

2016 - 2019 Report

Ensenada

.....

Creative City of Gastronomy



UNESCO Creative Cities Network



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IN

#UCCN

1. INTRO

In December 2015, the city of Ensenada, Mexico, joined a creative group of 180 cities from all over the globe to engage creativity as a driving force for innovation and positive change, aiming to inspire a culture of peace, coexistence and sustainable development. We are UNESCO's Creative Cities Network!

As a working group we are divided into seven creative fields (Design, Crafts & Folk Art, Music, Literature, Digital Arts, Film and Gastronomy) being Ensenada the first Mexican city in the Gastronomy cluster. We made it here because we strongly believe creativity is one of the key elements that distinguish us human beings as one of nature's most evolved designs; and it should be our creative potential, the key that opens that wonderful door that leads humanity to a harmonious way of living (oneness) and caring for all forms of life (coexistence). We see Gastronomy as a powerful tool; one that fosters diversity, gathers people, shares thoughts, creates experiences, and understands the circle of life that nurtures us. It is indeed a unique vehicle to comprehend, communicate and act to achieve balance between landscape, nature, culture and sustainable growth.



Internationally speaking, UNESCO's Creative Cities Network has proved to be an exceptional platform for co-operation and creative mobility. Over the past four years, we have experienced a blast of valuable opportunities to collaborate with other inspiring cities; exchanging knowledge, engaging on intercultural dialogues, eating and cooking together. This 2016–2019 report, showcases our main achievements, projects, ideas, but above all, our leading creative vision and thoughts on the huge room for improvement this creative platform has to undertake in order to maximize its potential and achieve its beauty and objectives.

On a local level, the project is still young and understanding its working boundaries and natural partners for collaboration. We have taken the decision to engage in a transdisciplinary core working group to manage the initiative on a local level by means of a CSO called *Ensenada Ciudad Creativa* (#EnsenadaCreativa). Working collectively and communicating effectively has proven to be both the right way to go and an interesting challenge on today's individualistic and goal driven society.

We welcome all with open oceans and the best street food in Baja
Photo: Chema González



BE



#EnsenadaConecta

ENSENADA CREATIVE CITY

We are a collective group of citizens, passionate about innovation and culture.

Aiming to document, disseminate and preserve our natural and cultural heritage; designing and managing projects that create, communicate and promote knowledge exchange of all artistic, civic, cultural and pro-environmental manifestations; developing cultural and educational projects that favor the well-being and sustainable growth of our city and creative community.

OUR VISION

To see creativity as a tool for social well-being; one that builds a conscious, inclusive, abundant, wise and harmonious community.

OUR MISSION

To create a transdisciplinary platform that promotes Mexican talent and creativity; manage projects that generate abundance, well-being, knowledge and harmony; providing the optimal environment for individual and collective expression; boosting the regional creative economy; strengthening our local identity and sense of belonging; encouraging international collaboration and contributing in the preservation of our natural and cultural heritage.



OUR OBJECTIVES

1. **Preserve** and foster cultural expressions, and encourage knowledge exchange.
2. **Aid** the creation, production, distribution, access and use of cultural goods and services in the city. Increasing the participation of creative industries in our urban and peri-urban development plans.
3. **Promote** our local gastronomy and increase our international visibility as a creative city.
4. **Improve** the urban image and use-experience of the city.
5. **Contribute** to preserve our gastronomic landscape and achieve food security for our communities.
6. **Serve** as a creative platform for joint projects, as well as a catalyst of the creative expression of our people. Be the ones knitting the creative threads, so we can become a well articulated and communicated local network.
7. **Make** creativity a core aspect in human and community development.

Artist Juandres Vera showcasing some master skills in the anamorphic world of art





#EnsenadaCreativa

2. THE CREW

US

City Ensenada
Country Mexico
Creative field of designation Gastronomy
Date of designation 11 of December 2015
Date of submission of the the current report 30 of December 2019
Entity responsible for the report Ensenada Creative City CSO
Past reports and dates not aplicable
Focal point Damian Valles \ damian@ensnadacreativa.mx

Executive Board
Damian Valles \ President \ damian@ensnadacreativa.mx
Julia M. Gaos \ Secretary \ julia@ensnadacreativa.mx
Javier González \ Treasure \ javier@ensnadacreativa.mx

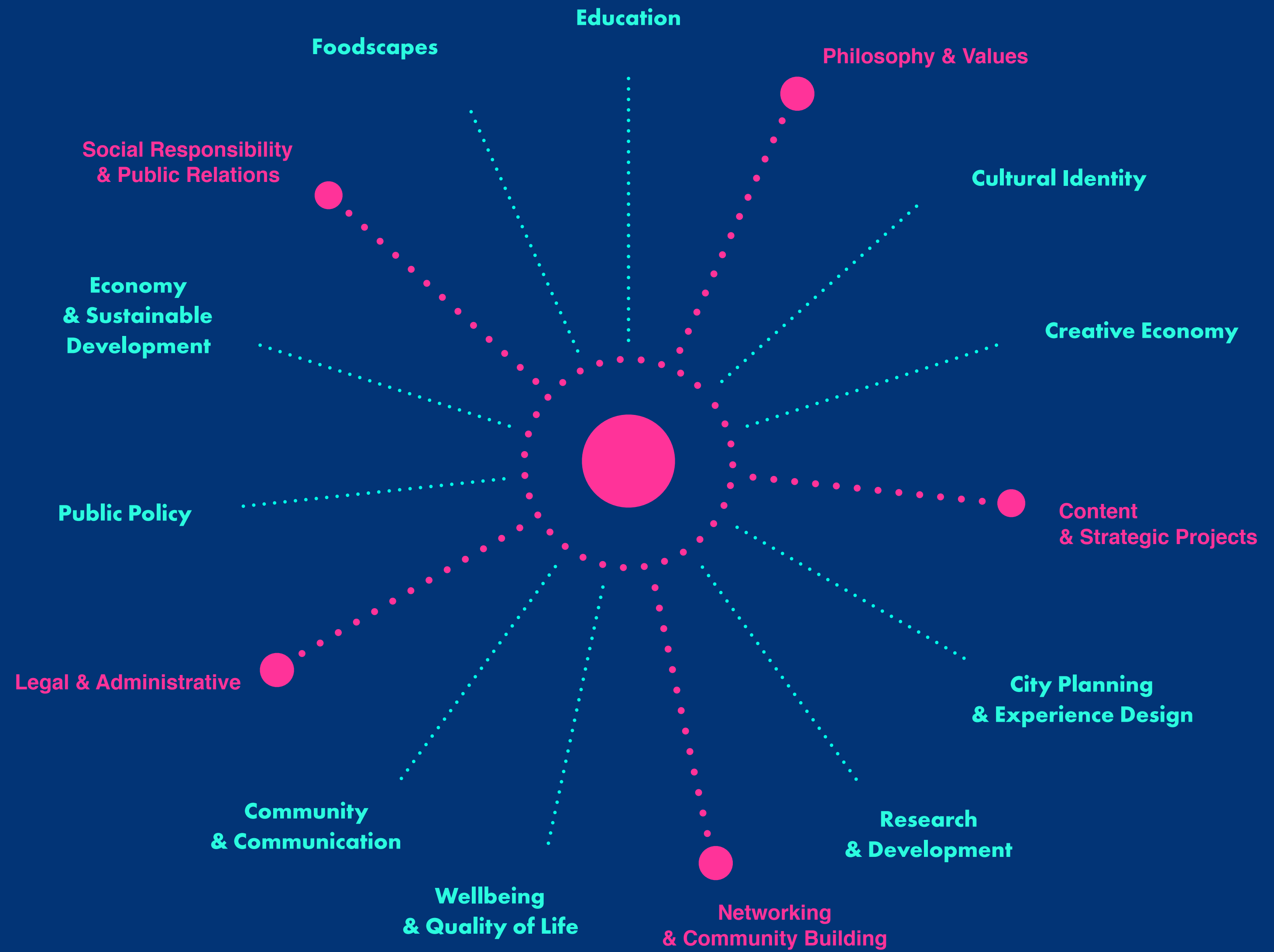
Cultural Innovation LAB **AmarAbierto** \ Content + Strategic Projects \ hola@amarabierto.mx

City Council Advisors 2016-2019
Marcela Danemann \ Community Building & Communication
Alejandro Candela \ City Planning & Experience Design
Ileana Espejel \ Sustainable Development
Carolina Gutiérrez \ Foodscapes
Javier Sandoval \ Municipal Institute for Planning and Research

***The call to action for our next four year period City Council has been announced in December 2019. The selected candidates will undergo a one year co:creation training program starting in 2020.**

Gastronomy Ambassadors 2016-2019
Diego Hernández \ Corazón de Tierra
Miguel Bahena \ Madre
Ian García \ Wendlandt
Carolina Gutiérrez \ Shawii
Carolina Verdugo \ Madre

Online Platforms
Website www.ensnadacreativa.mx
Facebook <https://www.facebook.com/ensnadacreativa>
Instagram <https://www.instagram.com/ensnadacreativa/>
Youtube <https://www.youtube.com/channel/UCh68Zp3C9jdR2d2NLB5f41A>



Ensenada Creativa

Organizational structure



● Core Working Group

● City Council

Ensenada Creativa

3. IN THE GLOBAL NETWORK

Participation @ Annual Network Meetings

- **2018. Krakow & Katowice, Poland**
Cities of Literature & Music
- **2017. Enghien-les-Bains, France**
City of Media Arts
- **2016. Östersund, Sweden**
City of Gastronomy

Steering Group & Gastronomy Cluster

Since September 2016, Damian Valles (Focal point from the city of Ensenada) has been appointed Deputy Coordinator for the Gastronomy Cluster at UNESCO's Creative Cities Network.

