

TUCSON

UNESCO CREATIVE CITY OF GASTRONOMY

MONITORING REPORT

Tucson, USA

Member City of the UNESCO Creative Cities Network since 2015

Reporting Period 2015 - 2019



1. EXECUTIVE SUMMARY

Since its UNESCO Creative City designation in 2015, Tucson City of Gastronomy has worked with community stakeholders to implement the mission of the UNESCO Creative Cities Program (UCCP) and to leverage the designation for sustainable development with broad community benefits for Tucson and its southern Arizona foodshed. At the local level it has inventoried community food assets, heritage ingredients, and food products of our region; helped assess characteristics and trends in the local food system; developed innovative new programs supporting businesses and creativity in the food sector; fostered food entrepreneurship helping keep our food heritage alive; and increased awareness of our traditional foods and the issue of food justice. These activities and programs have measurably benefited the local economy and fostered creativity in our food cultures.

At the international level Tucson has demonstrated leadership in the UCCP and implemented multiple goals of the 2030 Agenda for Sustainable Development by leading an agreement on priority areas of collaboration within the Gastronomy cluster; helping coordinate dialogues between traditional and scientific knowledge on sustainable solutions to food and water scarcity; co-leading the first network-wide collaborative project, which celebrates bread as a universal feature of the intangible cultural heritages of the Creative Cities; and developing sustainable economic development programs translatable to other Creative Cities. It has also exchanged knowledge and best practices with fellow member cities and the international community through international conferences, presentations at UCCP meetings, and demonstrations by chef ambassadors.

Our next 4-year Action Plan implements Areas of Action of the UCCP and several Sustainable Development Goals of the United Nations' 2030 Agenda at both local and international levels. It furthers local economic development based upon our food heritage and creative food cultures through programs that can be templates for other Cities of Gastronomy. The Plan supports increased sustainability through partnership in the development of a Climate Resilience Food Strategy that will be a model for other Creative Cities. It also links member cities through new network-wide collaborative projects celebrating shared features of their intangible food heritages.

2. GENERAL INFORMATION

- 2.1. Name of City: Tucson
- 2.2. Country: USA
- 2.3. Creative field: Gastronomy
- 2.4. Date of designation: 2015
- 2.5. Date of submission of the current report: 31 December 2019
- 2.6. Entity responsible for the report: Tucson City of Gastronomy
- 2.7. Previous reports submitted and dates: Not required

