







- Miembro de la Red
- de Ciudades Creativas
- de la UNESCO
 - desde2005

UNESCO CREATIVE CITIES NETWORK POPAYÁN, COLOMBIA PERIODIC EVALUATION REPORT CREATIVE CITY OF GASTRONOMY 2020





GENERAL INFORMATION

2.1 Name of the city: Popayán

2.2 Country: Colombia

2.3 Creative field: Gastronomy

2.4 Date of designation: August 6, 2005

2.5 Date of submission of this periodic evaluation report: December 31, 2020

2.6 Entity responsible for preparing the report: Popayán Mayor's Office of Tourism

2.7 Previous reports and submission dates: February 28, 2016

2.8 Focal point:

Juan Carlos López Castrillón: Mayor of Popayán alcaldia@popayan-cauca.gov.co

Focal Point: Ms. **Monika Ximena Anacona Quilindo** Tourism Coordinator of the Municipality of Popayán, monika.anaconana.quilindo@gmail.com Tel. + 57 – 3022902871

3.1 Popayán attended some annual meetings of the Network:

3.1.1. Popayán participated with chef Pablo Guzmán Illera who obtained recognition for the typical cuisine of the region with his participation in the 15th edition of the International Food Festival of Chengdu, held in China at the end of 2018. Within the framework of the festival, he was originally from Chengdu and by which this city became part of the network of creative cities of UNESCO.



Chef Guzmán Illera won the awards for "Best presentation, best taste, Creativity" and "Foodies Choice", awarded in competition and by public choice. The chef presented a typical dish: El Tripazo Caucano, vacuum cooked; the pickle of ollucos; carantanta; and avocado emulsion were the dishes presented by the Colombian chef to the 200 festival goers.



- **3.1.2.** Chef Pablo Guzmán Illera has also participated in events of the same network, such as the "Chef Challenge", the "Unesco World Meeting of Creative Cities" in Belem (Brazil).
- **3.1.3.** The "Flavors and Knowledge Festival" in San Cristóbal de las Casas (Mexico)
- **3.1.4.** International Gastronomy Forum in Macao (China) representing Popayán as a creative city of gastronomy of UNESCO.
- **3.1.5.** Popayán city of gastronomy represented Colombia in the International Gastronomy Forum in Macao (China) that took place from January 19 to 20, 2019 and which had the participation of the traditional cook Andrea Aguilar Olave, born and raised in Popayán, has always been linked to culinary cultural traditions, this event is attended by representatives of the city that have been cataloged as: UNESCO Cities of gastronomy.



Cocinera tradicional de la plaza de mercado del barrio Bolívar, Andrea Aguilar, y el antropólogo de la Universidad del Cauca, Carlos Humberto Illera.

3.1.6. Popayán city of gastronomy represented Colombia in the world congress: "Gastronomy International Symposium 2020", held in Phuket, Thailand where the eight best creative cities in the world in traditional cuisine issues are present, and where Popayán has been held and named as one of them was almost 15 years ago.

The objective of this gastronomic event was to make known and promote to international society a wide and varied exhibition of the high potential that the traditional culinary industry of the Payanese region possesses, and likewise, to offer its gastronomic products and ingredients, and that it also facilitates the exchange of concepts, elements and ideas on a global scale.

In this gastronomic event, chef Miguel Ángel Galliadi from the workshop school participated, presenting: arracacha surullos, pineapple chili, carantanta and Baudilia salpicón.



Chef Miguel Ángel Galliadi

3.1.7. The Focal Point designated for the year 2019, Ms. Mónica Liliana Benítez, participated in a symposium held from January 26 to February 3 in Phuket, Thailand, with Mr. Marcus Rocha, Focal Point for the Network of Creative Cities in Gastronomy by UNESCO from Florianópolis, Brazil, where Unesco's World Network of Creative Cities brought together cities that recognize and support creativity as a driving strategy for sustainable development, through global partnerships. The Unesco City of Gastronomy title generates international visibility and potential to increase the local gastronomic-tourism value, contributing to the socio-economic and cultural development of the region.

This work is part of the objectives of the Development Plan of Mayor Juan Carlos López Castrillón, which seeks to enhance the attributes of the city and where Gastronomy has an important chapter linked to issues of entrepreneurship, culture and tradition.

- **3.1.8**. The city of Popayán participated with chef Pablo Guzmán Illera in the virtual talk: The food and beverage sector in UNESCO's creative gastronomy cities in the context of Covid 19, organized by Florianópolis, Brazil.
- **3.1.9.** The city of Popayán participated within the framework of the international day of indigenous peoples, in an international discussion called "Autochthonous cuisine of our indigenous peoples, tradition and legacy", held on August 7, 2020, which included the participation of Mr. Mayor of the city of Popayán Juan Carlos López Castrillón and the Anthropologist, researcher, consultant, advisor, writer and national and international lecturer on traditional cuisines. This virtual event was organized by Panama City, Panama.
- **3.2**. Activities Created by Popayán within the framework of compulsory isolation due to COVID 19, a virtual event called:

"Creative Latin Cities of Gastronomy of UNESCO, experiences with flavor and tradition", this meeting brought together some Focal Points from the different Latin Creative Cities and guest chefs from each country. This event took place from July 13 to Saturday July 25.