- We have reviewed the UCCN's Gastronomy Cluster monitoring reports from 2017 and 2019.
- Evaluated 3 city applications in 2019 and 2 city applications in 2017.
- Accompanied the candidacy process of 1 city in 2017 and 3 Mexican cities in 2019.
- Reviewed the Manifest of Agreement from UCCN's Gastronomy Cluster.
- Designed and Coordinated several creative workshops for UCCN's Gastronomy Cluster.

Chef Diego Hernández sharing food knowledge at the DNA Gastronomy Forum in Dénia, Spain



Hosting of International Conferences & Participation @ Gastronomy Cluster Meetings

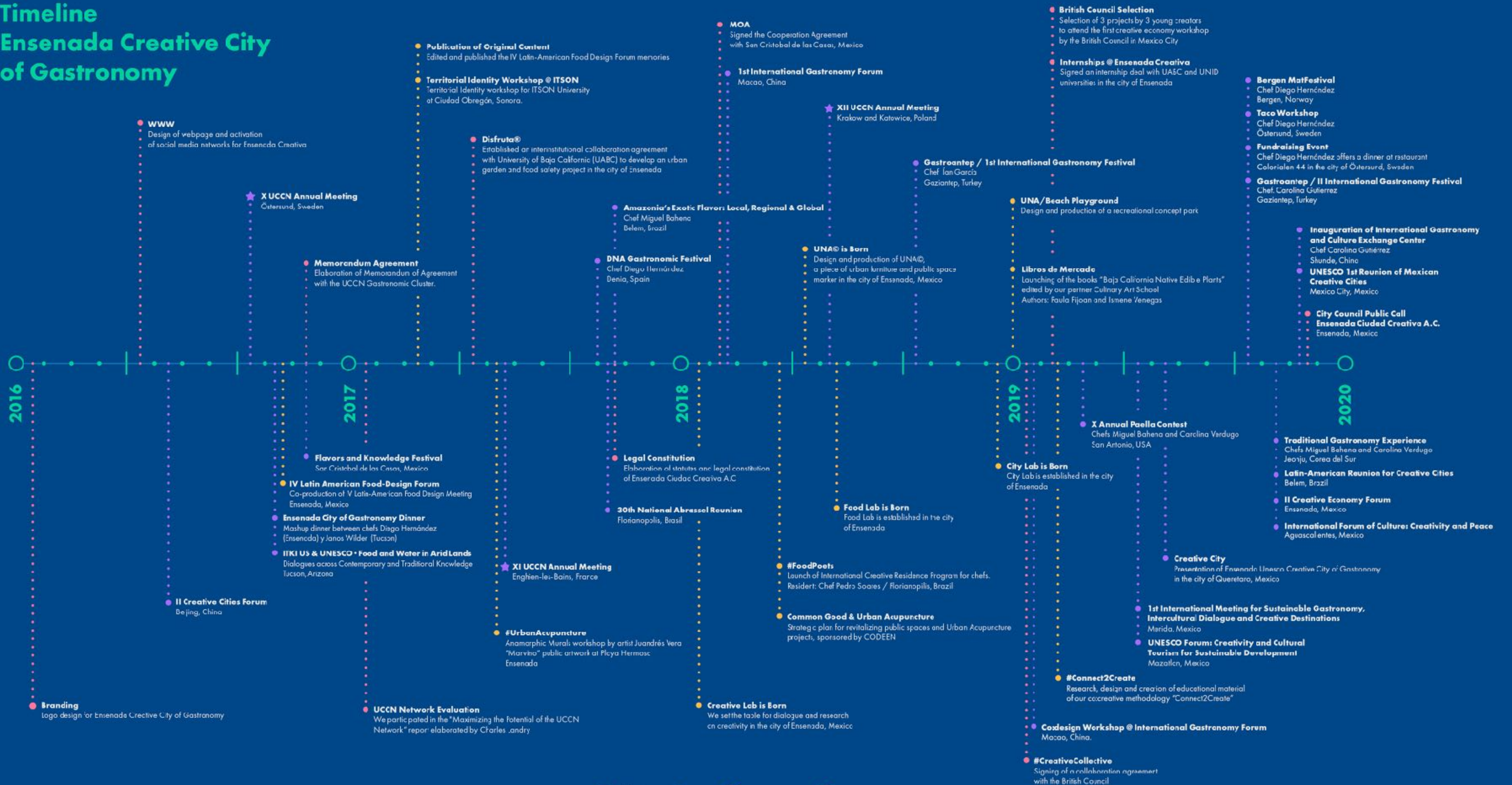
Ensenada joined in 2016 the **Latin American Food-Design Network;** organizing the first Latin American Food-Design Forum in Mexico, with registration of +800 participants, 10 guest countries, 22 Keynote speakers, 6 creative workshops, 3 exhibitions, 2 Show cooking exhibitions and 2 gastronomy documentary screening premiers.

We took part in 4 Gastronomy Sub-Network meetings and show cooking events.

- **2019.** Macao, China
- **2018.** Macao, China
- **2017.** Belem, Brasil
- **2017.** Dénia, Spain



Timeline Ensenada Creative City of Gastronomy



● Networking ● Projects ● Management



SHARE

PLAY @ UNESCO CREATIVE CITIES & GASTRONOMY NETWORK

We have been enjoying the Network; giving our support, expertise, and lots of hugs since day one. With stand-out participations as guest speakers at the UCCN and UNESCO/Mexico forums, symposiums and conferences; as well as facilitating the mobility of Ensenada's top chefs, cooks and environmental experts, at several International Gastronomy and Sustainability related forums.

2019. Shunde, China / International Gastronomy and Culture Exchange Center / City of Gastronomy

2019. Jeonju, South Korea / Traditional Gastronomy Experience / City of Gastronomy

2019. Belem, Brasil / Latin American Meeting of Creative Cities / City of Gastronomy

2019. Aguascalientes, México / International Forum of Culture: Creativity and Peace

2019. Gaziantep, Turkey / 2nd. Gaziantep International Gastronomy Festival / City of Gastronomy

2019. Bergen, Norway / Bergen MatFestival / City of Gastronomy

2019. Mazatlán, Mexico / UNESCO-Mazatlán: Creativity & Cultural Tourism for Sustainable Development

2019. Merida, Mexico / International Forum for Sustainable Gastronomy, Cultural Dialogue and Creativity

2019. San Antonio, EUA / 10th Annual Paella Challenge / City of Gastronomy

2019. Macao, China / 2nd. International Gastronomy Forum / City of Gastronomy

2018. Gaziantep, Turkey / 1st. Gaziantep International Gastronomy Festival / City of Gastronomy

2018. Macao, China / 1st. International Gastronomy Forum / City of Gastronomy

2017. Dénia, Brasil / DNA Gastronomic Festival / City of Gastronomy

2017. Florianópolis, Brasil / 30th National Abrasel meeting / City of Gastronomy

2017. Belem, Brasil / Amazonia's Exotic Flavor: local, regional & global / City of Gastronomy

2016. Tucson, EUA / ITKI · UNESCO · Food and Water in Arid Lands / City of Gastronomy

2016. San Cristobal de las Casas, Mexico / Traditional Knowledge & Flavors Forum / City of Arts & Crafts

2016. Beijing, China / II UNESCO Creative Cities Beijing Summit / City of Design

2016. Ensenada, Mexico / IV Latin American Food-Design Forum / Creative City of Gastronomy

Chef Miguel Bahena at the Creative Gastronomy Macao International Forum

Ensenada @ UNESCO Creative Cities Network

2016

- ★ **X UCCN Annual Meeting**
Östersund, Sweden / City of Gastronomy
- IV Latin American Food-Design Forum**
Ensenada, Mexico / City of Gastronomy
- ITKI US • UNESCO • Food and Water in Arid Lands**
Tucson, USA / City of Gastronomy
- Traditional Knowledge & Flavors Forum**
San Cristobal de las Casas, Mexico / City of Arts & Crafts
- II UNESCO Creative Cities Beijing Summit**
Beijing, China / City of Design

