

# Bergen UNESCO Creative City of Gastronomy

Member of the  
UNESCO Creative  
Cities Program

REPORTING PERIOD  
2015–2019



CITY OF  
BERGEN



United Nations  
Educational, Scientific and  
Cultural Organization



Designated  
UNESCO Creative City  
in 2015

## General Information

### City

Bergen

### Country

Norway

### Creative Field

Gastronomy

### Date of Designation

December 11th 2015

### Date of Submission of Current Report

December 31st 2019

### Entity Responsible for the Report

City of Bergen, Department of Finance,  
Business Development and Property  
Management

### Focal Points and Contacts

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Contact details of the officer in charge within the city government. Head of business development Elin Sjødin Drange (elin.drange@bergen.kommune.no)

### Web Resources

- [bergengastronomy.com](http://bergengastronomy.com)
- [facebook.com/CreativecityBergen](https://facebook.com/CreativecityBergen)
- [en.visitbergen.com](http://en.visitbergen.com)

## Executive Summary

Bergen was designated a UNESCO Creative City of Gastronomy in 2015, and became member of a UNESCO collaboration network of 246 Creative Cities. 36 of these cities collaborate within the field of gastronomy. The current report highlights some local and international activities undertaken by Bergen since 2015. The report also includes action plans for the coming years, building on the experience and network already established.

The last four years the City of Bergen has integrated gastronomy and sustainability in local strategies and initiatives, taken steps to foster a sustainable creative economy (from fjords and soil to table), and supported bigger happenings, like food festivals and new events, like the World Cheese Awards 2018.

Internationally the City of Bergen has been actively contributing to the UNESCO Creative Cities Program (UCCP). We have been involved in two EU projects with other UCCP cities, a gastronomic collaboration between primary schools #TastingSchools, and a project to encourage a new generation of food entrepreneurs #Youth4Food. Representatives from other UCCP cities have showcased their food culture at the Bergen food festival, and both administrative and industry representatives from Bergen have participated actively in food festivals and strategic collaborations with a range of other UCCP cities globally.

## Bergen as a Creative City of Gastronomy

The following excerpt is from the introductory chapter of the strategy “Bergen Creative City of Gastronomy 2019–2030”, endorsed by the city council March 2019:

*Food and gastronomy are integral parts of our life. We need food to survive, but also to live. Gastronomy may represent joy of life, identity, celebration and community. Gastronomy may be communicated in events like World Cheese Awards, but also in a restaurant visit, or a small meal with close family.*

*Food is business development, from “fjord and soil to table”, from peasant and fisher to chef and waiter. Food is social economy and personal economy. Restaurants are showcases of local food culture and may revitalize the life of city centres, both for the locals and for tourists who are constantly looking for transformative gastronomic experiences.*

*Food is important for public health, not just to ensure right nutrition, but also to spread the joy of food. Gastronomy is communication and may enable connection and inclusion of vulnerable groups. Gastronomy may build bridges and open doors through cultural exchanges, and positive arenas and community around food.*

*Food is sustainable city development when gastronomic concepts enrich public spaces and parks, through street food to pop-up concepts, to edible gardens and city gardening.*

*Food is communication of our culture and identity and tells the story about where we come from, and where we are going. Food culture is more than fine dining. Food culture is just as much about traditions, and dishes with identity, from the local signature fish dishes to meaty dishes based on old preservation techniques.*

*Food is tightly linked to sustainability in all parts of the value chain. We have a responsibility to ensure responsible food production on land and water. Food waste is a crucial challenge for both small and large households.*

**These ideas form the basis for the goals and strategies in the food strategy Bergen 2030, closely related to the UNESCO Creative Cities Program (UCCP) Mission Statement and 2030 Agenda, as shown in the table in Chapter 2.**



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## 1

## Contribution to the Program's Global Management

The City of Bergen has attended all UCCP annual meetings from 2016 until date.

The City of Bergen has been active contributor on an international level, a member of the communication group of Cities of Gastronomy, and participated in one to two international subgroup meetings a year, to contribute to the management and project developments in the cities of gastronomy group. Bergen has shared best practices with the network through presentations at subgroup meetings. Top political level has

also been involved. The Mayor and Deputy Mayor of Bergen has participated in several UNESCO annual meetings, engaged in panel debates and presented creative and sustainable practices from Bergen to an international audience.

The City of Bergen has given feedback to UCCP strategies, and contributed to evaluate applications in 2017 and 2019, evaluate Membership Monitoring Reports in 2019, and be a mentor for a newly designated City of Gastronomy in 2019.



## 2 Major Initiatives at the Local Level

### Integrating Gastronomy and Sustainability in Local Development Strategies

The City of Bergen has integrated the UN Sustainable Development Goals into the policy documents for 2015–2019 and for the new policy document 2019–2023. Gastronomy and sustainability have been integrated in local strategies and policy documents, e.g. strategies for International Relations, Ethical Trade, Elderly Care, Public Health, Urban Farming, Food Waste, Regional Food Strategy, Climate and Energy, and Business Development.

In March 2019 the City Council of Bergen endorsed a strategy for Bergen as a City of Gastronomy 2019–2030, in order to further strengthen, coordinate and mobilize the efforts as a City of Gastronomy, the goals are linked to the Mission Statement of UCCP and the UN Sustainable Development Goals (SDG).



<b>Bergen Creative City of Gastronomy 2019–2030</b>	<b>Mission Statement UNESCO Creative Cities Program and Connection to UN Sustainable Development Goals (SDG)</b>
<p><b>Vision</b> Bergen Creative City of Gastronomy – Internationally recognized for an excellent, creative and sustainable gastronomy.</p>	<p><b>Mission</b> Aims to strengthen cooperation with and among cities that have recognized creativity as a strategic factor of sustainable development as regards economic, social, cultural and environmental aspects.</p> <p><b>SDG 11</b> Sustainable cities and communities</p>
<p><b>Goal no 1</b> Take a position nationally and internationally as a City of Gastronomy.</p>	
<p><b>1a</b> Bergen UNESCO Creative City of Gastronomy – Gastronomy as a proud identification of Bergen, and attraction for the city</p>	<p><b>Goal no 1</b> Strengthen international cooperation between cities that have recognized creativity as a strategic factor of their sustainable development;</p> <p><b>Goal no 6</b> Fully integrate culture and creativity into local development strategies and plans.</p> <p><b>SDG 17</b> Partnership for the goals</p>
<p><b>1b</b> Ensure business development and innovation within gastronomy</p>	<p><b>Goal no 4</b> Develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector.</p> <p><b>Goal no 3</b> Strengthen the creation, production, distribution and dissemination of cultural activities, goods and services.</p> <p><b>SDG 8</b> Decent work and economic growth <b>SDG 9</b> Industry, innovation and infrastructure</p>
<p><b>1c</b> UNESCO and gastronomy as door openers to international collaboration</p>	<p><b>Goal no 1</b> Strengthen international cooperation between cities that have recognized creativity as a strategic factor of their sustainable development;</p> <p><b>SDG 17</b> Partnership for the goals</p>
<p><b>Goal no 2</b> Strengthen Bergen as a Creative City of Gastronomy 2030: Joy of food, gastronomy, sustainability and food culture</p>	
<p><b>2a</b> Sustainable gastronomy as a city developer</p>	<p><b>Goal no 4</b> Develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector.</p> <p><b>Goal no 6</b> Fully integrate culture and creativity into local development strategies and plans.</p> <p><b>SDG 9</b> Industry, innovation and infrastructure <b>SDG 11</b> Sustainable cities and communities</p>
<p><b>2b</b> Gastronomy as a cultural asset and identifier for the city</p>	<p><b>SDG 14</b> Life below water <b>SDG 15</b> Life on land</p>
<p><b>2c</b> Gastronomy as a positive and essential component of urban development</p>	<p><b>Goal no 2</b> Stimulate and enhance initiatives led by member cities to make creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society.</p> <p><b>Goal no 6</b> Fully integrate culture and creativity into local development strategies and plans.</p> <p><b>SDG 8</b> Decent work and economic growth <b>SDG 11</b> Sustainable cities and communities</p>
<p><b>2d</b> Gastronomy as public health: Joy of life, inclusion and nutrition for all ages</p>	<p><b>Goal no 5</b> Improve access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalized or vulnerable groups and individuals;</p> <p><b>SDG 1</b> No Poverty <b>SDG 8</b> Decent work and economic growth <b>SDG 10</b> Reduce inequality</p>





