

JEON JU

| UNESCO Creative City of Gastronomy
| 2012 – 2017 Monitoring Report



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1. Executive Summary

Since being designated a Creative City for Gastronomy in May 2012, Jeonju has been working in accordance with the UNESCO Mission Statement to preserve traditional cultural heritage and for sustainable development. We have implemented the following programmes to foster partnership, cooperation, and exchanges between the UNESCO Creative City Network (UCCN) and Creative Cities for Gastronomy under UCCN.

Contribution to the Network's Global Management

Since its designation as a Creative City, Jeonju has attended all annual conferences in Bologna, Chengdu, Kanazawa, and Östersunds, and worked hard to develop common initiatives and cooperation. In addition, we have fulfilled our part as a UNESCO Creative City in serving the common interest of the international community towards sustainable development, including signing a MOU among the civil societies of the Republic of Korea, China, and Japan, holding international symposium, and launching cooperation mechanisms between the Creative Cities in Korea.

Major Initiatives Implemented at the Local Level to Achieve the Objectives of the UCCN

To achieve the objectives of the UCCN, Jeonju has implemented 10 or more UNESCO programmes every year for the past 10 years, which amount to a budget of approximately 31 million won.

1) For civil society partnerships between the public and private sectors, we launched a civil expert committee to advise on and evaluate the comprehensive strategies for implementing Jeonju's UNESCO Creative City for Gastronomy programmes. 2) To hand down Jeonju's culture and tradition, and for the creation of creative economy, we invested in education programmes that inherit and further develop Jeonju's gastronomy. 3) We hosted various international festivals for gastronomy and sustainable urban development, including Jeonju Bibimbap Festival and International Expo for Fermented Foods. We also carried out various programmes for supporting healthy local food industry and consumption, such as the programme for internationalization of bibimbap and Korean cuisine side dish cluster programme.

Major Initiatives Implemented Through Inter-City Cooperation To Achieve The Objectives of the UCCN

To foster inter-city cooperation, Jeonju actively participates in domestic and international forums, as well as MOU signing. We have 10 or more MOUs and are carrying out multiple international cooperation programmes.

Proposed Action Plan for the Forthcoming Mid-term Period of Four Years

For the forthcoming four years, Jeonju is planning a budget of 50 billion won. To achieve network objectives at the local level, we are planning to 1) establish an archive of Jeonju cuisine, 2) develop creative restaurants by experts and skilled families, and 3) create a project for renewal of old city and a tableware cluster. In addition to achieve the network objects at the international level, we are planning for 1) cooperation between Creative Cities of Gastronomy and Crafts and Folk Art, 2) research on gastronomic culture based on the Silk Road culture, and 3) internships and exchanges with schools and departments related to gastronomy around the world. Furthermore, we have a website for Jeonju as a UNESCO Creative City for Gastronomy, so as to provide information to all about Jeonju.

2. General Information

Name of the City	Jeonju
Country	Republic of Korea
Creative Field of Designation	Gastronomy
Date of Designation	May 7, 2012
Date of Submission of the Current Report	November 30, 2017
Entity Responsible for the Report	Kim Seung-Su, Mayor of Jeonju
Focal Points of Contact	Tourism Industry Division, Jeonju City Office Byun Moon-Sun +82-63-281-2382 creativecityjeonju@korea.kr

3. Contribution to the Network's Global Management

Number of UCCN annual meetings attended in the last four years: 4

- 2013 Bologna
- 2014 Chengdu
- 2015 Kanazawa
- 2016 Östersunds



Hosting of a working or coordination meeting addressed to one or more specific UCCN creative field representatives:

- 2012 Signed MOU between Korean, Chinese, and Japanese civil society groups (October 19, 2012)
- 2013 Forum on Establishment of Food Culture Street (February 27, 2013)
International Symposium on UNESCO Creative Cities of Gastronomy (October 25, 2013)
- 2015 Consultative Group for Korean UNESCO Creative Cities (5 cities) launched (November 25, 2015)
- 2016 Consultative Group for Korean UNESCO Creative Cities (6 cities) launched (October 19, 2016)
- 2017 Invitation of Asian UNESCO Creative Cities for exchanges on traditional food and culture (October 26-29, 2017)

Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network:

- 2013 Hosted Jeonju international symposium on UNESCO Creative City of Gastronomy (October 25)
 - Participants: Chengdu, Kanazawa, Bangkok
- 2016 Jeonju international symposium on UNESCO Creative City of Gastronomy (October 19-October 21)
 - Participants: 150 representatives of Creative Cities from 30 cities in 12 countries, UNESCO officials
 - Korean Creative City workshops and MOUs
 - Forum on Creative City of Gastronomy and meetings between UNESCO Director of Creativity-local experts
- 2017 Jeonju World Slow Forum & Slow Award (November 1-November 3)
 - 20 experts on 9 countries, including the UK, Germany, Poland, Italy, Spain, Australia, Taiwan, Japan, and Korea, were invited to present and debate on various topics, and were presented the Slow Award.

Participation in the evaluation of applications: 2

- 2015 2 cities evaluated
- 2017 2 cities evaluated

4. Major Initiatives Implemented at the Local Level to Achieve the Objectives of the UCCN

I Cooperation Between the Public, Private, and Civil Sectors I

○ Launching of UNESCO Creative City of Gastronomy Committee: January 25, 2013

Role of the Committee: Following Jeonju's designation in the UNESCO Creative Cities Network, Gastronomy field, a UNESCO Creative City of Gastronomy Committee was launched to advise on the future direction of the Creative Cities and policies. The committee advises on and evaluates comprehensive strategies for implementing programmes related to Creative Cities of Gastronomy.



○ Establishment of Food Culture Street Forum: February 27, 2013

50 experts, including from the civil network representatives, and members of the public invited experts to create a unique food culture street in Jeonju, a UNESCO Creative City of Gastronomy. A forum was held with the experts to hear their opinions.



○ **Gyeonggijeon Forum on Food for Ancestral Rituals: November 26, 2013**

Data about dishes for various rituals, including ancestral rites and marriages, and for various seasons and recreation of Gyeonggijeon ancestral ritual food help compile a database. Literature and other data about Jeonju's ancestral ritual foods are studied to standardize and commercialize them. Traditionally prepared dishes for ancestral rituals are organized, and are recreated with seasonal foods. A forum is also held at Gyeonggijeon about foods for ancestral rituals.

I Inheriting Culture and Traditions, and Creating Creative Economy I

○ **Exhibition on Public Food Culture (Jeonju, Tableware of Nostalgia): August 15 – 29, 2013**

Under the theme “Past, Present, and Future,” 350 pieces of 100 types of tableware handed down multiple generation from Koryeo and Chosun Dynasty were on display to tell stories about the history of Jeonju cuisine and how it changed over time, in connection with stories about food culture and ingredients.



○ **Inheriting Jeonju Gastronomy: December 2013**

Jeonju Gastronomy compiles Jeonju cuisine skills and the stories that make the cuisine. **食(Food):** Reading the Silence of the Master Cook, **道(Paths):** Listening to their stories, **樂(Joy):** Sharing Jeonju's Cuisine with Joy.

○ **Competition for Cooking Traditional Local Foods: 2009 – Present**

With local Jeonju cuisine made with local ingredients, this competition applies local cuisine to various dishes that can be commercialized. Every year, about 800 people of 200 teams participate, fostering this competition into the nation's one of the most authoritative cooking competitions.



○ Courses for training Korean cuisine experts: July – November 2014

With instructors’ database from training professionals on Korean cuisine, we planned for internship support and ways to bring in more people. Aiming at supporting business start-ups and job-seeking through training new professionals on traditional local cuisine, we conducted re-trainings for professionals on Korean cuisine (theory/practice). We also emphasized a service-oriented mindset for managers and employees in traditional local restaurants.

○ Sessions for Inheriting Jeonju Cuisine: September – December 2014

Historical gastronomic culture is interpreted using Jeonju cuisine to help students learn about Jeonju’s food culture. By passing down the skills of master cooks in Jeonju, it aims to provide opportunities to inherit Jeonju’s gastronomy. There are 8 sessions, including theory and practice. It has become a representative food course for Jeonju, a UNESCO Creative City of Gastronomy. Small handbooks are published to make available for everyone know-how from master cooks, acting as a tool for publicizing and promoting Jeonju cuisine.