2017

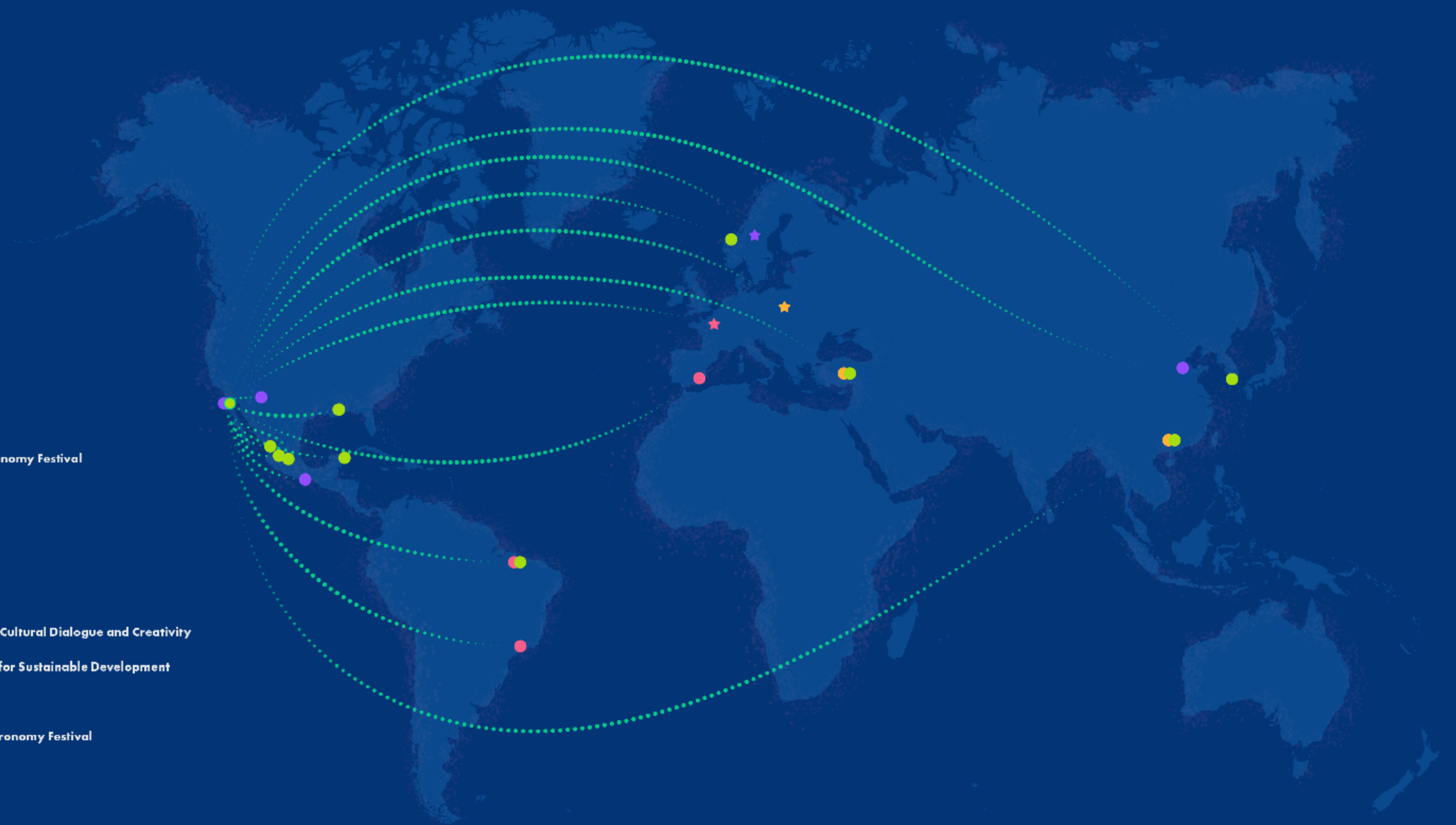
- ★ **XI UCCN Annual Meeting**
Enghien-les-Bains, France / City of Media Art
- DNA Gastronomic Festival**
Denia, Spain / City of Gastronomy
- 30th National Abrasel Meeting**
Florianopolis, Brazil / City of Gastronomy
- Amazonia's Exotic Flavor: local, regional & global**
Belem, Brazil / City of Gastronomy

