

# BURGOS

UNESCO Creative City of Gastronomy  
Monitoring Report 2015-2019



United Nations  
Educational, Scientific and  
Cultural Organization



Designated  
UNESCO Creative City  
in 2015



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# 1. EXECUTIVE SUMMARY

The city of Burgos has been a member of the UNESCO Creative Cities of Gastronomy Network since 2015. The city has been committed to this creative speciality since being selected as the Spanish Capital of Gastronomy in 2013. As a member of the UNESCO Network, we aim to raise awareness of the added value of the scientific studies performed at the National Research Centre for Human Evolution (CENIEH). In addition, we seek to provide increased knowledge of the contribution of local cuisine and all types of cuisine worldwide to our energy and health, by means of the Human Engines study.

Belonging to the UNESCO Creative Cities Network (UCCN) has meant an openness towards other horizons of knowledge not just in relation to gastronomy, focused on raising awareness among the local population, and in particular it has meant an increase in initiatives and professionals

linked to education and the preparation of new culinary proposals in the city of Burgos.

Since Burgos became part of this international network, various events have taken place to bring the local products and cuisine to more consumers, such as the "Devora es Burgos" festival with several activities that include show cooking and visits to producers with a good turnout by the Spanish public. In addition, the creation of culinary routes to raise awareness of local products, as well as support for educational workshops focused on the topic of food by means of the UNIVERSITY OF BURGOS, have proved a good promotional tool.

In the last two years, the new municipal company PROMUEVE BURGOS, which manages the UNESCO programme, has boosted activities in terms of

communication with other cities that are members of the culinary cluster. Since the meeting in Poland in 2018, we have been collaborating with the Spanish Creative Cities to set up an annual Spanish Creative Cities meeting, which will be held in the city of Burgos in 2020.

Thanks to this new source of support from the City Council, it has also been possible to attend meetings related to the sector, such as Macau and Shunde (China), together with the participation of Burgos in all the annual meetings of the UCCN since 2015.

The city of gastronomy has been participating increasingly in the network, with collaboration in established festivals such as that of Bergen (Norway) in 2018, where contact was made with cities such as Florianópolis, Alba or Dénia, or by


participating actively in the Shunde Food and Culture Festival held in November this year. The latter provided the opportunity for a lot of cultural exchange thanks to the participation of practically all 25 cities that currently form part of the international network.

## THREE FUNDAMENTAL PILLARS ARE BEING WORKED ON:

EDUCATION AND RESEARCH through the Schools of Hotel Management and Cooking, the University of Burgos and the National Research Centre for Human Evolution

CULINARY DISTRICT: increased collaboration with the city's chefs and restaurants, by means of the ASSOCIATION OF CHEFS AND CONFECTIONERS OF BURGOS, extending the district to different areas housing the poorer sectors of the community.

SUPPORT FOR SOCIAL AND ENVIRONMENTAL INITIATIVES involving not-for-profit associations – linked to social rehabilitation – in the Creative Cities initiatives through culinary training and safeguarding traditions in the preparation of local products.



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**Burgos**  
City of Gastronomy

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## 2. GENERAL INFORMATION

2.1. Name of the city	Burgos
2.2. Country	Spain
2.3. Creative field	Gastronomy
2.4. Date of designation	December 2015
2.5. Date of submission of the current report	December 2019
2.6. Entity responsible for the report.	Sociedad Municipal de Promoción y Desarrollo de la Ciudad de Burgos. (PROMUEVE BURGOS)
2.7. Previous reports submitted and dates	NONE
2.8. Focal points of contact, including:	<b>Raquel Puente Robles</b> Focal Point Burgos Creative City Gastronomy (Spain) Phone: +0034 947 25 95 75 ext 1330 M. +0034 699 153 980 email: <a href="mailto:rpuede@aytoburgos.es">rpuede@aytoburgos.es</a>  <b>Javier Peña Martínez</b> Burgos Convention Bureau Phone +0034 947 25 95 75 ext 1320 e.mail: <a href="mailto:direccion@congresosburgos.com">direccion@congresosburgos.com</a>

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

#### UCCN ANNUAL CONFERENCES ATTENDED IN THE LAST FOUR YEARS

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

#### Actively participate in the UCCN COG group activities to strengthen communication

Burgos has participated in COG meetings hosted in different cities of gastronomy around the world and in the exchange of knowledge on an international level.

