



# Belém

UNESCO CREATIVE CITY OF GASTRONOMY

MEMBERSHIP MONITORING REPORT

PERIOD: 2015 - 2019





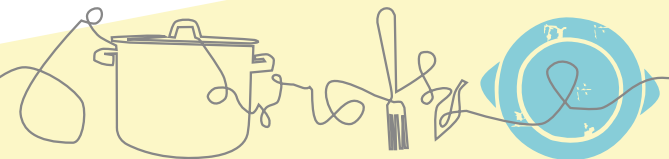
## 1. EXECUTIVE SUMMARY

Belém has a long culinary tradition that dates back to its historical origin, which combines indigenous, African and Portuguese ingredients. With such a unique cultural heritage, the richness and originality of Belém's cuisine have always been a source of pride for its people. Thus, the title of Creative City of Gastronomy awarded by Unesco in 2015 was received as an acknowledgement of the effort, talent and willingness of the local society to keep this tradition alive. It was also viewed as a possibility to engage farmers and producers in the new opportunities created by this growing market, to increase popular participation in all gastronomic processes, and to foster interchange among creative cities.

In this sense, the actions the city has promoted since then have brought together public and private partners and attracted the participation of renowned local, national and international chefs. They have also attracted all types of professionals involved in the traditional cuisine of Belém, as well as cultural producers aiming to revive traditions and share knowledge and experiences. Seminars, courses and exchanges have enhanced deep-seated knowledge and expanded the senses into new directions.

Regarding international participation, Belém has been represented in several parts of the world, often as a highlight. Chef Angela Sicilia was placed among the one of the three finalists in the First Unesco Gastronomy Festival in Parma, Italy. Various chefs from Belém displayed their skills in cooking shows around the world, helping disseminate our cuisine as an original Brazilian Amazon cultural and touristic asset.

The Steering Committee of the Unesco Creative City of Gastronomy program is managed by the Municipal Government of Belém, Metropolitan Area Development and Management Company of Belém (CODEM), with the collaboration of municipal and state entities, the Brazilian Bar and Restaurant Association (ABRASEL/PA), the Paulo Martins Institute (IPM), Local Productive Arrangements (APL), private entities and gastronomy colleges.



## 2. GENERAL INFORMATION

**City:** Belém

**Country:** Brazil

**Creative field of designation:** Gastronomy

**Date of designation:** December 11th, 2015

**Date of submission of the current report:** December 30th, 2019

**Entity responsible for the report:** Belém Metropolitan Area Development and Management Company (CODEM)

**Previous reports submitted and dates:** none

### FOCAL POINTS OF CONTACT:

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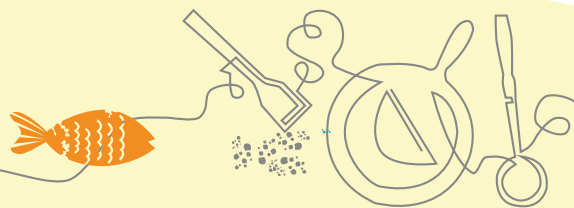
**Belém Metropolitan Area Development and Management Company - CODEM**

**Address:** Av. Nossa Senhora de Nazaré, 708 - Bairro Nazaré

**Postal Code:** 66.035-135

Belém – Pará – Brazil

Guided visit at Combu Island, 2017



### 3. CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT

#### Participation in UCCN annual meetings in the last four years: 3

The title of Creative City of Gastronomy represents for Belém a major commitment to sustainable development and other guidelines defined by Unesco. The city takes its responsibilities seriously and actively participates in the Creative Cities annual meetings, which are strategic opportunities for dialogue between the cities and Unesco.

The first meeting Belém attended was in 2017, in France, where the mayor of Belém, Zenaldo Coutinho, invited the participants to the International Meeting of Creative Cities of Gastronomy, which would be held in Belém in November of that year. Mayor Zenaldo Coutinho also attended the 2018 meeting in Poland. Focal Point Claudia Sadalla represented Belém in the 2019 meeting in Italy.