Urban farming. Edible plants in the City Parks. Photo credit: Gerd Lithun

Also, on a regional level, Bergen as a UNESCO City of Gastronomy has been an important driver, e.g. for artisanal food development in the *Agriculture Business Development Section* of the **Vestland Regional Rural Development Programme 2019–2022**. The program links the cultures of the rural production and the urban market. This is the main development plan for the regional 7000 farmers, associated industries and markets, and serves as guideline for the annual MNOK 60–80 regional and national investment and development funds for regional agriculture and food value chain development.

The Project **“Urban Farming”** aims to inspire the citizens of Bergen to protect the cultivated areas used for farming, and to start cultivating areas in the urban landscape for small scale urban farming. In the planning phase, it was mobilized broadly through workshops, drawing on international lectures on grass root mobilization to urban farming, school gardens, sustainability, allotment gardens, and creativity. The Urban Farming project is led by the City of Bergen, together with the County Governor, the County Council, agriculture organizations, and the NGOs Sustainable Life and Slow Food Bergen. There have been two courses and a dedicated fund to establish more school gardens.

**“Lystgården”**, the childhood summer house of the composer Edvard Grieg, was from 2017 transformed to an arena for food (from soil to table), and cultural experiences. Courses, workshops and projects for sustainable gastronomy take place in this historical building, often mixing gastronomy with live music and other art forms, to work positively towards the SDGs. The house has also worked as an inspirational hub for sustainable change and grass root mobilization. The house is owned by the city, the project run by the NGO Sustainable Life, and after thousands of hours of voluntary input from engaged citizens, this house now hosts a range of events, and is a showcase of the possibility in public-private partnerships where civil society acts as the driving force.

**A City Farmer for Bergen** was employed in November 2018 by the local agriculture association, working closely with a local NGO, having office at Lystgården. Economically the city farmer project is joint venture between the region, municipality and agricultural association. The mission of the City Farmer is to increase the number of people in the city that want to grow their own food, have hens and bees, and use local produce in general. The City Farmer has an independent role regarding the stakeholders. She has developed apps for urban farming (“Allotment handbook” and “easy urban farming”), and holds courses in all related subjects.

The UCCP designation has set **gastronomy high on the agenda**, enabling for example public spaces for gastronomic showcasing. As part of an urban transformation project, **the Food Park** was established, enabling pop-ups, free cooking courses and a range of food and creativity related activities for all citizens, including pop-ups from other UNESCO Creative Cities of Gastronomy. Bergen has also changed the regulations of public spaces in order to facilitate for **high quality food trucks**. Bergen has developed a **strategy for reducing food waste** in the municipality and in the city in general, and hosted a “Leftovers party” with the local waste company BIR in an open space in the city centre, a popular event, reflected in the long queues to buy food made on expired products.



“Smaksverkstedet”, a food course for children. Photo credit: Ann Helen Lien

Bergen had projects specifically aimed at using **food as communication to include marginalized or vulnerable groups and children** in two targeted suburbs of Bergen. In 2019 the City of Bergen piloted several initiatives: six weeks food courses and holiday courses for children, pop up food workshops, and family weekends about food. Food was used as an easy and efficient way to include children who don't participate in organized activities. A goal of the mentioned project is to increase the participation of marginalized groups in cultural activities, using food and gastronomy as a key to reach the groups that normally do not use the cultural activities. The school reaches out to all children, in order not to stigmatize this after school program.

## Fostering the Creative Economy

In order to target initiatives to strengthen the creative economy, the City of Bergen needed a solid factual basis. PwC was contracted in 2016 to do an as-is analysis of Bergen as a City of Gastronomy, highlighting the strength, weaknesses, opportunities and threats, based both on statistics, survey and interviews with restaurants in Bergen known to promote local gastronomic culture, highlighting their perspectives and visions for the gastronomy of the city.

In accordance with the results and recommendations of the PwC analysis the City of Bergen has supported initiatives to foster the creative economy through cluster development, competence on financial sustainability and increased communication of Bergen as a City of Gastronomy. A special focus was put on recruitment to the food and gastronomy sector, see project #Youth4Food in chapter 3.

The PwC analysis showed that financial sustainability is tough for restaurants. The restaurant sector in Bergen has grown 40 % from 2008 to 2014, with 44 % of the income from tourism. The analysis showed the potential for increased collaboration, business development, and use of local production.

The vision and mantra in the business sectors in Bergen is to collaborate when possible and compete when necessary. Easier said than done, but several notable initiatives have been taken place to strengthen this dynamic.

Shortly after the UCCP designation in 2015, a high profiled restaurant in Bergen, Lysverket, initiated, financed and hosted a **kick-off for Bergen as a UNESCO City of Gastronomy**, and collaborated with several other high profiled restaurants locally. The celebration included a panel debate where city representatives were invited to discuss the possibilities for Bergen as a City of Gastronomy. The restaurant also hosted a world “championship” in the traditional Bergen Fish Soup. They invited both professional and amateur chefs to participate. The third day the restaurant invited chefs from five competing restaurants into the restaurant kitchen, serving a collaborative tasting menu with one signature dish from each restaurant to a full restaurant.

Since 2015 Bergen has supported meeting places called **“The Gastronomy Meeting Place”**, involving three annual meetings aimed at the professional gastronomic sector. This has been an arena to share knowledge, present ongoing projects, and network. The meeting place has included Masterclasses with Michelin Chefs, speed dating between restaurants and artisan food producers, and several debates and lectures on Bergen as a UNESCO Creative City of Gastronomy. The meetings have attracted about 220 participants, mainly chefs and producers. The screenshot below shows an invite to the Gastronomy Meeting Place featuring a lecture on the food philosophy of Maaemo, the best restaurant in Norway, 3–5 sales pitches from local artisan producers, lunch with local specialties, and “speed dating” between restaurants and local producers.

