



Chengdu

UNESCO Creative City of Gastronomy

Since 2010

Monitoring Report

November 2017

MONITORING REPORT 2017, CHENGDU

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1. EXECUTIVE SUMMARY

Chengdu is a historical and cultural city with a history of about 3000 years. Since ancient times, creativity has been Chengdu's key distinguishing feature as with quality in leisure and surged innovation in delicacy. Today it has evolved into a culturally diverse, tolerant, and cosmopolitan metropolis and a hotspot for the creative and startup scene — from design, gastronomy, advertising, publishing, art, film and television media, music, animation games and a constantly growing creative scene.

The UNESCO certification as “City of Gastronomy” in 2010 was a milestone in recognizing Chengdu's creative potential. It helped highlight the creative industries and gastronomy sector in Chengdu itself as well as abroad and put more awareness on these fields of competence. The certification was combined with lots of other supporting and promotional activities. Since, it has strengthened Chengdu's confidence to undertake economic restructure and regeneration from a traditional pattern to a creative and digital economy, increased the exchange between Chengdu and other creative cities and nurtured a deeper intercultural understanding. Chengdu has been highly motivated to play a more active role within a global network of exchange and cooperation together with other UNESCO Creative Cities worldwide.

Chengdu is the first Asian city to win the honor of City of Gastronomy from UNESCO. As a major city opening-up to the countries and regions southwest of China, it was recognized as one of the 6 central cities of the country in 2016 which is identified by the state plan, the important economic center, science and technology center, cultural and creative industry center, foreign exchange center and integrated transport hub in the western region. Chengdu has unique advantages and strategic position in the development of Chinese landscape.

With the food business in centre, Chengdu's service sector generated revenue of 335.9 billion RMB (\$50.39 billion) in the first half of 2017, accounting for 55 percent of the city's GDP. The number is expected to hit 1 trillion RMB by 2020, according to the city's 13th five-year plan (2016-20) for the service industry.

2. GENERAL INFORMATION

Name of city: **Chengdu**

Country: **China**

Creative field of the designation: **Gastronomy**

Date of designation: **2010**

Date of submission of the current report: **November 2017**

Entity responsible for the report: **Chengdu Municipal Commission of Commerce**

Previous reports submitted and dates: **2012**

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3. CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT

Since the designation in 2010, Chengdu has played an important role in the Network and has participated in all UCCN Annual Meetings. Particularly, the city hosted the 2014 Annual meeting, from 26 to 29 September of that year. This meeting gathered 150 representatives from 58 UCCN member cities, as well as world-renowned experts in the field of creativity from home and abroad.

The meeting centered on how to release urban creative vitality to promote urban sustainable and healthy development and boost UNESCO Creative Cities Network development. As a creative city, Chengdu is open and inclusive, and shall accelerate the development of all its creative industries including gastronomy. It was at the 2014 Chengdu Annual Meeting, the first Steering Group was established to ensure interface between UNESCO and member cities. It composed representatives of the seven creative fields, chosen by the cities on a revolving basis every two years.



Chengdu has been an active member even during the low-activity period of the UCCN programme before the revitalization of the Network initiated in 2014. In this regard, alongside Edinburgh, Bradford, Bologna, Saint-Étienne and Shenzhen, Chengdu was a member of the working group that contributed to the improvement of the Network's management, as well as to the renewal of its priority areas.

Furthermore, since the Chengdu annual meeting in September 2014, Chengdu served as the first term coordinator of the gastronomy cluster. Being part of the coordinating group, Chengdu actively contributed to the Network's communication and management improvement, as well as worked as a bridge that strengthened other creative cities' collaboration. Meanwhile, Chengdu has been actively participating in evaluating candidate cities' application in the field of gastronomy, reviewing member cities' monitoring reports and assessing candidate cities who apply for hosting annual meeting.