○ Development of Gastronomic Food in Renowned Jeonju Restaurants (Menu Development with Famous Jeonju Cooks): December 2014 – February 2015

In connection with tangible and intangible heritage in Jeonju, we developed set menus with diverse stories. To turn Jeonju’s gastronomic culture into a tourist resource, we studied the relevant literature, did surveys, analyzed menus by virtuoso and famous cooks in Jeonju, organized the data, and presented the results.

이병기의 명가음식

명가의 날은 대표적 국문화자이자 시인인 가말 이병기 선생은 1881년 익산에서 태어났다. 물론 지방 나라 많은 습관에 당초의 습관 가늠이 되었는지, 평생 애용하였던 향토는 강타의 민중을 함께 창조했다. 가장 선명한 것은 습관적인 선의 제법적 유산의 일어난 유산의 단명한 문화를 이루었다.

민중은 일찍이 제법으로 부근 두렵도록 유익 사생활했다. 손님에게는 상수리피와 선제하의 반주로 내기도 하였는데, 이를 가말 이병기 선생으로 제법하였다.

가말 이병기의 문헌 자료 및 현장 구술조사를 통하여 다음과 같이 습관을 제법하였다. 가말 이병기 선생의 습관에 주로 제법한 두렵도록 향토를, 강타의 습관에 습관적인 사생활로 제법습을 구정하였다.

가말 이병기의 숭상(안)

		음식명		비고
상차림	두원수	초이벌 제사	초이벌 제사	
	삼수리피	초이벌 제사	초이벌 제사	
	황새우	초이벌 제사	초이벌 제사	
	죽얼나물			
	감치			

초이벌

초이벌

초이벌

가말 이병기 숭상(안)

안과 - 부스개(산자), 계강정, 편강

편강은 밥

1. 편강을 생채 향산다가 재배 한 것이 편강이다. (편강 재배 내장이다)
2. 향산가에서 물을 넣고 반죽한다.
3. 편강에 양쪽을 예사놓아 편강(조음)에 유익
4. 편강을 제법에 습사 제법으로 한다.
5. 잘 익힌 편강을 제법한 크기로 재배 다음 잘라낸다.
6. 편강(간장 150~180도, 기름에 10분 정도 불고그 튀기는데 재배 한 큰채로 제법을 한다.
7. 편강에 부스개 조음을 제법한 크기로 잘라낸다.

재료

(1인분당 1인분)
 향산: 고추장(고추장 1인분) 제 제법, 기름, 기름, 조음: 조음: 조음

금짜 김포란 밥상(안)

금짜 김포란 숭상(안)

I Gastronomic Culture and Sustainable Urban Development I

○ Jeonju Bibimbap Festival (2007 – Present)

Jeonju's largest gastronomy festival that about 100 thousand people visit every year from all over the world. It first started in 2007 under the name "Centuries' Festival of Flavors in Jeonju," and it changed name to "Jeonju Bibimbap Festival" in 2010. As of 2017, it celebrates its 11th anniversary. Its economic impact is estimated to be 5.3 billion won (2016, Korea Local Information Research and Development Institute).



○ Jeonju Crude Liquor and Makgeoli Project

4.5 billion won was invested from 2011 to 2013 for contents development for Makgeoli, Korea's traditional alcoholic drink (storytelling, development of side dishes, App development, etc.). A makgeoli experience space was built, and makgeoli-related goods were developed (quality standardization, characters, fermented food, etc.), Jeonju traditional crude liquor was industrialized, and Makgeoli Alley in Samcheon-dong was refurbished.



○ Programme for Internationalizing Bibimbap

The brand of Jeonju Bibimbap was used to help ingredient producers and bibimbap producers increase their income. Industrialization and marketing were conducted through R&D, packaging design, website, and development of manual and menu. Industrial facilities like Bibimbop Antenna Shop, Jeon Processing Center, Experience Booths, and small packaging line were built. A total of 4.2 billion won was invested over 3 years, including for the operation of management committee and academy.