The PwC-report showed a positive boost in the development in the restaurant sector in Bergen, but a tough financial situation. To stay competitive – courses in business development and day-to-day operations was of interest. Partnering up with a local competence building organization, food entrepreneurs were invited to an intensive and tailored competence program, called **“Growth in Small and Medium Enterprises – Restaurant Edition”**. The growth program lasted 2–3 months, and



Tid: Mandag 13. november kl 10.00 - 14.00  
Sted: Litteraturhuset, Østre Skostredet 5, Bergen  
Pris: Kr. 215,-

**Billett kjøpes i Ticketco her: <http://bit.ly/2yrETS6>**

Vi inviterer til en møteplass som skal engasjere regionens kokker og lokalmatprodusenter. Vi skal inspireres av suksesshistorien til Esben Holmboe Bang fra den tre-stjerners restauranten Maaemo, og få lære mer om hvordan de med lidenskap til norsk natur og norske råvarer har skapt et av verdens beste restaurantkonsepter i tett samspill med lokalmatprodusenter. Videre blir vi kjent med vår regions lokalmatprodusenter og det hele avsluttes med en-til-en samtaler mellom lokalmatprodusenter og kokker, en såkalt «speed-dating».

**PROGRAM:**  
Kl. 10.00  
Vi får lære mer om Maaemo og om deres filosofi som lar de rene norske råvarene få skinne på menyen! Vi åpner for spørsmål og svar fra scenen under Esben Holmboe Bangs innlegg. Vi får også høre om det viktige samspillet med lokalmatprodusentene som er avgjørende for å kunne ha de beste råvarene til enhver tid!

Kl. 11.00  
Lokalmatprodusentene inviteres til å presentere seg og sine produkter fra scenen, 3-5 minutter per bedrift.

Kl. 12.15  
Lunsj med smakebiter av Hordalands spesialiteter, tilberedt av Colonialens dyktige kokker.

Kl. 12.45  
Speed-dating: Kokkene/restaurantene får inngå 5-minutters avtaler med utvalgte lokalmatprodusenter. Avtaleskjema blir sendt dere i forkant av møtet.

Kl. 14.00 Slutt



## LÆR AV **ESBEN HOLMBOE BANG** OG BLI MED PÅ ÅRETS MØTEPlass FOR LOKALMATPRODUSENTER OG KOKKER!

MANDAG 13. NOV. 2017 - BERGEN



Foto: Tuukka Kashi

Norsk mat er i vinden som aldri før. Det nordiske kjøkkenet har nådd gastronomiske høyder. Kjøkkensjef og medieer, Esben Holmboe Bang, ved en av verdens aller beste restauranter, Maaemo, gir mye av æren for suksessen til de gode råvarene. I motsetning til før kan han nå reise Norge rundt og møte engasjerte, kunnskapsrike matprodusenter som er lidenskapelig opptatt av det de produserer. Slikt blir det både Michelin-stjerner og verdensberømmelse av. Men kokkene bør ikke være de eneste som er stolte av råvarene våre. Vi må være det selv, og vi må si det høyt – så høyt at resten av landet og verden får det med seg.

**Velkommen til Møteplass Mat!**



Arrangerer:  
MATEARENA

Translation of title: “Learn from Esben Holmboe Bang and join the meeting place of the year for local artisan producers and chefs”.

included 4 seminars and lectures on financial sustainability, marketing and business model development. Restaurants were not only encouraged to apply, the organization in charge of the program (Connect Vest) proactively contacted restaurants to ensure a broad reach in the target group. After the four seminars, the most motivated and eligible participants got tailored guidance and advisory boards to help them further develop their business models, market analysis, and recruitment of a professional board. In order to ensure competence spill-over between industries, SMEs from other sectors were also in the program. 28 food related businesses participated in the program, building on a tried-and-tested program for SMEs that had involved 200 participants over 7 separate programs.

**Testbar – a Food Entrepreneurship Program** – is funded by the municipality and run by Impact Hub Bergen since 2018. Located at the UNESCO World Heritage site Bryggen, this social innovation co-working space has a special focus on reaching the UN Sustainability Goals. By establishing a test kitchen and providing venues for food courses, pop-ups and social dining, food entrepreneurs now may test their concepts and have a go on their business without needing to take all the initial investments at an early stage. The program also supports the entrepreneurs through competence building, mentorship, guidance and tools, to make the business launch easier. Evaluations from food entrepreneurs highlight the value of the opportunity to expand their network, get knowledge on business development, and run trial versions of their food concepts in a safe way as an independent entrepreneur in a challenging market of small margins.

Together with Visit Bergen it has been worked actively to increase the **communication of the local gastronomy and Bergen as a city of gastronomy** for tourists and locals alike. Research shows that even though nature still is the “main reason to go” to Norway, enjoying local food and drinks is drawing exponential interest from visitors. Bergen is internationally known for high quality salmon, and has long culinary traditions for seafood, with the UNESCO World Heritage site Bryggen for many years being the centre for commercial stock fish trade.

Bergen is also getting attention as the home to the cheese that won the World Cheese Awards 2018, and the recent award-winning ciders by artisan producers located in Hardanger, close to the well-known fjords in the region surrounding Bergen. There has long been an interest from tourists to explore more of the local cuisine, and the UCCP designation has increased the number of tourism and gastronomy relating initiatives to develop products to meet the increasing interest.

Results of the project Bergen City of Gastronomy has been storytelling, building an audio-visual and digital toolbox for gastronomy, pictures and videos for presentations etc. The videos on YouTube has had good reach, one of them with 1 million views (see Annex). Another example: During the hosting of the international event Norwegian Travel Workshop in 2017 it was decided to show off the local gastronomy through books and brochures also including small food actors and farmers. Another creative initiative was to make a City of Gastronomy tunnel, presenting samples of local specialties from Bergen.



“Bergen Gastronomy Tunnel”. Norwegian Travel Workshop 2018 in Bergen. Photo credit: Ruth Rørvik

Bergen won the price for best Foreign Project 2018 for the project Bergen City of Gastronomy on the GIST Travel Food Award 2018 (Italian media association of journalists covering food and travel). The jury highlighted that Bergen has “succeeded in making gastronomy and local food culture an important driving for growth in the region, creating synergies between sectors such as tourism, food, culture, ocean and agriculture”. The international media interest for gastronomy in Bergen has also increased, shown in a large increase in study visits with gastronomy in focus, articles about the gastronomy in Bergen in publications such as New York Times, USA Today, Business Insider, and Forbes Magazine. TV shows on Food Network and BBC has also had episodes dedicated to highlighting the gastronomy of Bergen. See Annex for links.

## Festivals and Awards

**UN International Sustainable Gastronomy Day** has been celebrated in Bergen on several occasions. The 2017 edition was hosted in collaboration with the University of Bergen titled “Food from the Oceans”. A market place was set up outside a venue for lectures on food and sustainability, open for the general public. Representatives from United Nations Associations of Norway were also present, as were a range of other NGOs and primary schools. The market place hosted a range of food entrepreneurs with innovative and sustainable seafood products, especially within the seaweed product segment. This event was supported by the City of Bergen and communicated through a joint international press release from the UNESCO Cities of Gastronomy.

The 2019 edition of UN International Sustainable Gastronomy day was celebrated in collaboration with the library and the City Farmer, hosting several events on urban farming at the library, serving samples of local produce to an interested crowd of foodies.