Each Focal Point of the creative city shared about the multiethnic and multicultural wealth of their region, also made known the tourism potential they have, this space served as a feedback and strengthening process among our friend countries.

In addition, it was attended by traditional cooks and chefs from each creative city, who from their knowledge and assets shared each of the experiences around the tradition of their stoves and the essence of their cultural identity through the traditionality of their kitchens.

- **3.3.** The city of Popayán has not organized work or coordination meetings aimed at one or more creative representatives from the UCCN field (including subnet meetings).
- **3.4.** Organization of the virtual event in pandemic called: "Creative Latin Cities of Gastronomy of UNESCO, experiences with flavor and tradition", this meeting counted with the participation of some Focal Points from different Creative Latin Cities and guest chefs from each country. This event took place from July 13 to Saturday July 25.

The following countries were part of this event:



AREQUIPA, PERÚ



Lic. Sergio Salas Yaro: Arequipa Focal Point for the Network of Creative Cities in Gastronomy by UNESCO of the Provincial Municipality of Arequipa.

Beatriz Villanueva Salas: Picantera, she grew up among stoves, fullers and chombas learning from her mother, Laura Salas Rojas, the trade of spicy cooking.

BELÉM, BRAZIL



Claudia Helena Hasselmann Sadalla: Focal Point for the Network of Creative Cities in Gastronomy by UNESCO of Belém, Brazil

Ricardo Costa: Businessman, owner and che of the group The Premimun Steaks and The Pug Pizza.

BUENAVENTURA- COLOMBIA



José Yesid Ome Ordoñez: Focal Point for the Network of Creative Cities in Gastronomy by UNESCO of Buenaventura- Colombia.

Nixon Arboleda Montaño: Secretary of Tourism of Buenaventura de Colombia

María Tiodora Estupiñan: Traditional cook from Buenaventura, Colombia.

PANAMA CITY- PANAMA



Genaro Villalaz García: Director of Culture and Citizen Education of the Mayor's Office of Panama. Focal Point for the Network of Creative Cities in Gastronomy by UNESCO of Panama City-Panama.

Isaac Villaverde: Owner and Chef of the restaurant "La Tapa del Coco".

ENSENADA- MEXICO



Damian Valles: Focal Point for the Network of Creative Cities in Gastronomy by UNESCO of Ensenada- Mexico.

Carolina Gutiérrez: Researcher and cook from Ensenada- Mexico

FLORIANÓPOLIS- BRAZIL



Anita Pires: Focal Point for the Network of Creative Cities in Gastronomy by UNESCO of Florianópolis, Brazil.

Narbal Correa: Chef from Florianópolis, Brazil.

PARATY- BRAZIL



Cristina Maseda: Focal Point for the Network of Creative Cities in Gastronomy by UNESCO of Paraty, Brazil.

Lu Delgado: Chef and owner of La Fonda restaurant in Paraty, Brazil.

PORTOVIEJO-ECUADOR



Fabián Bedón Samaniego: Focal Point for the Network of Creative Cities in Gastronomy by UNESCO of Portoviejo- Ecuador.

Ángel Muentes: Director of Culture of the Provincial Municipality of Arequipa, Peru.

María Fernanda Buzzetta Ricaurte: Director of the Manabí gastronomy school and professional chef.



POPAYÁN- COLOMBIA, host city.

Mónica Liliana Benítez: Focal Point for the Network of Creative Cities in Gastronomy by UNESCO of Popayán-Cauca. (Period 2019).

Enrique Gonzales Ayerbe: Designer and president of the Popayán gastronomic corporation.

Carlos Humberto Illera Montoya: Anthropologist, researcher, consultant, advisor, writer and national and international lecturer on traditional cuisines.

Francia Muñoz: Traditional cook in the market place of La Trece market square, Popayán- Cauca.

Each Focal Point of the creative city shared about the multiethnic and multicultural wealth of their region, also made known the tourism potential they have, this space served as a feedback and strengthening process among our friend countries. In addition, it was attended by traditional cooks and chefs from each creative city, who from their knowledge and assets shared each of the experiences around the tradition of their stoves and the essence of their cultural identity through the traditionality of their kitchens.

- **3.5.** The city of Popayán did not provide financial and / or in-kind support to UNESCO to strengthen the sustainability of the UCCN in different areas, including management, communication and visibility, due to the lack of a budget allocation.
- **3.6**. The city of Popayán has not coordinated the cluster or deputy coordinator and period, so that task has not been assigned so far.