It is now 7 years since Chengdu was nominated Creative City for Gastronomy and the municipality has been very active and present in most cluster meetings as well as in many other meetings or initiatives promoted by members of other thematic clusters. For instance, Deputy Mayor Fu Yonglin, participated in the Beijing Summit, organized by UNESCO and Beijing, a city of design, in 2013 and 2016 to foster political discussion about the themes covered by the network.

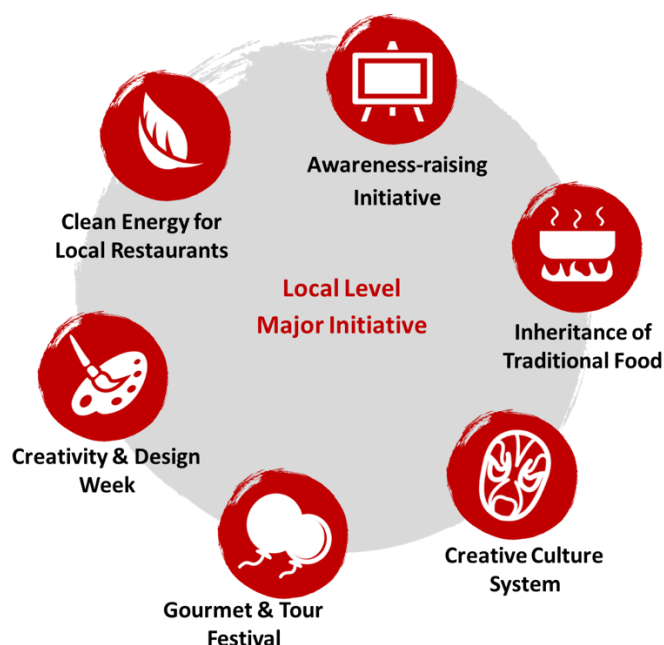
Representatives of Chengdu were present in almost all the gastronomy subgroup meetings in Japan, Korea, Turkey, Italy, Thailand, Macao, Spain and Brazil in the past years, often organized within the framework of larger events.

Last but not the least, the Chengdu team has also been often available for candidate cities from

different creative clusters to provide information and suggestions on how to prepare their candidatures in the best possible way so as to meet the UCCN mission and objectives. Representatives from the city participated in Niigata's biggest food event Shukuno-Jin and Creative Cities of Gastronomy Network Symposium in February 2015 and actively promoted "Niigata International Food Award", being present in Macau Creative Gastronomy Cities Forum in November 2016, visiting Vic to help with the preparation for joining in UCCN.

All these activities demonstrate Chengdu's high participation in the UNESCO Creative Cities Network and also affirms the value the network brings to further enhancing Chengdu's reputation at the international level.

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



Awareness-raising Initiative

The Chengdu municipal government has established the platform for food industry, which combines a local TV program "Food Cannot Keep off", a television program channel as well as local food enterprises. The platform not only provide logistics information resources, social integration of logistics resources, but also help improving food service quality, and it also has played a very important role in raising the awareness of public in knowing the mission and idea of UCCN.

Chengdu Gourmet & Tour Festival

Chengdu gourmet & Tour festival, as a unique festival brand, has been held for 14 consecutive terms since 2004 with partners of local municipalities, food and tourism associations, universities and communities, and it has become an important platform for food culture exchanges and communications both domestically and internationally and for promoting catering industries as well.

Chengdu Gourmet & Tour festival was usually been held together with the Chinese Golden Week, around the beginning of October, lasting from a week to 10 days. Based on the theme of "Chengdu Flavor, Tasting the world", the Festival widely attracts farmers, food processing enterprises and restaurants to participate and get involved in this event. It mounted a series of local food cultural exhibitions, food industry exhibitions and cultural performances scattering around the city, and it realizes the connections of cultures and industries like catering, exhibition, culture, tourism, commerce and e-commerce. This event combine the Internet idea and innovative thinking, focusing on exploring the driving force of future urban development. By way of cooperation with new media, integrating the real-time video, text, images and other information to promote cuisine, gourmet and food processing technologies in the event.

