

MONITORING REPORT 2015-2019

PARMA

UNESCO CITY OF
GASTRONOMY

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executive summary

Parma was designated as a UNESCO Creative City of Gastronomy in December 2015.

The city and its territory are known for their ability to preserve an unrivalled gastronomic heritage: over the centuries, both territorial and cultural factors have made it possible not only to create typical products but also to develop industrial and technical know-how for the preservation of food, while keeping a culinary and cultural open attitude towards contaminations and innovations from abroad. Since the designation, Parma has been working to respond to the UNESCO call through the idea of an integrated development strategy in which all the competences of the territory play a key role in the formation of an open and accessible city equipment system. The goal to create a cultural-based development model that combines the principle of creativity advocated by UNESCO to the agro-food vocation of the territory has led to the reasoning on the city as an interdisciplinary platform: a place of sharing and participation in which skills, resources, good practices and gastronomic experiences can be made available on three main macro areas, **Education, Experience, Production**. Parma actively participates in the UNESCO Creative Cities Programme believing that the sharing of know-how and the comparison of different perspectives and models are the most solid foundation on which to build sustainable and far-sighted urban development.

general information

city

Parma

country

Italy

creative field

Gastronomy

date of designation

December 2015

entity responsible for the report

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contribution to the UCCP's global management

number of annual conferences attended

2016_ Ostersund

2017 _ Enghien les Bains

2018 _ Krakowice

2019 _ Fabriano

hosting of subnetwork meetings

2016_ Parma Welcomes the Creative Cities of Gastronomy (8-12 May)

hosting of subnetwork events

2017_ Gola Gola Food and People Festival (2-4 June)

2018_ City of Gastronomy Festival (2-3 June)

2019_ Cibus Off (10-12 April)

cluster coordination

Since the UCCP Annual Conference in Krakowice, 2018

participation in the evaluation of previous applications and monitoring reports

Applications 2017_ coordination of the evaluations of Belo Horizonte, Bujumbura, Leknes, Leonidio, Mulhouse, Paraty, San Antonio, Zamboanga

Monitoring reports 2018_ evaluation of Florianopolis, Shunde, Tsuruoka

Applications 2019_ coordination of the evaluations

major initiatives implemented at the local and city level

CABINA DI REGIA (literally "control room") is a new model of governance created to enhance local food and wine culture through the cooperation among public and private players. The board "Cabina di Regia" is promoted by the Municipality of Parma and aims to systematize every actor's skills in order to achieve a shared sustainable development for the territory, starting from the designation as a UNESCO Creative City of Gastronomy. This system is a virtuous example of the synergy between public and private realities and involves public bodies, the University of Parma, the Chamber of Commerce, ALMA - the international School of Italian Cuisine, chefs, private associations, the consortia of protection of typical products, the industrialists of Parma, the Exhibition Center, industries such as Barilla, Mutti, Parmalat, Rizzoli etc.

EVENTS aimed at further raising awareness on the UNESCO programme are systematized on a yearly basis by the board of private/public collaboration, into one calendar of appointments dedicated to food creativity and culture. The "Gastronomic September" represents the peak of the year: a whole month dedicated to the culture of food, starting with the "Dinner of the Thousand" which transforms the historic center of Parma into a gourmet restaurant "under the stars" with a 500-meter long table for 1000 guests. Every year, the "Gastronomic September" hosts a series of initiatives and events united by the common thread of food: not only Food with a reference to the universe of taste, but also as a profound cultural identity, made up of traditions, savoir-faire and art, as evidenced by the references present in many monuments of the historical city center. Focusing on the appeal of food as a territorial marketing lever, the "Gastronomic September" saw the participation of different Creative Cities of Gastronomy, involved in cooking shows and promotional activities.



the dinner of the thousand!



temporary headquarter of the Gastronomy Hub: fresco

The city of Parma is using regional funds aimed at promoting "Attractive and participated cities" linking the theme of urban quality to social innovation and the development of digital and creative economy, to make an open lab dedicated to gastronomy, the **GASTRONOMY HUB**. The Gastronomy Hub is designed as a center of excellence, where cultural enjoyment can be intertwined with functional tools for professional training and entrepreneurship. The Gastronomy Hub is conceived not only as a platform of innovative and sustainable solutions for the development of projects with a high content of digital technology, but also as a hub for active participation and citizen collaboration in view of providing real support for the implementation of an urban open government. The open lab intends to propose inclusive dialogue that allows to hoard the skills of the actors of the entire food chain present in the territory and connect them with skills and actors from other Creative Cities, making an international platform of it. All these actors form the human capital of the Gastronomy Hub. The Gastronomy Hub model is made up of the systemization of the three areas proposed in the Application Form of Parma: Education, Experience, Production. The open lab has the ambition to propose problem solving and design models that can respond to great contemporary social challenges, including the city-countryside relationship, anti-waste policies and the fight against food poverty, social exclusion and discrimination.