3.7. The city of Popayán has not participated in the evaluation of previous requests, of previous membership follow-up reports, as this function has not been designated.

MAIN INITIATIVES ADOPTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE NETWORK

From the Mayor's Office of Popayán, through its culture and tourism programs, it has implemented public policy for the knowledge of the safeguarding and promotion of food and traditional cuisines, as well as the creation of space in the communities that allow the transfer to continue. of flavors and knowledge from generation to generation in the city of Popayán.

The most representative event is the Popayán gastronomic congress, which in this period developed four versions and innovated in 2020 with the virtual gastronomic congress.



The main component of the gastronomic congress is the academic one, which has allowed us to know academic research processes, as well as the transfer of knowledge of the kitchen, which benefit the different bearers of tradition not only in the city of Popayán, but also the participants from different cities of the country.

In the eighteen years that the Popayán gastronomic congress has been running, the participation of different sectors has been consolidated, thus achieving a harmonious balance in the development of the event

- 1. A guest country or a foreign city.
- 2. An invited Colombian department or region
- 3. Cities as guest observers of the processes.

The guests participate with samples of their gastronomy, as well as cultural samples and academic presentations,

The thematic axis is defined depending on the nature of the guests of honor, throughout the exhibitions of the academic segment a theme or a transversal theme is discussed.

The "invited" product is the subject of theoretical presentations on its traceability and its nutritional virtues, but it is also treated in practical experiments carried out by cooks, nutritionists, product traders and farmers.

During the Gastronomic Congress of Popayán, the results of specialized research are presented, the proclamation of approved public policies, the launch of books or specialized libraries on gastronomy.

Every year a personality from the world of gastronomy: Chef, Critic, Researcher, Journalist, a personality who has served the world of gastronomy, a Tribute called "work and life" is paid.

The Academic Forum is developed, gathering, around a specific topic, the main gastronomic academies in Colombia and abroad.

The space for traditional kitchens, whose objective is the Safeguarding of traditional kitchens that starts from supporting people with ancestral culinary traditions, who receive training so that their know-how becomes a way of life.

Gastronomy workshops are also developed, which are guided by renowned chefs, these workshops are open to the general public, located in different parts of the city, preferably located in disadvantaged neighborhoods, with great potential.

On the days in which the different activities of the gastronomic congress take place, innumerable products are delivered to the attendees that are the object of tastings and guided consumption, with an educational objective, with the aim of improving the diversity of daily diets, among other cheeses, breads, milks, coffees, chocolates, olive oils, avocado oils, wines, spirits, alcohols, salts, water, cigars, etc. were the subject of these tastings.

In order to complement the experience of the attendees at the Popayán gastronomic congress, activities such as:

- Gastronomic film festivals.
- 2. flower exhibitions.
- 3. concerts of varied music.
- 4. painting exhibitions

- 5. Cookbook exhibitions.
- 6. Samples of tabletop crafts and crafts.

As a product of each version of the gastronomic congress of Popayán, each year the Memories and the report of the debates of each Congress are published, as well as the results of the investigations on traditional dishes, they are available on the page www.gastronomico.org. co

It is worth highlighting the interest that the Popayán Congress arouses among journalists and gastronomic critics. It is present in digital and print media, television and other audiovisual channels, and on social networks throughout Colombia. The events that take place in Popayán enjoy wide media coverage throughout the year and, through it, the UNESCO Creative Cities Program is widely known by the population.

Below is a summary table of the activities of the Popayán Gastronomic Congress during the 2016 - 2017 - 2018 - 2019- 2020 versions.

4. MAIN INITIATIVES ADOPTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE NETWORK

Below are three results related to the objectives of the Network:

4.1. Policies

In the Municipal Development Plan of Popayán 2020-2023, it formulates and will implement the Ten-Year Plan for Culture, which aims to promote the creation, production, research, dissemination and circulation of the cultural manifestations and expressions of the municipality of Popayán. This plan will be formulated in conjunction with the National and Departmental Development Plan, the laws and public policies and the plans by area that the Ministry of Culture has, such as the existing public policies in Popayán, such as the Cultural Tourism Plan from the music linked to gastronomy and cultural heritage. (Mayor of Popayán, 2020).

"Cultural Heritage" all the culinary recipes of traditional ancestral cuisine. This Agreement authorized the Executive Power (Mayor's Office of Popayán) to assume the city's relations with the UNESCO Creative Cities Network and declared the Gastronomic Congress "City Event", a statute that henceforth guarantees the support of the government. local.

Many obstacles that made it difficult to apply certain gastronomic promotion programs have disappeared thanks to the implementation of this policy.

4.2 Creativity, engine of urban development

From the municipal administration of Popayán, different activities and programs have been developed that have allowed a satisfactory gastronomic offer to be consolidated.

Most of the training programs are developed in the sectors where there is a greater offer of gastronomy, the market places of which there are five in the city and three of them have areas known as "long table" where traditional foods of the

city are sold, preserving its traditional preparations, which starts from the tour of the market place to buy the different inputs, and ends on the diner's palate.