In the 14th festival, the main venue of the festival was in an outskirt township of the city, an area specially designed as a tourist destination representing the sights of the early 20th century and highlighting Sichuan, Shaanxi and Guangdong cuisines, allowing tourists to experience a slow lifestyle. More than 50 food and culture-themed activities were held during the festival at the main site, as well as many other major tourism areas in the city. The festival had welcomed more than 3 million tourists from China and overseas by Oct 7, resulting in sales revenue of 96.5 million RMB (\$14.7 million).

The gourmet festival has been cooperated with a lot of overseas food organizations and creative cities, which had yielded rich results and deepened mutual understanding. It promoted local culinary culture to the world and introduced overseas gourmet culture to local people, in an aim to push the sustainable development of the city in the food industry. The 11th gourmet festival was held together with VIII UCCN Annual Meeting. The 13th gourmet festival started cooperation with the event of Chengdu Design Week, and 7 Chinese creative cities in different fields were invited and making some creative cross-cutting initiatives were introduced into the event. The 14th gourmet festival was held together with the 7th International Slow Food Congress, with over 500 international representatives from 92 countries coming to participate in the event.



Initiative for Inheritance and Protection of Traditional Food

Many Chengdu local restaurants have very distinctive culture features. The Chengdu Expert Group on Brand Accreditation Committee of catering industry conducted assessment of some famous local restaurants based on "Chengdu Famous Catering - Culture Themed Restaurants" in 2017 with an aim to maintain its profound cultural heritage. Through the assessment, they tried to ascertain that Chengdu's famous restaurants are capable of representing the Chengdu catering brand image, possessing the quality of a role model, and leading the food culture inheritance.

Chengdu also initiated a strategy to revitalize ‘time-honored brands’ of local restaurants and traditional cuisine techniques. The municipality released a policy and a general plan support for its century-old traditional brands as many of them are struggling amid a rapidly changing domestic market. This is the first time that the city making such an effort to dig local food culture, systemize local catering, snacks and sources chain as well as to preserve and improve traditional techniques, improve online and offline integration, and strengthen brand protection.

Initiative for Local Restaurants to Use Clean Energy

The UNESCO has designated June 18 as the “Sustainable Gastronomy Day”. In order to welcome the first sustainable gastronomy festival, implement the UN’s “2030 Sustainable Development Program”, and fulfil the UNESCO Creative Cities Network’s obligations, Chengdu has organized various gastronomy related activities for half a year. Chengdu held the “Hotpot Culture Month” event, which had driven more than 200 thousand visits, including 67% local visitors. “Eat Chengdu Hotpot; Be Chengdu People” and “Fly to Chengdu to Eat Hotpot” have become the promotional lines for Chengdu cuisine.

In order to be sustainable, Chengdu took initiative to push restaurants to use clean energy to be on the green development path. In 2017, all the BBQ restaurants in Chengdu started the use of gas and electricity instead of coal as energy. The next step is to further encourage the use of natural gas instead of carbon by mainly implementing favorable policies and providing guidance.

Chengdu Creativity & Design Week

Chengdu creative design week has been successfully held for three consecutive years since 2014. It integrates the production, supply, consumption chains of cultural and creative industries into a platform to demonstrate, communicate and trade. It promotes the development of cultural creativity with related industries. The event usually includes the activities such as an expo featuring the city’s creativity and design industry, an award ceremony on best creativity, and a program inviting foreign and domestic masters to show their design works on Chengdu.