2018 - Bergen, MatFest Gastronomy Festival  
2019 - Macau Food Forum  
2019 - Cross-field national meeting Spain - Granada  
2019 - Competition in Italy - recipe for Fabriano  
2019 - Shunde, Food and Culture Festival  
2019 - Supporting Valladolid City of Film - conference



## HOSTING OF WORKING OR COORDINATION MEETING:



### 2<sup>nd</sup> SPANISH CREATIVE CITIES MEETING

The first Spanish Creative Cities meeting was held on 25 and 26 February 2019 in Granada (Spain). It was at this meeting, involving all Spanish cities that formed part of the UCCN at the time, that the city of Burgos was approved as the next host city for the 2<sup>nd</sup> SPANISH CREATIVE CITIES MEETING.

The programme and the number of participants who will take part in this new meeting of cities in Burgos, in February 2020, is currently being finalised. The cities of Bilbao (Creative City of Design), Barcelona and Granada (Creative Cities of Literature), Seville and Llíria (Creative Cities of Music), Terrassa and Valladolid (Creative Cities of Film) and Dénia, which together with Burgos is a Creative City of Gastronomy, have already been invited to this event.

The objectives of this meeting include:

- Approving a document in accordance with the performance of joint activities with the UCCN philosophy
- Assessing the possibility of devising a plan similar to that implemented in the cities of literature called "writers' residencies", to provide residencies to students in our cities which combine different creative fields – this project will be called "creative residencies"
- Exhibiting the work completed in the Creative Cities to the governmental bodies – members of the Ministry of Foreign Affairs, the Department for Culture of the Regional Government of Castile and León, the Ministry of Culture, and so on, will participate in this meeting.

Two guest cities have also been invited to participate in the event: Panama City and Kansas

City. Panama City will explain its project, Ibercocinas, that the two Spanish Cities of Gastronomy will be interested in participating in, and Kansas City will present its project Voyage of the Drum.

The 2<sup>nd</sup> SPANISH CREATIVE CITIES MEETING will be used as an opportunity to share more information about the two new cities that have formed part of the network since November: Valladolid and Llíria.

The Department for Tourism Promotion and Image of the company Sociedad para la Promoción y Desarrollo de Burgos, which manages all of the CREATIVE CITY OF GASTRONOMY initiatives, will organise the event.

### CLUSTER COORDINATOR OR DEPUTY COORDINATOR AND PERIOD

The communication and coordination activities of the Spanish Creative Cities group that have been taking place since the C.C.E. group (Ciudades Creativas España – Spanish Creative Cities) was formed, occur periodically in the two Spanish Cities of Gastronomy, Dénia as the main agent and Burgos as the deputy collaborator.

The cities of Bilbao, Terrassa and Burgos attended a talk given in Valladolid presenting this city's application, and we helped by providing more information about projects taking place in other fields.

## PARTICIPATION IN THE EVALUATION OF PREVIOUS APPLICATIONS

Last year, after the Gastronomy Cluster organised the tasks, and following the instructions for the evaluation of the new applications from cities that would be incorporated this year, the following cities were evaluated:

- PAFOS, CYPRUS
- BURAYDAH, SAUDI ARABIA

In addition, in June 2019, a monitoring report of the city of Florianópolis was completed, pursuant to the following designations to the Cluster cities:

The designations were as follows:

FLORIANOPOLIS REPORT ASSESSED BY	Burgos, Ensenada, Rasht
SHUNDE REPORT ASSESSED BY	Belem, Dénia, Tucson
TSURUOKA REPORT ASSESSED BY	Bergen, Gaziantep, Phuket