**The annual Bergen Food festival** has proved to be an important area for communication of food culture in the region and an important showcasing for Bergen as a UNESCO Creative City of Gastronomy. The Bergen Food Festival has been substantially developed after Bergen was designated a UNESCO Creative City of Gastronomy in 2015. The City of Bergen and the other public stakeholders have supported and collaborated with the festival team in the development and expansion of the festival. There have been established links between schools and professional chefs, an increased focus on restaurants and gastronomy (not just artisan producers), and an inclusion of both seafood and agriculture at the festival. Other examples are Cider Festival, Longest Cheese Table, focus on Organic Food, Children Food Festival with free cooking courses, conferences and courses for the professional gastronomy and food industry, on sustainability and gastronomy. There have also been several competitions at Bergen Food Festival, including a team consisting of some of the top chefs in Bergen worked together with elementary schools to develop a menu to compete with during the food festival. In 2018, the festival had 100 exhibitors and 40,000 visitors.



Bergen Food Festival. Photo credit: Bergen Matfestival / Matarena



World Cheese Awards 2018. Photo credit: Ruth Rørvik

## World Cheese Awards in Bergen 2018

On November 2nd, 2018, Bergen hosted the World Cheese Awards. The organizers chose Bergen primarily due to the designation as a UNESCO Creative City of Gastronomy. A conference dedicated to entrepreneurs, and a food festival open to the general public, was hosted simultaneously as the World Cheese Awards, in order to involve not just the artisan cheese producers, but also to highlight food and gastronomy on a broader level both for professional actors (conference) and for the general public (food festival).

The professional competition was open to the public to watch. In total 7000 people attended as audience, of which 700 were present for the finale and the winner. The 230 international judges blind tasted and evaluated the 3472 cheeses present; 175 of these were Norwegian cheeses. The artisan cheese industry in Norway has the last decade seen a growing interest from the public, and the interest has grown even further since 2016, in San Sebastian, a Norwegian blue cheese won the World Cheese Awards. In the World Cheese Awards 2018 a gouda cheese from Bergen won, and a Norwegian Brown Cheese came on second place.

Several artisan cheese producers from UNESCO Creative Cities of Gastronomy participated in this event, and Bergen as a UNESCO Creative City of Gastronomy was communicated in the entry hall. Before and during the World Cheese Awards, professionals and food enthusiasts all over Bergen was encouraged to host events related to cheese promotion, this led to

- **A Cheese Festival on 17 October** organized in a primary school, which welcomed around 300 children and 50 teachers, in order to raise awareness among the youngest generations. Children got to make and taste their own fresh cheese.

- **Wine and Cheese Tour.** In connection with Bergen Food Festival, a range of restaurants invited people of Bergen to participate in a “wine and cheese walk”, choosing to follow one of three different routes.

The impact of the World Cheese Awards has been noticeable, some examples follow:

- **Establishment of a National Cheese team.** A Norwegian national team for cheese was established and met for the first time at Ostegården in Bergen March 16th, 2018. The team consists of former medallists of the Norwegian Cheese Awards. The goal with World Cheese Awards has been to professionalize Norwegian artisan cheese producers.
- **An advertising value of 9.9 million NOK.** The effects of hosting the World Cheese Awards have been noticeable, also in communication. Over 200 international articles have been written about the World Cheese Awards 2018. Also, a report ordered by The Ministry of Agriculture and Food estimated the advertising value of the press articles to approximately NOK 9.9 million.
- **Increased sale of Norwegian artisan cheese.** After the event, the sale of Norwegian cheeses noticeably grew in both Western Norway, and nationally. During the World Cheese Awards, locally produced beer and cider was also served, contributing to a focus on pairing locally produced cheeses with appropriate beverages.

## 3

## Major Initiatives through International Cooperation

### Cultural Exchange in Food Festivals

Being a City of Gastronomy includes involving the creative actors. After the designation in December 2015, the City of Bergen and the Bergen Food Festival collaborated on developing the Food Festival to also have an international part, inviting UCCP cities to join, involving 3–5 cities each year. Cities that has participated in the Bergen Food Festival include Parma, Dénia, Östersund, Gaziantep, Chengdu, Alba, Burgos, Ensenada, and Florianopolis.

The international program for the chefs of Cities of Gastronomy has evolved substantially from year to year. The cities had their own stands, show cooking's, inter-city collaboration cooking

classes, master classes and mystery baskets during the food festivals. The last couple of years there has also been a UNESCO Gastronomy Dinner, where chefs from all participating cities have served dishes from their cities as an inter-city fine dining experience, a hugely popular event.

In 2019 the international program and exchange was further developed, including a “restaurant take-over” by a chef from the UCCP city Ensenada at a local fine dining restaurant in Bergen. The integration of chefs in the international city-to-city collaboration has stimulated increased mobilities and collaboration between the creative sectors in the UCCP cities.

**VELKOMMEN TIL UNESCO GASTRONOMIAFTEN!**

**Sted:** Restaurantteltet, Bergen Matfestival  
**Tid:** Fredag 30. august kl. 20.00

Vi gjentar suksessen fra de siste årene og inviterer til den store Unesco Gastronomimiddagen under Bergen Matfestival!

Denne kvelden vil noen av Bergens beste kokker varte dere opp, sammen med internasjonale anerkjente kokker. **Unesco Gastronomibyene fra Dénia, Spania, Ensenada, Mexico, Hatay - Tyrkia og Parma, Italia** er representert.

Fra Bergen deltar **Colonialen, Cornelius Sjømatrestaurant, Bien, Restaurant 1877, Bryggen Tractaursted og Marg og Bein**. Sammen er de klare til å servere dere smakfulle retter laget av fantastiske lokale råvarer fra sjø og land.

Det blir en uformell ramme rundt middagen - gjestene sitter rundt hyggelige langbord - og det serveres både lokale og internasjonale retter på løpende bånd. 10 ulike retter totalt.

Gård og Petter fra Bien er konferansierer. Til maten anbefaler vi norsk sider fra hele landet, og sommelierer vil gi gode anbefalinger til maten!

I ginbaren står Stig Bæksten i egen person. Han stiller med sin prisbelønte drikke. DJ Espen Horne sørger for behagelig lounge musikk.

**Velkommen til en uforglemmelig matopplevelse!**

**Praktisk:**  
Drikke betales selv  
Kle dere etter været!



**UNESCO GASTRONOMIAFTEN**  
- en kulinarisk opplevelse hvor de beste lokale smakene møter de internasjonale!

**BERGEN MATFESTIVAL**





Topkokk Diego Hernandez-Baquedano, Ensenada Unesco City of Gastronomy, Mexico




United Nations Educational, Scientific and Cultural Organization

Designated UNESCO Creative City in 2015

Bergen er medlem i Unesco sitt kreative nettverk innen gastronomi, noe som innebærer internasjonalt, kreativt samarbeid på matutvikling med 19 land fra hele verden. Til årets matfestival kommer 4 av disse byene: Dénia - Spania, Ensenada - Mexico, Hatay - Tyrkia og Parma - Italia.

Invite to UNESCO gastronomy dinner 2019, with participating chefs from other UCCP Cities. Translation: “UNESCO gastronomy evening. A culinary experience where the best local and international flavours meet.”

## PARTICIPATING IN OTHER FOOD FESTIVALS AND DAYS OF BREAD

Representatives from Bergen also actively participated in cultural exchange following initiatives from other cities. Chefs from the Bergen region have done show cooking and collaborative cooking in several food festivals, such as in Dénia, Parma, Macao and Shunde. At these events, local food culture and food traditions from Bergen was promoted both digitally, through brochures and live at stage. Several food festivals also filmed the show cooking, and the local and national media has broadcasted several of these events.