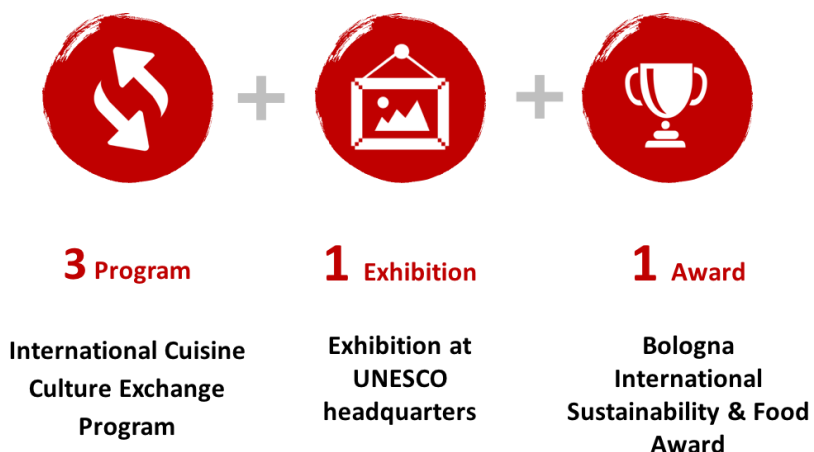
2016 Creative design week set up the "Golden Panda Award", "Chengdu creative design industry expo 2016", "2016 Chinese cultural industry new year forum Chengdu summit", and "Tourism creative marketing", "Young creative design competition", "Electronic competition", "Excellent creative design products auction" and other supporting activities as the theme of “creative in Chengdu ,enjoy a better life”. During the events hundreds of private museums, galleries, art museums, the creative communities, culture and art institutions in Chengdu were free or preferential open to the public and tourists at home and abroad. The city also held hundreds of creative design activities, forums and other related activities in these places. The creative design week attracted more than 65000 pieces of exhibits from domestic and foreign, collection of more than 3300 pieces of design works, copyright trade 21 projects, expected output value 60 million RMB; creative design exhibition docked a lot of projects to achieve the project investment amount of 636 million RMB which has a great economic and cultural influence in the industry.



Project for Creative Culture System

Over the past five years, Chengdu has supported the construction of more than 200 cultural industry projects involving film and television media, cultural tourism, creative design, performing arts entertainment, original works of art, animation games, music and publishing, etc.. At present, Chengdu has more than 100 professional industrial design companies, 58 industrial design centers at all levels. In 2016, the output of animation game industry is close to 13 billion RMB, achieve annual growth rate of more than 30% in three consecutive years. The total revenue of Chengdu music industry market is 19.95 billion RMB with increases of 13 percent. The total revenue of Chengdu Cultural tourism is 20 billion RMB. Chengdu cultural industry corporate units have achieved increased value of over 50 billion RMB, accounted for nearly 5% of the city's GDP. The overall strength of the cultural industry has been upgraded rapidly.

5. MAJOR INITIATIVES IMPLEMENTED THROUGH INTERCITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN



Chengdu has a tradition of international cooperation and in the 7 years of membership in UCCN many new city-to-city exchanges have been implemented, thus offering to restaurants, food companies, institutions and in general to local actors working in the gastronomy field the opportunity to go

international or to widen the international contacts, to learn from others and also transfer their knowledge and experience, to participate in international competitions, and so on. In general, the Network itself has been a great asset for Chengdu's gastronomy sector.

Exchange program on cuisine culture with San Francisco (USA)

The relations between San Francisco and Chengdu have been very close since Chengdu joined the UCCN. The two cities signed sister city agreement including a specific protocol to further develop cooperation in the cultural field between the Mayors of the two cities in 2015.

The first "Chengdu Cuisine Promotion Centre" was established at San Francisco in November 2016, meanwhile a 10-day "2016 San Francisco-Chengdu food culture festival" carried out by Chengdu and Chicago governments. The festival were mainly consisted of Chengdu food exhibition in town hall, food step into Silicon Valley high-tech enterprise, Sichuan Cuisine lectures and experience Chengdu culture.