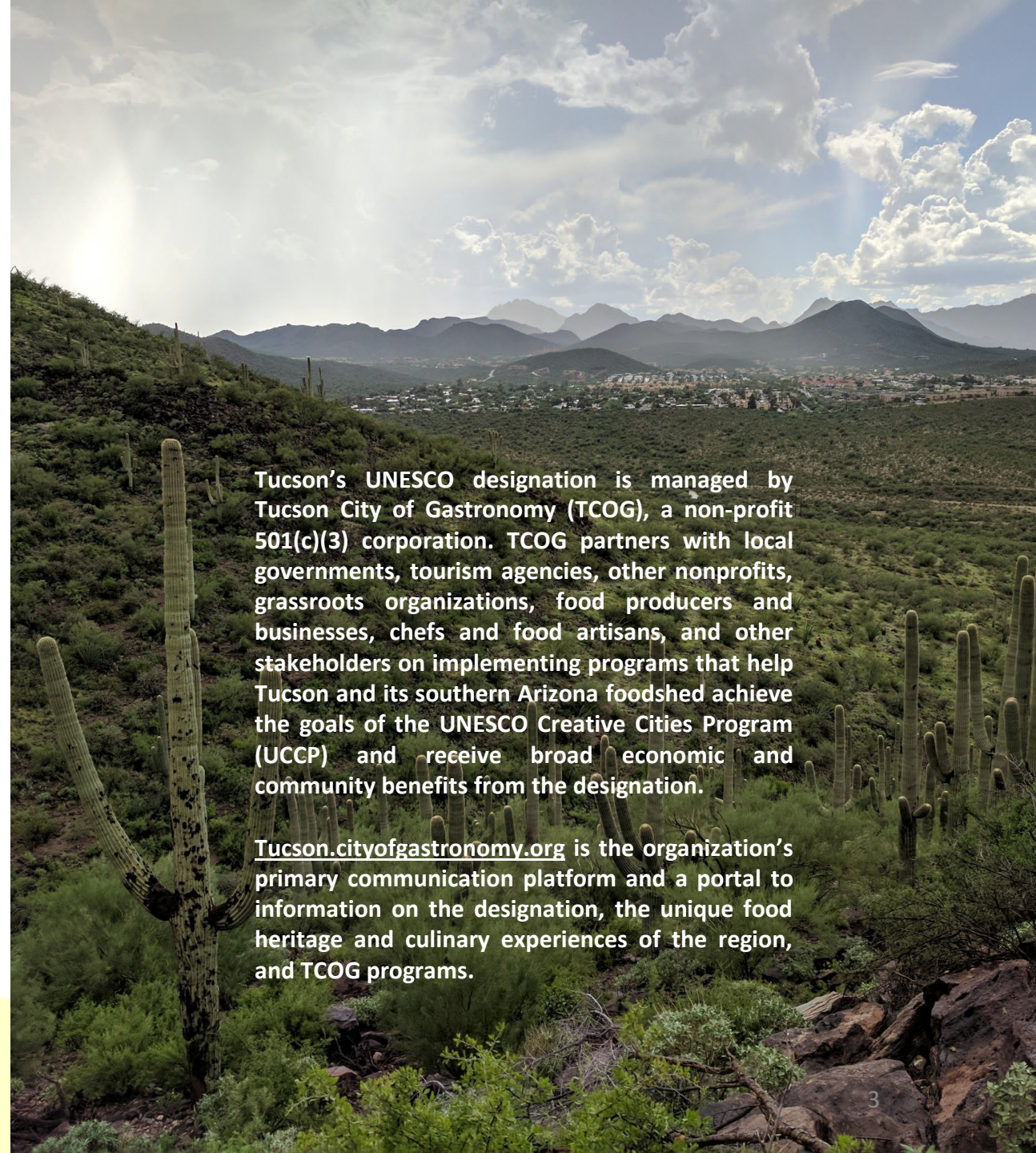
2.8. Focal points of contact:

Designated focal point in charge of daily management:

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Executive Director
Tucson City of Gastronomy
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Officer in charge within the city government:

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Tucson's UNESCO designation is managed by Tucson City of Gastronomy (TCOG), a non-profit 501(c)(3) corporation. TCOG partners with local governments, tourism agencies, other nonprofits, grassroots organizations, food producers and businesses, chefs and food artisans, and other stakeholders on implementing programs that help Tucson and its southern Arizona foodshed achieve the goals of the UNESCO Creative Cities Program (UCCP) and receive broad economic and community benefits from the designation.

Tucson.cityofgastronomy.org is the organization's primary communication platform and a portal to information on the designation, the unique food heritage and culinary experiences of the region, and TCOG programs.

3. CONTRIBUTION TO THE PROGRAM'S GLOBAL MANAGEMENT

3.1. Number of UCCP Annual Conferences attended in last four years:

Tucson delegations have attended every UCCP Annual Conference since designation, including:

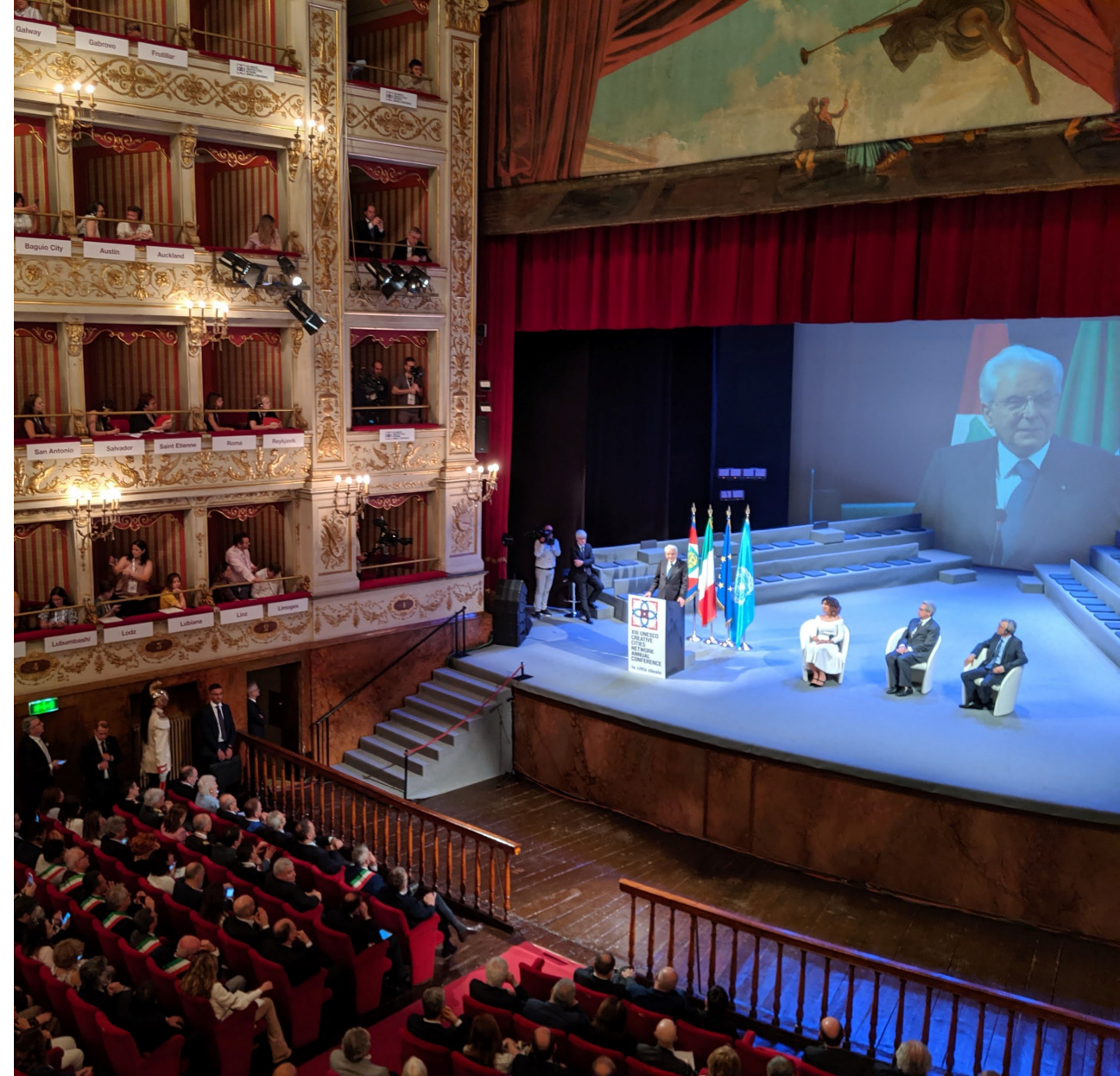
- 2019 – UCCN XIII annual meeting in Fabriano, Italy
- 2018 – UCCN XII annual meeting in Krakow and Katowice, Poland
- 2017 – UCCN XI annual meeting in Enghien-les-Bains, France
- 2016 – UCCN X annual meeting in Östersund, Sweden