Chefs from Bergen showcooking in a food festival in Dénia 2018.  
Photo credit: Alexandra Krage Angell

The results of the international exchange for chefs has been several. The feedback from the chefs have been positive, highlighting several benefits of exchanges, such as international networking, inspiration and new ideas, knowledge of other food cultures, and friendships across borders. There are a lot of examples on chefs that has collaborated also after these short-term exchanges during food festivals.

Seeing the high interest from chefs to participate as a representative from Bergen on these events, it was decided to further **open the application process** for all chefs through campaigns in social media. This has both increased the communication of the UNESCO Cities of Gastronomy Program to a larger part of the local population and mobilized highly ambitious chefs from a range of different restaurants from Bergen and the surrounding region. The reach of the posts on Facebook has been 10 × the likes of the Facebook page <sup>1</sup>, a clear sign that this has been relevant and interesting news for the followers of the Bergen UNESCO page.

Bergen has also participated in the “**Days of Bread**” event in Krakow, sending two young bakers from Bergen to the international cultural exchange program preceding the annual conference in 2018, resulting in the book “Breads of the Creative Cities 2018”. In addition, the City of Bergen has signed Memorandum of Agreement with both Östersund and Shunde, with the intention of finding collaborating opportunities, as well as supported the Memorandum of Agreement and formalized collaboration intentions of the city of gastronomy group.

## #Youth4Food – Youth in Action for a Creative and Sustainable Gastronomy

### ENCOURAGING A NEW GENERATION OF CULINARY EXPERTS



#Youth4Food meeting in Parma. Photo credit: Commune di Parma

The recruitment of young people to the agriculture and restaurant industry is a continuous challenge (PwC, 2016). Cities may play a crucial role to tackle these challenges. That is why the cities of gastronomy Bergen, Parma, Dénia, Östersund and Gaziantep chose to apply to the EU for a Strategic Partnership Erasmus+ project 2017–2019 on the project “Youth4Food”, coordinated by Bergen (Hordaland County Council).

The five cities identified similar challenges and chose the most relevant activities to make as much impact as possible. The objectives of the project were to identify ways to increase the number of young people who makes Vocational Educational Training (VET) in the food value chain their first choice of education, to secure skill match between education and the needs of the businesses, and influence recruitment policies on a local, national and international level. The project involved:

- 18 partners from 5 cities
- 102 persons travelled
- 5 university trainees
- 5 transnational meetings on VET food related topics.

### INVOLVING VET STUDENTS AND TEACHERS

Mobilities and exchanges for students (and teachers) led to learning and sharing of best practices:

- Increased knowledge of different gastronomies, foods and cultures through exchanges
- Working together and getting to know different cultures. This builds a more innovative mindset, and students bring this knowledge to their future professions.
- Increased understanding of the agriculture sector in the different countries, the importance of local production and local farmers, and their connection with the local gastronomy.



Exchange in the #Youth4Food project. Photo credit: Vicent Almela

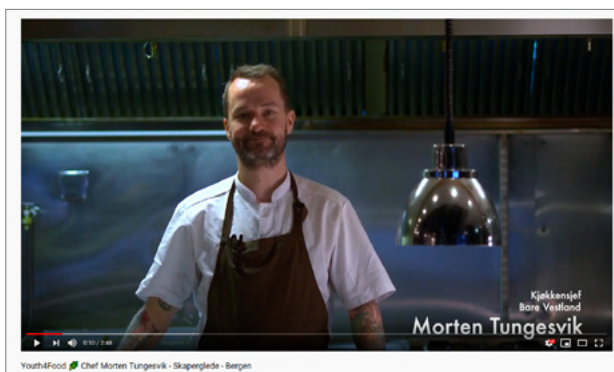
- Increased familiarity with the UN SDGs, Erasmus+ and the UNESCO Cities of Gastronomy in the project.
- Through their travels and the experience of training in a different country, students from different schools and disciplines were ambassadors for their respective cities, and on a personal level were enabled to master new skills and get to know their own potential.

### INVOLVING UNIVERSITY AND MARKETING STUDENTS

In addition to involving VET students through exchanges, the project also involved students for analytical and communication tasks. Three students from the University of Bergen did the following analysis:

1. Analysis of the role of high school advisors on the student choice of VET,
2. Analysing the facts, statistics about recruitment and drop-out in the VET education in Norway
3. Contribution to analysis and evaluations of the impact of the Youth4Food project

The project also involved students from the marketing school Kristiania, who as part of their education made films about gastronomy in the Bergen region, and what inspires people to work within the food industry. The films are available on YouTube<sup>2</sup>.



Video made by students from Kristiania highlighting the motivation and inspiration to the chef of a famous local restaurant, see link in Annex

### IMPACT AND DISSEMINATION OF RESULTS

The analysis and mapping of the possibilities and challenges for each city have been documented and disseminated in the following ways:

- The report “The future of Europe’s kitchens – recruitment and skills matching” available online
- Webpage, films, social media etc. (see Annex)
- A booklet about young food creatives in Bergen, Dénia, Gaziantep, Östersund and Parma to be disseminated to all relevant stakeholders.
- Local events in all five cities, inviting broad and beyond the participating actors, in order to spread the knowledge gathered in the project.
- A part about Swedish Cuisine included “Dünya Mutfak Kültürleri” (Cuisine Cultures in the World) by the lecturer and author Ceyhun UÇUK and steps are taken to make the book a national textbook in curriculum for Gastronomy Education.
- The project communicated in the annual meeting of the UNESCO Creative City Program and sub group meetings in the cities of gastronomy network
- The results spread on a European, regional and local settings.

The challenge of recruiting young people to the food value chain is a complex task, but the project has already made a significant contribution and been used to influence local and national policy:

- The Youth4Food report has been sent to the department of food and agriculture in Norway as an input to an event addressing the issue of recruitment for food related VET the department will host during the green week in Berlin in January 2020.
- Best practices on how to work with recruitment have been documented. There are suggestions for additional input for recruitment strategies:

1. communicate future possibilities after attending VET;
2. improve the information given in school;
3. use the internet as a tool to inform and create excitement around cooking;
4. get chefs and VET students and teachers to visit lower secondary schools; and
5. communicate more of the positive sides of the profession, such as the social aspects.



The project has contributed to stronger collaboration locally and between the participating cities:

- The participating schools wish to continue their cooperation through exchanges, work training and other Erasmus+ programs.
- Participating schools have gained new contacts for international cooperation.
- Businesses are more aware of and ask for international opportunities.
- The participating universities have taken the first steps towards a joint master program within gastronomy

### #TastingSchools – Creative and Inclusive Schools in Gastronomic Cities

The EU project “Tasting Schools” was a two-year-long Strategic partnership project between UCCP schools in Dénia, Parma, Bergen and Östersund, supported by the Erasmus+ program. The inclusive project named “Deconstructing Education: Creative and Inclusive Schools in Gastronomic Cities”, had as main aim to improve the student’s basic skills, using food as a starting point. The project activities were divided in four different thematic fields: Let’s visit (mobilities, learning across borders), Let’s cook (gastronomy), Let’s move (healthy habits), Let’s create (Art and Gastronomy). See table below.



Booklet from the #TastingSchool project available online, see Annex

The project is an example on how Bergen and the other cities have worked internationally to link creative fields, including gastronomy, literature, design and film.