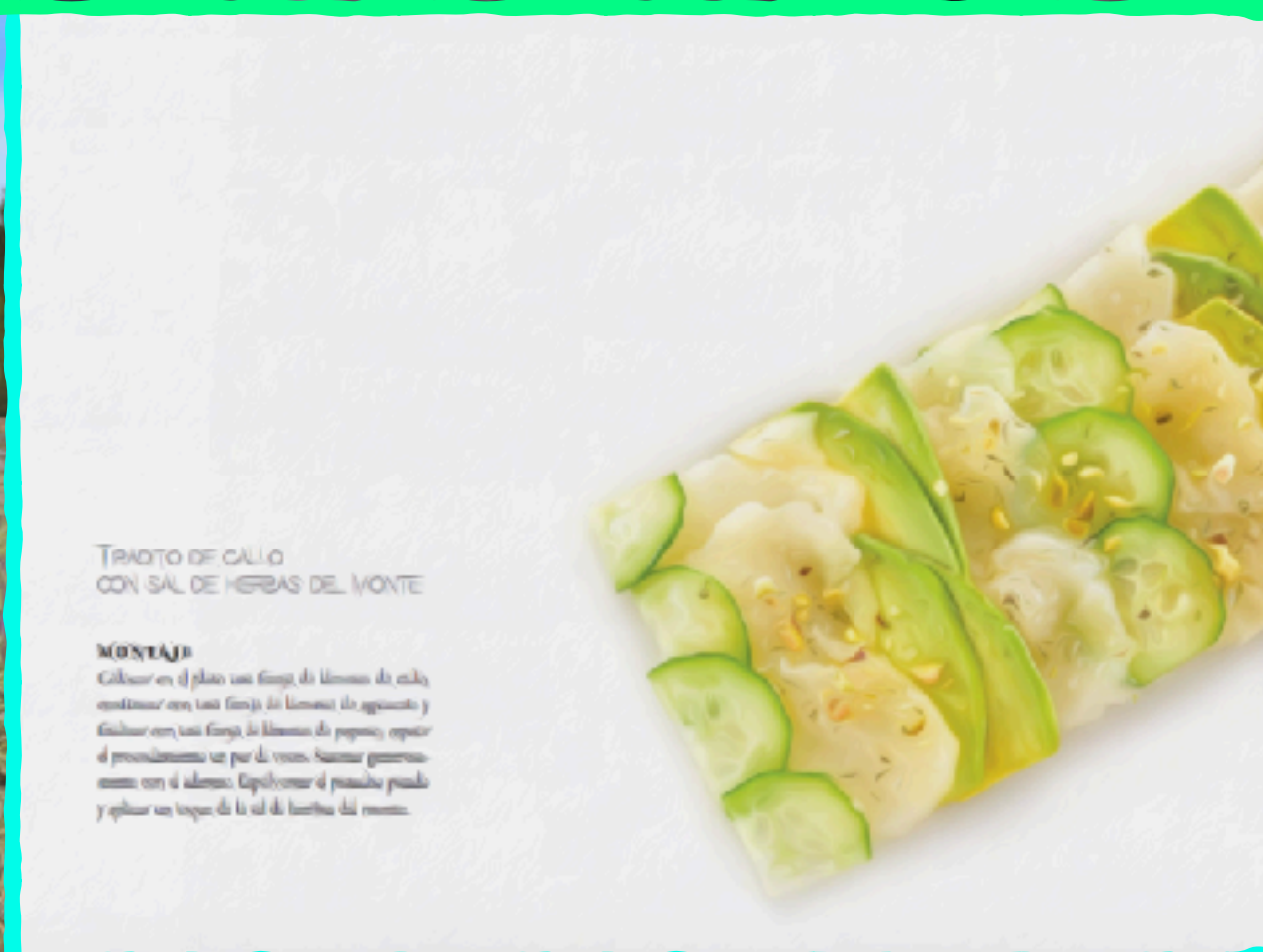
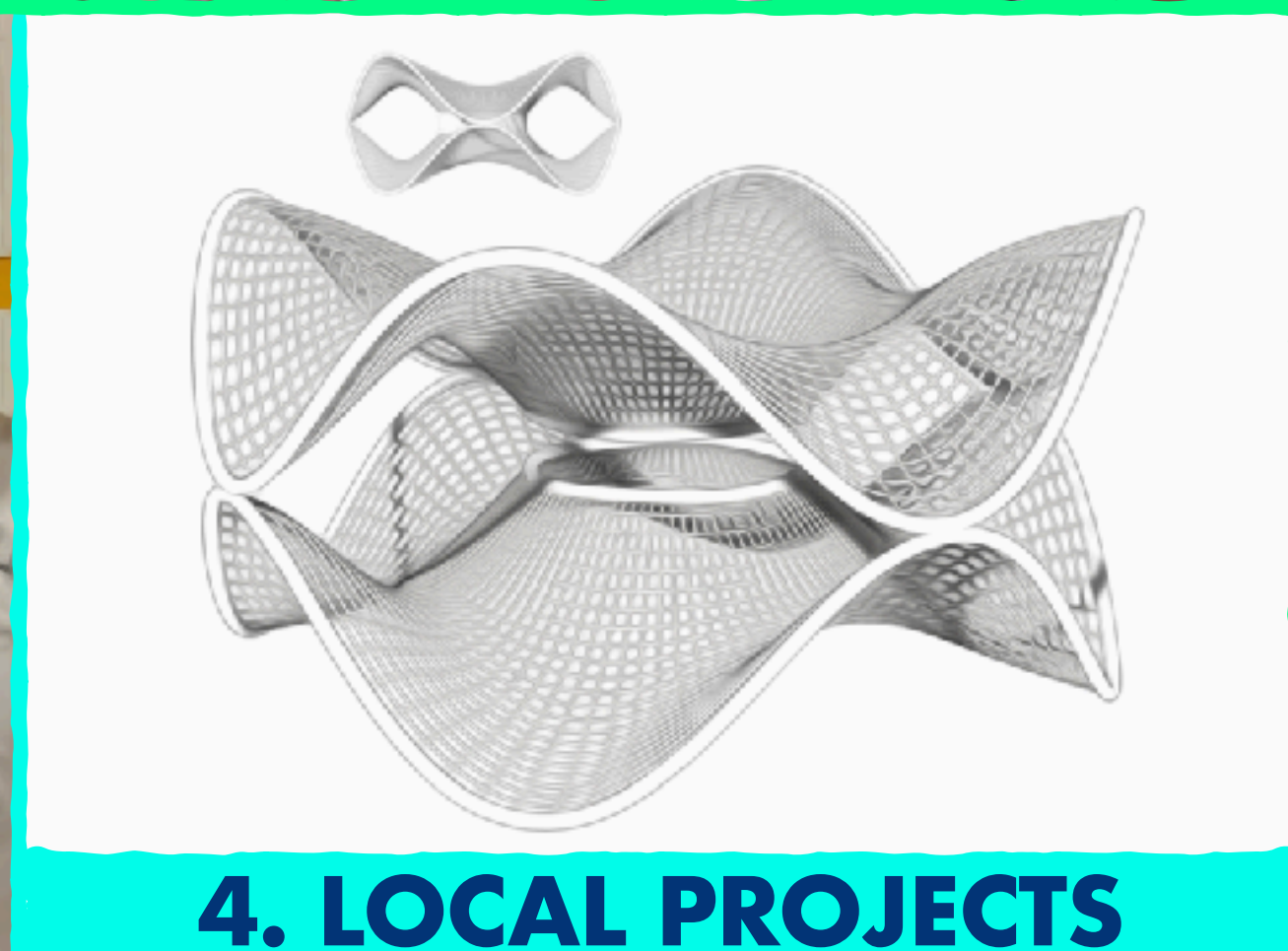
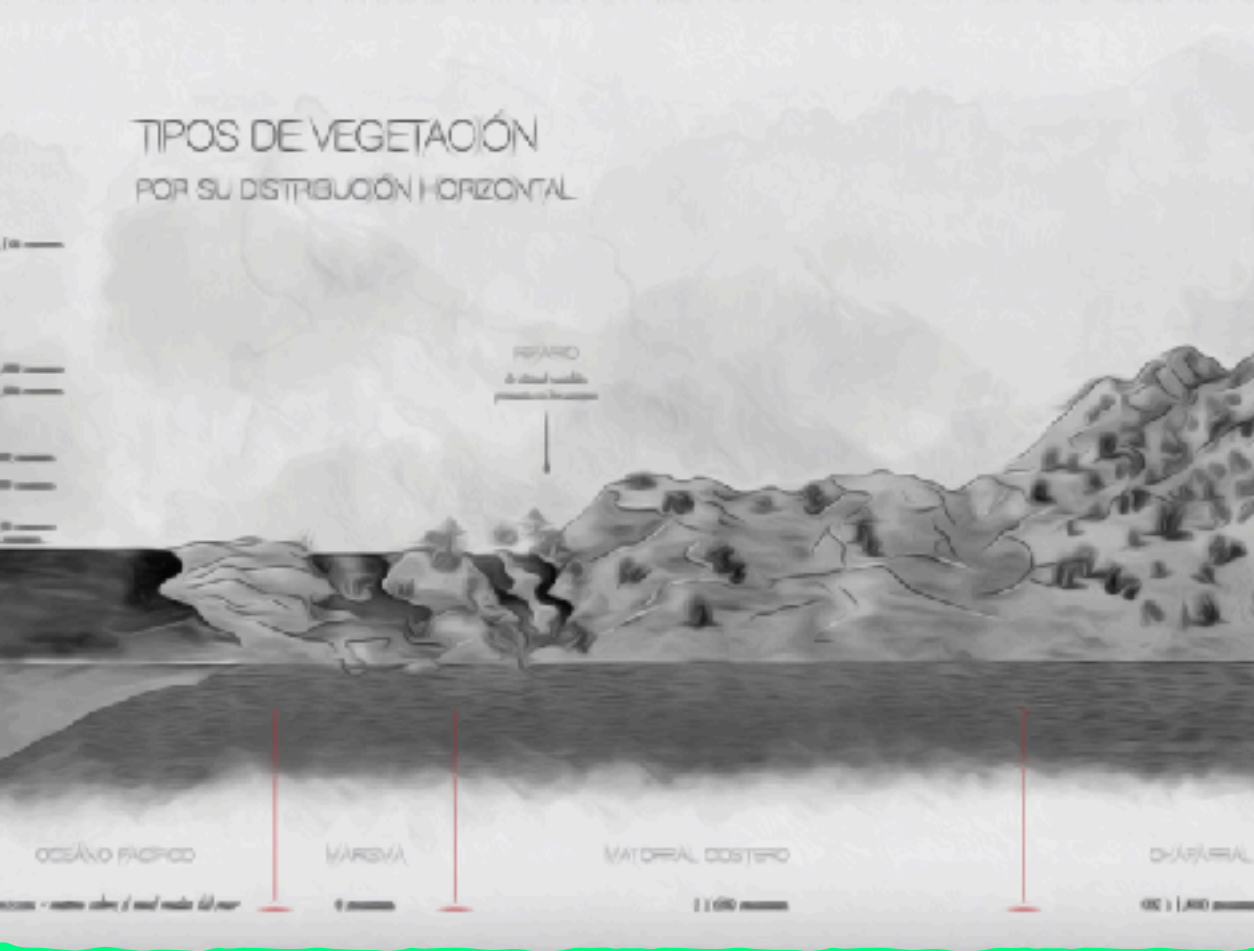
2018

- ★ **XII UCCN Annual Meeting**
Krakow & Katowice/ Cities of Literature & Music
- Gastroantep / 1st. Gaziantep International Gastronomy Festival**
Gaziantep, Turkey / City of Gastronomy
- 1st. International Gastronomy Forum**
Macao, China / City of Gastronomy