- **2019** – XIII Annual Meeting – Fabriano, Italy
- **2018** – XII Annual Meeting – Cracóvia e Katowice, Poland
- **2017** – XI Annual Meeting – Enghien-les-Bains, France

#### Learn more:

<http://creativecommons.belem.pa.gov.br/noticias/belem-participa-de-reunioes-anuais-da-uccn/>

#### PARTICIPATION IN MEETINGS ORGANIZED BY OTHER CREATIVE CITIES

##### 2019

- Shunde Food Festival and Culture Week, China. Participation of Focal Point Claudia Sadalla, who presented goals and results at the Latin American Creative Cities Meeting, and chef Angela Sicilia at the cooking show, with her recipe that was a finalist at the Unesco festival.
- E-creativa – Meeting of Brazilian Unesco Creative Cities in Florianópolis, Brazil.
- First Unesco Gastronomy Festival, held in Parma, Italy. Chef Angela Sicilia was one of the three finalists with raviole of manioc.
- Gastroantep Festival, Turkey. Participation of Maria Betânia Fidalgo, dean of Amazon University (UNAMA), and chef Tathiana Martins at the cooking show.

#### Learn more:

<http://creativecommons.belem.pa.gov.br/noticias/belem-participa-de-reunioes-promovidas-por-cidades-criativas/>



Shunde Food Festival and Culture Week, China



Chef Angela Sicilia

##### 2018

- Cooking show with chef Eduardo Leão in João Pessoa, Brazil.
- 10th Gastronomy Festival in Paraty, Brazil. Participation of CODEM Chair João Cláudio Klautau in a round table on the topic "New Paths for Gastronomy" and presentation of chef Arturzão at the cooking show.
- International Gastronomy Forum in Macau, China. Participation of chef Fabio Sicília and the Steering Committee's Public Relations Assistant Manoel Leite.

- Gastroantep Festival, Turkey. Participation of chef Herlander Andrade at the cooking show and the Focal Point Claudia Sadalla presenting the Sustainability Project of the Municipal Student Assistance Foundation (FMAE).

- Gola Gola Festival, Parma, Italy. Participation of chef Roberto Hundertmark at the cooking show.

**Learn more:**

<http://creativecommons.belem.pa.gov.br/noticias/a-capital-paraense-participa-ativamente-de-vari-os-eventos-das-cidades-criativas-da-gastronomia-da-organizacao-das-nacoes-unidas-para-a-educacao-a-ciencia-e-a-cultura-unesco/>

**2017**

- Phuket, Thailand. Participation of the Executive Chair of the Paulo Martins Institute (IPM) Joanna Martins and the Vice-Mayor of Belém and Orlando Reis.

- Antep, Turkey. Participation of Business Director of CODEM Eduardo Klautau and Communication Secretary Igor Fonseca.

- Denia, Spain. Participation of Focal Point Claudia Sadalla presenting the results of the First International Meeting of Creative Cities of Gastronomy and chef Angela Sicilia at the cooking show.

- Gola Gola Festival, Parma, Italy. Participation of chefs Nazareno Alves, Fábio and Angela Sicilia at the cooking show.

**Learn more:**

<http://creativecommons.belem.pa.gov.br/noticias/belem-leva-representantes-a-vari-os-lugares-do-mundo-em-2017/>

**2016**

- International Gastronomy Forum in Macau, China. Participation of Focal Point Claudia Sadalla, who presented Belém as the newest Unesco Creative City of Gastronomy, and chef Angela Sicilia.