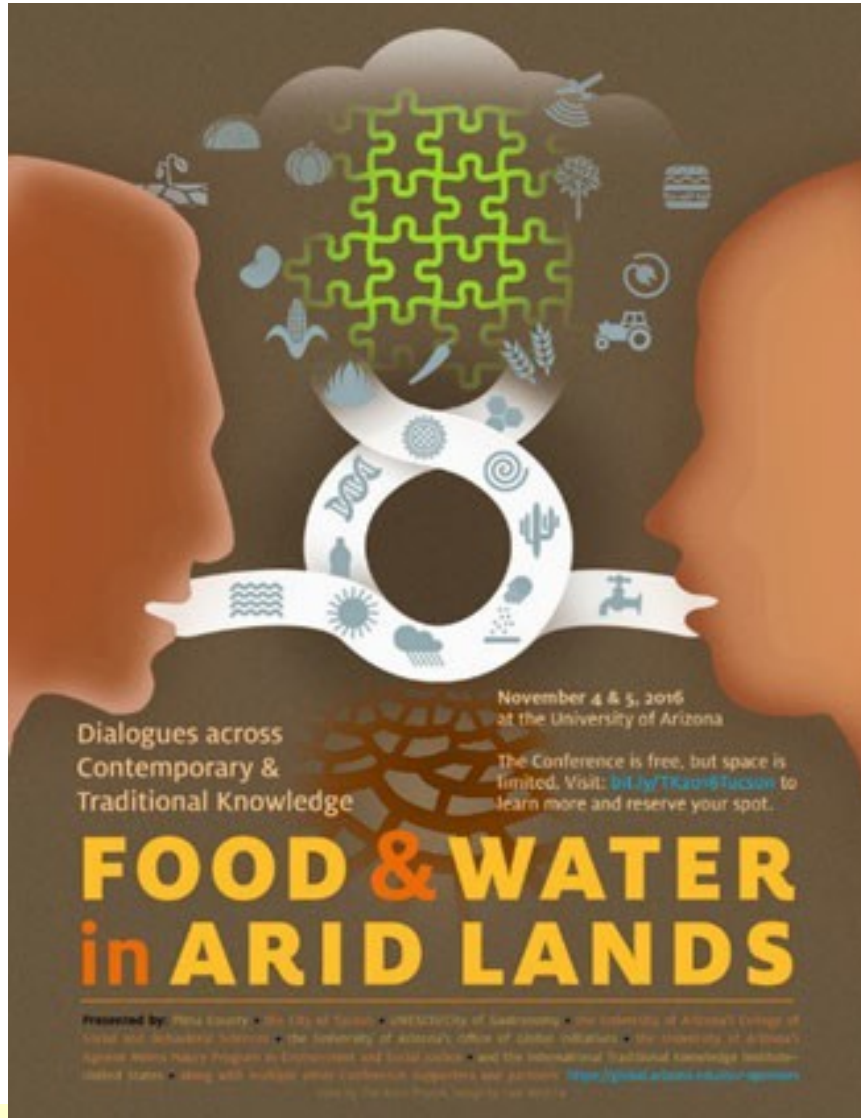
3.2 Hosting of a previous or future UCCP Annual Conference:

Tucson has not yet hosted an Annual Conference.

3.3 Hosting of working or coordination meeting(s) addressed to one or more UCCN creative field representatives (including sub-network meetings):

Tucson hosted a working meeting of four Cities of Gastronomy (COGs Tucson, Parma, Ensenada, Gaziantep) during the conference “Food & Water Sustainability in Arid Lands,” 4-5 November 2016. An important outcome of the meeting was the concept of a Memorandum of Agreement to identify priority areas for developing partnerships, collaborations, and exchanges among the COGs.





3.4 Hosting of international conference(s) or meeting(s) on specific issues salient to the Creative Cities with a large participation of members of the Program:



Toward several Sustainable Development Goals (SDGs) of the 2030 Agenda, Tucson City of Gastronomy (TCOG) co-organized the international conference **Food & Water Sustainability in Arid Lands: Dialogues across Contemporary and Traditional Knowledge** at the University of Arizona (UA) on 4-5 November 2016. By bringing together peoples with expertises rooted in academic science, citizen science, and traditional knowledge, the conference examined how lessons learned from diverse cultural perspectives could lead to sustainable solutions to food and water scarcity impacting populations in arid lands.

Co-sponsors included TCOG, the International Traditional Knowledge Institute—U.S. Chapter, and UA College of Social & Behavioral Sciences (SBS). Funding was provided by SBS, City of Tucson, and Pima County. The UA Southwest Folklife Alliance provided a grant for video documentation to help communicate the conference dialogues to the public through websites and social media.

More than 500 people attended the conference. Represented were 18 international organizations; 44 UA academic and research units; 78 community organizations; 22 Native nations or indigenous groups; delegations from Oman, Saudi Arabia, Peru, Italy, Canada, Mexico, and New Zealand; and focal points of four UNESCO Cities of Gastronomy. A related follow-up panel discussion held at the UA in April 2017 was titled **Why Food Sovereignty Matters: Reflections from Native America**.

3.5 Financial and/or in-kind support provided to UNESCO in order to strengthen the sustainability of the UCCP in different areas including management, communication and visibility:

Tucson City of Gastronomy has paid annual dues of \$2,000 U.S. since 2018, after the UCCP first called for designated Creative Cities to voluntarily provide funding support for the administrative costs of the program.

3.6 Serving as cluster coordinator or deputy coordinator and period

Tucson has not served as a cluster coordinator or deputy coordinator to date. However, in 2016 it was elected to an informal leadership position in the Gastronomy cluster and was primary author of an informal agreement for inter-city connections within the cluster.