In recent years, face-to-face workshops on very traditional preparations of the city have been developed.

In the year 2020, where months of mandatory isolation were presented, virtuality was also reached through social networks, 10 talks on gastronomy were developed.

20 workshops were held in groups of 10 people from the urban and rural areas of the city on the typical sweets in the good night duck, marketing workshop, costs and how to take pictures from the cell phone, in all these workshops they were trained of good management of food handling practices, the workshops were given by cooks and chefs from Popayán.

Alliances were materialized with educational institutions that have gastronomy and cooking programs in the city such as UNICOMFACAUA, ESCUELA TALLER, with the aim of strengthening research around traditional preparations in the city.

There was also the creation of tourist routes in the city around the local gastronomy, visiting market squares and living the experience of preparing traditional dishes from Popayán, as well as experiential tours of coffee-producing farms and aquaponics processes.

The "POPAYÁN SABE A DECEMBRE" CONTEST was created, through which the promotion of the typical Christmas dishes of the municipality of Popayán is sought, as part of the strategies of valorization and rescue of sweets, traditional Christmas dinners and drinks, to to recognize and highlight the importance of the link that these products have with the territory and cultural traditions in their production, to finally enhance their commercialization and consumption".

The training cycle comprised 20 workshops, each with 10 participants, focused on strengthening skills in the traditional cooks of the municipality of Popayán as original preparation for the preservation of tradition, hygiene rules, plating and presentation, food and money handling, made available to the bearers of tradition and cleaning conditions, among other aspects. The topics to be developed in these workshops will address strategies for the preparation of the traditional Christmas Eve, milk sweets, debittering, amasijos, chulquín, Christmas dinner, stuffed chicken, pork loin, sauces, garnishes, drinks and punches, among other traditional dishes and drinks of Popayaneja cuisine.

4.3. Improve the conditions and quality of life through culture

The contribution made by the municipal administration of Popayán for the improvement of conditions is interesting, since they have allowed many traditional cooks and chefs, even amateurs, to make the decision to consolidate new ventures that generate representative economic profits.

In 2016 an event called "NIGHT OF MUSEUMS" was created from the municipal tourism program, an event developed in the historic sector of Popayán with

pedestrianization of approximately 17 blocks, where the museums were opened at a special time from 6:00 pm to 10:00 pm with guided tours, which were complemented by gastronomy samples in its streets, with terrace service, which allowed the different food and beverage establishments to take out their tables and take to the streets of the city.



This event managed to be a dynamizer of the economy of the city, generating opportunities for an important sector of culture and gastronomy in the Region, this event took place in 2016, 2017. 2018 and 2019, its activities were suspended in person in the year 2020 and they moved to virtuality having in each version a chef or cook as a quest.

4.4. Publications

From the municipal administration of Popayán, in a joint effort with the Popayán gastronomic congress corporation, the research group on Culinary Heritage of the University of Cauca, the following publications were made:

- 1. "The Hidden Kitchens of the White City". A guide to the almost secret kitchens of Popayán, is a book made out of love for the city and gratitude to its traditional cooks. Author: Anthropologist Carlos Humberto Illera Montoya, 2017.
- 2. "Grandmothers dishes. Traditional cuisine of Popayán" maximum work of the local kitchens, written by the illustrious doctor from Payanés, Dr. Juan Jacobo Muñoz Delgado and published in its first edition in 1974. This third edition comes to light with notes and comments on previous editions written by the

anthropologist Carlos Humberto Illera Montoya and with illustrations by the distinguished artist from Cauca, Doctor Álvaro Garzón López. Compiler: Juan Jacobo Muñoz, Comments by Carlos Humberto Illera Montoya and illustrations by Álvaro Garzón, 2018.

3. "Parental kitchens. Five essays with a flavor of tradition" In this book you will find in essay format, stories and coquinarian details of five of the manducatory expressions with the most tradition among the families of Popayán and the Cauca. His writing is the product of the relationship cultivated between the author and some of the local cooks with whom he has delved into the intimacies of their kitchens for more than 20 years. Author: Anthropologist Carlos Humberto Illera Montoya, 2019.

4.5 Some figures:

The municipal administration of Popayán supports the realization of the gastronomic congress of Popayán designated a budget for each year, for the realization of the academic component and the development of the traditional kitchen pavilion in the years 2016, 2017,2018, 2019 \$ 158,912.32 were allocated, Dollars.

In the year 2020 in the development of the virtual congress of Popayán, the budget contributed by the Municipality of Popayán is \$57,524.82 dollars, in which virtual activities were developed in 80% and face-to-face workshops in 20%

5. INTER-CITIES TO ACHIEVE THE OBJECTIVES OF THE NETWORK:

In 2016, the 16th version of the Popayán Gastronomic Congress was held with the participation of Belgium as the guest country and the guest region the department of Huila, there were samples of the typical dishes of Huila, as well as other representative dishes of the country and gastronomic innovations.