○ Programme for Korean Cuisine Side Dishes Cluster

Total of 3.3 billion won was invested over 3 years for standardizing and diversifying Korean side dishes in order to strengthen the competitiveness of Korean cuisine. A committee for Jeonju Korean Side Dishes was launched and Chandream Factory was built. A total of 55 products were developed (18 side dishes, 8 standardizations, 10 pouch developments, 13 products related to 10 flavors of Jeonju, and 6 others).



○ Support Programme for Model Restaurant District

For two years, people from various industries, schools, and institutions, and researchers invested 400 million won in 36 restaurants to build a common management system for excellent ingredients and help the Hanok Village become specialized (common management, dealer organization, identification of excellent producers in the region, etc.). The programme included training personnel for restaurants (curators, service training, storytelling development, training on selecting quality ingredients), common marketing for model restaurant district, expert group and management, etc.



○ Creative Culinary Institute of Korea

Korea's first Creative Culinary Institute of Korea opened in 2012 to train star chefs in Korean cuisine. It promotes high-end Korean cuisine through a re-interpretation of Jeonju cuisine and local festivals. It has 2 regular programmes, a short-term programme, and an experiential programme to train about 100 experts on Korean cuisine each year. It has 14 MOUs with institutions overseas, and participates in Korean cuisine training sessions overseas and in various international cooking contests.



○ Jeonju International Fermented Food Expo

The only international expo that addresses fermentation celebrates its 15th anniversary this year. About 370 institutions and companies from 20 countries around the world participated, recording an on-site sales figure of about 4 billion won. It contributes greatly to promoting the international status of food companies in not only Jeonju but in Jeollabuk-do in general, and to income expansion.



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

- MOU for Strengthening Exchanges between World's Creative Cities of Gastronomy
 - Date: September 7, 2012
 - Venue: Chamber of Commerce, Popayan, Colombia
 - Participating Cities: Jeonju, Popayan (Colombia), Östersund (Sweden)
- 2012 Presentation at Kanazawa International Creative City Forum
 - Date: October 11, 2012
 - Venue: 21st Century Art Gallery, Kanazawa
 - Details: Presentation and debate at open debate session by each city
- 2012 Presentation at Niigata International Food and Flower Festival
 - Date: October 15–18, 2012
 - Venue: Niigata, Japan
 - Details: International forum on flower and food, international symposium on cities of gastronomy, award ceremony for Niigata international food award, international food expo, etc.



- Ceremony for Designation as UNESCO Creative City of Gastronomy
 - Date: October 19, 2012
 - Venue: Hanbyuk Theater, Traditional Culture Hall, Jeonju
 - Details: Celebratory performances, introduction of the first Creative City of Gastronomy: Popayan, Colombia, Talk show with Korean gastronomy experts, etc.
- Signing of MOU for civil cooperation between Creative Cities of Gastronomy in Korea, China, Japan, and Colombia
 - Date: October 19, 2012
 - Venue: Conference room on 4th floor of Jeonju City Hall
 - Details: An MOU for civil cooperation between Jeonju, Popayan, Colombia, Chengdu, China, and Sichuan Province

○ **Attendance at 2013 UNESCO Creative City (Bologna, Italy)**

- Date: September 17–26, 2013

- Venue: Bologna, Italy

- Details: Discussion of official regulations in UNESCO Creative City and of establishment of a membership fee, selection of city to host regular session in 2015, creation of a website for UNESCO Creative City, and discussions on meeting with mayor of Beijing in 2013



○ **Visit to UNESCO Creative City of Gastronomy (Östersund, Sweden)**

- Date: September 22–25, 2013

- Venue: Östersund, Sweden

- Details: Promotion of attendance to UNESCO Creative City and of Jeonju, benchmarking of creative industry firms in Östersund and master chefs' restaurants, and other exchanges

○ **Hosting of International Symposium on UNESCO Creative City of Gastronomy**

- Date: October 25, 2013

- Venue: Performance Hall on 2nd floor of Jeonju Korean Traditional Culture Center

- Details: Present and future of Creative City Jeonju/cultural and historical capital, etc.