3.7 Participation in the evaluation of previous applications and Membership Monitoring Reports

Tucson has participated in the evaluation of five applications, including La Paz, Bolivia and Macao, China in 2017, and Adana, Turkey, Afyonkarahisar, Turkey and Pafos, Cyprus in 2019. Tucson has also participated in the evaluation of one monitoring report in 2019 (Shunde, China).





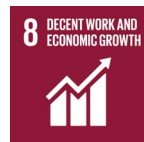
4. MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL AND CITY LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCP

Making culture and creativity an essential component of sustainable urban development, policies and actions, notably through participatory approach and partnerships involving the public and private sectors and civil society



- Assessment of accessibility and affordability of food biodiversity in Metro Tucson, published as the second annual *State of Tucson's Food System* (partnership with UA Center for Regional Food Studies)
- Inventory of outreach programs teaching healthy eating in Pima County, with recommendations on filling gaps and increasing impacts (partnership with UA Masters Program in Public Health)
- Program to provide subsidized compostable food containers to restaurants previously using Styrofoam containers (partnership with food distributor SYSCO)

Strengthening the creative economy, notably through the creation, production, distribution and enjoyment of cultural goods and services



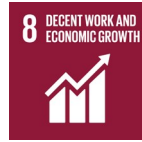
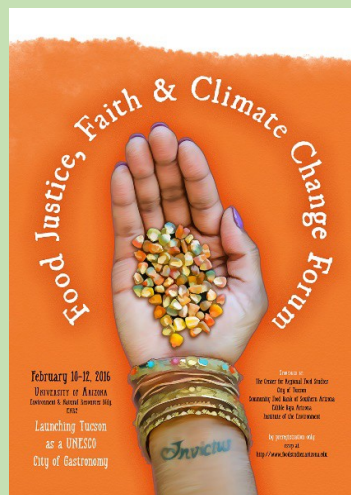
Business Support Programs

- Workshops for heritage food business startups, 2019 (partnership with UA McGuire Center for Entrepreneurship)
- Restaurant certification program, 2019
- New annual restaurant week, 2019 (partnership with Storyteller Public Relations)



Sponsored Tours

- Marana Gastronomy Tours, 2017-2019
- Marana Wild Foods Tour, 2017-2019
- City of Gastronomy Presidio District Tour, 2017-2019



Sponsored Festivals

- SAVOR Food & Wine Festival, 2017-2019
- Hacienda del Sol Heritage Foods Festival, 2017-2019
- Agave Heritage Festival, 2018-2019



Sponsored Conferences, Forums, and Workshops

- Food Justice, Faith and Climate Change Forum, Feb. 11-12, 2016 (co-sponsored with UA Southwest Center)



- Conference Food & Water Sustainability in Arid Lands: Dialogues across Scientific and Traditional Knowledge, Nov. 4-5, 2016



- Workshop Adopting a Language and Culture of Innovation as a UNESCO Creative City, March 13, 2017



- Arizona Food and Farm Finance Forum, May 18-19, 2017



- LEAF Conference, Planning, Growing, and Harvesting Edible Urban Forests, Sept 22-24, 2017



- Delíce Network Meeting, May 1-3, 2019



- 'Grain by Grain' Heritage Grain Forum, Sept. 3-4, 2019



Improving access to and participation in cultural life, notably for marginalized or vulnerable groups and individuals, and fostering youth engagement and gender equality

Forums and Expos

- Food Justice, Faith and Climate Change Forum, Feb. 11-12, 2016 (co-sponsored with UA Southwest Center)
- Food Justice Expo highlighting community-based food advocacy organizations at Tucson Meet Yourself Folklife Festival, 2018, 2019 (co-sponsored with Southwest Folklife Alliance)



Developing hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector



Discussion Panel Series

- Arizona Governor’s Conference on Tourism, June 2016
- TenWest Conference, Oct. 26, 2016
- Biosphere 2 Earth Day & 10th Anniversary Celebration, April 22, 2017
- Hacienda del Sol Heritage Foods Festival, Sept 3, 2017
- “The Mesoamerican Diet,” May 2, 2018
- Momentum Creative Cities Summit, April 23, 2019