In 2017, this edition of the Popayán Gastronomic Congress had the participation of La India as the guest country and Cauca as the leading region.

Chefs brought by the Embassy of India in Colombia, delighted those attending the Congress, with a menu of preparations from the north of the eastern country and the gastronomic sample dedicated to Cauca was under the direction of Colombian chefs Charlie Otero and Rodrigo Pazos.

In 2018, this edition of the Popayán Gastronomic Congress had the participation of Switzerland as the guest country and Nariño as the Guest of honor department. The presence of Switzerland was led by the presence of the director of its gastronomic show, the Swiss Colombian chef, Mauricio Muñoz Deplazes, who has made an interesting international career to return to the country and show the culinary wealth of Switzerland, a modern cuisine, beyond its renowned products such as cheeses and chocolate, or traditional preparations such as fondue. In addition to having a gastronomic sample based on Colombian literature directed by chef Leandro Carvajal, with the participation of the Casa Tomada Bookstore.

In 2019, this edition of the Popayán Gastronomic Congress had the participation of Vietnam as a guest country, the department of Santander, the gastronomic sample "200 years cooking identity" that will show us our evolution of flavors and customs from Independence to the present day. But, in addition, the Gastronomic Corporation of Popayán is proud to present Silvia as the first Cauca municipality guest of honor. The event will bring together gastronomy lovers, students, chefs, agricultural producers and companies in the food and beverage sector, around its main axes: gastronomic samples on tablecloths.

In 2020, the Popayán Gastronomic Congress develops a new, global, sustainable and intelligent format that was created in response to the current crisis situation generated by the COVID-19 pandemic. We arrived in order to offer new solutions and perspectives to thousands of participants and allies around the world.

In the XVIII Gastronomic Congress of Popayán Digital Edition, we invite you to live two continuous days of experiences live and on demand: many free online broadcast appointments, with national and international speakers and videos on request will be available on the official website of the Gastronomic Corporation of Popayán.

6. MEDIUM-TERM ACTION PLAN FOR THE NEXT FOUR YEARS (2021-2024)

The municipal administration of Popayán has defined lines in the 2020-2023 development plan and in the culture and tourism programs that are related to the gastronomy component, traditional cuisines, cultural and tourism events, which allow continuity to the processes already positioned as is the Gastronomic Congress of Popayán, training programs that allow the transfer of knowledge from generation to generation and thus achieve the safeguarding of the traditional cuisines of the municipality of Popayán.

The programs and projects prioritized in this term are subject to modifications or alteration due to circumstances beyond the control of the municipal administration of Popayán, a clear example of which is the transformation of version 18 of the Gastronomic Congress of Popayán due to COVID 19, these situations are not subject to changing the main objective of the programs, nor the allocation of their resources.

Following the guidelines for the preparation of the evaluation report, below are six initiatives related to the objectives of the Network:

6.1 Three projects at the local level:

6.1.1 Traditional kitchens

Traditional cuisines, in addition to providing us with varied and delicious preparations that go from father to son for a great number of years, and have been present at all times in the history of the municipality of Popayán, represent the close relationship of the different ethnic groups that inhabit Popayán.

The objective of this program to safeguard traditional kitchens is to highlight the value they have in Payanese society, as part of their identity, thus allowing us to

recognize the knowledge and flavors of traditional cooks, which is nothing more than keeping alive the dialogue between the past and the present, without losing the originality of the recipes and allowing in some moments the fusion with new knowledge.

With this program we have the line of local producers, in the department of Cauca where the municipality of Popayán is located we find a significant number of farmers in charge of sowing, harvesting, collecting, fishing, maintaining the traditional gardens or terraces with herbs and spices, which is essential in the preservation of traditional preparations and recipes.

With the changes to which the world is subject day by day, we are forced to modernize in food, opening spaces for industrialized preparations, canning, fast foods, packaging that is not friendly to the environment, and with less time to make preparations, it is here where the importance of the transfer of flavors and knowledge is evident.

ACTIVITY	DEVELOPMENT	
Objective	 Promote the use of natural products by encouraging organic planting. Strengthen the transmission and preservation of culinary recipes of an ancestral tradition. promote the consumption of traditional cuisine. Train cooks of traditional dishes access to modern food handling techniques, knowledge of the cold chain, setting procedures, etc. and provide them with the right setting to facilitate the commercialization of their production so that they can make their know-how a way of life. 	
Actors involved in the production	 Municipal Mayor of Popayán Gastronomic Corporation of Popayán Culinary Research Group of the University of Cauca 	
Beneficiaries	 Traditional cooks. Restaurants in Popayán. The entire value chain, from the growers of traditional products to the gastronomic tourist offer of Popayán 	
Expected results	 A better perception of traditional cuisine as an intangible heritage of the cultural landscape of Popayán. The inclusion of dishes from the traditional cuisine of Popayán in the daily list of foods offered by the city's restaurants, canteens and bistros. 	