**Learn more:**

<http://creativecommons.belem.pa.gov.br/noticias/unesco-promove-forum-internacional-de-gastronomia/>

**2015**

- Expo Milan – Belém was granted the title of Unesco Creative City of Gastronomy. Belém has one of the most original cuisines in Brazil, with Portuguese, indigenous and African influences. The capital of the state of Pará has joined Unesco's Creative Cities Network, an acknowledgement of its richness and diversity. The



Gastroantep Festival, Turkey. Participation of chef Herlander Andrade at the cooking show

designation is the result of the municipal government's efforts, with support from several entities, such as the ATA Institute, the Paulo Martins Institute, the Amazon Center for Entrepreneurship, the National Tourism Confederation, the Brazilian Bar and Restaurant Association (ABRASEL), the state government and Itamaraty. The Unesco Network aims at fostering a creative economy driven by sustainable and socially just development.

**Learn more:**

<http://agenciabelem.com.br/Noticia/118488/gastronomia-de-belem-e-destaque-internacional-na-ex-po-milao>

<https://www.youtube.com/watch?v=YIKlr7uppaY&feature=youtu.be>

**HOSTING ANNUAL MEETINGS, WORKGROUPS AND INTERNATIONAL MEETINGS**

In November 2017, Belém hosted the First International Meeting of Creative Cities of Gastronomy, including representatives of Creative Cities from Brazil, all of the Unesco Creative Cities of Gastronomy, and several representatives of cities from other creative areas.

In October 2019, Belém hosted the First Latin American Creative Cities Meeting, including all Creative Cities in Brazil and all Creative Cities of Gastronomy in Latin America.

During each of the meetings held in 2017 and 2019, there were work meetings with the focal points, one national and one international.



## MEMBERSHIP OF THE STEERING GROUP AND PERIOD

The Belém Steering Committee was created by the Belém Municipal Government Decree no. 89.109 on June 13, 2017, and is formed by representatives of the municipal and state governments, as well as civil society members.

## PARTICIPATION IN THE EVALUATION OF APPLICATIONS

Belém took part in the evaluation of applications of the Municipality of South Kynouria (Greece) in 2018, and Shunde (China), Oaxaca (Mexico), Mérida (Mexico) and Bendigo (Australia) in 2019.

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



The activities of Belém's Steering Committee revolved around skilled labor, exchanges with various institutions and organization of events, in such a way as to leverage local, national and international partnerships. The actions have contributed to bolster the gastronomy sector, highlighting local flavors and promoting the city's culture, tourism and sustainable economic development.



Bolonha Creative Market



Training program:  
Cotijuba and  
Mosqueiro Markets



## SKILLED TRAINING

Continued education in various segments of gastronomy in Belém has become reality since the Creative City title. For the training program, the municipal government relies on the partnership with teaching and research institutions, entities from civil society and the productive sector, as well as state and federal entities.

Belém has unique products and forms of preparation in Brazil and worldwide, with a strong tradition in street food and market stalls. The municipality's goal is to provide skilled training for all licensed public-space vendors, strengthening the sector and increasing people's income and quality of life, streamlining the city's creative gastro-tourism.

Several training courses were held for "tapioqueiras" (tapioca-crepe makers) at Mosqueiro Island, restaurants at Cotijuba and Combu islands, as well as for "boieiras" (meal makers) at the Francisco Bolonha market. The "tacacazeiras" (tacacá makers), who were acknowledged as intangible cultural heritage by the municipality, also received training.

The courses include topics such as creative cuisine with good practices for food production and handling, taught by the Amazon University (UNAMA) and by the Municipal Student Assistance Foundation (FMAE), and entrepreneurship, client service and price setting, taught by the Worker's Portal and the Economy Secretariat (SECON) of the Belém Municipal Government.

Through a partnership with the Boa Lembrança Restaurant Association, with local and national chefs, the municipality trained 600 lunch ladies of the municipal school system, aiming to provide more nutritious and higher-quality school meals to more than 70,000 students. All these efforts resulted in school meals that receive national prizes, being ranked among the top 5 in Brazil and the best in the Amazon region.