In August and September 2019, two delegations from HUAIAN and YANGZHOU visited – candidate cities for the Creative Cities of Gastronomy Network. Our Councillor from the City Council of Burgos welcomed both cities, and work meetings were held with guided tours adapted to the needs of each of the cities. Delegates from the city of Huai'an were very interested in finding out about the importance of the Human Evolution study in Burgos. The Atapuerca archaeological site, located just 15 kilometres from the city, was declared a UNESCO World Heritage Site in 2000 due to the abundance of information to be found in its fossils. It is a live archaeological site and thanks to it, we can find out about the diet that human beings had millions of years ago. The Museum of Human Evolution located in the centre of the city displays original human fossils that are over 1 million years old.



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

## 4.1. CULTURE & CREATIVITY - PUBLIC AND PRIVATE SECTORS AND CIVIL SOCIETY PARTICIPATORY

### 4.1.1 CULINARY EVENT: DEVORA 2012 - DEVORA 2016

For five years prior to Burgos being appointed as the Spanish Capital of Gastronomy (in 2013) and after forming part of the UCCN in 2015, the culinary festival called "Devora es Burgos" brought together private companies, samples of local produce and show cooking workshops for all ages. The pricing of accommodation was made appealing at a cost of €25/person which attracted many members of the public. Similarly, the restaurants also offered menus with seasonal produce at €25. This resulted in the festival also acquiring the name "Burgos.25".

For a whole weekend, locals as well as visitors had the opportunity to get to know the chefs working in the city's kitchens, while also tasting the produce grown in the nearby fields by local producers located in the rural area.

The first edition resulted in the following figures:

- 1,500 reservations in restaurants.
- 90% hotel occupancy.
- Full capacity during visits to wineries and production plants.
- 3,500 people visited the Wine Fair and the

show cooking events and workshops.

- Website: 90,000 hits.
- Professionals who collaborated: 20 chefs from Burgos, 12 sommeliers and 12 exhibitors.

### Latest edition 2016:

After confirmation of Burgos forming part of the UNESCO network, the festival was completed with more activities linked to the project submitted.

- Culinary conversation at the National Research Centre for Human Evolution (CENIEH) with Ana Mateos (CENIEH scientist), Enrique Ruiz (Head of Endocrinology and Nutrition at Hospital Universitario de Burgos) and Sara Alonso (Professor of Nutrition at the University of Burgos), which touched on the past, present and future of our diet.
- Producers' market: 20 producers of: morcillas, cold meats, Burgos Hispano Breton foal meat, cheese, snails, jams, Ibeas red beans, apples from the Caderechas Valley, sweet treats, organic bread, wine, artisan beer and vermouth.
- 55,100 hits on the website.





#### 4.1.2 "OLIDO COCINA" OLFACTORY WORKSHOP ORGANISED BY SCRIBO COMUNICACIÓN WITH CENIEH



<https://www.youtube.com/watch?v=4soBuQWPfT8>

The explanatory talk focused on the biological bases of smell and taste, and was given by Laura López-Mascaraque, a researcher at the Spanish National Research Council (CSIC) and Chairwoman of the Spanish Olfactory Network (Red Olfativa Española – ROE), and by Eduardo Weruaga, Professor of Cellular Biology at the University of Salamanca and Director of the Neuroplasticity Laboratory at the Institute of Neuroscience of Castile and León.

An exercise based on a series of individual tests was carried out to evaluate olfactory memory, to find out how many taste buds each participant had, and to guess the aromas hidden in various little boxes.



<https://www.cenieh.es/actualidad/noticias/taller-olfativo-en-el-cenieh>



#### 4.1.3 RECUPERATION OF THE CULINARY TRADITION OF EASTER

This popular religious festival in Spain is also known for recuperating recipes that have been passed down through the generations.

