



MONITORING REPORT 2015-2019



UNESCO Creative Cities Networking Monitoring Report

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www.deniacreative.city

1. EXECUTIVE SUMMARY

Dénia was designated UNESCO City of Gastronomy in December 2015. It is located in the centre of Valencian Community, in Spain. Dénia is a small city with 45,000 inhabitants that faces the challenges of sustainable development, with culture and creativity as driving forces that must guide our destiny as a Mediterranean city

Following the designation, and based on our commitment to the Unesco Network, the City of Dénia set up the Office of Innovation and Creativity in December 2015. It is equipped with human and technical resources, and it develops all the actions set in our creative city project. The Office actively participates in the initiatives and proposals that emerge from the Gastronomy Network, and it ensures that the Mission Statement of the Creative Cities Program is deployed in our territory with all guarantees.

Since our incorporation into the UNESCO Network, we have considered that education is a key tool for building a creative and inclusive society, while joining forces to achieve the goals of the 2030 Agenda for Sustainable Development. Our younger chefs and other elementary school students have got to know other cultures and got closer to the UNESCO Network through the ERASMUS + international programs funded by the EU. Others have participated in many forums and food festivals in which Dénia was invited to as a creative UNESCO City of Gastronomy. Starting from the concept of “creative, but inclusive city”, other training programs have been designed for those who are the most vulnerable and at risk of social exclusion: the unemployed and the disabled, especially.

At the same time, Dénia has been a case of analysis for good practices by researchers, university master's students and experts in cultural heritage from other Spanish cities and the rest of the world. The open and inspiring attitude of our city has also led us to explore other creative fields, cooperating with other cities in cross-cutting projects.

We have always been aware that our candidacy is a commitment made by our city to UNESCO and that alliances with other stakeholders are key to guarantee its viability. Indeed, such a big challenge for such a small city entailed that other institutions participated and, above all, financial support from institutions. Thus, the collaboration agreement signed with the Valencian Community government allows to fund many actions of our Creative City year by year.

On the other hand, the agreement with the University of Alicante has set up in Dénia the "GASTERRA-International Centre of Mediterranean Gastronomy", which is focused on training and food and agri-food research. GASTERRA centre will improve the training of younger creators and help to set up a cluster of industries related to food and agri-food production.

Developing cultural infrastructure has been another fact of this period. Indeed, the old fish market of Dénia (dating from 1920) has been refurbished and nowadays it has become a Museum of Sea. It holds exhibitions related to our culinary culture. The refurbishment was a project included in our 2015 application and the Museum has been opened in 2019, as stated in this Monitoring Report. Since our designation in 2015, cultural spending has gone from € 62/inhabitant to € 115 in 2019, being above the average spending in the Valencian Community (€ 110.34); accounting for 5.42% in 2015 to 9.40% in 2019 on our city council budget. It is an indicator that explains perfectly how crucial culture is for our local policies and programs.

Our Food Festival D*NA (2017, 2018) -and its Forum version held in November 2019-, which was organized together with AEHTMA (Association of Hospitality and Tourism in Marina Alta County) - has proven that cities are the most important environment for us to act, to prevent and curb the most negative effects of development. The food culture is the cradle of tradition and identity, a source of everlasting knowledge and a scenario where communities relate to their territory. It is therefore the ideal area to promote practices in line with the Sustainable Development Goals (SDGs) for the year 2030.

We have assumed the postulates of the UNESCO Creative Cities Program. Consequently, our city is a laboratory of ideas helping to boost the transition to a model that can be a reference for other territories: by exploring alternatives on food innovation, on cultural heritage and creativity, along with the hopes of our people. We have a lot to say. Let's talk and cook together for four more years.

2. GENERAL INFORMATION

- 2.1. **Name of the city:** Dénia
- 2.2. **Country:** Spain
- 2.3. **Creative field of designation:** Gastronomy
- 2.4. **Date of designation:** 2015
- 2.5. **Date of submission of the current report:** 30th December, 2019
- 2.6. **Entity responsible for the report:** Dénia City Council - Innovation and Creativity Office
- 2.7. **Previous report submitted and dates:** None
- 2.8. **Focal points of contact:** Mr. Floren Terrades - Manager Director City of Gastronomy / unesco@deniacreative.city – www.deniacreative.city

3. CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT

3.1. Number of UCCN anual meetings attended in the last four years

- 2016 Östersund (Sweden)
- 2017 Enghien-les-Bains (France)
- 2018 Krakow and Katowice (Poland)
- 2019 Fabriano (Italy)

3.2. Hosting of a UCCN anual meeting and dates

No UCCN annual meetings hosted.