The collaborating schools developed innovative ways to integrate food into the school’s curriculum. Food was used to strengthen students’ learning goals and commitment, some examples from the Bergen school (Kaland) follow:

<b>DECONSTRUCTING EDUCATION: Creative and inclusive schools in gastronomic cities</b>			
<b>Main objective</b>			
Improve basic skills of students, through an inclusive and multidisciplinary project based on healthy habits and healthy eating and taking advantage of the uniqueness of the Creative Cities Gastronomy designated by UNESCO.			
<b>Creative cities</b> Let’s visit	<b>Out Diets</b> Let’s cook	<b>Healthy habits</b> Let’s move	<b>Art &amp; Cooking</b> Let’s create
<b>Investigate</b> History, monuments, culture, notable people	<b>Investigate</b> Mediterranean and Nordic Diets, recipes, products, culinary singularities	<b>Investigate</b> Healthy habits, sports, disease of unhealthy style of life	<b>Investigate</b> Artwork, pictures, music, tracks, design dishes, avant-garde cuisine
<b>Visit</b> Important places of the city	<b>Visit</b> Producers, local markets, orchards, vendors, restaurants	<b>Visit</b> Hospitals, doctors, local sports teams, gymnasium	<b>Visit</b> Museums, exhibitions, Creative City Office, prestigious restaurants



Kaland primary school vegetable days in connection with the EU-project Tasting Schools. Photo credit: Katarina Lunde

### Using gastronomy to reach learning goals for students.

Understanding where the food comes from is important for building an understanding of gastronomy. The school in Bergen used the possibilities in the nearby area. The school explains: “Usually families go to the grocery store to buy fish. We wanted to learn the pupils that we can get the fish ourselves from the local lake. We also wanted to teach the students to know what the fish looks like when it’s not frozen in a package. For three days the 4th graders put out fishnets, dragged them up, cleaned fish nets and gutted the fish. They learned to make safe fire pits, different types of campfires, cook the fish on the fire and taste the fish.”

Another notable example is the 2016 Kick-off as a Tasting School with a **“Vegetable Challenge”**. To learn more about vegetables, children were responsible to create vegetable related activities, such as blind tasting and taking pictures, to increase knowledge of the names and variety of vegetables.

**Homemade cheese from the world champion.** The artisan cheese producer Jørn from Ostegården came to the primary school in 2018 to have a cheese making course with students, and they also got to visit his farm. The students made their own fresh cheeses and also served a variety of cheeses during

their own “cheese festival”. Two weeks later one of Jørn’s cheeses ended up winning The World Cheese Awards 2018.

### Gastronomy as a tool to help students with learning or behavioural difficulties.

The school in Bergen experienced that including food and gastronomy in the curriculum also had an effect way beyond the hours dedicated to food related activities. One notable example is the creative use of food and gastronomic activities as tools to help students with learning or behavioural difficulties to be inspired, motivated and reach their learning goals.

For students with learning difficulties the school made the whole cooking process to a broader learning process. Planning, looking for recipes, making grocery lists, calculations, take a bus to go shopping, and implementing the plan and meal, was all integrated to give learning and growing opportunities for the students.

For students with more behavioural or social difficulties, the social and collaborative elements of cooking was especially exploited. Following a planned group composition of students helped the students get better skills in collaboration, learning and having positive experiences. Some students that normally had behavioural challenges had great effects of cooking,

became calmer, and got a positive experience of using the senses and finding self-confidence developing other sides of their personality than the mere theoretical.

**Gastronomy and Design. UNESCO Gingerbread Town.** Following the idea of one of the students at Kaland school, it was decided to create a gingerbread village, consisting of buildings from the other collaborating UNESCO Cities. The focus with this activity was to combine architecture, culinary culture, geometry and medieval history in a project that accentuates active learning. The project was linked with the learning goals of mathematics.

The students built the following gingerbread historic buildings:

- The Hanseatic wharf in Bergen. Originally built 1360 AD
- The St. Mary's Church in Bergen. Built between 1130 and 1170 AD
- Frösö church in Östersund from ca. 1100 AD
- Castell de Dénia. Started in the 8th century AD
- Palazzo Vescovile in Parma. Built in the 10th century AD
- The clocktower and the front of the church Il Duomo at Piazza del Duomo in Parma

The students' first task was to draw models of the buildings and get the measurements in the right scale, which was integrated in the geometry teaching. They then had to create models using cardboard to make sure their drawings of each part would fit together. Finally, they could build their house using gingerbread dough.

The UNESCO Gingerbread town was inspired both by the work in UNESCO network of gastronomic cities, but also by the annual Gingerbread town in Bergen, claimed to be the world's largest, attracting thousands of visitors, here in a recent article from Forbes Magazine <sup>3</sup>.

**Film as Communication Across Borders.** Collaborating and communicating across geographical borders may be facilitated by using ICT. Students in the collaborating schools made films sharing their cultural heritage. The videos were made available on YouTube for all to watch (see also Annex)

**Gastronomy and Literature combined. "The Cheese Thief".** The four "Tasting schools" in this project also had common activities cross-cutting literature and gastronomy, such as a collaborating and evolving short story. A sixth-grade junior class of Parma, last May, wrote a beginning of the story, in a creative writing workshop. The story title was "The cheese thief". The first part of the story, once translated into English, was sent to Kaland school in Bergen, where the students continued to write the tale. Dénia wrote the third part and sent it to Östersund school, whose students wrote the last part. Each school drew two pictures linked to the part they received from the other partners.



Photo credit: Johnny Mazzilli

## 4

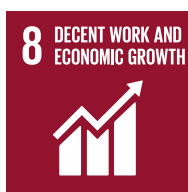
## Action Plan

**Proposed action plan for the forthcoming mid-term period of four years:**

#### 4.1 Main Local Initiatives Proposed

##### BUSINESS DEVELOPMENT AND INNOVATION POTENTIAL AS A CITY OF GASTRONOMY

The City of Bergen has in the strategy **Bergen City of Gastronomy 2019–2030** highlighted how gastronomy is linked to business development and has an inherent innovation potential (sub goal 1b, Bergen City of Gastronomy 2019–2030). The City of Bergen collaborates with local and regional actors, and will continue a fact-based business development within gastronomy, following up the main findings in the PwC as-is analysis of Bergen as a City of Gastronomy. The goal is to facilitate a more sustainable and creative restaurant sector and promote local gastronomy and sustainable use of local produce from sea and land, closely related to the sustainable development goal number 8.



**Attracting the best people to the restaurant sector** and the food sector in general is of utmost importance to develop as a Creative City of Gastronomy. The Youth4Food project mapped the possibilities and potential of recruitment to the food sector, benchmarking with other UNESCO cities of Gastronomy, and there are a range of results that may be followed up.

Examples of initiatives to be supported:

- Initiatives to promote innovation potential and financial sustainability for the restaurant sector. Promoting collaborations between restaurants, business model development, innovation projects within gastronomy. Workshops, seminars, courses for food businesses with growth potential.
- Supporting events like Bergen Food Festival and other city-wide events that promote the craft of local food production and strengthen the local food culture.
- Strengthen the restaurant sector building on the SWOT-analysis of the PwC-report from 2016, and doing a new analysis in 2020 to get an updated view on the status.
- Goal oriented collaboration with R&D may ensure fact-based and goal-oriented work to improve Bergen as a City of Gastronomy.
- Build on and further develop “The Gastronomy Meeting Place” for food actors in Bergen

##### HIGHLIGHT THE LOCAL FOOD CULTURE THROUGH 950 ANNIVERSARY

The City of Bergen has a broad range of funds to support projects to promote food, gastronomy and sustainability. The Strategy for Bergen as a City of Gastronomy includes a plan to create a fund specifically aimed at supporting initiatives linked to mobilization, preservation and communication of the local food culture.