2019

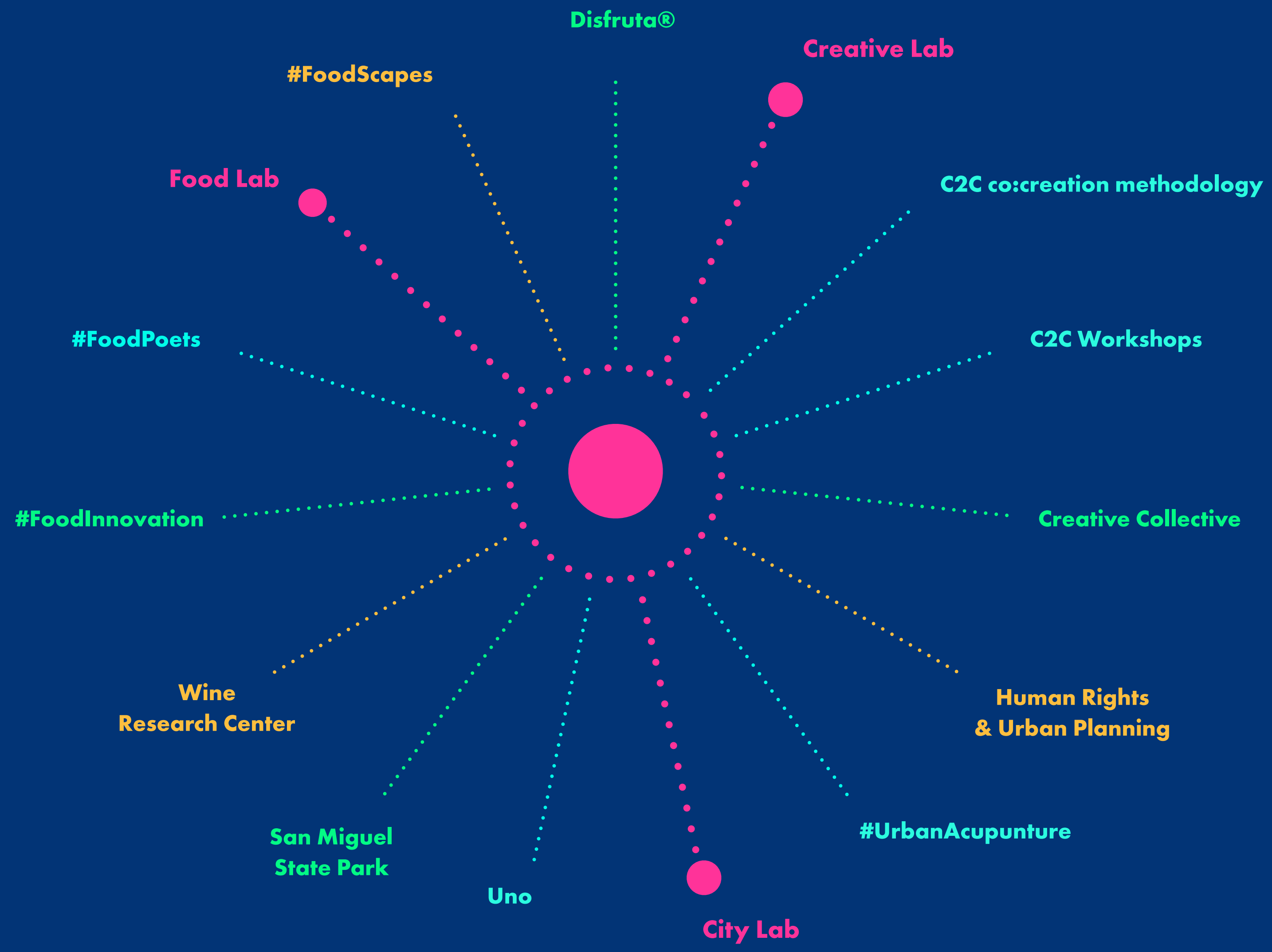
- 2nd. International Gastronomy Forum**
Macao, China / City of Gastronomy
- 10th Annual Paella Challenge**
San Antonio, USA / City of Gastronomy
- International Forum for Sustainable Gastronomy, Cultural Dialogue and Creativity**
Merida, Mexico
- UNESCO-Mazatlan: Creativity & Cultural Tourism for Sustainable Development**
Mazatlan, Mexico
- Bergen MatFestival**
Bergen, Norway / City of Gastronomy
- Gastroantep / 2nd. Gaziantep International Gastronomy Festival**
Gaziantep, Turkey / City of Gastronomy
- Traditional Gastronomy Experience**
Jeonju, South Korea/ City of Gastronomy
- Latin American Meeting of Creative Cities**
Belem, Brazil / City of Gastronomy
- 2nd. Creative Economy Forum**
Ensenada, Mexico
- International Forum of Culture: Creativity and Peace**
Aguascalientes, Mexico
- UNESCO 1st. Mexican Creative Cities Meeting**
Mexico City, Mexico/ City of Design





4. LOCAL PROJECTS





Ensenada Creativa

Working ecosystem

-
- AmarAbierto / Cultural Innovation LAB
- Cool City Projects
- Signature Projects
- Partnerships

AmarAbierto is the executive arm of Ensenada Creativa / Signature Projects are born as a co:production of this joint venture / Partnerships are collaboration projects with Ensenada Creativa / Cool City Projects are third party initiatives linked to the SDG´s

#Cultural_Innovation AMARABIERTO

AmarAbierto, is an educational platform for innovation and creativity; a Human-Centered Design Studio working by collaboration principles, co:production and design thinking methodologies. Doing projects that improve quality of life, generate knowledge, beauty, abundance and well-being in the context of public space and the common good.

We provide comprehensive design solutions, through the management of transdisciplinary design teams, composed of artists, graphic designers, product designers, illustrators, digital animators, videographers, photographers, interior designers, engineers, architects, urban planners, landscape artists, ecologists, environmentalists, anthropologists, entrepreneurs, chefs and even poets.

We partner with Ensenada Creativa since the application process, being the ones in charge of building the city's project proposal. We are now still working closely thru our Cultural Innovation LAB in three main strategic directions.

The Creative Lab / Dealing with the philosophical and educational aspects of creativity in relation with one self and the community.

The City Lab / Basically a transdisciplinary urban planning and strategic soft city design platform that searches for solutions to improve quality of life.

The Food Lab / Brings together Design-Thinking methodologies to a Gastronomic environment to spark innovation and raise awareness on the sustainable aspects linked to food.

Our ongoing projects:

- **Science Communication and branding** for Ambianta / Environmental Research Group.
- **Environmental Communication** and signage system for Planeta Holbox
- **Park Design** for San Miguel State Reserve Park.
- **Strategic Plan** for Revitalizing Public Spaces in Ensenada´s city center.
- **Urban Planning & Street Design** at Holbox Island.
- **UNO© Urban Furniture Design** for Ensenada Creativa and CODEEN.
- **Creative Missions /** Creatives in Residence Program.

www.amarabierto.org

Motel Nature /
Collection of vector art
for environmental
communication
by Luisa Mariscal
for AmarAbierto





#Connect2Create

4.1. CREATIVE LAB

The Creative Lab is a human-centered research platform aiming to understand the mechanics behind the creative process and how to maximize our creative potential. Sparking a dialogue on what it means to be a creative being, and studying on how creativity reshapes our daily lives, working environments and communities.

As part of our research, the Creative Lab team has developed “Connect to Create” (C2C) a collaborative design methodology that allows people and teams to acknowledge their creative side, build meaningful connections and create with purpose. Developing educational programs, services and products that value people over projects, and set focus on people and process rather than goals and results.

C2C has been developed to aid the process of communication and understanding of team dynamics, allowing people to enhance their social/working environments, and guiding them thru a design thinking process to achieve creative solutions and innovation.

On a personal level, C2C aids in the process of self discovery; develops soft-skills, communication skills, introspection and divergent thinking; making

people aware of their personal needs, emotions, self-judgements and biases; enabling the individual to create from a place of consciousness and wellbeing.

On a group level, C2C enables a transformative process that makes teams evolve towards a collaborative creative culture. Connecting with diversity by acknowledging singularities, empowering authenticity, fostering vulnerability, facilitating an open-communication environment, and building team identity and project goals thru consensus.

Over the past two years we have been piloting and refining the C2C methodology in different working environments, with our transdisciplinary working group at the Cultural Lab for Innovation at AmarAbierto, together with science students from UNAM, with a professional vocal ensemble (Voz Amares) and a governmental office in charge of managing and applying environmental policy in Mexico City (SEDEMA).



PLAY



We strongly believe that in order to set creativity in the center of Sustainable Urban Development as UNESCO desires, we first have to understand us as creative beings, set our own creativity in the core of our lives; then learn how to communicate, and build ideas powered by diversity, focused on our wellbeing; using techniques that aid in the process of generating agreement and consensus.



- 1. DIAGNOSE**
Identifies your paradigms and unconscious frame of reference
- 2. STRATEGIZE**
Analyzes your frame of reference to establish a starting point that allows transformation
- 3. ACTIVATE**
Develops the skills needed to build a new frame of reference
- 4. CONNECT**
Establishes new connections on a conscious level
- 5. LEARN**
Develops a set of key questions to achieve understanding
- 6. IDEATE**
Generates original ideas to establish new routes, possibilities and ways of doing
- 7. DESIGN**
Makes decisions that generate harmony, giving form to concrete solutions
- 8. BUILD**
Prototypes and develops the most harmonious and viable solution
- 9. COMMUNICATE**
Tells the story so it can connect with its audience and expand



#Urban_Acupuncture

4.2. CITY LAB



To make creativity an essential component of urban development, we have developed the City Lab. A collaborative creative hub that serves as an urban planning and strategic design platform, aiming to regenerate our common space thru the use of co:creative and participatory methodologies. Reconceptualizing the idea of Common Good, by engaging on urban acupuncture practices that enhance quality of life, improve the wellbeing of our communities and beautify our city's landscape. Developing experiences, products, and services around concepts like human-centered design, usability, mobility, accessibility, and interaction on urban ecosystems.

The aim of this platform is to open a local, yet global creative dialogue about what it means to be a Creative City, and how do we really enable creativity and innovation to play a key role in planning and building sustainable environments within the urban and peri-urban ecosystems.

We want to research and experiment with concepts like Soft, Slow and Smart Cities, rethinking the way we build and coexist with our surroundings, taking into consideration not only the human scale, but all forms of life that inhabit our city.

This initiative is a joint effort between Ensenada Creativa C.S.O., the research group on environmental management at Ambienta/UABC, Ensenada's Council for Economic Development, FIDEM, Municipal Research and Planning Institute and AmarAbierto's Cultural Innovation Lab.