	 The professionalization of traditional cooks and the formalization of their activity as restaurateurs.
Budget	 Investigation Stage US \$ 8,700 Location of cooks of traditional dishes US \$ 1,000 Training process for traditional cooks US \$ 43,500 Space for traditional kitchens in Congress US \$ 14,500 Total, US \$ 67,700
Funded by:	Popayán Mayor's Office US \$ 38,000 Gastronomic Corporation US \$ 28,700 Total, US \$ 67,700

With the changes to which the world is subject day by day, we are forced to modernize in food, opening spaces for industrialized preparations, canning, fast foods, packaging that is not friendly to the environment, and with less time to make preparations, it is here where the importance of the transfer of flavors and knowledge is evident.

Note: This budget finances the project for one year. It is planned to be carried out during the four years of this Action Plan.

6.1.2. The objective of this project is to encourage research and translate it into books that make it possible to publicize the traditional cuisine of Popayán, recognizing the actors of the gastronomy sector existing in the city, from the producer to the marketer.

ACTIVITY	DEVELOPMENT	
Objective	 Carry out an investigation to prevent the disappearance of culinary recipes from Popayán. To give back to traditional cuisine its nobility as a cultural heritage and to promote its image and consumption among the contemporary population. Provide cooks of traditional dishes with access to modern food handling techniques, knowledge of the cold chain, setting procedures, etc. and provide them with the right setting to facilitate the commercialization of their production so that they can make their know-how a way of life. 	
Actors involved in the production	 Mayor of Popayán Gastronomic Corporation of Popayán Culinary Research Group of the University of Cauca Unicomfacauca gastronomy program 	
Beneficiaries	1. Traditional cooks.	

	 Researchers specialized in gastronomy, food, intangible heritage. Students of gastronomy programs.
Expected results	 Positioning of traditional cuisine as an intangible heritage of Popayán. Rescue of traditional preparations and ingredients. Reference material for future research and new
	publications.
Budget	 Investigation on endangered dishes US \$ 2,500 Design US \$ 2,000 Layout US \$ 2,000 Printing US \$ 4,055 Total, US \$ 10,555.
Funded by:	Popayán Mayor's Office US \$ 7,500 Gastronomic Corporation US \$ 5,055 Total, US \$ 10,555

6.1.2 A gastronomy + culture transversal project:

Currently, the municipality of Popayán is experiencing the exponential growth of the cultural and tourism sector that allows us to design spaces that integrate these elements into programs that allow visitors to the city to live recreational experiences and, above all, stimulating the senses around gastronomy.

Today food is not just a necessity, today it has gained an important space in people's lives, that is why the importance and power it has to encourage people to travel, know, taste, experience sensations through of food.

This has been the main reason for gastronomic tourism to become one of the most dynamic segments and especially the one that is growing the most in the tourism industry.

Gastronomic tourism must echo these sensibilities and must include criteria of responsibility, solidarity and sustainability in its gastronomic development strategy.

To consolidate the Municipality of Popayán, as a destination for gastronomic tourism with unique or unrepeatable experiences, which meet the needs of tourists, it is necessary to preserve the traditions of the preparations, as well as the correct choice of its ingredients in traditional kitchens., which show a great heritage and cultural heritage, whose roots originate in the ancestral customs of our ethnic groups and which reflect the way in which the local community relates to its territory.

It should be noted that in recent years the country has become one of the obligatory stops in Latin America, for lovers of good food, which has boosted the national gastronomy seen as an expression of local culture, travelers Today they want to know more about the traditions and history of gastronomy, which should be used by the municipal administration of Popayán, designing strategies that

allow promoting this cultural richness, therefore the importance of supporting the development of the Popayán gastronomic congress in its version Number 18.

According to studies carried out at the beginning of 2020, the company Condé Nast Traveler, 48% of tourists with high purchasing power plan their trip focused on food and restaurants. Likewise, it refers to data from the World Tourism Organization (UNWTO), which show that gastronomy generates an impact close to 30% of the economic income of a destination. According to the Colombian Association of the Gastronomic Industry (Acodres), the growth experienced by the gastronomic sector is the result of a greater work in terms of the presentation, design and conceptualization of the different dishes. "A few years ago the country did not have a menu or a balanced gastronomic offer suitable for tourism, now it does."

The potential for gastronomic experiences is such a great type of tourism that some operating companies have dedicated themselves to offering "true gastronomic experiences", with the aim of offering gastronomic tours for tourists interested in living experiences associated with culture, good life and exclusivity, therefore the importance of spaces such as the traditional kitchen pavilion where the main actors are the bearers of gastronomic tradition who work mostly in the market places of the municipality in the kitchen section or long table, as is recognized.