It is worth noting that during the festival, "food" was as a catalyst, which brought culture, tourism and trade together, thus accelerated the communication and collaboration between Chengdu and San Francisco.

Exchange program with Northern Europe

Chengdu Municipality organized a food show tour in 2015 which was called "the taste of Chengdu" in northern Europe which took place at three cities that were Rovaniemi, Helsinki and Copenhagen.

The event included mainly two parts, food market and a "panda hosting" banquet. The food market provided cultural experiences and traditional snack tastes. Tea culture, Face changing in Sichuan Opera, Chinese paper-cutting, Chinese oil painting and supply of Chengdu local snacks were introduced during the event.

Besides the tasting and watching activities, the chefs from Chengdu, taught people on site to offer them a chance to learn how to make authentic Chengdu dishes.

This event was a key platform to provide both local governments and people a chance to have a deeper knowledge on Chengdu's Culture and food thus enhanced communications among those cities and Chengdu. Chengdu is now fully devoted to building a bridge, which allows Sichuan gastronomy being a media to spread Sichuan culture and tradition in order to let people better know the city and love to visit it as well.



Exchange program of cuisine culture with Cities of Gastronomy

Chengdu was very active in attending gastronomy cluster meetings and cooperates with creative cities of gastronomy in cultural exchange: Chengdu has participated in Jeonju Bibimbap Festival and UNESCO Creative City Forum in October 2013, 2016 UNESCO Creative Cities Jeonju Forum in October and “Traditional Gastronomy Experience, UNESCO Creative City of Gastronomy in Asia” in October 2017, Tsuruoka launching ceremony and Gastronomy Meeting in May 2015, launching ceremony of Parma in May 2016, launching ceremony of Gaziantep in February 2016, Phuket Creative City of Gastronomy International Symposium in April 2017, Parma Gola Gola Food Festival in June 2017; Bergen Food Festival in September 2017, Denia Gastronomic Festival in October 2017, Belem on the occasion of “AMAZONIA’S EXOTIC FLAVOURS: FROM LOCAL, TO REGIONAL, TO GLOBAL ” in November 2017.



Exhibition of "Silk Road and Creative Cities" at UNESCO headquarters

The Permanent Delegation of the People’s Republic of China to UNESCO and the National Commission of People's Republic of China for UNESCO, in collaboration with UNESCO, organized an exhibition under the theme of “The Silk Road and Creative Cities” at the UNESCO headquarters, Paris in September 2014. Chengdu was one of the four cities attending the exhibition. The exhibition aims to highlight cultural exchanges that occurred along the Southern Silk Road between Chengdu and Southeast and South Asia.

While the ancient Silk Road is famed throughout the world, another route, the South Silk Road that starts from Chengdu, remains little known. A 2,000-kilometer route that dates back hundreds of years earlier than its more famous counterpart, the South Silk Road, went through Yunnan province, then Myanmar or Tibet, to reach India and beyond. The exchanges have nurtured the open and inclusive character of the city and its rich cultural heritage.

Through the exhibition, Chengdu gave an all-round introduction to the ancient South Silk Road and the unique cultural heritage of the city by means of words, pictures, videos, cultural relic replicas and live performances. Sichuan cuisine, silk, brocades, tea, traditional Chinese calligraphy and paintings, and other works of cultural creativity with Chengdu characteristics were put on display.

It tells that the South Silk Road led to extensive business and cultural exchanges between Chengdu and the countries and regions in the west. The rich cultural heritage has been a strong boost for the development of Chengdu's cultural creative industry, which continues to drive the city's economic development. Now the world has taken notice.



Chinese Vice Premier Liu Yandong attend the opening ceremony of the exhibition hails ties with UNESCO, vows further cooperation when she met Director-General of UNESCO Irina Bokova. Liu pledged that China will actively support the Creative Cities project and will step up support for world heritage preservation and the preservation and promotion of intangible cultural heritage.