The final headquarter will be located in the monumental complex of the Monastery of San Paolo, on a strategic axis connecting great tourist and cultural attractions. The restoration of the complex will be completed in 2021; therefore, the Municipality of Parma inaugurated the "Gastronomy Hub" in a temporary location. The "temporary" Gastronomy Hub is home to a series of activities promoted by different actors actively involved in the implementation of the contents of the lab itself: the University of Parma holds classes dedicated to food, alternating them with events promoted by the Association of Gastronomes; workshops for children dedicated to food education and nutrition and sustainability; courses for the "Parma City of Gastronomy" Product club operators; institutional and operational activities of the UNESCO City of Gastronomy Office of the Municipality, cultural opening and public events, etc.



presentation of Parma 2020

PARMA 2020 is a cultural-based territorial development program, born from the city's candidacy as the Italian Capital of Culture for the year 2020. The Italian Capital of Culture is a city designated each year which, for a period of one year, has the opportunity to be the showcase for its life and its cultural development. Since the day of the awarding of the title, Parma 2020, together with the UNESCO designation, has become a metaphor for what the territory intends to achieve for social regeneration from today to 2030. The program of Parma 2020 includes cultural events, exhibitions, workshop sites and cultural projects and productions representing the identity of the city, made of art, music and fine food. Moreover, Parma 2020 endorses open calls dedicated to the development of cultural and creative enterprises; to expand cultural consumption, with specific attention to audiences such as young people, families, the elderly, resident foreigners and people with disabilities; to bring culture and creativity into the businesses; to environmental rewriting etc.

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major initiatives implemented through inter-city cooperation

"DECONSTRUCTING EDUCATION – Creative and Inclusive Schools in Gastronomic Cities" is an Erasmus project developed in 2017-2018 by the cities of Bergen, Dénia as the project leader and Östersund and Parma involving one elementary schools from each city. The program offered an important opportunity to improve educational quality and promote school exchanges. The inclusive project had the main aim of improving the student's basic skills, always bearing in mind education to healthy lifestyles and habits associated to equilibrate and good nutrition. The project activities were divided into four different thematic fields:

- Let's visit – Our cities: presenting the four creative cities and their singularities
- Let's cook – Our diets: explaining the characteristics and differences between the Mediterranean diet and the New Nordic Diet
- Let's move – Healthy Habits
- Let's create - Art and Cooking.

"Youth in action for a creative and sustainable gastronomy", abbreviated into **YOUTH 4 FOOD**, is a transnational cooperation project among the Creative Cities of Bergen, as the project leader, Dénia, Gaziantep, Östersund and Parma. The project, currently in its final phase, aimed to improve employability and youth entrepreneurship by opening positive perspectives in this direction, investigating the educational value chain in the food sector and identifying in it new working possibilities: from farm to table. The project's activities were aimed at improving skills and, as a consequence, at favoring local economic development: greater knowledge, in fact, makes the local system more resilient and sustainable. The Youth 4 Food project is inserted in the Erasmus+ program funded by EU that regards strategic partnerships: transnational projects designed to develop and share innovative practices and promote cooperation, peer learning, and exchanges of experiences in the fields of education, training, and youth. The project was selected for the LAB.2030 initiative launched by UNESCO and presented during the 2018 Annual Conference in Krakow.



balloons Parma city of gastronomy

The Master's degree in **FOOD CITY DESIGN** (FCD) is a post-graduate program proposal focused on the theme of strategic design of the food cities. Designed by the UNESCO City of Gastronomy Office of the Municipality of Parma and developed jointly with the University of Parma and the universities of Bergen, Dénia (Alicante) and Östersund, the FCD aims at facing the theme of urban regeneration and growth through an interdisciplinary approach, having as its main reference the legacy of EXPO 2015: Food Cities are a new model of city in which the culture of food takes up a crucial role for sustainable development. Food connects all urban and suburban social environments, and it refers to social, economic, touristic and environmental processes; Design applied to cities means to be conscious of the present while imagining a future in which to realize one's ideas. Representatives from the international involved universities participated in a meeting in Parma in October 2019 to discuss future steps. Meanwhile, the University of Parma, as the project "leader", won regional fundings to implement the FCD program.