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

From September 29 to October 2, 2017, a **Meeting of Creative Cities of Gastronomy** was held in Dénia with the goal of addressing several topics related to the coördination, management and communication within the Network, as well as fixing the dates for projects and actions. The attending cities were: Belém (Brazil), Bergen (Norway), Chengdu (China), Ensenada (Mexico), Florianopolis (Brazil), Gaziantep (Turkey), Jeonju (Republic of Korea), Östersund (Sweden), Phuket (Thailand), Popayán (Colombia), Rasht (Iran), Shunde (China), Tsuruoka (Japan), Parma (Italy), Tucson (USA) and Zhale (Lebanon). In addition, cities had an opportunity to participate in the D*NA Food Festival.



On the other hand, Dénia has led the Group of Creative Cities of Spain. As a matter of fact, Dénia led it from the first meetings until the Group was set up in October 2018. Then, the six Spanish Creative Cities declared the Group before the Spanish National Commission for Cooperation with UNESCO, which is integrated in the Spanish Agency for International Cooperation of the Ministry of Foreign Affairs. The Group is currently made up by the following cities: Dénia (Gastronomy), Bilbao (Design), Granada (Literature), Terrassa (Cinema), Burgos (Gastronomy), Barcelona (Literature), Seville (Music), Valladolid (Cinema) and Llíria (Music).

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

None.

3.5. Financial and/or in-kind support provided to UNESCO's Secretariat in order to ensure the management, communication and visibility of the UCCN (type of contribution, estimated value, main objectives, and dates)

In the Mayor's Declaration adopted at the 11th Annual Meeting of UNESCO Creative Cities Network (UCCN), hosted by the city of Enghien-les-Bains, in France, from 30th June to 2nd July 2017, it was stated the need to allocate funds for establishing the Network and implementing the Strategic Framework "Building a collective vision for the future". Therefore, the city of Dénia has made a yearly contribution of 2,000 USD, in 2017, 2018 and 2019.

3.6. Membership of the Steering Group and period

No participation as a member of the Steering Group to this date.

3.7. Participation in the evaluation of applications (number of applications evaluated per year)

2017: Three cities evaluated / 2019: Three cities evaluated

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

In 2015, Dénia's candidacy was built on considering Dénia and Marina Alta county as a Creative and Innovative Laboratory and on working to set up a cluster of cultural industries related to cuisine and food.

Following the designation as a Creative UNESCO City of Gastronomy, the last four years have served to carry out different actions leading to forge a creative, social and environmentally sustainable territory, in line with the goals set out on the Agenda 2030.

The central points of Dénia being a UNESCO Creative City of Gastronomy have been the recovery of the agro-food cultural heritage, training of younger chefs, the alliances among different stakeholders on the food chain, and developing creativity hubs that boost opportunities for creators and professionals.

Our aim has been to integrate culture and creativity into our sustainable urban development plans, by forging partnerships among the public sector, the private sector and communities. Such a strategic orientation of our actions is reflected on the Diagnosis and Action Plan "Dénia Marina Alta #Tastinlife" which upkeeps the motto "Gastronomy: Recipe for a sustainable future". Copies can be downloaded at www.deniacreative.city (in English, Spanish and Valencian).

RECOVERING "BOMBÓN" RICE VARIETY. "Bombón rice" cultivation has been recovered. Such a rice variety was wiped out in the Marjal Pego-Oliva paddy more than 40 years ago, on the grounds that it is high sensitivity to pesticides. After several years of testing, in 2016 the first harvest was achieved. In addition, several promotional actions have also been carried out to incorporate "Bombón" variety into the market offer by reintroducing it in households and professional kitchens.

Contribution to Agenda 2030 SDGs: 15.



REFURBISHMENT OF THE OLD FISHMARKET. The project was stated in the 2015 candidacy. Consequently, in 2018 the old fish market in Dénia was refurbished. Formerly, it was a fish shop that was built in 1920. But nowadays it has become the Sea Museum (Museu de la Mar). As a matter of fact, it holds exhibitions related to maritime history and sea culinary culture. Contribution to Agenda 2030 SDGs: 11



EAT LA MARINA ALTA COUNTY! OUR SEASONAL PRODUCE. (*Menja't la Marina. Nuestrs productos de temporada*). This activity was focused on promoting local seasonal produce at the local market in Dénia. During the morning, a chef elaborated several dishes by using produce grown by farmers from Marina Alta county. The students at Maria Ibars School helped to assembly installations and handover leaflets on local produce to the attendants at the market. The event involved the following stakeholders: chefs, farmers, agro-food

entrepreneurs, artisans, hospitality association, local council, culinary and restaurant students... Lesson to draw: You can innovate by using local and traditional produce / Chefs can help to protect biodiversity by using local and seasonal produce. Total attendants (8 editions): around 800 people. SDGs GOALS: 11, 12, 15

"Menja't La Marina" Theme Event Editions: "Perelló" fruit (5/12/2017), Almonds (22/12/2017), Oranges (29/12/2017), Cherries (8/06/2018), Tomatoes (20/07/2018), Muscat grapes (24/08/2018), Dried raisins (14/09/2018), Wine and Christmas Sweets (15/12/2018).