The municipality also created Casa do Açaí ("açai house"), focusing on the food safety of one of the most important products of Belém's food scene. Casa do Açaí provides courses for "açai beaters" and instituted the "Açaí Bom" (good açai) seal to identify the points of sale that follow the standards required by the Food Safety Municipal Service.

It's important to highlight that most of these actions focus on cooks who are women, representing female empowerment through professional training, higher income and improved quality of life.

## PROFESSIONAL COURSES

- Gastronomy courses at the Mosqueiro island market taught by the Amazon University (UNAMA).

Participants: tapioca – crepe makers (tapioqueiras). 2019

### Learn more:

<http://agenciabelem.com.br/Noticia/200952/mosqueiro-recebe-circuito-gastronomico-com-participacao-de-tapioqueiras-da-ilha>

- Gastronomy courses for Cotijuba island restaurants taught by the Belém Municipal Government, through FMAE nutritionists.

Participants: cooks of the island. 2019

### Learn more:

<http://agenciabelem.com.br/Noticia/198758/prefeitura-qualifica-empresendedores-de-cotijuba-em-boas-praticas-e-manipulacao-de-alimentos>

- Gastronomy courses for Combu island restaurants taught by the Amazon University (UNAMA).

Participants: cooks of the island. 2019

### Learn more:

<http://agenciabelem.com.br/Noticia/203217/ilha-do-combu-circuito-gastronomico-das-ilhas-sera-realizado-neste-sabado-31>

- Gastronomy courses at the Francisco Bolonha meat market taught by the Amazon University (UNAMA).

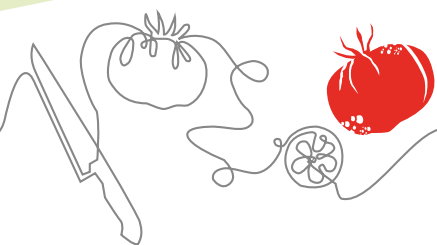
Participants: meal makers (boieiras). 2019

### Learn more:

<http://agenciabelem.com.br/Noticia/197239/comerciantes-do-mercado-de-carne-sao-capacitados-para-vento-de-gastronomia>



Ver-o-Peso Market  
training of boieiras





- Gastronomy courses on school meal optimization taught in 2017 and 2018 by Abrasel/Brasil Sabor and in 2019 by the Belém Municipal Government through FMAE nutritionists and by national chefs invited by the Boa Lembrança Association.

Participants: school lunch ladies. 2017, 2018 and 2019

#### Learn more:

<http://agenciabelem.com.br/Noticia/202030/mais-de-600-merendeiras-participam-de-curso-de-gastronomia>

- Courses on entrepreneurship, client service and price setting taught by the Belém Municipal Government through the Economy Secretariat (SECON).

Participants: tapioqueiras, Combu and Cotijuba island cooks, and boeiras. 2019

#### Learn more:

<http://agenciabelem.com.br/Noticia/200910/empreendedoras-e-trabalhadores-da-ilha-do-combu-recebem-curso-profissionalizante>

- Gastronomy courses at the Ver-o-Peso market taught by the Amazon University (UNAMA).

Participants: meal markers (boeiras). 2019

#### Learn more:

<http://agenciabelem.com.br/Noticia/207071/boeiras-do-ver-o-peso-aprendem-tecnicas-de-apresentacao-de-pratos>

## GASTRONOMY CIRCUITS

The Belém Municipal Government invests in events as a way to maintain traditions and encourage new local food scenes. The Gastronomy Circuits include the participation of renowned local and national chefs as well as new talents, also promoting regional cuisine through the boeiras and their traditional street fare. They also include creative economy and local artists, fostering gastro-tourism and culture. These can keep the economy in motion, driving the entire productive chain of the gastronomic sector from small producers to processing plants and food exporters, all the way to hotel, bar and restaurant tables.