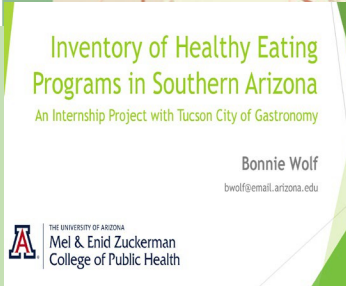
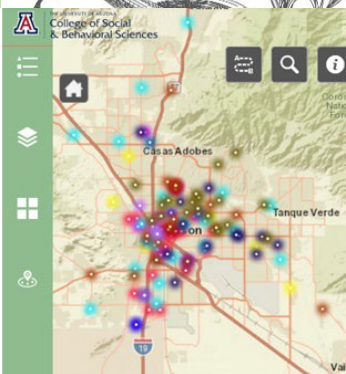
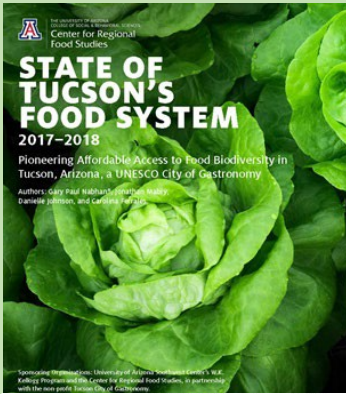
Immersive Education

- Artisan breadmaking classes (two in 2019)
- Workshops for heritage food business startups (two in 2019)



Integrating culture and creativity into local development strategies, policies and plans

- Development of policy recommendation to City Council for reduced water rate for urban farmers



Bolstering awareness-raising on the UCCP, as well as enhancing the impact of culture and creativity in sustainable urban development and supporting research, analysis and dissemination in this particular field.



Research and Analysis

- Assessment of accessibility and affordability of food biodiversity in Metro Tucson, published as the second annual State of Tucson’s Food System (partnership with UA Center for Regional Food Studies)



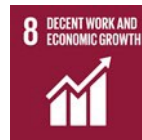
- Inventory of outreach programs teaching healthy eating in Pima County, with recommendations on filling gaps and increasing impacts (partnership with UA Masters Program in Public Health)

Dissemination



- Contribution of data for annual State of Tucson’s Food System (partnership with UA Center for Regional Food Studies), 2016-2019

- Educational exhibit at Tucson Meet Yourself, Oct. 7-9, 2016



- Publication of Baja Arizona Artisanal Food Products directory of more than 150 local artisanal food products, 2018, 2019

- Creation of interactive online map of community food assets, 2019

- Co-funding of video [Tucson: A UNESCO City of Gastronomy](#), 2019

- Sponsorship of book [Tucson: UNESCO City of Gastronomy](#), 2019

5. MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY AND INTERNATIONAL COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCP

Development of a Memorandum of Agreement for connections among Cities of Gastronomy

The need for effective models to build connections among Cities of Gastronomy (COGs) was addressed during a cluster session at the UCCN X Annual Meeting in Östersund, Sweden, 14-16 September 2016. During that session Parma, Italy was elected to lead an effort to address this goal, and Tucson was elected to assist. This topic was also a discussion focus among four COGs (Ensenada, Gaziantep, Parma, Tucson) participating in the conference “Food & Water in Arid Lands: Dialogues across Scientific and Traditional Knowledge” co-organized by Tucson City of Gastronomy and held in Tucson during 3-5 November 2016.

At the conference in Tucson the participating COGs unanimously recommended that the Gastronomy cluster develop a Memorandum of Agreement (MOA) to guide development of connections between COGs by identifying a set of priority areas for partnerships, collaborations, and exchanges. Tucson wrote the first draft of this document, which identifies the **priority areas of Academic/Scientific; Communications; Creative Economy; Cultural Identity; Economic Development; Education; Food Security and Food Justice; Policies; Sustainability; Tourism; and Traditional Knowledge.**

After consensus was reached on final language the MOA was unanimously adopted as an informal, working draft by 18 COGs on 31 June 2017 at the UCCN XI Annual Meeting in Enghien-les-Bains, France. This document continues to be an important guiding document for the Activity Plans of the Gastronomy cluster.



Sustainability: COGs will exchange models for applications of both scientific knowledge and traditional knowledge for sustainable food production and conservation of biodiversity of crops, livestock, and wild food resources that contribute to resilience of food production. The Gastronomy subnetwork will help develop common methods for assessing vulnerabilities of urban food supply chains to the impacts of climate change and intensive exploitation of resources. Successful incentives for efficient water use, water harvesting and recycling, and reduction and recycling of food waste will be shared across the subnetwork.