D*NA FOOD FESTIVAL. D*NA is a food festival taking place in Dénia on the last weekend in September. Its main goal is that visitors and attendants find out about local food and produce from Dénia and Valencian Community. In short, it is a festival about flavors and knowledge emerging from the Mediterranean Sea. It hosts a series of master classes, conducted by renowned chefs, and communications on traditional cuisine knowledge. In addition, around 20 farmers and artisans have their own stand for them to sell local produce

and make tastings. More than 40,000 visitors attended the festival in 2017 and 2018. Contribution to Agenda 2030 SDGs: 11, 12, 15, 17



In 2019, the festival has been redesigned into a forum for a reflection on cuisine, territory and sustainable development: *D*NA Forum "Cuinant una Terra, llaurant un futur"*. The last edition was held in Dénia, on November 25, 26 and 27. <https://dna-forum.es/>

GASTERRA. The UA-Denia Mediterranean Gastronomic Centre, GASTERRA, is an initiative launched in 2017 by the University of Alicante (UA) together with the regional government's Valencia Region Tourism Agency and Dénia City Council as a UNESCO Creative City of Gastronomy. It aims to become a hub for research teams, employers in the sector and other interest groups, and also to gather resources and tools to boost knowledge, development and innovation in food sciences and culinary arts, as well as excellence in scientific research and technological development. GASTERRA has been allocated funds by the City Council of Dénia. The GASTERRA main office is located in Dénia.

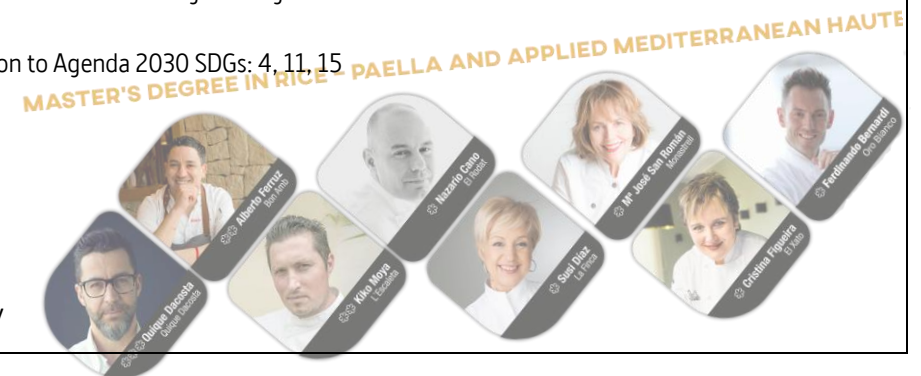
Study fields: [Master's Degree in Rice and Applied Mediterranean Haute Cuisine](#) / Courses belonging to the Undergraduate Degree in Gastronomy and Culinary Arts / University-business research chairs specialising in cuisine, food and gastronomy tourism. www.gasterra.ua.es

Contribution to Agenda 2030 SDGs: 4,9



TEACHER-FARMER PROGRAM: An innovative experience that is an effective tool to pass on practical knowledge and technology to next generations. New farmers are taught by skilled farmers. Thus, promoting in practice personal ties between those who intend to devote themselves to farming and older skilled farmers. The program has been funded by the Spanish Ministry of Agriculture and it also entails job opportunities for people at risk of social exclusion, the unemployed and vulnerable groups. Since June 2017, a hundred people have attended farming training courses.

Contribution to Agenda 2030 SDGs: 4, 11, 15



PROFESSIONAL TRAINING PROGRAM FOR PEOPLE WITH DISABILITIES. Since 2017 the Special Education School “Raquel Payá” has been developing an Adapted Professional Training on Basic Restaurant and Bar Services. This initiative is to train younger people with disabilities in simple tasks related to restaurant and hotel services. It aims at improving professional qualifications and job inclusion. The students - aged between 16 and 21 years - carry out internships in Dénia companies and in foreign companies (funded by the European ERASMUS + program). They are always tutored by trainers and qualified staff.