The City Lab. has designed 3 projects until now:

- Ensenada's strategic plan for revitalizing public spaces (2018)
- UNO© system / public space marker and multifunctional urban furniture (2019)
- San Miguel State Park and Green pathway (2016)

Designing for the common good
UNO@ green space marker & slack line



DO GOOD







Uno[©]

#URBAN_ACUPUNCTURE

Designed under principles of environmental coexistence, **UNO[©]** is a piece of urban furniture, conceptualized as a service station and marker for public spaces. It is an oasis for the common good, designed to improve the experience of use in the urban landscape. UNO[©] embraces you, it grows to fit and adapt; it gives light, seat, table, shade, directions, water, wifi, and lots of love.

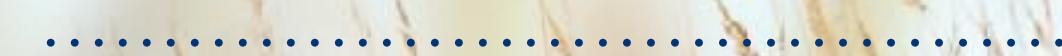
A meeting point to play, enjoy and use. UNO[©] is **a common friend on the public space**, it is multifunctional and friendly, both to human beings and urban wildlife, to whom it offers water, food and coverage.

The project brief for this design started from the need of our city to have a census and markers for

public spaces, since unfortunately our community has been losing green public areas due to shady privatization of public land. The design evolved to become a multifunctional structure that offer much more services than just marking a public spot.

We have finished the design phase and moved to production, having set the design for testing on a public plaza in the city centre to measure usability and then be able to move forward installing them in the rest of the city and probably other nearby areas like the wine region at Valle de Guadalupe.

UNO[©] lightning and wild life nesting features





● ● ●
#GreenCity

SAN MIGUEL STATE PARK

With a 95% deficit in green urban areas in our city, we think of recovering our river basins as an excellent strategy for urban and peri-urban revitalization and recreation of public spaces.

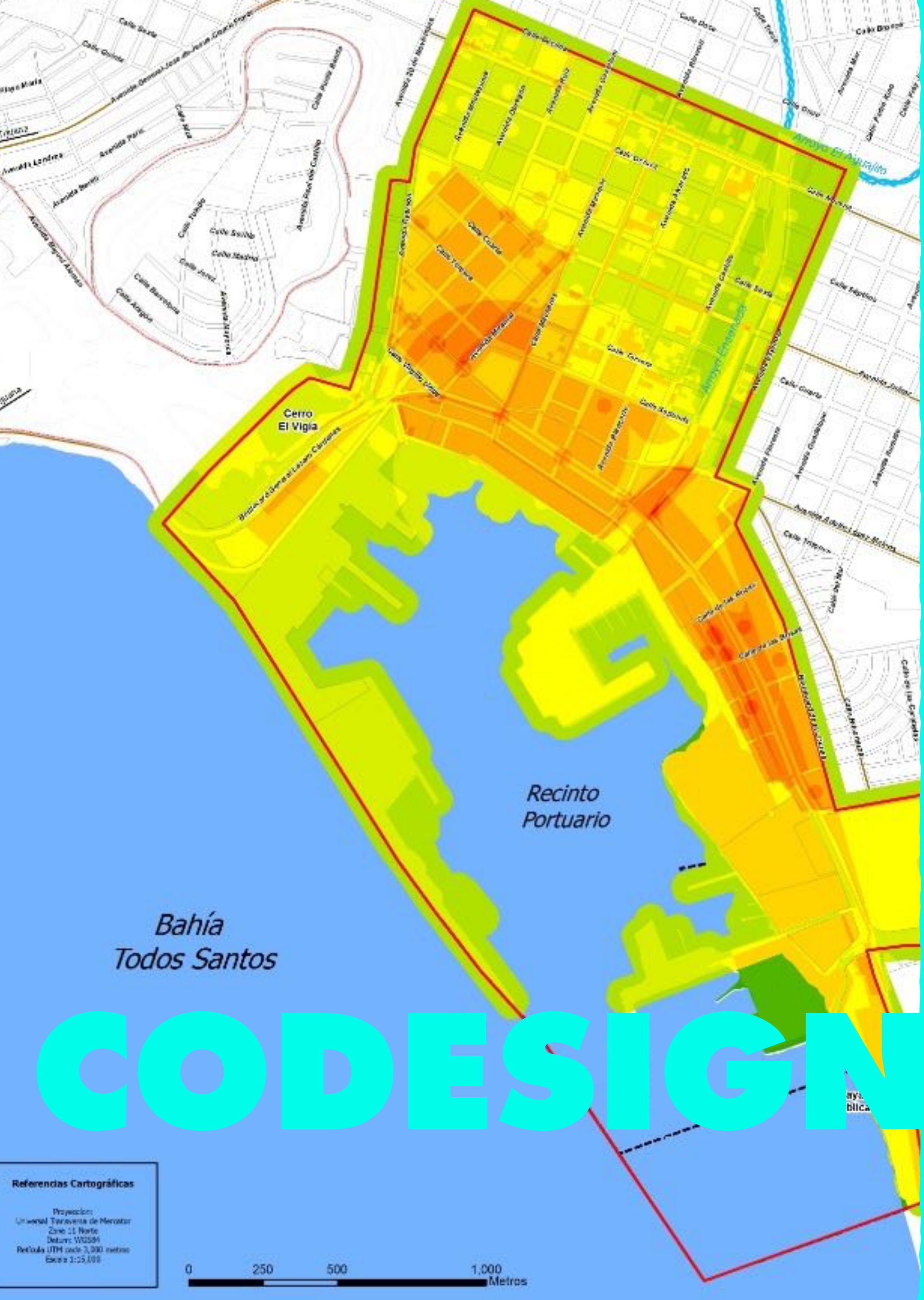
A local community initiative powered by **Pronatura Noroeste and Save the Waves**, together with organized civil society groups and the research team for environmental management at UABC, joined efforts to make the San Miguel river basin our first State Natural Park. A place with incredible biodiversity and the oldest surf wave in Baja California, Mexico.

We joined their initiative and make a master plan for their project; visualizing a green pathway that links the beach of San Miguel (world surf reserve) to our wine region at Valle de Guadalupe. **Designing** the infrastructure needed as well as the park's brand identity, urban furniture, signage, environmental communication, landscaping and Park zoning.

The project is now being reviewed by the State Sustainable Development Office and Federal and Municipal authorities for implementation and funding.

<http://www.arroyosanmiguel.org>

Ensenada's Ecosystems
Illustration by Violeta
Hernández for
AmarAbierto



#CreativeCity

HUMAN RIGHTS & URBAN PLANNING

Based on the premise that human rights can be spatially expressed in the territory, the city of Ensenada has implemented the first urban plan in the world based upon the Declaration of Human Rights, using a technology based systemic design matrix that works as a tool for decision making on implementing urban policies and sustainable development strategies that help improve quality of life in the urban landscape by means of a legal model of implementation for United Nation’s SDG11, Regional Action Plan from ECLAC, and Habitat III New Urban Agenda.

The legal methodology of Human Rights applied to urbanism has been created by the Urban Jurisprudence College CJUR International (CJUR) and its being applied in the city of Ensenada by the Municipal Research & Planning Institute (IMIP) with fundings from Ensenada’s Economic Development Council (CODEEN).

The innovative quality of this program has been officially recognized by the Economic Commission from Latin American and Caribbean (ECLAC) on the 9th UN-Habitat World Urban Forum in Kuala Lumpur, Malaysia (2018).

The city vibrates with us, with our motion, our noise, work, play, trash... its alive.

View the project at:
<https://periodicooficial.ebajacalifornia.gob.mx/oficial/mostrarDocto.jsp?nombreArchivo=Periodico-40-CXXVI-2019913-SECCI%C3%93N%20II.pdf&sistemaSolicitante=PeriodicoOficial/2019/Septiembre>





#FoodPoets

4.3. FOOD LAB

The **Food Lab** is a gastronomic innovation & creativity hub that works in conjunction with UNESCO's Creative Cities Network, Latin American Food-Design Network, Culinary Art School, and research team for environmental management at Ambienta/UABC.

We generate knowledge through creative exploration and collective research, using gastronomy as a vessel to preserve the natural landscape, enhance cultural identity, foster sustainable use of local ingredients and

resources, as well as teaching good practices and habits to foster sustainable development and responsible consumption in our communities.

We develop concepts, products, services and experiences around food and gastronomy.

#FoodInnovation

GASTRO_RESEARCH

In order to strengthen the creation, production, distribution and enjoyment of cultural goods we team up with the Culinary Art School, to published the first two books from a culinary collection called "libros de mercado" (books from the market); which aim to document and research on our rich cultural identity, local ingredients and biodiversity found in the gastronomic landscape of Baja California.

Book titles and Download links:

Edible Seaweeds of Baja California
(Nico Mejía, 2016)
https://issuu.com/culinarytijuana/docs/algas_comestibles_baja_california_p

Edible Native Plants from Baja California
(Paula Pijoan & Ismene Venegas, 2018)
https://issuu.com/culinarytijuana/docs/plantas_nativas_comestibles_issuu

WONDER

Chef in Residence Pedro Soares, from Floripa, wondering thru nature; collecting wild ingredients

Libros de Mercado Editorial Design by León Felipe Chargoy



#FallenFruit

DISFRUTA®

We envision the city center as one big collective urban orchard. **Disfruta®**, aims to spark a community based shared economy network in which neighbors can share the spare fruit harvested from their gardens and crosswalks.