(Excerpt from: MEMORANDUM OF AGREEMENT ON PRIORITY AREAS FOR PARTNERSHIPS, COLLABORATIONS, AND EXCHANGES AMONG CITIES OF GASTRONOMY IN THE UNESCO CREATIVE CITIES NETWORK, 2017)



This project contributes to SDG 11 by facilitating an exchange of the diversity of cultural knowledge and traditions represented by a food universally shared by all the Creative Cities, and by providing a tool to improve cultural tourism experiences in the participating cities to support sustainable development. It also contributes to SDG 17 for local and global partnerships by creating a model for inter-cluster collaborations within the UCCN.

Video

https://www.youtube.com/watch?v=CklUNeT_p6Y

Breads of the Creative Cities

Tucson City of Gastronomy partnered with the International Traditional Knowledge Institute – U.S. Chapter (ITKI-US) to invite participation by all of the Creative Cities in a book and online application titled **Breads of the Creative Cities**. This project is a collection of the ingredients, recipes, and cultural meanings of the special breads symbolizing the unique cultural and culinary histories of the cities. It and is the first UCCN project open to participation by cities in every creative field.

The Creative Knowledge Platform developed by ITKI-US is used to tell the stories of the Bread Knowledge Keepers of each city's representative bread, including the farmers, millers, artisan bakers, and household cooks involved. The creative processes of the Knowledge Keepers are described with a mix of texts, interviews, photographs, and videos. Cities may submit additional content in the media of their creative fields (poems, song lyrics, film clips, graphics, artworks, craft images, or other creative cultural products that help convey the cultural meanings of their breads).

Experiential Itineraries and educational videos are accessible via a smartphone application that virtually brings users closer to the Knowledge Keepers and the intangible heritages underlying the recipes, ingredients, preparation techniques, and cultural meanings of each City's representative bread.

Initiated in 2017, a total of 62 Creative Cities have participated in the project to date. It continues with the goal of participation by at least 100 cities in 2020. This project was highlighted as a positive example for future inter-cluster collaborative projects during a plenary session at the 2017 UCCN XII annual meeting in Krakow and Katowice, Poland.

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

6.1 Presentation of a maximum of three main initiatives, programmes or projects aimed at achieving the objectives of the Programme locally, highlighting expected outcomes and impacts.

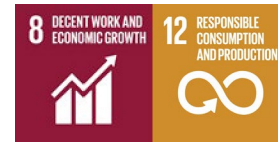
1. Climate Resilience Food Strategy for Tucson and Southern Arizona



Tucson City of Gastronomy (TCOG) will partner with the University of Arizona (UA), local governments, and the Community Food Bank to assess the food system of Tucson and its regional foodshed to identify ways to increase sustainability and resilience in adaptation to climate change and other trending pressures. The primary project outcome will be a strategy to inform planning, policy development, investment, and entrepreneurship in a locally based “civic agriculture,” in which the community supports local food production to increase its economic independence and social cohesion, and to adapt to projected population growth and changes in natural and built environments.

The project will create synergies among existing UA programs and initiatives on climate change adaptation and food sustainability, and it will help implement the goals of the adopted sustainability plans for local governments. It will also involve engagement and partnerships with local governments and community organizations, and include internships for Peace Corps returnees, and citizen science. TCOG’s role will be to coordinate the community engagement and policy work.

2. Restaurant Certification Program



TCOG will launch a new program for certifying and promoting qualifying Tucson City of Gastronomy Restaurants to recognize locally owned restaurants that are sourcing ingredients locally, serving traditional dishes or using heritage ingredients, and using social and environmentally responsible business practices.

The program will be designed to: 1) guide locals and visitors to locally owned and responsible restaurants serving authentic flavors of the region; 2) increase exposure and sales for Certified Restaurants; 3) strengthen connections of restaurants with the local food system; 4) celebrate our food heritage and culinary creativity with heritage ingredients; 5) increase use of local foods and incomes for local producers; and 6) heighten awareness of the UNESCO COG designation and the UCCP mission.