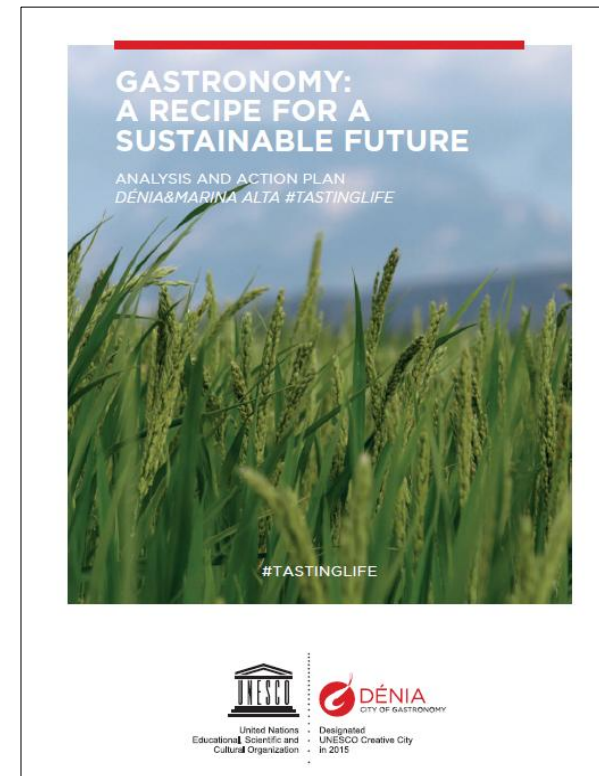
Number of students/year: 10.

Contribution to Agenda 2030 SDGs: 4 and 11



Integrating culture, creativity and values of the UCNN into our sustainable urban development plans, and creating partnerships within the public sector, the private sector and communities are the inspiring principles of our strategic guidelines. As it is reflected on the Diagnosis and Action Plan "Dénia Marina Alta #Tastinglife" under the motto "Gastronomy: Recipe for a sustainable future". Copies of it can be downloaded at www.deniacreative.city (English, Spanish, and Valencian). Likewise, the Sustainable and Integrated Urban Development Strategy (EDUSI Dénia) states the guidelines and commitments by our city to culture and creativity. www.edusidenia.particip.es/

As already stated in the management summary, since the designation in 2015, culture spending has increased from € 62/inhabitant to € 115 in 2019, above the average of the Valencian community (€ 110.34); accounting for 5.42% in 2011 to 9.40% in 2015, on the city council budget.



On the other hand, Dénia has been studied by universities and selected as "Good Practice" by different organizations and institutions:

- Mapping good practices from UNESCO Creative Cities Network: 12 good practices from UNESCO Creative cities Network (Dénia, page 48), University of Deusto Bilbao, 2018.

- GOOD PRACTICE «BIOMOSCATELL: Recovering Traditional Landscapes through Organic Farming of Moscatell Vinegrapes». Thematic Workshop. UCCN Anual Meeting. Östersund. 15th September 2016.
- Valorization of typical products inside the UNESCO Creative Cities of Gastronomy, Stefania Gigante, Master COMET-University of Parma (Italy, 2018).
- Development of a local Food Ecosystem: The “Sabers i Sabors” Pilot Experience in Denia. Chiara Laura Ferrari, Master COMET-University of Parma (Italy, 2018).
- MERCAT DEL RIURAU: Preserving biodiversity and cultural heritage through local/rural markets PANEL #3_Creativity for the Planet: Fostering resilience and environmental awareness Annual meeting Krakow, 2018.
- Benefits of Networks within Cultural and Creative Industries. The Case of the UNESCO Creative Cities Network with a Particular Focus on Gastronomy. Constanze Gathen. Mid Sweden University, 2016.

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

TASTING SCHOOLS: DECONSTRUCTING EDUCATION. CREATIVE AND INCLUSIVE SCHOOLS IN GASTRONOMIC CITIES. The Project «#TastingSchools (Deconstructing Education: Creative and Inclusive Schools in Gastronomic Cities)», is an Erasmus+ Project, funded by the European Union, which is mainly aimed at improving students skills by using the educational potential of gastronomy within the UNESCO Creative Cities Network. The project was designed by “Pou de la Muntanya” Primary School and was implemented from 2016 to 2018, together with the Innovation and Creativity Office.

The Creative City Network designed by UNESCO claims to build up bridges of cooperation among the cities which are characterised for giving value to creativity as a tool for sustainable development. From this starting point, we developed this inclusive project to improve student’s basic skills. Taking always into account the development of healthy

lifestyle habits based on balanced diet. The participating schools in this project were: “Pou de la Muntanya” School (Dénia), Kaland Skole (Bergen), “Istituto Comprensivo Giacomo Ferrari” (Parma) and Lugnviksskolan (Östersund). Our project activities were divided into four different fields:

- *Let’s visit Our Cities:* learning about the four creative cities and their singularities
- *Let’s cook Our Diets:* studying Mediterranean diet and the New Nordic diet
- *Let’s move: Healthy Habits:* working and promoting healthy habits for students in line with Physical Education and Sports
- *Let’s create - Art and Cooking:* finding out how art and cooking are linked and comparing relevant artistic pictures to a topic on food

All these activities were complemented with learning mobilities for students and teachers, and interchange of activities and experiences. More than 40 students, aged 11 to 13, participated in transnational mobilities and meetings.