It was found that in Burgos, the custom of offering traditional products was being lost in contrast to other towns nearby. Through collaboration with the city's Schools of Hotel Management and Cooking, several proposals were therefore put forward that combined tradition with innovation.

- Easter 2018 – recuperation of the torrija recipe
- Easter 2019 – recuperation of recipes linked to fish produce – produce consumed prior to Easter. PINCHOS competition with



an award for the Flora Hotel Management and Catering School. Knowledge of the history of the city, Burgos indoor fishmarket since the 13th century

#### 4.1.4 ADAPTACION OF ARTISTIC AND CULINARY HERITAGE

Collaboration with the María Madre and la Flora Hotel Management and Catering Schools in the city of Burgos is ongoing. In 2018, students were asked to prepare a culinary creation that combined the local produce with innovation and Burgos heritage. In 2021, Burgos Cathedral, UNESCO World Heritage Site, celebrates its 800-year anniversary. On this occasion, they designed a tapa that mimicked the Cathedral's Gothic spires.



## 4.2 STRENGTHENING THE CREATIVE ECONOMY, NOTABLY THROUGH THE CREATION, PRODUCTION, DISTRIBUTION AND ENJOYMENT OF CULTURAL GOODS AND SERVICES;

### 4.2.1. SUPPORTING OTHER PUBLIC INSTITUTIONS, PRIVATE BUSINESSES AND PRODUCER ASSOCIATIONS THROUGH DIFFERENT INITIATIVES

#### •BURGOS ALIMENTA - CULINARY ROUTES

The creation of thirteen routes through rural areas showcasing the province of Burgos's natural, artistic and culinary wealth. Promotion of small local companies and agri-food industries. Information is provided about visits to cheese factories, bakeries, wineries, farms, etc.



<https://burgosgastrocity.com/talento-gastronomico/el-valor-de-lo-nuestro/burgos-rutas-gastronomicas/>

#### •BEST POTATO OMELETTE IN BURGOS

This competition, which is organized by the Burgos Potato Association, honours the traditional Spanish omelette and promotes local products and rural industries. Burgos potatoes are so renowned for their excellent quality that one of the world's best-known companies MATUTANO has a factory in the region. This edition of the competition was sponsored by Creative Cities with €3,500.



## EL ALMA DE LOS VINOS ÚNICOS/ "THE SOUL OF AUTHENTIC WINES"

In its fourth year (2019), El Alma de los Vinos Únicos brought together 123 wineries from France, Austria, Italy, Portugal, Hungary, Morocco and Chile. The event turned the city into the international epicentre of the wine world. Burgos's Designation of Origin wines are RIBERA DEL DUERO and ARLANZA, and during this event they were showcased alongside wines from around the world. Knowledge was exchanged with small companies from countries such as Morocco, Chile and Hungary, facilitating their access to the Spanish market.

CHARACTERISTICS: wines made by large producers and small artisan producers from Spain and abroad that represent their regions and provide a personal perspective of wine. Creative Cities is participating in this project with a contribution of €25,000.

2016-2019

"In just four years, El Alma de los Vinos Únicos has become one of the leading wine tastings in Spain, providing the rare opportunity in our country to try the best wines from international producers."



<http://www.elmadelosvinosunicos.com/>



## SAN SEBASTIAN GASTRONOMIKA

San Sebastián is a leading city for gastronomy in Spain. Located a mere 215 km from the city of Burgos, we share common features both in terms of cuisine and personality. In 2019, local producers presented their culinary offerings at the most important gastronomy conference in southern Europe. The link with the origin of knowledge of human evolution was emphasised as the local products were inspired in the creative concept of Burgos and human evolution.

San Sebastián Gastronomika: Participation of 1,578 congress delegates, 140 chefs and speakers, and 182 exhibitors representing 47 countries.