In collaboration with the faculty from the Master Degree Program on Environmental Management at UABC, and a committed community of neighbors from the city center of

To walk on the streets and just grab a fruit, peeled to go :)

Ensenada, we landed a food safety pilot project in the city's urban landscape.

As part of the first stage of the program, we have gathered a neighbor database, a census and geolocation map of all the fruit trees in the city center. Next step is to start trading fruit and fruit-based product between the community, as well as building a community garden and shared kitchen for cooking classes and knowledge exchange.

#Foodscapes

CITIZEN SCIENCE

Valle de Guadalupe watershed is one the most important areas where food and wine are produced in Ensenada. A failed top-bottom public policy has been trying for the last 30 years, to build a sustainable valley, where mediterranean crops, rural settlements and tourism can thrive.

Our alternative proposal is a **bottom-up transdisciplinary plan** with five main strategies: a participatory observatory as a science communication tool, green infrastructure projects and guidelines, identification and valuation of available ecosystem and environmental services, diffusion of innovative water management techniques for the region, and a new larger scale land-use plan for the watershed that uses foodscape values for local people.

Observation to understand, Science and creativity to coexist with our environment

The Foodscapes Observatory will provide management solutions, thru a citizen science website powered by local residents and academics. And is a joint venture project from the Río Aronte Foundation, RISZA, CONACyT, CONVID, COTAS, Bundesministerium fur Building und Forschung, Clos de Tres Cantos, El Mogor, Tre Galline and Vinicola Fratelli Pasini.

A chapter on this project has been published at: <https://link.springer.com/book/10.1007/978-3-030-22464-6>





DEVELOP



CEVIT

WINE RESEARCH CENTER

CETYS University fosters CEVIT, an ongoing project to become a Wine Research Center for knowledge sharing related to viticulture. We integrate people and organizations with a shared vision of a harmonious environmental growth of our wine regions.

CEVIT champions applied research, technological and business innovation, craftsmanship skills and knowledge transfer.

To improve competitiveness of the wine industry, we specialize in training human capital and developing innovation.

We are now building the working space and developing the curricula.

www.cetys.mx/cevit



CONVID

WINE DEVELOPMENT ALLIANCE

A national project focused on **developing the wine sector**. Aimed to to consolidate a scientific collaboration platform with an interdisciplinary approach, which allows innovation and technological transfer to be encouraged by the wine sector and wine regions of our country.

The project is being implemented by an inter-institutional effort of academics in northern Mexico lead by COLEF (CICESE, CIAD, CETYS, UABC and other to be added in the near future) with the support and financing of the National Council of Science and Technology (Conacyt) and the Government of Baja California.

We are passionate wine makers and beer crafters, Ensenada produces 90% of Mexican wine





5. INTER-CITY COOPERATION



#CreativeCollective BRITISH COUNCIL

The Mexican Creative Cities have signed a partnership with the British Council and Nesta's Innovation Foundation to join the Creative Collective Program, which aims to support the creative economy with social impact in Mexico, by means of strengthening capacities and capabilities of different actors in the creative economy, through mentorship from creative professionals and the expertise of the United Kingdom. The program is divided in three main strands:

- **Young creators.** Through the Creative Enterprise Program for young creative social entrepreneurs.
- **Creative leaders.** Through the Creative Leadership Program for cultural, creative and

social leaders managing projects that challenge the limits of social-cultural-creative management.

- **Policy.** Through the Creative Policy Program to strengthen the capacities of public servants directly involved in the management of social, creative and cultural projects in the public sphere.

Besides capacity building across these three strands, the Creative Collective program includes a number of other activities like conferences, seminars and public forums, as well as new research on creative economy through open publications.

<https://www.britishcouncil.org.mx/en/creative-collective>

<https://www.nesta.org.uk/blog/honing-your-elevator-pitch/>

EXCHANGE



Exponential passion was a feature of the first generation of the Creative Collective Program



#FoodPoets RESIDENCE PROGRAM

To spark a cross-cultural dialogue using gastronomy as a medium, **we offer an International Creative Residence Program** for cooks and chefs from UNESCO's Creative Cities Network. The Program offers a culinary research scholarship, with all expenses paid, to stay up to 3 months at our Food Lab in the city of Ensenada, B.C. Mexico.

A one-of-a-kind cultural experience aimed to foster creativity through the act of sharing, from which candidates gain an opportunity to first-hand engage with Baja's culinary culture; exchanging knowledge, technology and techniques; experimenting, and getting to know our regional ingredients, food technology, food producers, as well as having the chance to cook together with our city's top chefs.

A contrast of views on the same ingredient, but other culture. Experimentation and collective learning @Foodpoets

GROW



#FoodDesign LATIN AMERICAN FOOD-DESIGN FORUM

Aiming to push forward the limits of our local gastronomy and enhance the relationship our community has with our regional food systems; we organized in 2016, together with the LAFD Network, the 4th edition of the Latin American Food-Design Forum. Being the first time this event happened in Mexico.

10 Guest countries / 22 Conferences / 6 Creative workshops / 3 Show cooking events / 3 Round tables / 2 Gastronomic documentaries / 1 Book published.

How to have a better relationship with our food and environment was in our mind @FoodDesign

Download the book:
https://docs.wixstatic.com/ugd/d5c2bd_32ade1f7d3a040a78bca0d4edd962e44.pdf



Ensenada

6. IN ACTION

We are now **undergoing a selection process** for the 2020-2024 Ensenada Creativa City Council. We have launched a public call to action, with a beautiful response from our creative community. A preselection has been made to enter a one year capacity and team work building program, from which our core group and City Council will be formed. This team will be the one in charge of decision making for the next 4 years Action Plan.

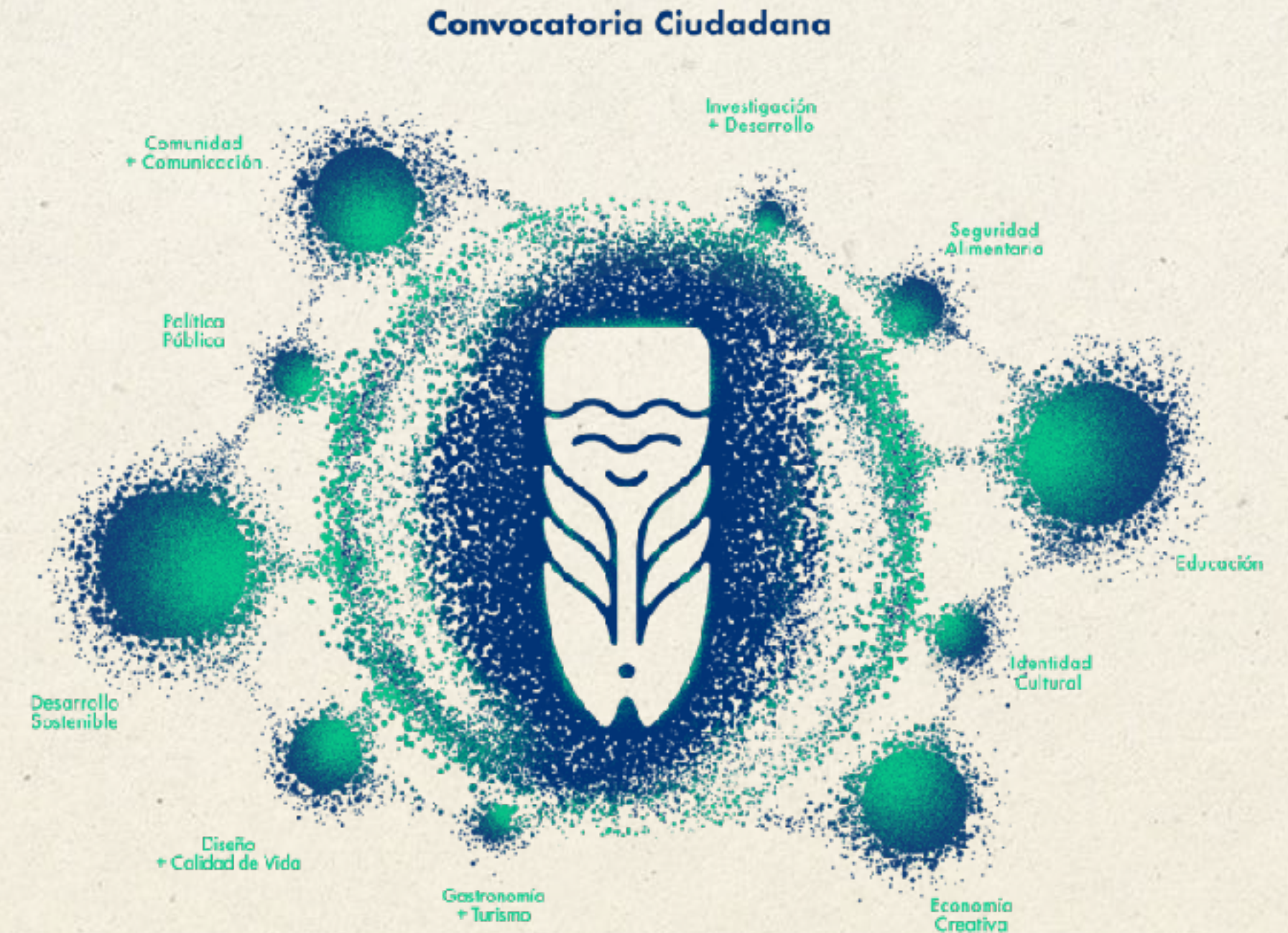
The thought behind this decision, comes from understanding the need for formal education on **what it means to be a creative being.** Understanding how our brains constructs thoughts and work with ideas. Understanding our emotional system, and how it influences our creativity, life, thinking process and communication. Learning soft skills, divergent thinking skills, how to dialogue, generate agreements and build consensus.