Contribution to Agenda 2030 SDGs: 4, 11



<http://poude lamuntanya.edu.gva.es/arxiu/booklet.pdf> <http://tastingschools.eu>

YOUTH4FOOD: YOUTH IN ACTION FOR A CREATIVE AND SUSTAINABLE GASTRONOMY. In the educational initiative "Youth4Food: Young People for a Sustainable and Creative Gastronomy" we tried to teach future chefs how important local food systems are against the backdrop of an international context. It has been held from 2017 to 2019.

It is an educational project funded by the European Union (Erasmus+ Program), with five participating creative cities of gastronomy: Dénia in Spain, Östersund in Sweden, Parma in Italy, Gaziantep in Turkey and Bergen in Norway, this one acting as project coordinator.

Thanks to "Youth4Food", students learned about culinary heritage of other cities, their cooking techniques, their traditional recipes, the importance of preserving them, innovation... The Project has accounted for almost three thousand hours of training through internships in restaurants and transnational visits in each participating city.

Goals: Valuing educational training on the food chain / Promoting employment for young people in the food chain, with younger entrepreneurs in the food sector / Promoting the concept of sustainable food / Training professionals and motivation / Enhancing creativity and innovation / Preserving local heritage on gastronomy.

Participants: 18 public institutions and private organizations from the five participating cities (city councils, secondary schools, universities and associations). In the case of Dénia the project has been particularly aimed at students of Maria Ibars School and it is also open to young chefs and apprentices.

Contribution to Agenda2030 SDGs: 4, 11

<https://youth4food.eu/> [Youth4Food Tube Channel](#)



FOOD FESTIVALS. Dénia has taken part in the following festivals and cookery forums organized by UNESCO Creative Cities of Gastronomy:

- Bergen Matfestival (2016, 2017, 2018, 2019).
- Parma Gola Gola Festival (2016, 2017).
- 1st Phuket International Symposium on Gastronomy (2017).
- Gaziantep International Food Festival (2018).
- International Cookery Forum in Macao (2017, 2018, 2019).
- Jeonju Unesco Creative Cities Forum (2016).
- Gastronomy Creative Cities Meeting, Belém, 2017.
- Inauguration of the International Gastronomy and Culture Center (IGCEC), Food and Culture Week, Shundé, 2019.

DAYS OF BREAD. Dénia took part in *Days of Bread Meeting* held in Krakow (Poland). It was construed as a previous activity to the General Assembly of UNESCO Creative Cities Network held in that city in June 2018. The baker and pastry chef Raquel López Van Beek, from Dénia, visited classic bakeries in the region and exchanged experiences, techniques and working methods with professionals from Krakow. Indeed, they have a deep-rooted tradition of breads. Bakers from all over the world gathered at the meeting. During *Days of Bread* a publication,

edited by ITKIUS (International Traditional Knowledge Institute US), was released. It collects traditional recipes of breads from different cultures and territories around the world. More than 20 creative cities from different fields (Music, Cinema, Gastronomy, Literature, Design,...) participated in the initiative claiming how important bread is for the food cultures of the world.

Contribution to Agenda 2030 SDGs: 4, 11 [Booklet Days of Bread](#)



SILK ROAD. A group of creative cities from Europe and Asia develops a research project on culinary heritage (techniques, recipes, raw materials...) linked to the Silk Road. This group was invited to participate in the Food Fair held in Valencia in November 2018. Dénia coordinated the creative cities activities with cooking shows and conferences on dishes from the cities along the Silk Road. The initiative forged alliances between creative cities and Valencia, which is part of the UNESCO “Silk Roads” International Network. The following cities of the UNESCO Network participated in the event: Dénia (Spain), Shunde (China), Macao (China), Tsuruoka (Japan), Hatay (Turkey), Östersund (Sweden) and Jeonju (Korea). Contribution to Agenda 2030 SDGs: 11, 17



SANTOS, CITY OF CINEMA. In 2017, the video [Red Prawn of Dénia Soundtrack](#) was screened at the Cultural Forum held in Santos Creative City of Cinema (Brazil). The video was claimed a model for integrating three of the seven fields of the UNESCO Creative Cities Network: Gastronomy, Music and Cinema. Contribution to Agenda 2030 SDGs: 4, 11

There was another collaboration: the edition and exchange of video recipes between Maria Ibars Secondary School (Hospitality Studies), in Dénia, and the School of Technical Training in Santos.