## 4.3 IMPROVING ACCESS TO AND PARTICIPATION IN CULTURAL LIFE, NOTABLY FOR MARGINALISED OR VULNERABLE GROUPS AND INDIVIDUALS, AND FOSTERING YOUTH ENGAGEMENT AND GENDER EQUALITY

### 4.3.1. SUPPORTING NON-FOR-PROFIT ASSOCIATIONS: FUNDACIÓN LESMES

Fundación Lesmes is a non-for-profit entity that works towards the social inclusion and employment of people who are in a vulnerable situation. It was established in 1996, within the Horizon II European Programmes and afterwards Integra, as part of the social inclusion centre Centro de Integración Social (CEIS), for homeless collectives and other socially excluded groups (immigrants, people of Roma ethnicity, and others).

By means of its programmes, Fundación Lesmes provides training in hotel management and catering which helps to integrate people at risk of social exclusion. It also runs one of the morcilla (black pudding) factories in which it only employs people from this group who are seeking employment.

During the latest edition of the cultural and culinary weekend festival about El Cid, "Fin de Semana Cidiano", the Fundación Lesmes took part with a workshop on reclaiming traditional recipes in the times of El Cid, set in the Middle Ages.

## 4.4 DEVELOPING HUBS OF CREATIVITY AND INNOVATION, AND BROADENING OPPORTUNITIES FOR CREATORS AND PROFESSIONALS IN THE CULTURAL SECTOR

### 4.4.1. INNOVACULINARIA



<http://www.iculinaria.es>

The project "Innova Culinaria" has been developed by the La Flora School of Hotel Management and Catering to facilitate and share culinary innovation with everyone (from the educational and professional sphere related with the gastronomy sector) who wants to share their culinary experience and who also wants to continue developing other new skills, based on the idea of providing quality processes.

### 4.4.2. SUPPORTING CREATIVITY - NEW INITIATIVES FROM THE ASSOCIATION OF CHEFS AND CONFECTIONERS OF BURGOS

The Association of Chefs and Confectioners of Burgos (ACOREBU), which is closely linked to the La Flora School of Hotel Management and Catering, has organised two editions of the croqueta culinary competition "Croqueteando por Burgos". This is a popular initiative that brings creativity to the more modest culinary establishments of the city. Bars and cafés have to use plenty of imagination in attempts to reinvent the recipe of the croqueta, a traditional dish that makes a significant contribution to the "social economy" since in Spanish kitchens it is commonly used to make use of left-over food, such as chicken, ham, or other meats.

A total of 66 establishments took part in the latest edition, and a young video maker created a promotional video that went viral on social networks. Creative Cities contributed €6,000.

## 4.5 INTEGRATING CULTURE AND CREATIVITY INTO LOCAL DEVELOPMENT STRATEGIES, POLICIES AND PLANS

### 4.5.1. RETAILER SUPPORT PLAN

The new municipal company PROMUEVE BURGOS is working alongside the Department of Trade and Consumption of Burgos City Council to create a RETAILER SUPPORT PLAN 2020-2022 to help boost traditional businesses and small companies that operate in the city. The aim is to prevent these companies from disappearing since new consumer habits linked to ONLINE SHOPPING have led to the closure of many of these establishments as well as the loss of cultural elements - with businesses that are over 100 years old being turned into foreign franchises.

### 4.5.2. PROMOTING LOCAL TALENT - CREATIVE CULTURAL INDUSTRIES

#### ACHIEVEMENTS IN 2019

- Miguel Cobo was recognised as the Best Chef in Castile and León 2019, 6th edition of the Gastronomic Awards of Castile and León. Gastronomy Academy of Castile and León.
- Best Agri-Food Product - Morcillas de Cardena (black pudding), 6th edition of the Gastronomic Awards of Castile and León. Gastronomy Academy of Castile and León.
- Awarded Best Sommelier in the United Kingdom - Diego González Barbolla, Burgos Sommelier School.