Bologna International Sustainability & Food Award

In 2015, Chengdu joined the jury of the first edition of the “Award International Sustainability & Food Award 2015” on the occasion of Milan EXPO 2015.

The award was established by the will of the Administrations of Bologna Municipality and of the Emilia Romagna Region. Its aims were to encourage and acknowledge researches and operations conducted in the agricultural and agro-food fields that promote a sustainable and long-lasting development.

The Prize was awarded by an international jury that evaluates people, institutions and companies – as well as activities- involved with research and scientific experiments stimulating sustainable and long-lasting development.

6. PROPOSED ACTION PLAN FOR THE FORTHCOMING MIDTERM PERIOD OF FOUR YEARS

6.1 Projects aimed at achieving the objectives of the Network locally



Chengdu Gourmet & Tour Festival

Following the success of the 14th edition, we will implement, with a vision of continuity, a new edition of the programme during China National Golden Week, offering a wide range of gourmet, cultural and festive activities. A series of events including summit forum, cooking contest, food experience, exhibitions featuring food culture and tourist industry, recreational sports contests, cultural shows and online food festival will be spread over historical, scenic places of the city and all over the districts and neighborhoods of the city. These activities in the districts will be organized in collaboration with local cuisine, cultural, tourism associations as well as neighborhood associations, getting more visibility social issues through actions linked to other disciplines like Crafts and Folk Art and music but combined with Gastronomy and other performing arts.

"Gastronomy city" demonstration project

Under structures of Chengdu's urban planning, with the principals in aspects of catering aggregation, retail conditions, marketing flavor, surrounding traffic, scale of streets, consumer coverage, and food diversity, several street blocks in city center were chosen to be demonstration sites to implement the project.

The main action is to create comprehensive gourmet spaces, which emphasizes on integration between traditional culture and gourmet, catering and internet, catering with culture and creative industries, catering and local ingredients, catering and cross-border integration, as well as catering with tourism. People in such spaces will fully enjoy not only tasty food but also experience, which expand from "food".

Traditional diet culture boost action

- **To build Sichuan Cuisines Museum**

To build a Sichuan Cuisines Museum with traditional crafts display area, interactive hall, collection hall etc. will let visitors not only see the famous Sichuan gourmet, but also smell it, taste it and even cook it. This will be the ever first Sichuan food museum in the world to display and teach an original cooking culture over China's eight great regional cuisines.

- **Expansion of Chengdu Traditional Diet Culture**

Expand varieties of traditional snacks to encourage related snacks/food organizations and institutes to sort out and organize resources data, as well as to identify key products that will be supported and promoted by the municipal government. The listed snacks will be more exquisite and will be served in small portion. Moreover, they are going to be integrated with culture and creative elements that will be developed and spread domestically.

Promote life-nourishing diet and green culture diet

With the aim of promoting life-nourishing diet and green cultural diet, the government devotes to balance food resources for local citizens. It plans to collaborate with Chengdu University of TCM, consolidate resources from global education institutes, scientific associations, organizations and catering enterprises. The integration of education-research sectors in the diet field facilitates a seamless transformation and application towards research results. And to evaluate and recommend yearly healthy diet (healthy food products and its stores), compile and publish booklets and brochures which regards to healthy and green cultural diet, as well as to create animation that relates to green cultural diet.

Chengdu gourmet production promote action

- **Popularize agricultural education**

To invite agriculture experts and professionals from cultural and creative industries, in order to draw up illustrated handbook as well as picture book with contents of Chengdu local crop science. The government provides financial support for educational institutes to carry out illustrated handbook promotions, farm activities and culinary classes at those network institutes. The major goal is to initiate food and food productions knowledge to kids and teenagers, thus to show importance of food education and food-health.

- **Promote Chengdu local ingredients**

To encourage related food organizations and institutes to sort out and select local ingredients resources. Aiming at exploring potentials for those ingredients which could be added to different dishes thus will lead local ingredients to production rise and extensive uses.