- Initiatives that increase the gastronomy related competence when it comes to local food culture may also be relevant.
- Meeting places to strengthen our food culture, such as breakfast meetings, workshops, in accordance with the goals for the city of gastronomy.
- Bergen will in January/ February 2020 celebrate a day dedicated to a local specialty (Persetorsk), included in Bergen Restaurant Week. This is normally the low season and the goal of the Restaurant Week is to increase the number of locals using the restaurants. Bergen will collaborate with Visit Bergen to communicate local food culture to tourists and locals alike
- In 2020 the City of Bergen celebrates 950 years. A separate part of the program is dedicated to the Bergen food culture, “Eat Bergen”.
- Awarding a Food Culture Price to acknowledge initiatives and people that are driving forces in Bergen as a City of Gastronomy
- Mobilizing and supporting projects to strengthen our food culture, sustainability and gastronomy in the city development in link with the goals of Bergen as a City of Gastronomy.
- Pilot projects using food as communication to include marginalized groups and children in poor areas.

Bergen’s food culture is closely linked to both ocean and agriculture, following up on SDGs 14 and 15.

## GASTRONOMY AS INTEGRAL IN CITY DEVELOPMENT

Food, sustainability and gastronomy may be an integral part of every part of building the City of Bergen. To exploit the full potential of being a City of Gastronomy, the municipality must ensure inter-departmental collaboration, as well as collaboration with external actors, regional players and authorities, businesses, food actors and NGOs. Sustainable development goal number 9 and 11 are especially relevant. Innovation in the gastronomy industry combined with sustainability contributes to create an even better city to live and do business in.



In order to ensure fruitful collaboration Bergen will employ mobilizing activities with food interested people from across the municipality through an innovation lab. This will be followed up by an internal working group for Bergen as a City of Gastronomy and an action plan to strengthen Bergen as City of Gastronomy, in line with goals in the mentioned food strategy 2019–2030. The UNESCO membership is coordinated by the department of business development, but the implementation of strategies happens in all departments in the municipality.

Sustainability is key for Bergen, all policy documents in the city are now directly linked to the 2030 Agenda. Bergen is from 2018 also a certified FairTrade City. The responsibility linked to social sustainability has both a local and an international focus through active use of purchasing power and transparency in the food value chain, to promote human rights and ethics in food production. The UN Sustainability goals is the leading foundation of the city government policy platform and has strong implications for the work of the municipality, enabling us to think sustainability in all areas where the city is involved.

Implementation of food as integral in city development includes:

- Implementing initiatives from the strategy for urban farming
- Implementing initiatives to reduce food waste in and beyond the municipality
- Collaboration with NGOs. Examples: The mentioned Lystgården and activities with cross-cutting initiatives such as food culture and live music, social gastronomy initiatives.
- The City Farmer, in contact both with the professional agricultural actors and the engaged civil society

## 4.2 Main International Initiatives Proposed

### COLLABORATION THROUGH FOOD FESTIVALS AND AWARDS

The Food Festivals in Bergen and other cities have proven to be good arenas for cultural exchange. Bergen has for four years received delegations of 3–5 cities on our Food Festival, and there is a potential to develop further activities for the participating chefs and increase the number of cities. Restaurant take-overs and guest chefs at local restaurants may enable more active collaboration between creative actors.

Bergen will continue to actively participate in the international food festivals. The next step for us in facilitating exchanges is to professionalize the chefs sent out as ambassadors for Bergen. This will be done through establishing a “chefs of Bergen team”, selected as the best ambassadors from Bergen to UNESCO related events, but also other international events where the gastronomy of Bergen or Norway is to be presented.

In addition to Food Festivals, there is a potential to develop other forms of international collaborations. A recent example is the Memorandum of Agreement with Shunde and the International Gastronomy House. There is a potential to think broader than food festivals in terms of exchanges, such as short term exchanges, summer courses, one-week take-overs, and guest chefs in restaurants.

In the strategy for Bergen as a City of Gastronomy it is highlighted a possibility to financially support projects with actors in the other Cities of Gastronomy in the UNESCO network, including mobilities and joint projects. The impact of a variety of exchanges may be competence, network and inspiration for the participating chefs and other professional actors. A close dialogue with industry and creative actors from the whole value chain is crucial. A good partnership, as stated in development goal number 17, is important for Bergen because it forms the fundament for our international cooperation. Collaboration with others help us develop our knowledge and competence in gastronomy, but also in other creative fields.

Bergen will also build on the success and impact of large gastronomic happenings, like the World Cheese Awards. Cider World Championship is of special interest due to the high-quality production of Cider in the region surrounding Bergen.

## NEW EU PROJECTS

In the last 4 years, Bergen has been involved in two EU projects to 1) promote gastronomic collaboration between primary schools and 2) establish a strategic partnership to increase the attractiveness for young people to work within food related businesses. Both these projects have been finalized and the results are followed up.



The City of Bergen is actively looking for new projects, going beyond the exchange and collaboration at food festivals. Since the EU has a funding platform, this is a relevant possibility to pursue, but we are aware of the need and value of disseminating the results also to the Cities of Gastronomy as a whole, when possible, and also include and invite in the cities, when possible in the project. We consider the EU-projects as an important arena to work strategically and goal oriented with international partners, collaborating in line with sustainable development goal number 17.

The positive experiences on the preceding projects make it possible to build new projects on existing relations. Several actors from Bergen and other cities are working on possible EU applications, including Food Waste, Health and Nutrition, collaborations in Primary School.

To ensure the establishments of new projects it is possible and crucial to take an active part in the UNESCO network. This means identifying possibilities and building a strategic framework to food and gastronomy, seeing food as encompassing creative fields and a variety of disciplines.

The search for new projects will happen through building of networks internationally and locally. Support the work by anchoring our food identity in collaboration with the region.

## COLLABORATION WITH UNIVERSITIES AND OTHER UNESCO INITIATIVES

The Bergen region has several UNESCO designations, including UNESCO World Heritage Bryggen, Nordhordaland UNESCO Biosphere, UNESCO Chair for sustainable at the University of Bergen and two fjords on the UNESCO world heritage list in the region surrounding Bergen. It has been taken initiative from several UNESCO projects to contribute to coordinate the initiatives of these projects both on a local and international level, to ensure collaboration when useful and communicate about the variety of UNESCO initiatives and their significance.



Developing a collaborative education program with other European cities is one way we work with sustainable development goal number 3 and 4, the goal being to create a collaborative education program which promotes gastronomy and nutrition. Representatives from the universities of Parma, Alicante, Dénia, Mid Sweden University and Bergen is currently developing an International Master's programme on the role of food in achieving a more sustainable future within the framework of the UNESCO Creative Cities Network (UCCP).

The aim of the programme is to train students to become project leaders and "Food city designers". The multidisciplinary programme will contain lectures, elaborations, field trips to established food regions, as well as workshops with recognized artisan food craftworkers and experts. See news article.