- Awarded Best Pincho in Spain - Javier Ruiz (alumnus of La Flora School of Hotel Management and Tourism) 15th edition of the National Tapas and Pinchos Championship of Valladolid.
- First Prize: Carla Peyron (alumnus of La Flora School of Hotel Management and Tourism) "GMChef Alimenta tu Talento" national tapas competition (members of the jury: Martín Berasategui, Fina Puigdevall and Erlantz Gorostiza).
- First Prize: Antonio Arrabal representing Spain in the second edition of the International Cooking with Truffles Contest.

### 4.5.3. COMMUNICATION PLAN - BURGOS CREATIVE CITY OF GASTRONOMY:

Media visits statistics - Culinary bloggers promotion visits #BurgosGastroCity on 26, 27, 28 November. Promotion of traditional wine trade - wineskin workshops, artisan beer, restaurants with market cuisine, etc.

## Twitter

### #BurgosGastroCity

11,669,360 impacts  
1,295 tweets  
363 original tweets  
16,035.61 economic value of hastag after action

## Instagram

200,000 impressions  
152,000 in stories  
48,000 in news section photos

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

Over recent years, increasing effort has been made to take part in actions organized by other member cities of the creative cities of gastronomy network. This has led to a greater knowledge of the group, creating synergies not only between cities but also collaborations between the chefs who are involved in the events:



- August 2018, PARTICIPATION IN THE "MATFEST" FESTIVAL IN BERGEN, NORWAY. Two chefs participated: Isabel Álvarez and Sara Ordóñez del Río from the restaurant Maricastaña. During the three days of the festival over 2,000 portions of bean stew were made with the protected bean brand "Alubia de Ibeas". Also, the chefs worked

together to create a main dish for a dinner that brought together Norwegian and Spanish cultures with the speciality of Sephardic-style (Jewish) lamb meatballs. To finish, Isabel took part in two show cooking demonstrations, which were organised with chefs from Alba, Florianópolis, Dénia and Bergen.

- January 2019 - CCG SUB-MEETING IN MACAU. The local chef Ricardo Temiño, from the restaurant La Fábrica, travelled to this sub-meeting in Macau, presenting Burgos cuisine and participating in this event for getting to know the network. As a result of this meeting, Ricardo Temiño from Burgos and Bruno Ruiz from the Creative City of Dénia, organised two days of Burgos-Dénia exchange in their restaurants, entitled "Cooking with 4 Hands".



- PARTICIPATION IN THE COMPETITION "Gastronomy Made in Italy", proposed by the Creative Cities of Alba, Parma and Fabriano, within the framework of the worldwide event of the 13th UNESCO Creative Cities Conference, which was held in Fabriano from 10 to 15 June 2019. The professor José Luis García Rincón from the

María Madre School of Hotel Management and Catering created a recipe bringing together Burgos and Italian cuisine to take part in the competition that was organised with the cities of Alba and Parma for this annual conference.



- BURGOS IN TUSCON (USA). Following the meeting in Macau, the chef Devon Sanner gave Burgos the chance to be a protagonist with recipes inspired by our gastronomy.
- PARTICIPATION IN SHUNDE FOOD & CULTURE FESTIVAL, CHINA. For the first time a chef from Burgos, Jesús Díez Iñiguez, travelled to the city of Shunde to present a selection of traditional Burgos cuisine, leading to the opening of many new opportunities to participate in future events in China.

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

## 6.1 PROGRAMMES OR PROJECTS AIMED AT ACHIEVING THE OBJECTIVES OF THE PROGRAMME LOCALLY, HIGHLIGHTING EXPECTED OUTCOMES AND IMPACTS.

### •HUMAN MOTORS PROJECT:

Over the next four years, a comprehensive programme has been planned to carry out the Human Motors project.

CENIEH is a Singular Scientific and Technical Infrastructure (ICTS) open for use by the scientific and technological community that conducts research in the field of human evolution during the Upper Neogene and Quaternary. It also promotes awareness-raising and the transfer of knowledge to society and encourages and supports the completion of, and collaboration with, excavations of archaeological sites from these periods, both in Spain and further afield.