ACTIVITY	DEVELOPMENT	
Objective	 Create cultural and gastronomic tourist products in the municipality of Popayán. Encourage experiences around traditionakitchens. Integrate traditional cooks in the tourist sector of the city. 	
Actors involved in the production	 Mayor of Popayán Gastronomic Corporation of Popayán Traditional cooks. Popayán market squares Popayán tourism sector (agencies, tour operators, hotels, hostels, among others. 	
Beneficiaries	Community in general	
Expected results	 Creation of 10 tourist routes in Popayán that include the experiential gastronomic component. Programs to promote gastronomic experiences. Visibility of tourism stakeholders. 	
Budget	 design and creation of 10 tourist routes implementation of tourist routes Promotion of tourist routes US \$ 14,500 	
Funded by:	Popayán Mayor's Office US \$ 14,500	

6.2. Three projects aimed at achieving the objectives of the Network at an international level:

The objective of this program is to improve access and participation in cultural life, in particular for the benefit of disadvantaged groups and vulnerable people, which is proposed is the strengthening of the corn route, which takes place in rural areas of the municipality of Popayán that aims to safeguard the production of corn-based foods such as the traditional carantanta, wrapped in yellow and white corn, corn bread, and which is expanded by offering visitors to the Popayán bowl sector to live the experience as a producer.

ACTIVITY	DEVELOPMENT	
Objective	 Safeguard corn-based food production. avoid the disappearance of recipes from an ancestral culinary tradition. Generate new ventures around the gastronomic offer. Provide local cooks with access to modern food handling techniques. Promote spaces that facilitate the commercialization of their production. 	
Actors involved in the production	Mayor of Popayán Gastronomic Corporation of Popayán Community in the area of influence of the Corn Route	
Beneficiaries	 Traditional cooks. Carriers of the tradition of corn products. Visitors to the city of Popayán and the community in general 	
Expected results	 Recognition of corn-based products. Positioning of the corn route sector. Support for gastronomic ventures. Visibility of bearers of tradition. 	
Budget	Total, US \$ 5,000	
Funded by:	City Hall of Popayán US \$ 5,000 Total, \$ 5,000	

6.2.2 Academic forums

These forums, which consist of strengthening the organization and cultural management capacity of the bearers of the food and cooking traditions that promote the recognition, dignity and visibility of the trade, are held in each version of the Popayán gastronomic congress, with the support and participation of students, amateurs, teachers, professionals at all academic levels to actively participate in debates organized by topic.

ACTIVITY	DEVELOPMENT	
Objective	Create a high-level discussion space conducive to open and current analysis of issues related to economic and social development and its relationship with gastronomy.	
Actors involved in the production	 Deans and professors of various university disciplines related to gastronomy. Deans, teachers and students of national and international Gastronomy Schools, representatives of government authorities. Traditional cooks, hobbyists and the community in general 	
Beneficiaries	 In particular teachers and students of schools of national and international gastronomy. researchers, critics and journalists specialized in matters related to gastronomy. Public sector officials responsible for the formulation and implementation of public policies on food and gastronomy. Allow the students of gastronomy schools to broaden their vision of the growing role of gastronomy as a factor for economic and social development. Allow deans, professors and directors of Gastronomy Schools to exchange ideas that later enrich and update the academic content of their establishments. 	
Expected results	 Expand the conceptual framework and enrich the practice of gastronomy students. Raise awareness about the role of Gastronomy as an engine of economic and social development. Create an interdisciplinary awareness of kitchen and table trades and trades 	
Budget	Mayor of Popayán \$ 16,000 USD Popayán Gastronomic Corporation US \$ 7,121 Total, budget \$ 23,121 USD	
Funded by:	Mayor of Popayán Gastronomic Corporation of Popayán	

6.2.2 Academic forums

These forums, which consist of strengthening the organization and cultural management capacity of the bearers of the food and cooking traditions that promote the recognition, dignity and visibility of the trade, are held in each version of the Popayán gastronomic congress, with the support and participation of

students, amateurs, teachers, professionals at all academic levels to actively participate in debates organized by topic.

ACTIVITY	DEVELOPMENT	
Objective	Create a high-level discussion space conducive to open and current analysis of issues related to economic and social development and its relationship with gastronomy.	
Actors involved in the production	Deans and professors of various university disciplines related to gastronomy. Deans, teachers and students of national and enternational Gastronomy Schools, epresentatives of government authorities. Traditional cooks, hobbyists and the community of general.	
Beneficiaries	 In particular teachers and students of schools of national and international gastronomy. researchers, critics and journalists specialized in matters related to gastronomy. Public sector officials responsible for the formulation and implementation of public policies on food and gastronomy. Allow the students of gastronomy schools to broaden their vision of the growing role of gastronomy as a factor for economic and social development. Allow deans, professors and directors of Gastronomy Schools to exchange ideas that later enrich and update the academic content of their establishments. 	
Expected results	 Expand the conceptual framework and enrich the practice of gastronomy students. Raise awareness about the role of Gastronomy as an engine of economic and social development. Create an interdisciplinary awareness of the trades and trades of the kitchen and the table 	
Budget	Mayor of Popayán \$ 16,000 USD Popayán Gastronomic Corporation US \$ 7,121 Total, budget \$ 23,121 USD	
Funded by:	Mayor of Popayán Gastronomic Corporation of Popayán	

6.2.3 The Gastronomic Congresses of Popayán

This program contemplates the realization of the 2021, 2022, 2023 and 2024 versions of the Popayán gastronomic congress, contemplating the possibility of developing it in the virtual format used in version number 18 developed in 2020.