With so much originality and diversity in Belém's gastronomy, the municipality focuses on identifying all of the gastronomic production and connecting it to society through creative events, which have been very well received by the population. These include the Bolonha Creative Market, the Mosqueiro Creative Market, the Igara Circuit, and the Latin American Meeting of Unesco Creative Cities. Carried out since 2017, these events have been enhancing the creative economy in the field of gastronomy as a whole, generating jobs and income for the population.



Cooking show, 2017



Workshop, 2017

## EVENTS PROMOTED BY THE CITY OF BELÉM

The First International Meeting of Creative Cities of Gastronomy, an initiative by the city of Belém, was held from November 7th to 11th, 2017, receiving representatives of Creative Cities from Brazil, all of the Unesco Creative Cities of Gastronomy, and several representatives of cities from other creative areas. The event included a workshop, a cooking show, gastronomy and music festivals, guided tours of the Ver-o-Peso market, Combu island and the future facilities of the Global Gastronomy Center.

There were also two meetings with the focal points. The international one included discussions around creative economy, sustainability and economic growth through gastronomy. In the national meeting, the cities of Belém, Paraty and Florianópolis wrote and signed a technical cooperation agreement to establish academic and professional exchange partnerships aiming to strengthen and develop the gastronomy sector, promoting culture and tourism and supporting the sustainable development of the regions. The estimated public was 5,000 people.

Another highlight in the event was a cooking show unlike any other, broadcast live, where national and international chefs exchanged ingredients through a drawing when making their recipes, creating a unique gastronomic exchange.



At the workshop, the participants of the International Meeting debated: "What can biodiversity offer to gastronomy and what can gastronomy do for biodiversity?" The debate focused on the market, gastronomy, sustainability and biodiversity. Its curator was chef and journalist Roberto Smeraldi, vice president of the ATA Institute, and internationally renowned experts in various areas took part.

**Learn more:**

<http://creativecommons.belem.pa.gov.br/noticias/cidades-criativas-da-unesco-discutem-a-biodiversidade-gastronomica/>

<http://creativecommons.belem.pa.gov.br/evento/encontro-mundial-das-cidades-criativas-da-gastronomia/>

<https://www.oliberal.com/belem/cidades-da-unesco-conhecerao-cultura-paraense-1.192213>

<http://agenciabelem.com.br/Noticia/156431/belem-vai-sediar-evento-mundial-da-gastronomia-em-novembro>

### **VER-O-PESO DA COZINHA PARAENSE (VER-O-PESO OF PARAENSE CUISINE) - 2017/2018**

The Ver-o-Peso da Cozinha Paraense is a Festival of traditional cuisine in the city, was created by chef Paulo Martins with support from the Municipal Government to promote the city gastronomic culture. The festival brings together producers, the industry, "boieiras" and renowned chefs of regional gastronomy to showcase products and the local cuisine and develop the sector, reaffirming the title of Creative City of Gastronomy granted to the city of Belém. The estimated public was 1,000 people.

**Learn more:**

<http://agenciabelem.com.br/Noticia/168566/mercado-das-boieiras-e-o-ponto-alto-do-festival-ver-o-peso-da-cozinha-paraense>

### **CIRCUITO FELIZ LUSITÂNIA (FELIZ LUSITÂNIA CIRCUIT) - 2017**

Belém organized the Feliz Lusitânia Circuit, a multicultural event with music, visual arts and gastronomy, bringing together renowned chefs and cooks of traditional local fare. The estimated public was 2,000 people.

**Learn more:**

<http://agenciabelem.com.br/Noticia/178512/circuito-gastronomico-de-belem-leva-culinaria-regional-e-musica-ao-complexo-feliz-lusitania>

### **ILHAS E SABORES (ISLANDS AND FLAVORS) – 2017/2018/2019**

Since three years ago, this festival combines gastronomy, trade shows, workshops, business opportunities and extensive cultural and technical programming focusing on biodiversity conservation. It is traditionally held in celebration of June 18, International Sustainable Gastronomy Day, formalized by Unesco.

