



Portoviejo promotes its culinary sector during the COVID-19

Given the measures of social distancing, restriction of public gathering and health precautionary practices, the city of Portoviejo (Ecuador), a UNESCO Creative City of Gastronomy, has launched the campaign 'Portoviejo counts on you' to support its population in these trying times.

With the hashtag #QuédateEnCasa (Stay at home) and a dedicated video, local artists and cultural companies are invited to share their creations and hopeful messages to inspire and uplift spirits of its inhabitants as well as show them ways and means on how to take full advantage of spending time at home.

As part of this campaign, the city of Portoviejo has paid special attention to its rich culinary sector by setting up a 'Promotion plan for gastronomic services at home'. Through the campaign, the city has identified and promoted local gastronomic sites that apply good hygiene controls and health protective practices and that offer delivery services or take-away using mobile applications and other electronic means.

In addition, local food producers have carried out dedicated work to ensure food safety from the supply to the commercialization of the products.

While supporting entrepreneurs and providers of gastronomic services during this challenging period, this promotion plan also aims to generate new job opportunities, bolster Portoviejo's resilience and promote its economic development through gastronomy.

To know more:

<https://www.facebook.com/PortoviejoNaceDeTi/>

<https://www.portoviejo.gob.ec/>

KEY WORDS:

- Access to and participation in culture
- Solidarity and mutual aid