of gastronomy, especially those involved in fish commercialization. Action taken by the City Hall together with the CDL (Stores Managers' chamber) of Florianópolis resulted in the improvement of the process of regulation of the processing, industrialization and commercialization of products of animal origin in the township, including hygienic-sanitary issues and certification of origin. Another important action occurred in parallel was the 100% "Manezinho" Fish Truck, an initiative to stimulate the production and consumption of fish produced on the island. The actions counted on the partnership of the GG Florianópolis Creative City UNESCO of the Gastronomy. (2017)

FOOD EXPERIENCE PROJECT

The Food Experience Project, a partnership between Sebrae and Abrasel/SC aims generate competitiveness to micro and small companies of gastronomic sector by creating a competitive differential, valorizing experience as a relevant factor at the consumer living, making it memorable and transformative. Some companies participated of pilot project at Florianópolis with consultant to development of experience products. As a dissemination form of the concept, tendencies, good practices and success cases, was realized the State Seminar of Food Experiences by Sebrae with participation of 200 businessmen and entities. (2017-2018)



BREWER TRAIL FLORIPA PROJECT

The Brewer Trail Floripa Project is a partnership between Associação União Cervejeira, (Brewer Union Association) Ampe Metropolitana (Association of Entrepreneurs of Micro and Small Companies and Individual Entrepreneurs of the Metropolitan Region of Florianópolis) and Sebrae / SC.

Nine breweries of the Greater Florianópolis are participating with the purpose of increasing the business competitiveness, offering sensorial and memorable experiences to the visitors, through the accomplished events, product excellence (beer and specialty and artisan beers) and tourist products (route and itineraries). Artisan beer comprises the scene of gastronomy, culture, tradition and design. (2017-2018)

Curiosity: *was created in Santa Catarina a new style of beer: "The Catharina Sour". It is the first Brazilian style of beer to join the Beer Judge Certification Program (BJPC). The style, idealized and produced by breweries of Santa Catarina, has been included as one of the provisional styles in the judges guide and can now be officially included in international competitions. (Source: Gazeta do Povo, 2018).*

INTERNACIONAL DAY OF SUSTAINABLE GASTRONOMY

On the International Day of Sustainable Gastronomy, several events were promoted by the partners SESC, SENAC, UNISUL and IFSC to sensitize students, community, businessmen and professionals of the sector about the importance of sustainable actions in gastronomy. Lectures, tasting, nutritional orientation, workshops, movie screenings and creation of a special menu focused on the full and functional use of food. The themes of the meeting were: challenges and perspectives on the use of agroecological foods and Brazilian biodiversity in gastronomy, slow food, Fair Trade and Florianópolis Creative City of Unesco de Gastronomia. (18/06/2018)

CULTURAL INNOVATION NUCLEUS

The Cultural Innovation Center was established on April 14, 2015 with the support of the University of Santa Catarina State (UDESC), through the Arts Center (CEART) to provide executive support to projects and actions proposed to UNESCO related to design, crafts and digital arts. The main actions were the realization of a research on "Sensitive Memories of Florianópolis" which based the creative processes, especially those related to the gastronomy; the research on "Cuisine of tradition and innovation of Santa Catarina" and the realization of a Creative Workshop capable of proposing a differentiated offer of objects of support and appreciation of the regional gastronomy and local handicrafts. This last action is described in detail below, since it integrated the Saberes e Sabores Project of Santa Catarina.

IMMIGRANT AND REFUGEE QUALIFICATION PROGRAM

The program is an initiative of SENAC / SC (National Service of Commercial Apprenticeship of Santa Catarina) and has as main objective to provide the access of immigrants and refugees to the labor market in a qualified way, so it offers free courses in the area of gastronomy, bakery, hotel services, restaurant services, and Portuguese language in order to improve communication and break the language barrier. Most refugees and immigrants come from countries such as Haiti, Syria, Venezuela, Bolivia, Congo and Senegal. Many of them are at war or in a situation where the quality of life falls below the human development index (HDI). The partners of this initiative are: ABRASEL (Brazilian Association of bars and restaurants), ABIH (Brazilian Association of the hotel industry) and GAIRF (Support Group for Immigrants and Refugees in Florianópolis). (2018)



5. MAIN INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN:

ECRIATIVA – MEETING OF BRAZILIAN CREATIVE CITIES OF UNESCO

Participated in the 1st ECriativa - Brazilian Creative Cities of UNESCO – In João Pessoa (23/03/2018). Interlocution with the national network composed of cities: Florianópolis, Belém, Paraty (gastronomy); Curitiba and Brasília (design); Santos (cinema); Salvador (music) and João Pessoa (crafts). The city of Florianópolis will host the 2nd ECriativa, in March 2019.



1st ECRIATIVA in João Pessoa/PB, 2018. The city of Florianópolis was nominated to coordinate the National Creative Cities Forum and will host the 2nd ECRIATIVA in 2019.