In 2017 and 2018, the Ilhas e Sabores festival was carried out in a touristic spot in the city as part of the activities of Brasil Sabor (Flavor Brazil), a national event



Laços Festival



promoted by the Brazilian Bar and Restaurant Association (ABRASEL), with support from the Belém Municipal Government. In 2019, the programming was divided into two events: a round table on June 18 in collaboration with the Amazon University (UNAMA) and a gastronomic circuit within the Boa Lembrança Festival, which took place in September. The estimated public was 3,000 people.

**Learn more:**

<http://agenciabelem.com.br/Noticia/203400/belem-sedia-congresso-e-festival-gastronomico-ate-o-dia-22>

### **LAÇOS BELÉM-PORTUGAL (BELÉM-PORTUGAL BONDS) - 2018**

Promoted by the Belém Municipal Government in June 2018, the Laços Belém-Portugal Festival celebrated the close relationship between the Amazon city and the European country in all areas, particularly gastronomy. The programming included the presentation of typical foods from Belém and Portugal, with the participation of the famous chef Victor Sobral from Lisbon, photography and Portuguese-Brazilian handicraft exhibitions, music, cinema and poetry festivals, and a workshop on the Portuguese heritage in the Amazon. The festival closed with a show with the singer Fafá de Belém, who was awarded the title of Ambassador of Cultural Bonds between Belém and Portugal. The estimated public was 2,500 people.

**Learn more:**

<http://agenciabelem.com.br/Noticia/168460/lacos-destaca-diversidade-da-gastronomia-paraense>



Igara  
Gastronomic  
Circuit

### IGARA - 2019

In August 2019, the Municipal Government organized the first Igara Gastronomic Circuit at Combu island, bringing together entertainment, culture and gastronomy. The circuit was made through the rivers using regional boats across canals and the Guajar Bay, taking participants to the restaurants that prepared special dishes for the event. The estimated public was 5,000 people.

#### Learn more:

<https://g1.globo.com/pa/para/noticia/2019/08/30/regiao-das-ilhas-de-belem-recebe-circuito-gastronomico-itinerante.ghml>

### MERCADOS CRIATIVOS (CREATIVE MARKETS) - 2019

In 2019, Belm launched the Creative Markets Gastronomic Circuit, aiming to renew these spaces by promoting their occupation by the population. Events were organized in Bolonha markets and in the tapiocaria (tapioca restaurant) at Mosqueiro island, with participation from the public, chefs and traditional cooks

Boat trip on the Combu Island



around gastronomy and culture. In the circuits, the chefs made special recipes, and the public was encouraged to participate by helping choose the best ones. The estimated public was 3,500 people.

#### Learn more:

<https://www.romanews.com.br/cidade/circuito-gastronomico-mercado-criativo-valoriza-a-culinaria-pa-raense/42415/>

### XXIV CONGRESSO DA ASSOCIAO DOS RESTAURANTES DA BOA LEMBRANA ( XXIV CONFERENCE OF THE BOA LEMBRANA RESTAURANT ASSOCIATION) - 2019

The Conference returned to Belm after 14 years and focused entirely on Amazonian gastronomy, promoting intense exchange among the members through a forum to discuss a proposal to promote gastronomic tourism and disseminate the city's potential through its diversity. The chefs also visited the Combu Municipal School to learn about the sustainability work around school meals, with the presence of the lunch lady who won the national competition. The estimated public was 1,800 people.