PANAMA. We took part in the Ibero-American Forum of Cultural Diplomacy of Cities and 2030 Agenda for Sustainable Development, held in Pánama (2019). We delivered a report-city of Dénia for the Mapping of Cultural Policies and Cultural Diplomacy of Ibero-American Cities and Good Practice of Cultural Diplomacy. Contribution to Agenda2030 SDGs: 17

TÁNGIER. Meeting of representatives of the City of Dénia with the Mayor of Tangier, held in February 2019, and aimed at developing the TANGIER/OPEN AFRICA project stated in our candidacy (2015). The goal was to forge bridges of communication and promote the principles of the UNESCO Creative Cities Network, in Tangier. Given that it is a city of political, cultural and economic relevance, in an emerging country (Morocco), and on a continent (Africa) which is not fully incorporated into the UCCN. Eventually, all is about to forge a twinning agreement that stimulates cross-border cooperation between cultural and creative organizations in Dénia and Tangier. Especially in the field of gastronomy. Contribution to Agenda 2030 SDGs: 11, 17

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

“BANCALET”. BIODIVERSITY, TERRITORY AND GASTRONOMY. PILOT PROJECT ON THE CUSTODY OF THE GASTRONOMIC LANDSCAPE IN MARINA ALTA COUNTY. It is a testing experience among restaurateurs and local farmers to set up an agro-food market in Marina Alta county encapsulating the custody of the territory and safeguarding food traditions. The connection between farmers and the tourism-hospitality sector is a key step toward local sustainability.

Goals:

- Putting in touch restaurateurs and farmers
- Promoting local produce in the hospitality sector
- Safekeeping heritage, rural landscape and natural environment
- Devising research and R+D projects on farming, processing, hospitality and agri-food.
- Labeling local produce and origin.
- Designing a label brand to mark produce elaborated in Marina Alta
- Laying out an Education Plan

Target group:

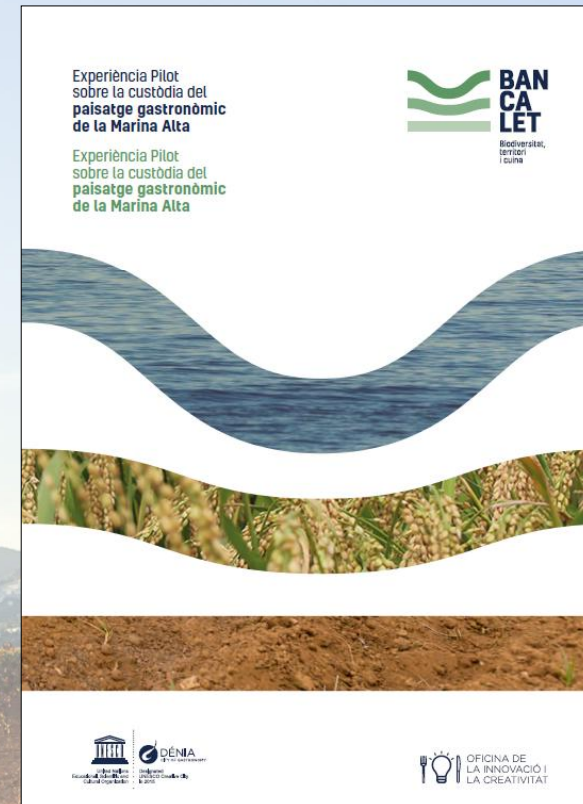
- a) Farmers, agri-food produce makers and artisans/professionals involved in the food sector in Marina Alta. Number: 15.
- b) Restaurateurs and cooks from Dénia and Marina Alta. Number: 15.

The time frame for implementing the testing experience is 12 months. As a matter of fact, the testing project will be fully executed in 2020. Then it will be evaluated. Afterwards, the methodologies and results will be applied for the following three years (2020, 2021, 2022).

Expected results: 1 working method allowing an optimum connection between farmers and restaurateurs / Training guidelines for chefs and restaurateurs on the territory and produce from Marina Alta, Recipes-Culinary Heritage, and innovative cooking techniques. / 100 participating producers and restaurateurs (2019-2022) / Creation of a cluster for agri-food and food industries.

Contribution to Agenda 2030 SDGs: 4, 11

Participating organizations: Innovation and Creativity Office / GASTERRA-University of Alicante / AEHTMA Hotel and Restaurant Association / REGIONAL DEPARTMENT OF AGRICULTURE



BUILDING NEW CULTURAL INFRASTRUCTURES FOR CULINARY AND CREATIVE INDUSTRIES.

Torrecremada estate will be refurbished. It is a place of more than 45,000 m², consisting of gardens and a 19th-century house locally known as "Torrecremada" estate. The area will house the Mediterranean Gastronomy Center (GASTERRA) of the University of Alicante and the Center of International Excellence in Gastronomic Training and Innovation. That will be the headquarters of a university campus for Degree on Gastronomic Sciences and other initiatives such as Technology Centers and Agri-food Research. In short, the estate will have facilities dedicated to training, innovation and knowledge transfer in cuisine and food.