Until the date of presentation of this report, the participation of the invited country and region has not been defined, it should be noted that the priority in participation as guests is for the member cities of the Network.

ACTIVITY	DEVELOPMENT	
Objective	Promote knowledge and exchange of globa gastronomic culture and stimulate the sustainable development of Popayán and its surroundings.	
Actors involved in the production	 Mayor of Popayán Gastronomic Corporation of Popayán Ministry of Culture of Colombia Ministry of Commerce and Tourism Government of Cauca (banks, companies, foundations. Gastronomy schools in Colombia and abroad Traditional cooks 	
Beneficiaries	 Cities and countries invited of honor to Congresses. All links in the chain of the Gastronomic Sector (farmers, fishermen, transporters, cooks, table staff, restaurateurs, restaurant customers, etc.) Schools and culinary training establishments. Researchers, critics and journalists from the world of cuisine. Carriers of the tradition of traditional cuisine. Makers of public policies on food, public health 	
Expected results	1. Better international knowledge of the policies and programs applied by the members of the UNESCO Creative Cities Network to make gastronomy a lever for sustainable urban development 2. The formalization of each of the activities of the links in the chain of the Gastronomic Sector. 3. The inclusion of gastronomy among the assets of tourism policies. 4. Maintain and improve the quantity and quality of catering services offered in Popayán. Therefore, continue to train an informed and knowledgeable public about the virtues of good food. 5. The continuous promotion of the culture of gastronomy in the media and social networks.	

Budget	The realization of each version of the Gastronomic Congress of Popayán costs around US \$ 150,000.
Funded by:	This funding is provided by: Ministry of Culture US \$ 20,000 Government of Cauca US \$ 20,000 City Hall of Popayán US \$ 25,000 National sponsors US \$ 85,000

6.3. Estimated global annual budget for the implementation of the proposed action plan

ACTIVITY	BUDGET
Traditional kitchens	\$ 67.700 USD
Research, design and printing of books related to	\$ 10.555 USD
traditional kitchens, chefs cooks, preparations, etc.	
Creation of cultural tourism products	\$ 14.500 USD
Strengthening the corn route	\$ 5.000 USD
Academic forums	\$ 23.121 USD
Gastronomic Congress	\$ 150.000 USD
TOTAL	\$ 270.286 US D

6.4 COMMUNICATION AND AWARENESS PLAN.

The construction of a marketing and promotion plan is proposed that makes visible the actions generated by the city of Popayán in relation to the safeguarding of the traditional kitchens of the municipality, this program has a deadline for creation of June 30, 2021, an activity that He is in charge of the tourism program of the Municipality of Popayán, which must include the participation of the Popayán Gastronomic Corporation as municipal entities such as the Cauca Chamber of Commerce, the University of Cauca and the Unicomfacaua educational institution.

7. INITIATIVES UNDERTAKEN IN RESPONSE TO COVID 19

- **7.1** The virtualization of the Popayán gastronomic congress, which consisted of a new, global, sustainable and intelligent format that was born in response to the current crisis situation generated by the COVID-19 pandemic, in order to offer new solutions and perspectives to thousands of participants and allies around the world.
- **7.2** The creation of the "la vitrina" program, a space in the communication channels of the Popayán mayor's office such as the radio station "105.1 Popayán fm", a program that is open to the gastronomy sector from producers and marketers of family basket products, such the service of restaurants, cafes, gastro bar, to publicize their offer and market their products at no cost.
- **7.3**. Development in alliance with the University of Cauca the program "intercultural dialogues" where bearers of the gastronomic traditions of Popayán

participated, in spaces that allow debate between researchers, students, cooks and the community in general around topics such as "poetry and gastronomy", corn and its derivatives, typical sweets of Popayán, which were transmitted on social networks and communication channels of the municipal administration reaching the community screens for free.



JUAN CARLOS LÓPEZ CASTRILLÓN MUNICIPAL MAYOR OF POPAYÁN

MONIKA XIMENA ANACONA QUILINDO POPAYÁN FOCAL POINT TOURIST OFFICE COORDINATOR

LUIS ALBERTO MENDEZ
TOURIST OFFICE SUPPORT

POPAYÁN 2020