Photo credit: Lysverket / Neo fjordic bounty / Bonjwing Lee



### 4.3 Estimated Annual Budget for Implementing the Action Plan

In order to implement the action plan, a range of department and entities are involved. An estimation of the needed annual budget follows:

Estimated annual budget needs for the Food Strategy 2019–2030, including funds, focus on food culture, international exchanges, research and development projects.	<b>3 M NOK</b>
Personnel in Bergen UNESCO City of Gastronomy Secretariat and working group.	<b>1 M NOK</b>
Personnel and funds for business development within gastronomy – Food Festival, Visit Bergen and business development within food.	<b>1.5 M NOK</b>
Projects on Urban Farming, Food Waste, Food as Inclusion.	<b>2 M NOK</b>
Funding through the EU to a strategic project with other UCCP cities.	<b>1 M NOK</b>

### 4.4 Plan for Communication and Awareness

Communication and awareness of Bergen as a UNESCO Creative City of Gastronomy is important. The department for Business Development is the focal point for UNESCO as a Creative City of Gastronomy, coordinating in close collaboration with the local and regional actors.

The City of Bergen aims to strengthen the visibility and communication of Bergen as a Creative City of Gastronomy locally, nationally and international, including active use of digital audio-visual material. Citizen involvement, workshops, hackathons, large and small initiatives that encourage citizen participation and dialogue based social media communication initiatives are all being considered, the goal being to promote and communicate further that Bergen is a Creative City of Gastronomy.

The City of Bergen has two active websites to promote Bergen as a UNESCO Creative City of Gastronomy, in addition to a thematic page at the municipality web page. The English page is found at [Bergencityofgastronomy.no](http://Bergencityofgastronomy.no) and Norwegian: [Bergematby.com](http://Bergematby.com). Bergen also has brochures in English in Norwegian, rollup, and beach flags.

Bergen will continue to promote UNESCO related activities through the Bergen City of Gastronomy Facebook side, and also through the Visit Bergen website.

Videos for Bergen as a UNESCO Cities of Gastronomy are available on YouTube and promoted through social media, see also Annex.



## 5 Audio-Visual and Supplementary Materials

### 1 Youth4Food – Youth in Action for a Creative and Sustainable Gastronomy”

Strategic Partnership, Erasmus+ project 2017–2019.

#### Webpage and social media

- Webpage – Youth4food<sup>4</sup>
- Facebook – Youth4food<sup>5</sup>
- Twitter – Youth4food<sup>6</sup>

#### Articles and reports

- Encouraging a new generation of culinary experts<sup>7</sup>
- The future of Europe’s kitchens – recruitment and skills matching<sup>8</sup>

#### YouTube channel and selected videos

- YouTube-channel: Youth4Food<sup>9</sup>
  - The joy of creating – meet chef Morten Tunesvik<sup>10</sup>
  - What do you wanna be?<sup>11</sup>
  - Meet pastry chef Aurora Victoria Farkas Bredesen<sup>12</sup>

### 2. #TastingSchools: Deconstructing Education. Creative and Inclusive Schools in Gastronomic Cities

EU project among schools in Bergen, Östersund, Parma and Dénia. Funded under the Erasmus+ program.

#### Webpage

- TastingSchools<sup>13</sup>

#### Selected videos published on YouTube. The videos about cultural landmarks in Bergen are made by students at Bergen primary school.

Videos made by students at Bergen primary school about cultural landmarks in Bergen shared with the two other UCCP – Dénia and Östersund:

#### Articles and reports

- Deconstructing Education: Creative and Inclusive Schools in Gastronomic Cities<sup>14</sup>

#### Videos from Bergen:

- UNESCO World Heritage Site Bryggen<sup>15</sup>
- The Aquarium in Bergen<sup>16</sup>

#### Playlists from all cities:

- Bergen<sup>17</sup>
- Östersund<sup>18</sup>
- Dénia<sup>19</sup>

### 3. Visit Bergen – Flavours of Bergen. Bergen as a City of Gastronomy

#### YouTube channel and selected videos

- YouTube-channel: Bergen – City of Gastronomy<sup>20</sup>
  - Cider from the Bergen Region<sup>21</sup>
  - Traditional Bergen Fish Soup<sup>22</sup>
- Table Tales: Bergen<sup>23</sup>



#### 4. World Cheese Awards in Bergen 2018

##### Web and articles

- Bergen hosts World Cheese Awards<sup>24</sup>

##### Selected videos published on YouTube

- Kaland Primary School Cheese Festival (*Norwegian*)<sup>25</sup>
- Presenting World Cheese Awards in Bergen 2018<sup>26</sup>
- While we wait for World Cheese Awards (*Norwegian*)<sup>27</sup>

#### 5. Bergen Food Festival 2017–2019

##### Selected videos published on Facebook and YouTube

- Bergen Food Festival 2018 (*Norwegian*)<sup>28</sup>
- Norsk siderfestival (*Norwegian Cider Festival*)<sup>30</sup>
- Norske råvarer (*Norwegian produce*)<sup>32</sup>
- Bergen Food Festival 2016 a film made by Dénia<sup>29</sup>
- Ung Matfest (*Young Food Feast*)<sup>31</sup>

#### 6. Episodes/shows about Gastronomy of Bergen

##### Selected TV programs

- Paul Hollywood's city bakes – Bergen<sup>33</sup>
- The Norwegian Food Channel at Bergen Food Festival<sup>34</sup>
- The World's largest Gingerbread Town<sup>35</sup>



## Web Links

- 1 <https://www.facebook.com/CreativecityBergen>
- 2 <https://www.youtube.com/channel/UClIjHgEXJLQJFiFiGnEEEEKA>
- 3 <https://www.forbes.com/sites/davidnikel/2019/12/01/bergens-gingerbread-town-adds-a-sweet-touch-to-christmas-in-norway/>
- 4 <https://youth4food.eu/>
- 5 <https://www.facebook.com/pg/Youth4Food/about/>
- 6 <https://twitter.com/hashtag/Youth4food?src=hash>
- 7 <https://en.unesco.org/creative-cities/events/lab2030-youth-4-food-encouraging-new-generation-culinary-experts>
- 8 <https://www.hordaland.no/globalassets/for-hfk/rapportar-og-statistikk/aud-rapportar/2019/aud-rapport-10-19-youth4food.pdf>
- 9 <https://www.youtube.com/channel/UClIjHgEXJLQJFiFiGnEEEEKA>
- 10 <https://www.youtube.com/watch?v=djTNcandanRI>
- 11 <https://www.youtube.com/watch?v=BZFGyJdN2as>
- 12 <https://www.youtube.com/watch?v=sxyi38pk3S8>
- 13 <http://tastingschools.eu/>
- 14 <http://poudelamuntanya.edu.gva.es/arxius/booklet.pdf>
- 15 [https://www.youtube.com/watch?v=J\\_P\\_f8ZNCWI&feature=emb\\_logo](https://www.youtube.com/watch?v=J_P_f8ZNCWI&feature=emb_logo)
- 16 <https://www.youtube.com/watch?v=ngS9FWL8r8o>
- 17 [https://www.youtube.com/channel/UCePfxUiWurL4oIE8f-HM\\_SQ](https://www.youtube.com/channel/UCePfxUiWurL4oIE8f-HM_SQ)
- 18 <https://www.youtube.com/channel/UCN3hJz1SALPjmk57ckDMHvQ>
- 19 <https://www.youtube.com/channel/UC-eyD-6yaKtiOcoxSfFCAuw>
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