At CENIEH, the scientists of the Paleophysiology and Ecology group, led by Dr Ana Mateos, know that food is one of the keys to understanding our past, present and future as a human species. Many of our adaptive successes can be attributed to the metabolic and physiological cogs that evolution has been modelling for many millions of years. That is why the energy balance of our human engine is the guarantee to keeping our species in harmony with our environment.



### •SCIENCE, GASTRONOMY AND NUTRITION - Conference on evolution, gastronomy, nutrition and society.

The contents of the conference will be structured in different discussion panels that will include researchers, national experts and Michelin star chefs. It will follow the format of a colloquium and is aimed at professionals and the wider public who have links to the main topics, such as chefs, nutritionists and dietitians, doctors, food and food production companies, among others.

It is planned to be a BIENNIAL conference.

### •BURGOS HAS THE BEST WATER IN SPAIN:

This project, which is still in its initial phases, envisages various possibilities for collaboration with the company Verallia. Verallia is a company from Burgos that is the third largest producer in the world of glass containers for food and drink. It offers innovative, personalised and environmentally friendly solutions to over 10,000 clients around the world.




























































The proposal is simple and readily achievable: to promote the offering of tap water as a drink option in restaurants and bars in the city of Burgos. Burgos's tap water received the best score in Spain in terms of quality in a study carried out by the Spanish Organization of Consumers and Users (OCU). This initiative would not only reduce the use of plastic bottles in restaurants, it would also reduce the cost of meals in restaurants for families with children. The glass bottles would be personalised with a message and would be available to buy at a modest price, a fact that would benefit the restaurant and compensate its "loss" of not selling soft drinks, which have a high sugar content and are unhealthy.

## 6.2 PROGRAMMES OR PROJECTS AIMED AT ACHIEVING THE OBJECTIVES OF THE PROGRAMME ON AN INTERNATIONAL LEVEL, PARTICULARLY THOSE INVOLVING OTHER MEMBER CITIES IN THE PROGRAMME

•RED IBERCOCINAS is a cooking network formed of Argentina, Chile, Colombia, Ecuador, Mexico, Paraguay and Peru, which was approved at the 24th Ibero-American Summit of Heads of State and Government in Veracruz, Mexico in 2014. In the coming months we will work on seeking collaboration and raising awareness about this network in Spain. It will be presented in Burgos during the 2nd Spanish Creative Cities Meeting.

•8TH CENTENARY OF THE CATHEDRAL - In 2021, Burgos's Gothic Cathedral, a cultural and artistic symbol of the city, celebrates its 800-year anniversary. The cities of Alba, Bergamo, Parma and Limoges will be invited to participate in a cultural exchange event, highlighting the experience of belonging to the UNESCO Creative Cities Network.

•CENIEH PROJECT - sharing the first results of the Human Motors study with the city of Heidelberg (Creative City of Literature), because fossils of the Homo Heidelbergensis (named after this city) were discovered in excavations at Atapuerca.