In order to achieve sustainable development, it is necessary to be concrete and realistic and to begin to change one's everyday behavior step by step. Therefore, on the occasion of the 2019 Macao Forum, the Municipality of Parma proposed the adoption of a simple, common, anti-waste measure to all the Creative Cities of Gastronomy: the City of Gastronomy **DOGGY BAG**. The Municipality of Parma, aware that it is through simple steps that everyone – from the authorities to the citizens – can become responsible for building a sustainable future, launched the proposal aimed at promoting a new anti-waste culture in counties where the doggy bag is not usual while, at the same time, using the surface of the doggy bag itself to rise awareness about the UCCP and the objectives of the 2030 Agenda, under the claim "Great taste and zero waste". The doggy bag was designed in collaboration with the city of Tucson and in Parma, in its initial phase, it will be distributed and promoted in the 34 restaurants of the Parma Quality Restaurants consortium from January 2020, in association with an educational campaign about anti-waste measures.



Ernesto Ottone Ramirez opening the UNESCO World Forum in Parma

The Municipality of Parma was involved in the co-design of contents and activities in the **GASTRONOMY PAVILION** set up for the Fabriano Annual Conference 2019. In particular, Parma and Alba jointly promoted the international contest "Gastronomic Made in Italy": the contest proposed that the chefs of the Cities of Gastronomy freely made a dish that described and gave representation of the Gastronomic Made in Italy, presented in a new and innovative culinary way.

Organized by UNESCO in collaboration with the Italian Institutions and the Municipality of Parma, the **WORLD FORUM** "Culture and Food: innovative strategies for sustainable development" took place in Parma, September 10-11, 2019. The Forum analyzed the linkages among food, culture and society, as well as the evolving landscape of food security and food systems, and their pivotal role for the implementation of the 2030 Agenda for Sustainable Development.



proposed action plan for the next 4 years

06

The future planning of Parma will focus on further developing the planning areas proposed in the Application Form 4 years ago:

- Food science and food labs
- Food culture and land development
- Art, music and fine food
- To become a creative city of gastronomy
- Food & nutrition for children and youth
- Food for future, food for growth

Therefore, the Municipality, as the main promoter of the designation, will continue in its recognition of local and international skills and talents, in order to put them at the service of the city and of the Network and thus contributing to the realization of the sustainable development objectives. In particular, the Municipality will carry on with the activation of multi-level and inter-sectorial relations and initiatives. Currently, three of these relations and initiatives are particularly relevant:

The Municipality is defining a 3-year collaboration with the **BARILLA CENTER FOR FOOD AND NUTRITION FOUNDATION**: the BCFN Foundation operates nationally and internationally relying on a high-profile team to promote an open dialogue among Science, Politics, Business and Society. It addresses today's major food related issues with a multidisciplinary approach from an environmental, economic and social perspective;

Parma is a signatory city of the **MILAN URBAN FOOD POLICY PACT** and a member of a Network of more than 170 cities. One of the most important goals of the MUFPP is to stimulate the exchange of practices and learning among signatory cities. To foster this collaboration, the MUFPP Secretariat launched the Milan Pact Awards: Parma won a special mention in the "Diets and Nutrition" category in 2018 for the Giocampus project that combines food culture, physical activity and environmental education to create a culture of wellbeing in children and in their families. The Municipality intends to foster the presentation of local best practices in the years to come;

Padre Lino's statue

The Municipality is cooperating with the **ITALIAN YOUTH ASSOCIATION FOR UNESCO** since their 2020 National Forum will take place in Parma in March 2020. Established in 2015, the Italian Youth Association for UNESCO was born as the Youth Committee of the Italian National Commission for UNESCO (CNI) with the aim of supporting the activities of the CNI in the field of education, science, culture and communication, promoting projects, values and priorities through the active participation of young generations and the civil society in initiatives and events of national importance. In 2018 the Association was officially recognized by UNESCO as a Member of the Associations and Clubs for UNESCO. The Italian Youth Association for UNESCO is composed of around 300 young people between the ages of 20 and 35, including students, researchers, artists, professionals, managers and entrepreneurs. For the quality of its projects and its solid organizational structure, the Association has been recognized by UNESCO as one of the best practices for youth participation in the UNESCO programs. The Municipality is currently cooperating with the representatives of the Association to facilitate the planning of the Forum and will provide scientific support through the UNESCO Office. The relation started on the occasion of the 2020 National Forum will lead to future collaborations at local, national and international levels;