We give for granted that we all now how to do this things, but being in just one meeting or working

session with a diverse group of people proofs us differently.

Working with diversity and sharing with the creative community our C2C methodology, to jointly construct a vision of future for our city is now our main priority. Reflecting about the implications of becoming a creative city, what's common good for all of us, and what does it mean, and how does it look and feel to be a creative community, accountable for the sustainable development, experience and quality of life improvement in our city.

We have been assessing the needs and week points of our Network and local work, discovering that communication and methodology on how to **reach understanding and connectiveness** in our creative communities, is one of the most important issues to tackle if we want to become a network that works.



CONSEJO CONSULTIVO

Ensenada Ciudad Creativa A.C.

Ensenada Creativa es una plataforma transdisciplinaria ciudadana, dedicada a la innovación y gestión cultural; a documentar, difundir y preservar el patrimonio natural y cultural de México; a diseñar y gestionar proyectos encaminados a generar, comunicar y fomentar el intercambio de conocimiento, promover el manejo sostenible del medio ambiente, desarrollar productos, servicios y contenidos culturales y educativos; así como promover todas aquellas manifestaciones artísticas, cívicas, culturales y pro-ambientalistas que favorezcan la economía creativa, creando una comunidad consciente, responsable y en armonía con el entorno que habita.

24 de octubre a 24 de noviembre
consulta ensenadacreativa.mx



United Nations
Educational, Scientific and
Cultural Organization



Ensenada
CITY
GASTRONOMY

Designated
UNESCO Creative City
in 2015

All you can imagine :)
food for thought
@FoodPoets
Residence
Program

CREATIVE LAB

- The Creative Lab will keep working, **testing and improving the C2C Methodology** in different environments, till is ready to be packaged as an educational product that can be shared among our network. In the next couple of years this methodology will be used by the Mexican and Latin American Creative Cities of Gastronomy, UNESCO/Mexico, SEDEMA, UNAM, AmarAbierto and Ensenada Creativa City Council.
- When the C2C Methodology is ready for the next phase, we will launch **a creative call to design the educational material** needed to make it accesible to a wider audience. We envision this in the form of a group game, educational videos, working books and online educational training program.

CITY LAB

- The City Lab will keep working as a transdisciplinary professional platform, researching on what it means to be a Creative City, exploring diverse contexts to achieve understanding on Common Good, Quality of life, Sustainable development, Cultural innovation and Community. We want to push the Lab to an open

mic platform so we can have this creative dialogue among a wider audience in our city and network.

- **As a strategy to improve the quality of life** of our community and beautify our city, one project at a time, we will keep working with open calls to design projects of Common Good #UrbanAcupuncture.

FOOD LAB

- As a strategy for cultural exchange and gastronomic innovation, the Food Lab will keep launching, once a year, its international open call for **Chefs in Residence Program** #FoodPoets.
- As a strategy to foster our creative economy, share our culture, gastronomy, products and regional ingredients, we are designing the **Ensenada pop-up experience**. A multi sensorial on-the-go curated cultural product to showcase the creativity of our community.

* **The Labs work as a layout of our mindset and working structure. The specifics of all our projects are delivered in time and form by the singularities, capabilities and strengths of our upcoming City Council.**





A Net that Works

7. REFLECTIONS ON MAXIMIZING OUR COLLECTIVE POTENTIAL

ON A CORE LEVEL

- We must communicate better, share on a personal level, work as a team and take advantage of our cultural diversity. To flourish, creativity needs flexibility, openness and vulnerability. **We need to become vulnerable** and talk about our best practices and success stories, but from the creative perspective that solves problems and dreams solutions.
- We need to inspire the world, pay less attention to results and appearances, and mobilize people with creativity as the focus. co:creation as a strategy and coherence with our values as Guide.
- We need to connect our creative communities. It has been our experience that the Network is not well connected, and that calls to action are not getting across our communities.
- Our Cultural Diplomacy has to shine. Consciously assume the role of connectors and enablers, of a dialogue on how creativity and innovation can give form to our common good and make our communities thrive.
- We need to invest time and resources in a well design and articulated communication strategy and **user-friendly networking platform** that can guarantee connectiveness and interaction.
- **Cities are not creative, people are.** We need to prioritize human connection and make a paradigm shift from Creative Cities to Creative Communities. Connect them, and let them be the key players in our Network.

Annual Meeting at Krakow and Katowice. An event designed with the heart



ON A GLOBAL LEVEL

- **There is a need for institutional material** that can help explain our agenda.
- We need for **a better digital networking platform**; one that can be a useful tool for promoting a creative dialogue, finding similarities among our cities, visualize our creative communities, launch global calls to action, and find partners or financial aid for our join creative endeavors.

ON A CLUSTER LEVEL

- **We need to become close friends.** We are doing a lot of traveling and show cooking exhibitions, but it feels it needs more content. There is a need to re-think our Gastronomy Cluster meetings; making them an opportunity to deeply get to know the city and creative community in which the meeting is held,. Build the space to tackle join projects, common challenges or address big questions that can benefit from a perspective that fosters cultural diversity.

- **We need to inspire.** The UCCN has the power to make global calls to action on the things that matter to us. We stretch this point because we believe the Secretariat and Steering Group need to be more hands on about finding strategies to become enablers to the whole network, and set an annual agenda to tackle the SDG's as a global creative community.

- **The UCCN exponential growth asks for a strategy** on how to sustain and operate our network on a sustainable and coherent manner.

- **There is a contradiction** when talking about fostering our creative economies and not being able to build an economic structure around the Creative Cities Network. Most of the cities in our cluster, are facing a complex challenge in being able to sustain and harness their core administrative teams as well as for being able to procure fundings for join international projects outside the E.U. umbrella. And the contradiction goes all the way to the core of being creative and making a living as an artist.

Macao Creative
Gastronomy
Forum



ON A LOCAL LEVEL

- **There is in general little awareness** on the Creative Cities Network among Mexican politicians. UNESCO's office in Mexico City is now trying to group all Mexican Creative Cities, so we can have a stronger voice nationally.
- **Ensenada's Municipality is in great economic debt.** Bad planning and poor administration, has our city facing a public infrastructure crisis (streets in bad shape, shortage in water supply, garbage recollection services not working properly, and no major urban public infrastructure investments in the last four years) All to say, that although the Municipality knows about the UCCN Agenda, their priorities and resources are needly set on solving urgent basic needs, instead of focusing on long term planning and cultural innovation.
- **When writing the application** our vision was optimistic about the public sectors roll on supporting the UCCN project in our city. The reality showed us a different story, since soon after the designation, our Municipality Officials changed, and the new Government had a mix of poor political commitment to culture, together with no economic possibilities to invest in a project which was undergoing an incubation phase.

Reason why, as a Collective Civil Organization, we have assumed leadership on this paramount City Project. Managing the designation on pro-bono bases, and seeking partners and alliances with Universities and Institutions like UABC, UNID, Culinary Art School, CODEEN, the British Council, the Cultural Lab for Innovation at AmarAbierto and several local supporters from the private sector that connect with our vision of common good.

- **We need to connect all the dots in our creative ecosystem.** Improve our game in socializing and networking with our creative community, industry and Government Officials.
- After this years experience, we understand the need to start first in our local creative community and get the project strong in our city. We want to place our bet in **community building** and well-being.
- We are also in need for a better communication platform and strategy. Our city project has to be able to be and feel a collective common.

Food Researcher
Carolina Gutiérrez
sharing a smile and
some food wonders
from Ensenada
@Shunde





United Nations
Educational, Scientific and
Cultural Organization



Ensenada
GASTRONOMY
CITY

Designated
UNESCO Creative City
in 2015



AMAR ABIERTO
LABORATORIO DE INNOVACIÓN CULTURAL

**REDE LATINOAMERICANA
de FOOD DESIGN**



Ensenada
XXII Ayuntamiento

**BRITISH
COUNCIL**



codeen



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Y PLANEACIÓN DE ENSENADA B.C.

Culinary Art School.

Ambienta