ALL INITIATIVES		GOALS
4.1 Culture & Creativity - public and private sectors and civil society participatory	Culinary event: Devora 2012 - Devora 2016	  
	OLIDO COCINA” olfactory workshop	  
	Recuperation of the culinary tradition of Easter	   
	Adaptation of artistic and culinary heritage	  
4.2 Strengthening the creative economy, notably through the creation, production, distribution and enjoyment of cultural goods and services	BURGOS ALIMENTA - CULINARY ROUTES	   
	BEST POTATO OMELETTE IN BURGOS	   
	EL ALMA DE LOS VINOS ÚNICOS	 
	SAN SEBASTIÁN GASTRONOMIKA	 
4.3 Improving access to and participation in cultural life, notably for marginalised or vulnerable groups and individuals, and fostering youth engagement and gender equality	Supporting non-for-profit associations: FUNDACIÓN LESMES	   
4.4 Developing hubs of creativity and innovation, and broadening opportunities for creators and professionals in the cultural sector	INNOVACULINARIA	   
	Supporting creativity - new initiatives from the ASSOCIATION OF CHEFS AND CONFECTIONERS OF BURGOS	   
4.5 Integrating culture and creativity into local development strategies, policies and plans	Retailer support plan	 
	Promoting local talent - creative cultural industries	  
	Communication Plan - Burgos a creative city of gastronomy	
6.1 Programmes or projects aimed at achieving the objectives of the Programme locally, highlighting expected outcomes and impacts	HUMAN MOTORS PROJECT	  
	SCIENCE, GASTRONOMY AND NUTRITION	 
	BURGOS HAS THE BEST WATER IN SPAIN	  
6.2 Programmes or projects aimed at achieving the objectives of the Programme on an international level, particularly those involving other member cities in the Programme	RED IBERCOCINAS	  
	8TH CENTENARY OF THE CATHEDRAL	 
	CENIEH PROJECT	  

## 6.3 ESTIMATED ANNUAL BUDGET FOR IMPLEMENTING THE PROPOSED ACTION PLAN

2020-2024 BUDGET	LOCAL	INTERNATIONAL
Initiative percentages	76% = €779,500	23% = €240,000

CREATIVE CITY OF GASTRONOMY	2020	2021	2022	2023
CENIEH COLLABORATION AGREEMENT. HUMAN MOTORS PROJECT*	50,000	80,000	80,000	100,000
WEBSITE AND SOCIAL NETWORKS MAINTENANCE	3,500	6,000	3,500	6,000
IMAGE - VIDEOS AND PUBLICATIONS	10,000	10,000	10,000	10,500
2nd MEETING OF SPANISH CREATIVE CITIES SPANISH CREATIVE CITIES PROJECT	25,000	15,000	15,000	25,000
SCIENCE, GASTRONOMY AND NUTRITION CONFERENCE	75,000	-	125,000	-
Supporting creativity - new initiatives	30,000	30,000	30,000	30,000
COLLABORATION IN INTERNATIONAL CREATIVE CITIES PROGRAMMES	30,000	50,000	30,000	50,000
INTERNATIONAL GASTRONOMY FAIRS AND CONFERENCES	15,000	15,000	20,000	25,000
NEW PROJECTS	15,000	15,000	25,000	25,000
	238,500	221,000	313,500	246,500

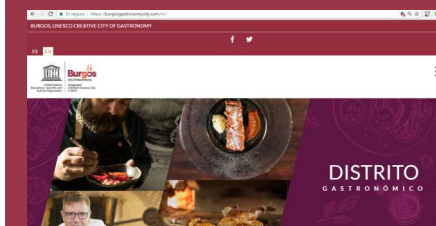
\* HUMAN MOTORS, OTHER SOURCES OF FUNDING - we will seek funding from companies and individuals to increase the Human Motors study budget



### 6.3.1. PLAN FOR COMMUNICATION AND AWARENESS:

#### •INTERNET

-Website: [www.burgosgastronomycity.com](http://www.burgosgastronomycity.com)



-Social networks:

Twitter: @gastroburgos

Facebook: Burgos Gastro City

#### •SPECIALISED CCG FAIRS AND CONFERENCES

Participation in national and international gastronomy fairs: San Sebastián Gastronomika, Madrid Fusión, Gastrónoma (Valencia)

#### •PRESS TRIPS AND PROFESSIONAL MEETINGS

Specialised gastronomy press trips (for example, in 2019: #BurgosGastroCity)

#### •IMAGE - PUBLICITY CAMPAIGNS

Our videos.

Publications:

Burgos Creative City of Gastronomy and its Creative Industries

Semana Santa and Gastronomy

The Origin of Wine

[www.burgosgastromycity.com](http://www.burgosgastromycity.com)



United Nations  
Educational, Scientific and  
Cultural Organization



Designated  
UNESCO Creative City  
in 2015