A Memorandum of Understanding was signed between the Municipality of Parma and the Italian Alliance for Sustainable Development (**ASviS**) in order to establish a reciprocal collaboration for the promotion of the principles of Agenda 2030 and for the definition of the Municipal Strategy for Sustainable Development. In fact, the Municipality of Parma intends to define its own Local Strategy for Sustainable Development in the coming years, to contribute to the achievement of the SDGs, defining local targets and indicators for monitoring its own policies, integrating the opportunities that the territory has been able to activate, such as the designations as a UNESCO Creative City for gastronomy and as the Italian Capital of Culture for the year 2020. The construction of sets of local indicators linked to the achievement of the SDGs, with a focus on cultural policies, could be included among the methodologies to be left to the territory for the future.

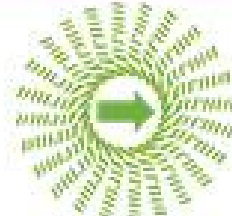
It is important to underline that the Municipality of Parma is increasingly referring to the objectives of the 2030 Agenda for sustainable development. In particular, the organization of the Municipality itself is divided into 4 strategic areas linked to the UN Sustainable Development Goals.



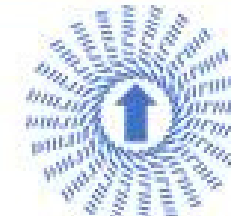
- 6 CLEAN WATER AND SANITATION
- 7 AFFORDABLE AND CLEAN ENERGY
- 11 SUSTAINABLE CITIES AND COMMUNITIES
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
- 1 NO POVERTY
- 2 ZERO HUNGER
- 4 QUALITY EDUCATION
- 8 DECENT WORK AND ECONOMIC GROWTH

DIGITAL AGENDA
ENVIRONMENTAL SUSTAINABILITY

Parma city for the future



Parma city that changes



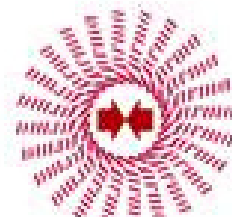
URBAN REGENERATION
INFRASTRUCTURES

- 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
- 16 PEACE, JUSTICE AND STRONG INSTITUTIONS

Parma

EDUCATION
ACCESSIBILITY
POVERTY

Parma city for the people



Parma creative city



UNESCO CREATIVE CITY
ITALIAN CAPITAL OF CULTURE 2020

- 8 DECENT WORK AND ECONOMIC GROWTH
- 11 SUSTAINABLE CITIES AND COMMUNITIES
- 16 PEACE, JUSTICE AND STRONG INSTITUTIONS
- 17 PARTNERSHIPS FOR THE GOALS

Besides the previously mentioned collaborations and initiatives, specific projects will be promoted and implemented:

Today, the city center of Parma has almost 54% of single-component families and there are many more foreign families than in the other neighborhoods, with the risk of poor integration. The need is to protect and regenerate a real urban heritage by intervening to bring balance between the different realities: in particular, in order to avoid phenomena of urban degradation and micro criminality, a process of urban re-signification and of enhancement of cultural initiatives is needed, together with the integration of urban interventions with social policies or policies for new entrepreneurship, as well as inter-institutional coordination and co-planning. Therefore, one of the proposed projects for the future concerns another area of the monumental complex of the monastery of **SAN PAOLO**, located right next to the final headquarter of the Gastronomy Hub: this area will undergo renovation works in order to create a place of culture and social integration and aggregation, a "social hub" connected to the gastronomic culture of the city. To really contribute to the fight against social inequality, the San Paolo complex must become "inclusive" through human resource development policies, funding allocation criteria, experimentation with new partnership methods, inclusion of new voices, effective consultation and a participatory planning process, focusing on non-traditional methods. In order to achieve this goal, a multidisciplinary working group within the Municipality is collaborating with some reference actors operating in the city, selected to define a project proposal that will be presented to obtain European fundings.