Contribution to Agenda 2030 SDGs: 4, 9, 11, 15

EMPLOYMENT AND SOCIAL INCLUSIÓN PROGRAM THROUGH GASTRONOMY. Improving qualification skills of cooks-to-be is a way to keep our gastronomy in the future. The CDT Tourism and Cookery School, in Dénia, is the cookery school of Marina Alta. It is funded by *Generalitat Valenciana* regional government and delivers training for unemployed people for them to get a job in the hospitality sector. The programs, therefore, are focused on employment and social inclusion for vulnerable groups: young people and long-term unemployed. For the period 2019-2023 - based on previous forecasts - it is expected to train 1,432 people, accounting for 10,036 hours of training. These are the planned training actions:

- Essential Cooking Skills at Kitchens (350 hours/course)
- Initiation to Bakery and Confectionery (180 hours/course)
- Confectionery (500 hours/course)
- Essential Skills at Restaurant (290 hours/course)
- Entrepreneurship Workshop on Gastronomy (20 hours/ course)

The CDT also delivers advice and guidance for entrepreneurial students who wish to develop projects aimed at setting up innovative and competitive companies.

Contribution to Agenda2030 SDGs: 4,9

6.2. Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the goals of the Network on an international level, particularly those involving other member cities in the Network

«CITIES OF GASTRONOMY» **MASTER FOOD CITY DESIGN.** Laying out a University Master Degree for students and professionals from the Creative Cities of Gastronomy with international relevance in cooking. Students will know the cuisine culture, cooking techniques, food and products, chefs and creators ... of every creative city of gastronomy. The subjects to be learned are divided into three areas: 1. Designing sustainable city landscapes. 2. Construing food culture as a city brand. 3. Designing health and well-being for citizens.

In 2019, a group of academics from the University of Alicante, University of Bergen (Norway), University of Parma (Italy) and Mid University Sweden of Östersund (Sweden) met in Dénia in order to design the training program for the Master. In the coming years, It is

expected that each university approves it. It also will be progressively implemented in other universities linked to UNESCO Cities of Gastronomy.

Goals: Training through practical and applied knowledge emerging from experiences of the Creative Cities of Gastronomy / Designing local and sustainable development projects linked to the gastronomic landscape / Creating a knowledge network and exchanging experiences based on sustainable development of communities.

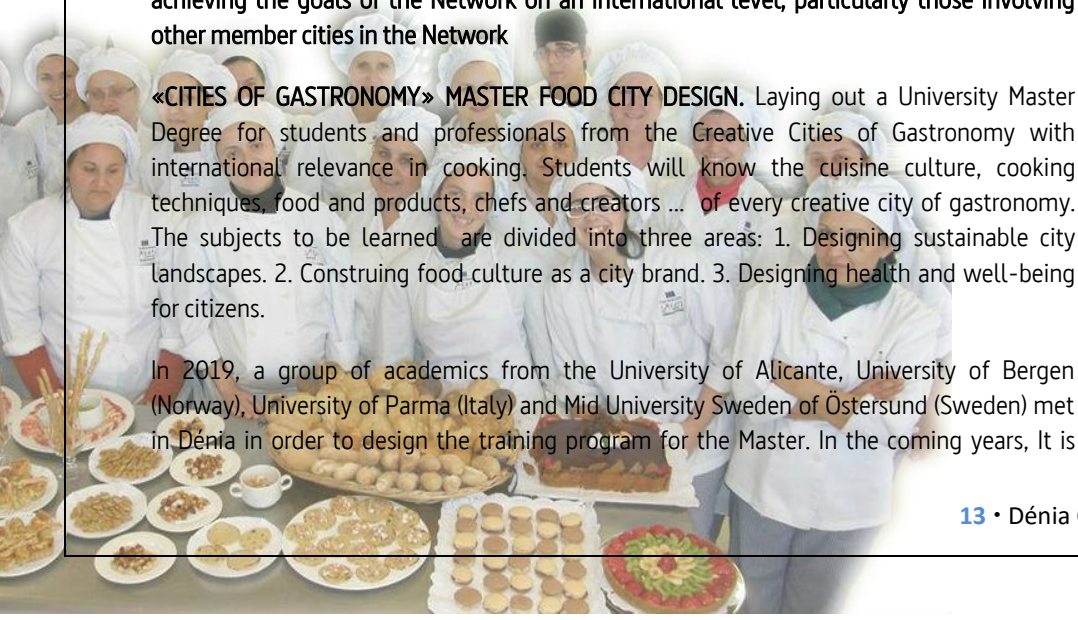
Contribution to Agenda 2030 SDGs: 4, 9

DÉNIA&MARINA ALTA CHEFS AMBASSADORS PROGRAM. The Chef Ambassador initiative is an opportunity to give extra-visibility to talented young chefs while spreading the UCCN message that cultural and food diversity is key to ensure a sustainable future for regions.