○ **Attendance at 2014 UNESCO Creative City Annual Conference (Chengdu, China)**

- Date: September 26-30, 2014

- Venue: Chengdu, China

- Details: Creative City General Conference and policy debates, participation in International Gastronomy Tourism Festival, presentation on Jeonju's food, culture, and tourism industries, and discussion on inter-city cooperation programmes

○ **Attendance at Niigata Symposium on UNESCO Creative City and Creative City of Gastronomy**

- Date: February 13, 2015

- Venue: San Marco Hall, 3rd floor of Italiaken, Niigata, Japan

- Details: Symposium on UNESCO Creative City of Gastronomy

○ **Attendance at 2015 UNESCO Creative City Annual Conference (Kanazawa, Japan)**

- Date: May 24–28, 2015

- Venue: Kanazawa, Japan

- Details: By building a network between Creative Cities of Gastronomy and identifying policy changes regarding the Creative City and other international trends, we sought to establish a future plan for Jeonju, a Creative City of Gastronomy, appropriate for the era of globalization.

○ **MOU Signing Between City of Jeonju시 and Korea National Commission for UNESCO (KNCU)**

- Date: October 21, 2015
- Venue: Korea National Commission for UNESCO
- Details: By working together to promote Jeonju's culture and art contents, including literature music, folk art, Korean cuisine, and Korean paper, and by supporting the activities of UNESCO schools in Jeonju and UNESCO student clubs, the MOU seeks to lead the way in global citizenship education. Jeonju and KNCU will work together for KNCU's global education support programmes.



○ **Launched Consultative Group of Creative Cities (6 Cities) in Korea**

- Date: February – September 2016
- Details: Based on the history of close cooperation between UNESCO and Creative Cities in Korea, and between the Creative Cities in Korea, the group seeks to work together for the network's activities in and outside of Korea, and to promote the sustainable development of the Creative Cities in Korea



○ **Attendance at 2016 UNESCO Creative City Annual Conference (Östersund, Sweden)**

- Date: September 14–16, 2015
- Venue: Östersund, Sweden
- Details: Discussion on future development of the network for sustainable development, and work plans for the year after

○ **Hosting of 2016 Jeonju UNESCO Creative City Forum**

- Date: October 19–21, 2016
- Venue: Jeonju City (National Intangible Heritage Center, Korea Traditional Culture Center, etc.)
- Subject: Sustainable Creative City Network
- Participants: 150 people (50 foreigners, 100 from Korea)
- Details: Practical ways of cooperation between Creative Cities of Gastronomy, MOU signing between six Korean Creative Cities (Seoul, Busan, Gwangju, Icheon, Jeonju, Tongyeong), meeting of Creative Cities of Gastronomy chaired by host city (Östersund), meeting between UNESCO Director of Creativity and local experts, Jeonju food gala show with the theme of 10 flavors of Jeonju



○ Bibimbap Performance and Lecture on Traditional Food in Poland

- Date: October 18–20, 2017

- Details: Cooking large-scale bibimbap to wish for success of Pyeongchang Winter Olympics and a bibimbap tasting event for Polish citizens and Koreans in Poland



○ Exchanges in Traditional Food and Culture with Asian Creative Cities of Gastronomy

- Date: October 26–29, 2017

- Details: Exchanges in traditional food and culture with Chengdu (China), Kashiharashi (Japan), Ho Chi Minh (Vietnam)



※ International Forum on Creative Cities of Gastronomy Attended from 2013 to 2017

- 2013 Bologna, Östersund (September 17 – September 26): attended UNESCO Creative City annual conference
- 2014 Chengdu (September 26 – September 30): attended UNESCO Creative City annual conference
- 2015 Kanazawa (May 24 – May 28): attended UNESCO Creative City annual conference, the 7th TPO General Conference, and Tourism and Trade Exhibition
- 2016 Gaziantep (February 19 – February 22): shared various cases of cultural industry in Creative City
Parma (May 8 – May 15): Parma International Expo and UNESCO Creative City of Gastronomy Conference
Östersund (September 11 – September 18): attended UNESCO Creative City annual conference
- 2017 Phuket (April 27 – May 1): revitalization of network between Creative Cities
Dénia (September 28 – October 4): Exchanges and cooperation between UNESCO Creative Cities of Gastronomy
Belém (November 6 – November 14): Working Group Meeting and Forum on Creative Cities of Gastronomy