6.2 Initiatives aimed at achieving the objectives of the Network at the international level



**International
Marketing action**



**Cultural creativity
transformation
scheme**



**Program with Slow
Food Association**

International Marketing action

- **Chengdu's top chefs, catering entrepreneurs, dream-making scheme**

Based on top chefs' and entrepreneurs' own stories, to develop media expansion, through magazines, TV and new media. It aims to use their influences to encourage new generations who will devote energy and passion into catering industry. In addition, it is an opportunity to seek talented chefs to join international competitions such as The BOCUSE with the financial support.

- **Chef live show and foodie show developing**

As "gourmet" is a core to create live shows, Chengdu is now working with TV media to make Chef live show and reality television. Currently Chengdu is looking for global co-operation such as 'Master Chef' from the BBC and Fox.

- **Chengdu Cuisine Promotion Centre**

Chengdu is preparing to have another ten "Chengdu Cuisine Promotion Centre" at overseas which will have a goal of having sustainable development and communications of Chengdu catering industries at global level. It also aims to promote catering companies and encourage them to go abroad in view of pushing Sichuan cuisines internationalized.

Program with Slow Food Association

Following successful cooperation with Slow Food Association for holding the seventh Slow Food International Congress in Chengdu, we will continue cooperation with the organization by undertaking a number of projects, such as the Slow Food Village, the Slow Food youth education center and the global chef alliance with an aim to preserve and promote local cuisine, traditional cooking and locally oriented farming practices as an alternative to fast food, and industrialized mass production of crops.

Chengdu is invited by Slow Food Association to be as the main guest city in the "The Earth Mother Expo" to be held in Turin in 2018. It will be an international event, which provides opportunities for multi-level, multi-media cultural exchange between Chengdu and other cities in the world.

Cultural creativity transformation scheme

To promote cultural and creative development from the concept to the industry, to promote crosscutting cultural creativity development, Chengdu is to carry out a series of combination punches:

The first is to build an open and cooperative international exchange platform (Chengdu creative design week) to help with the integration development of Chengdu cultural creative and design services with related industries.

The second is mining protection of historical heritage, inheriting the historical context, cultivating the soil of creative development.

The third is to cultivate creative brand, construct cultural symbol, to enhance the image of the creative city.

The fourth is introducing and cultivating the talents, playing innovation abilities, providing intellectual support for the development of cultural and creative industries.

6.3 Estimated annual budget for implementing the proposed action plan

A yearly budget of about 10 million RMB provided by the City of Chengdu in the gastronomy field is foreseen for the next four years, articulated in the following activities, but it is expected to dispose of more funds from the General and Cross-cutting Programs Budget for some actions:

- Festivals and events 4 million RMB
- Seminars 1 million RMB
- Time-honored brand restaurants and cuisine techniques inheritance 1 million RMB
- International Exchange programs 1 million RMB
- Communication and promotion 1 million RMB
- Research and education 1 million RMB
- Staff 500,000 RMB
- Travel 200,000 RMB

6.4 PLAN FOR COMMUNICATION AND AWARENESS

In this area, Chengdu has set up the main objective of being recognized at all levels, promoting brands at domestic and global marketing through the following actions:

- To hold exchange abroad events (such as Chengdu-San Francisco food festivals) annually with a purpose of raising awareness of the city. Let foreign citizens to have a better understanding of Chengdu's culture and food.
- Events and food festivals to be organized from time to time, accompanied by the national cooperated organization and the catering organizations across the local sector.
- Offers the use of the "Chengdu City of Gastronomy" logo, following a specific policies to authorize only to Gastronomy events with selected quality thus to secure a good use of the logo.
- Build up a comprehensive public service platform "Chengdu International Gourmet City" as a display window for Chengdu Gourmet as well as the introduction index toward the understanding of its abundant gourmet history.