OTHER EVENTS AND MEETINGS PROMOTED BY OTHERS CREATIVE CITIES FROM UCCN

The city of Florianópolis participated in other events and meetings promoted by the creative cities of the UCCN network:

- San Sebastian and Hondarribia, Spain (2015)
- Zahle Gastronomic Festival, Lebanon (2015)
- XIII Gastronomic Congress of Popayan, Colombia (2015)
- launching of Gaziantep, UNESCO creative city of gastronomy, Istanbul (2015)
- Hondarribia - Pamplona, Spain - Bayonne, France (2016)
- Publication of two recipes in the Guide to the Gastronomy Festival Berth Culinary - Ulyanovskno, Russia (2016)
- XIV Gastronomic Congress of Popayan, Colombia (2016)
- UNESCO Creative Cities Jeonju Forum, Korea (2016)
- International Forum of Gastronomy in Macao, China (2016)
- Phuket, Thailand (2017)
- Dénia, Spain (2017)
- World Meeting of the Creative Cities of Gastronomy in Belém, Pará (2017)
- International Forum of Gastronomy in Macao, China (2018)
- 1st International Gastronomy Festival of Gaziantep, Turkey (2018)

6.1 ACTION PLANE 2019-2022 LOCAL LEVEL

PROJECT: EXPANSION AND OPERATIONALIZATION OF THE GASTRONOMY OBSERVATORY

Enable the wide circulation of information related to the gastronomy production chain, involving production, study and globalized dissemination of data through methodological procedures and the generation of intelligence products. Stakeholder integration and extension of the Gastronomy Observatory through partnerships with other gastronomic tourism destinations in Brazil. The articulation with the cities of Belém / PA and Paraty / RJ has already started in 2018.

PROJECT: APPLIED DESIGN TO THE GASTRONOMIC VISUAL OF THE RESTAURANTS

Promote the brand image of the restaurants of Florianópolis through lectures of sensibilization, brand diagnosis of each restaurant, design and management of the brand, visual planning guide creation, photographic record of the food dishes of traditional and contemporary culinary.

These actions aims a better positioning and communication of the restaurant with its public and development of a touristic gastronomic route by positioning of the restaurant brand.

PROJECT: DISCLOSURE OF GASTRONOMY CULTURAL REFERENCE LOCATION

Production of a series of small videos under the title “Florianópolis, Cidade do Sabor” (Florianópolis, City of Flavor) aiming to promote Florianópolis’ cultural reference cuisine, revealing the dishes of the local cuisine and the affective matrix related to the gastronomic memory of the place and the seal of the Creative City UNESCO of Gastronomy.

6.2 ACTION PLANE 2019 – 2022 INTERNATIONAL LEVEL

PROJECT: ENHANCEMENT PROGRAMS OF TECHNICAL/PROFESSIONAL EXCHANGE

Designed for professionals of restaurants and students of Schools of Gastronomy, it aims to expand the technical training and the exchange of knowledge and experiences. The initial articulation took place during the 1st International Gastronomy Festival of Gaziantep, Turkey, between the cities of Ensenada (Mexico), Popayan (Colombia), Macau (China) and Dénia (Spain).

Action: Organization of biannual meetings with other UNESCO Creative Cities Meeting made for public managers, executives of partner entities, professionals and entrepreneurs of the sector to exchange experiences and share good practices. Where will be discussed the themes of smart, creative and sustainable cities with a focus on gastronomy.

EVENT: GASTRONOMIC FESTIVAL

“FLORIANOPOLIS – UNESCO CREATIVE CITY OF GASTRONOMY”

Realization of a Gastronomic Festival with Invited “Chefs” of others Creative Cities and professionals of Brazilian Cities, involving the Confraria, restaurants and local bars participation. The area chosen to realization of the festival is the “Centro Histórico Leste de Florianópolis” (Historical Center East of Florianópolis), Centro Sapiens Creative District that is a territorial project of technologic development facing to promote the Creative Economy, mainly tourism, gastronomy, arts, design and technology.



6.3 ANNUAL ESTIMATED BUDGET FOR THE IMPLEMENTATION OF THE PROPOSED ACTIVITIES

The financial resources for implementing the proposed initiatives will come from the partner institutions that make up the GG, economic and financial support from the Municipal Government of Florianópolis and other forms of financing through projects presented to the planned development projects.

Investment Description⁵:

Personal: R\$ 20.000,00

Travels: R\$ 30.000,00

Comunication: R\$ 20.000,00

Local Projects: R\$ 100.000,00

Intercity Projects: R\$ 40.000,00

Internacional Projects: R\$ 150.000,00

TOTAL: R\$ 360.000,00

Approximate division: local activities 50%, international activities 50%.

⁵The values are in Reais, the currency of Brazil.

Florianópolis elected UNESCO Creative City of Gastronomy in 2014.

7.0 COMMUNICATION AND AWARENESS PLAN

The communication plan of the program Florianópolis UNESCO Creative City of Gastronomy aims the realization of communication actions, dissemination and awareness about the Network. As an adopted strategy stand out: the production of a standard release on the program and the UNESCO stamp shared with all GG members, serving as the basis for all independent actions by partners. Send of suggestions of notes to the main columnists of Santa Catarina to reinforce the execution of the program and to sensitize the society and stakeholders. Create of advertising pieces with standard visual identity for the most diverse applications, printed and digital. Application of visual communication in all actions carried out under the program. Create of bilingual leaflets for participation in international events. Create of basic hotsite as primary access source. Support from the press offices of all GG member institutions. The information is concentrated on the FloripAmanhã website, including media monitoring using the clipping tool (republishing related news). The actions developed are positively impacting the dissemination of information and awareness, and consequently, arousing the interest of the community in general.



Florianópolis

*UNESCO City
of Gastronomy*

*Cidade UNESCO
da Gastronomia*



United Nations
Educational, Scientific and
Cultural Organization



FLORIANÓPOLIS

• City of Gastronomy
• Designated UNESCO
• Creative City in 2014

Florianópolis was designated Creative City UNESCO of Gastronomy in December 2014.

The Report presents the work developed at the Network in the period 2014-2018 and plans for the years 2019-20