6. Proposed Action Plan for the Forthcoming Mid-Term Period of Four Years

6.1 Presentation of a Maximum of Three Initiatives, Programmes or Projects Aimed at Achieving the Objectives of the Network Locally

○ Building an Archive of Jeonju Cuisine

- Build an on- and off-line archive about the prototypes of Jeonju cuisine, data about Jeonju cuisine, and other tangible and intangible data about Jeonju cuisine, to use for experiential and education programs
- Through the collection and publication of systematic data about Jeonju cuisine, the data will be cumulated and help secure an identity for Jeonju cuisine. It could also be used as data for research and a base for exchanges between Creative Cities of Gastronomy.



○ Additional Discovery of Creative Gastronomy Restaurants and Experts

- To create a flexible environment for creative activities and to foster competitiveness as a Creative City of Gastronomy, experts, expert families, model restaurants, and creative restaurants – the highest honor for Jeonju's gastronomy masters – will be further discovered and expanded.
- The evaluation is to be very strict, with criteria like 20 years or more minimum of experiences, cooking experiences over 3 generations, and tasting competitions



○ Renewal of the Old City and Creation of Tableware Cluster

- The Old City (Seonmichon) was created in the 1960s after Korea's liberation, when the war had already caused great chaos. It originates from a brothel of the Japanese colonial era.
- An attempt to transform Seonmichon, an epitome of human rights violation and decline, into a cultural space
- A tableware cluster would be created as a part of the renewal project of Seonmichon. A collaboration of food and crafts will help develop a tableware industry that would add class to the food.



6.2 Presentation of a Maximum of Three Initiatives, Programmes or Projects Aimed at Achieving the Objectives of the Network on an International Level, Particularly Those Involving Other Member Cities in the Network

- Plan for Networking Between Creative Cities of Gastronomy and Crafts and Folk Art
 - Plan for networking with Creative Cities of Crafts and Folk Art to foster Jeonju tableware
 - Invite Creative Cities of Crafts and Folk Art to international forum and tableware exhibitions
 - Develop cooperation projects between different fields (crafts and folk art) and implement common projects (Icheon (Korea), Kanazawa (Japan), Limoges (France), etc.)



- Food and Culture Exchanges Based on Silk Road Civilization (Subtitle: Wild Green Project)
 - Partner Cities: Jeonju, Chengdu (China), Rasht (Iran), Shunde (China), Östersund (Sweden)
 - Objective: Partner projects implemented between Creative Cities, as pursuant to the UNESCO Mission Statement
 - Detail: Exchanges of food and culture between Creative Cities of Gastronomy that share the historical background of the Silk Road, including the types and usages of vegetable salads (vegetables).
 - How: Sync information, e.g. building a common online archive



- Internship and Exchange Programs with Culinary Schools and Departments Around the World
 - Target: Local culinary schools and Creative Culinary Institute of Korea
 - Objective: Fostering the region’s international competitiveness via human exchanges and training
 - Detail :
 - Plan exchanges with Creative Culinary Institute of Korea/culinary schools in Creative Cities of Gastronomy (including candidates)
 - Invite renowned chefs and organize student exchanges at Bibimbap festival or in local schools



6.3 Estimated Annual Budget for Implementing the Proposed Action Plan

(Unit: Million won)

Project	2018	2019	2020	2021
Building Archive of Jeonju Cuisine	100	100	100	-
Building UNESCO Creative City Infrastructure	250	250	250	250
Jeonju Bibimbap Festival	2,000	2,000	2,000	2,000
International Fermented Food Expo	957	957	957	957
Building Tableware Cluster	100	17,500	9,800	2,600
Education Investment (Creative Culinary Institute of Korea)	400	400	400	400
Support for Jeonju Excellent Kimchi	2,365	1,600	600	400
Total	6,172	22,807	14,107	6,607

6.4 Plan for Communication and Awareness

- Jeonju built a website for UNESCO Creative City of Gastronomy in December 2012 to provide information to all around the world about Jeonju as a Creative City of Gastronomy.
 - Date: December 21, 2012
 - Server IP: 27. 101. 151. 96
 - Domain: www.unesco.jeonju.go.kr