Culinary students from Cities of Gastronomy will participate in a series of study trips across Dénia and Marina Alta county in order to learn about our variety of food products within their environmental, economic, and social contexts. The purpose of these visits is to ensure a 360-degree understanding of our gastronomy, and the functioning of a City of Gastronomy.

It will be implemented through scholarships and grants for travel, accommodation and maintenance costs, during summer (Summer Campus). It will take around three weeks. Students will have the chance of getting to know our local food system, investigate our culinary heritage, exchange experiences with our producers and chefs against the background of promoting local food culture. Given that food culture is an important source for new ideas and innovative food products and culinary experiences.

Contribution to Agenda 2030 SDGs: 4, 11, 17



INTERNSHIP PROGRAMME IN COMPANIES OF DENIA AND BERGEN. Students will conduct internships in restaurants and hotels in Dénia and Bergen. Indeed, it is addressed to vocational students at Maria Ibars VET School and Sandsli Vidaregåande Skule. The collaboration between Dénia and Bergen - Creative City of Gastronomy in Norway - will also allow students of both cities to attend, as trainees, the D*NA Food Festival, in Dénia, and MatFestival in Bergen. Their tasks will be to help in cooking shows and other activities.

Companies will be strictly chosen, by both cities, among those which are most committed to preserving local food systems, protecting culinary heritage and defending sustainable gastronomy.

Internships will last from two weeks to one month. Students will be guided by a tutor and will have support from the Focal Point in each city.

This program will be supported by grants and subsidies from the Spanish Ministry of Education and the European Union. The council of Bergen and Dénia will also allocate funds.

It is expected that 2 to 5 students per city per year will benefit from the programme. The first exchanges are planned for March 2020.

This initiative may be extended to other schools and training centers in other Creative Cities of Gastronomy that take an interest for their students to learn in an international environment.

Contribution to Agenda 2030SDGs: 4, 11, 17

6.3. Estimated annual budget for implementing the proposed action plan

The annual budget will allow to meet the goals of the Local and International Action Plan, through the Office of Innovation and Creativity. The Office is allocated funds and provided human resources to guarantee the development and implementation of the initiatives as Creative City. Funds are allocated yearly on the city council budget, regardless of the fact that financing of projects is completed with other external sources (public subsidies, private contributions ...).

Yearly budget allocation for City of Gastronomy project	
Activity	Budget in €
Personnel	140,000
Research and prospective	60,000
Local Projects (including grants for creators and artists)	100,000
International projects (including travel support for Exchange programmes)	100,000
Travels and attendanceto to food festivals by UCCN	50,000
Communication, marketing and publishing	60,000
TOTAL BUDGET	510,000

Distribution of funds according to their origin:

- 50% from City Council
- 30 % from other public administrations (subventions granted by the Valencian, Spanish and European Union government)
- 20 % from companies and private institutions

6.4. Plan for communication and recognition

Our communication plan - designed and evaluated yearly - has as goals:

- Spreading the values of UNESCO and the Creative Cities Programme
- Raising citizen's awareness about Sustainable Development Goals (SDGs)
- Encouraging that citizens from Dénia and Marina Alta county have a favorable opinion towards the Creative City project and the role of culture and creativity as determining factors for our future
- Embedding it in communication strategies built by the City Council

For implementing it, a segmentation of audiences is carried out (citizens, professional sector, international audiences...) using different communication actions and tools (social networks, press releases, organization of forums and conferences, advertising and campaigns in online and offline media...)

The Office of Innovation and Creativity has hired a journalist to carry out the aforementioned tasks. Moreover, the Department of Press and Social Networks of the City of Dénia is also participating in. At the same time, the communication plan and its different results are integrated into the City Branding of the City.

Channels and Social Networks:

www.denicreative.city / <http://denia.net/ciudad-creativa-de-la-gastronomia>

[YouTube](#)

[Facebook](#)

[Twitter](#)

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**MADE IN...
JUST AROUND
THE CORNER**

BY SUPPORTING LOCAL AGRICULTURE AND FISHING, WE WILL CREATE A COLLABORATIVE NETWORK THAT WILL BRING OUR PRODUCTS TO RESTAURANTS AND HOUSEHOLDS. MORE LOCAL FOOD. MORE LOCAL ECONOMY.

FIND OUT MORE ABOUT THE
"DÉNIA & MARINA ALTA #TASTINGLIFE"
PROJECT ON WWW.DENIACREATIVE.CITY

United Nations
Educational, Scientific and
Cultural Organization

DÉNIA
CITY OF GASTRONOMY

Designated
UNESCO Creative City
in 2015

**WE ARE IN
GOOD HANDS**

WE ARE RECOVERING TRADITIONS AND WE ARE PROMOTING OUR CULTURE, HEALTHY EATING AND THE WAY WE UNDERSTAND LIFE. THE BEST INGREDIENT IS: "KEEP ON WORKING".

FIND OUT MORE ABOUT THE
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