Among the objectives of Parma 2020, the Municipality intends to highlight how the cultural heritage, reconsidered in its broadest sense of testimony of common growth, is recognized as a vehicle for new practices of growth. An international proposal dedicated to the UNESCO Creative Cities, named **CREATING SUSTAINABILITY**, will be designed in order to collect best practices regarding innovative governance models to manage urban development in an inclusive, creative way in the seven UNESCO creative fields. In particular, Creating Sustainability will be designed as a collector of sustainable and replicable best practices about innovative management models concerning urban development as a process participated by the public and private sectors and the civil society, for social and urban regeneration through culture, highlighting the transversal vision between knowledge and skills. These models will become an important asset for the city: they will become the reference models for the implementation of new, innovative form of governance to be applied to the socio-cultural districts of the city.



interior of the San Paolo monastery



Parma is a University city and the University represents an excellence for the city and the territory: the School of Advanced Studies on Food and Nutrition - recently founded - has close links with international organizations and universities and its key aim is to enhance skills of in-service professionals and young talents within all areas of research about food and nutrition. Moreover, Parma, as a UNESCO Creative City of Gastronomy, is proposing itself as the promoter of an educational process about gastronomy and nutrition for the future generations within the framework of "Food & Nutrition for children and youth", one of the three international programs proposed in the Application form. Within this framework of collaboration, a future project is to propose a **UNESCO CHAIR** about nutrition. This project integrate into national policies, especially as referred to the agreement signed on January 17th, 2019, defined "Scuola che Promuove Salute" (School promoting Health). Moreover, the topic is among the 2030 AGENDA goals: 3 - Good Health and Wellbeing and 4 - Quality Education.

Urban areas are the source of many of today's environmental challenges. Local governments and authorities can provide the commitment and innovation needed to tackle and resolve many of these problems. One of the policy tools the European Commission is using to face these challenges is the European Green Capital Award (EGCA), which recognizes and rewards local efforts to improve the environment, the economy and the quality of life in cities. The EGCA is awarded each year to a city which is leading the way in environmentally friendly urban living and which can thus act as a role-model to inspire other cities. After the designations as a UNESCO Creative City of Gastronomy and as the Italian Capital of Culture in 2020, the Municipality of Parma presented its candidacy to become **EUROPEAN GREEN CAPITAL** in 2022, in a joint effort with industries and different local actors; this candidacy represents a further opportunity for the city, which looks at the environment as a resource, as a starting point for the promotion of innovative policies, projected towards the future with the awareness that the environment constitutes a strategic challenge for Parma, Italy, Europe and the World. The presented Green objectives include, among others, an overall reduction in CO₂ emissions - up to 100% by 2050, the spread of best practices on sustainable mobility in order to reduce the use of private cars, the increase of energy efficiency of local production from renewable sources.

07

communication plan and estimated annual budget

The communication plan is articulated and complex, given the complexity of the proposed planning. The Municipality of Parma dictates the contents that will be communicated in order to send a clear, specific message with measurable results at various levels:

- internal press office of the Municipality – local level
- external press office for tourism promotion and for communication on Parma City of Gastronomy – national, international levels
- press office responsible for Parma 2020 – local, national levels

The press offices operate on the Municipality's website as the main communication platform and on satellite sites dedicated to each specific project. Communication then goes through the relative social channels (Facebook, Instagram, Flickr, Pinterest). The communication of the Municipality of Parma is accompanied in a linear and congruous manner by the communication of all the partners, specific for each presented project. The Municipality will promote communication among the cities of Gastronomy using the Creative City Program website.

The budget indicated below refers to the years of operativity of the current administration and, therefore it covers the years up to the end of the mandate, scheduled for mid 2022.

	2020	2021	2022	info
EVENTS	500.000,00	500.000,00		
GASTRONOMY HUB	285.000,00	267.500,00		
PARMA 2020	5.300.000,00			<i>including Creating Sustainability</i>
SAN PAOLO		900.000,00	3.087.000,00	<i>depending on the cofunding with EU funds</i>
EU PROJECTS				
COMMUNICATION	270.000,00			
FCD MASTER	600.000,00			<i>University budget</i>
+ STAFF COSTS OF A FULL TIME MUNICIPALITY EMPLOYEE CAT D (SPECIALIZED ON THE THEMES)				



United Nations
Educational, Scientific and
Cultural Organization



PARMA!
*City of
Gastronomy*

Designated UNESCO Creative City in 2015