#### Learn more:

<http://agenciabelem.com.br/Noticia/203425/merenda-escolar-municipal-premiada-e-destaque-em-feira-gastronomica>

### ENCONTRO LATINO-AMERICANO DE GASTRONOMIA (LATIN AMERICAN GASTRONOMY MEETING) - 2019

The first Latin American Gastronomy Meeting was an initiative of the city of Belm. The meeting took place on October 3th to 5th, bringing together representatives from all Unesco Creative Cities in Brazil and all Unesco Creative Cities of Gastronomy of Latin America, as well as the city of Lima (Peru), chef Roberto Smeraldi (ATA Institute) and Tucson (Trust Platform). The event included a cooking show, gastronomy, music, handicrafts and cinema festivals, a round table on design, and guided tours of the Ver-o-Peso market and Combu island. There were "show classes" open to the public in a kitchen that was especially built for the event, where local and international chefs taught creative recipes.



Brazilians Focal Points  
Meeting



Latin American Gastronomy  
Festival, 2019



Cooking Show Latin American  
Gastronomy Festival 2019

There were also two meetings with the focal points: the national one focused on the Unesco international meeting that will take place in Santos in 2020, and the international one, with discussions about sharing experiences among Latin American cities and creating a workgroup with an agenda set for the second Latin American Meeting in Popayan in 2020. The estimated public was 2,300 people.

**Learn more:**

<http://agenciabelem.com.br/Noticia/203571/encontro-latino-americano-das-cidades-criativas-reune-gastronomia-artesanato-e-musica>

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

In articulation with other UCCN member cities, the Belém Steering Committee carried out actions and signed partnerships to strengthen the creative economy using the principles of opportunity, integration, sustainability and urban development, generating jobs and income and improving quality of life.

**ECRIATIVA**

Belém participated in the Unesco Creative Cities Meeting (Ecriativa) in Florianópolis, bringing together representatives of Brazilian Creative Cities in all fields: Curitiba and Brasília (design), Santos (cinema), Salvador (music), Florianópolis, Paraty and Belém (gastronomy). Ecriativa aims to discuss actions and design strategies to consolidate the creative and sustainable economy development goals in the country. Belém focal point Claudia Sadalla presented the Latin American Festival.



Florianópolis Ecriativa



## 6. PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS



With the goal of strengthening and developing the gastronomy sector, Belém will ratify the academic and professional exchange partnerships it has with the other Brazilian Creative Cities of Gastronomy (Florianópolis, Paraty and Belo Horizonte). Beside the events that are already part of the official national and international calendar, Belém will plan new meetings including all areas of creative economy, to promote culture and tourism and foster sustainability.

### 2020-2023 ACTION PLAN AT THE LOCAL LEVEL

#### Technical Creative School of Gastronomy

Materializing one of the proposals made by the city of Belém, the Technical Creative School of Gastronomy of Belém was created in 2019. Located in the Outeiro district, the school is an initiative of the Belém Municipal Government and the Environmental Education Reference Center Foundation of the Bosque (Rural) School Prof. Eidorfe Moreira (Funbosque). The school provides a technical course in cuisine for students of the public school system, workers, farmers, foresters, aquafarmers, extractivists

and fishers. The School of Gastronomy provides skilled training to help improve food services and increase the quality standards of the organizations.

#### Learn more:

<http://agenciabelem.com.br/Noticia/207031/prefeitura-de-belem-inaugura-escola-criativa-de-gastronomia-em-outeiro>

#### Casa de Ervas e Temperos (Herb and Seasoning House)

The Casa de Ervas e Temperos (Herb and Seasoning House) is being built at the Ver-o-Peso complex, the main commercial center and a Belém landmark. When completed, it will be an organic hub in the Amazon and major touristic spot. Traditional herb vendors will be in charge of a space dedicated to displays and tasting, where visitors can learn more about herbs, spices and seasonings.

#### Events

Belém will continue to organize the successful events promoting gastronomy as well as other areas of creative economy, culture and tourism.

#### Gastronomic Circuits

The events will have the participation of renowned chefs and also launch new talents in local gastronomy. The goal is to strengthen small local producers, giving them the opportunity to sell their products to restaurants and to customer tables.

#### Gastronomic River Circuits

Cotijuba, Igara and Mosqueiro. The island restaurants and “tapioqueiras” (tapioca-crepe makers) from Mosqueiro will receive training in gastronomy and food handling, customer service and price setting, aiming to drive the economic growth of the local market and customer loyalty.