Benefits to Certified Restaurants will include: 1) increased exposure to visitors and residents, positively impacting restaurant sales; 2) recognition for using socially and environmentally responsible practices; 3) exclusivity via association with the TCOG brand; 4) increased ability to shift to more sustainable practices and provide living wages and benefits to employees.

The regional tourism agency Visit Tucson and Pima County visitors center will promote Certified Restaurants to visitors, and TCOG will market them to locals. A requirement for annual reapplication for certification will provide the ability to ensure the veracity and consistency of qualifying criteria for each restaurant, and to adjust criteria as the program grows.

3. Development of a Regional Food Brand



TCOG will partner with the UA McGuire Center for Entrepreneurship and Santa Cruz Valley Heritage Alliance (SCVHA) to develop a regional food brand for southern Arizona. This place-based food labeling initiative will empower consumers to support local food producers in ways that rebuild the local food economy while allowing more income to remain in the community. The economic value added by certification labeling will pass down the food chain to the producers and ensure the survival of traditional foods and food knowledge that represent intangible cultural heritage.

The brand will help construct a local food system based on a shortened, transparent food chain with more alternatives to the dominant industrial food system. And it will strengthen residents' sense of place and identity by encouraging recovery of traditional food knowledge and reinvention of the region's farming and food traditions. This initiative will build upon the initial stakeholder outreach efforts of the SCVHA and apply best practices from models such as Parma COG and existing GI-labeling systems and adapt them to southern Arizona through conversations among producers, consumers, chefs, markets, and other community stakeholders.

This project will crosscut with the creative field of Design through development of a brand logo and other marketing materials that provide an effective visual identity for the label and the program goals and criteria. The design process will engage community members for ideas, and the final designer will be selected through a local competition. Following UNESCO rules, its logo will not be used for the brand.

6.2 Presentation of a maximum of three initiatives, programs or projects aimed at achieving the objectives of the Program on an international level, particularly those involving other member cities in the Program

1. Traditional foods of the Creative Cities



The ongoing partnership with ITKI-US on the **Breads of the Creative Cities** project will be extended to other traditional foods shared by the majority of Creative Cities. The next phase will be **Cheeses of the Creative Cities**, applying the same multi-media approach to telling the stories of the Knowledge Keepers of traditional cheeses of the cities, and their cultural meanings as intangible cultural heritage. Future phases will involve fermented beverages, soups, etc. This extension to other common foods will build a widely-accessible archive of traditional foods and the bodies of traditional knowledge associated with them. It will also support sustainable livelihoods for the producers.

2. A Climate Resilience Food Strategy Model for Desert Cities



The **Climate Resilience Food Strategy** developed for Tucson and southern Arizona will be used to create a framework for food system evaluations and sustainability/resilience solutions translatable to other cities in arid areas of the world experiencing rapid warming and drying.

6.3 Estimated annual budget for implementing the proposed action plan

Revenues in the annual budget will be based on a combination of funding from local government, higher education, and business sectors and grants from federal programs and private foundations. Expenditures will be split at a ratio of approximately 2.5:1 between local and international initiatives.

Revenues

City of Tucson and other local governments

Cash

City of Tucson	\$20,000
Pima County	\$20,000
Town of Marana	\$20,000
Pascua Yaqui Tribe	\$20,000
Tohono O’odham Nation	\$20,000
Rio Nuevo District	\$50,000
Visit Tucson	\$20,000

Higher education institutions

University of Arizona	\$10,000
Pima Community College	\$10,000

Businesses \$40,000

Foundations \$50,000

Federal programs \$50,000

In-kind (personnel, facilities) \$20,000

TOTAL ANNUAL REVENUES \$350,000

Expenditures

Local initiatives \$250,000

International initiatives \$100,000

TOTAL ANNUAL EXPENDITURES \$350,000

6.4 Plan for communication and awareness

The strategy for communication and awareness will aim at audiences of residents, visitors, businesses, creators, and national and international media. The Tucson City of Gastronomy website, email list, and social media accounts will be the primary platforms for communication and increasing awareness of the designation and the UCCP mission. Press releases, printed materials, and special events throughout the year will also be used to educate and engage the public.

Communications will be coordinated with local governments, regional tourism agency, and higher education institutions to maximize audience reach and response. Funding for development of an annual marketing and communication plan will be a line item in the annual budget. Surveys will be used to measure effectiveness of the strategy and gather public input on activities related to the designation.