#### Creative Markets

Belém launched the Creative Markets Gastronomic Circuit, aiming to renew these spaces by promoting their occupation by the population. Will be organized in Bolonha and Ver-o-Peso Markets.



Opening of Creative Gastronomy School, with the mayor Zenaldo Coutinho and the local chefs

## 2020-2023 ACTION PLAN AT THE INTERNATIONAL LEVEL

To meet the objectives of the Network at the international level, especially engaging the Unesco Creative Cities, Belém will continue to promote its successful actions and will implement a new event to foster a closer relationship with Asian cities.

### Laços Belém-Portugal (Belém-Portugal Bonds)

Launched in June 2018, the Laços Belém-Portugal Festival celebrates the importance of the interchange between the gastronomic cultures of Belém and Portugal. The event promotes culture transversality through gastronomy, music, poetry, cinema and handicrafts. The goal is to keep the Portuguese heritage in the Amazon alive in the memory of new generations.

### Meeting of Latin American Creative Cities

The first meeting, held in 2019, brought representatives from all Brazilian Creative Cities and all the Unesco Creative Cities of Gastronomy in Latin America, reinforcing relationships and cultural exchange. The new edition will strengthen transversal actions through gastronomic festivals, a cooking show, music, handicrafts, cinema and design.

### First Gastro A<sup>2</sup> Meeting: Amazonian and Asian Cultural Exchange

This event will focus on the Japanese immigration to Belém. To celebrate this cultural exchange, Belém will welcome all Asian Creative Cities of Gastronomy, particularly highlighting Japanese cities, as well as all Creative Cities from Brazil.

The event will include presentations from the indigenous nations Tembé and Kaiapó, riverside experiences with hikes and visits to açaí and cocoa fields at Combu island, technical visits to the Ver-o-Peso market, local museums, Cotijuba island, and a tour of Icoaraci handicrafts. The chefs will visit the Municipal Gastronomy School and will teach a hands-on class to the students. The program also includes a cooking show and workshop focusing on similarities and differences in the culinary tradition of these cities, a gala dinner, and will finish with Terruá Latino, a large Gastronomic Circuit, and a Creative Economy and Handicraft Fair.

## ESTIMATED BUDGET FOR IMPLEMENTING THE PROPOSED ACTION PLAN

The estimated budget for the next four years is R\$ 7,000,000 (equivalent to around US\$ 1,600,000), with a proportional spending estimated at 40% for the local action plan and 60% for the international action plan. We continue to rely on partnerships with the third sector and to prospect private investments for the proposed activities.

## PLAN FOR COMMUNICATION AND AWARENESS

With the goal of disseminating the work of Unesco's Network of Creative Cities of Gastronomy, Belém will develop its Communication Plan for the next four years, including public relations and publicity actions for the projects and events, beside boosting its active social media presence.

Regarding public relations, the Steering Committee will build a closer relationship with the local media, encouraging spontaneous activity coverage and building awareness around the network goals. Aiming to bring the Creative Cities closer together, the communication work will focus on releases about the actions developed and their results.

In terms of publicity, the actions will seek to massify Belém's brand as Unesco Creative City, creating attractive materials using simple and direct language and a unified visual identity. To increase our presence in social media, the website will become more dynamic, containing basic information on the project and providing a space for the committee to interact with online users.

Each of the activities will be publicized emphasizing the importance of Unesco's Sustainable Development Goals and building awareness among professionals and the general public about the 2030 agenda commitments. All the actions proposed here are aligned with Unesco's broader goal of promoting sustainable development.

Ver-o-Peso  
Market



PHOTO: FERNANDO SETTE



United Nations  
Educational, Scientific and  
Cultural Organization



Belém  
City of Gastronomy

Designated  
UNESCO Creative C  
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