

# 2016 UNESCO Creative Cities Jeonju Forum

## (Friday, 21 October 2016)

### I Opening ceremony

#### A. Opening remarks

(Mr. Seung Su Kim, Mayor of the Jeonju city)

- The Mayor began by stating that it is now the era of the city, and that, instead of relying on central government, a city should independently seek out its future based on its own identity, so that both city and nation can develop.
- The mayor noted his opposition to the exploitation of the local economy by multinational corporations, and stated his view that an economic system that fosters a virtuous cycle in the surrounding region will also promote a city's sustainability. Regarding the relationship between food and creativity, he noted that a sustainable food system is crucial for a city to be self-sufficient.
- The Mayor suggested that cities should focus on ensuring their cultural identity and biodiversity in order to stimulate international exchange and attract more visitors. Localization, he said, activates exchange in ways that can inspire cities.
- He stated that culture and art are very powerful, noting that UNESCO has focused on various ways in which people's lives can be changed through the creativity of culture and art.
- The Mayor ended his remarks by drawing attention also to the power of networks, saying that these offer a foothold that allows cities to develop together and increase the happiness of their people.

#### B. Congratulatory remarks

(Ms. Jyoti Hosagrahar, Director of the Division of Creativity, UNESCO)

- She noted that the 17 goals and 169 targets of the 2030 Agenda for Sustainable Development refer for the first time to culture as an essential and indispensable leader for achieving sustainability.

- She also stated that the city has become a powerful engine for development, and that the UNESCO Creative Cities Network (UCCN) has a prominent role to play in the sustainable development of cities and implementation of the SDGs. Implementation, she said, must take place at the local level, especially in relation to Goal 11 of the SDGs, to make cities and human settlements inclusive, safe, resilient and sustainable.
- Ms Hosagrahar stated that in bringing together 116 cities from 54 countries worldwide, the UCCN provides a genuine 'local' network to international cities all around the world, and that dialogue, exchange and cooperation are central to achieve the common objective of sustainable cities.
- Jeonju, she said, was committed to developing the food industry, together with other creative cities of gastronomy from all around the world. Its partnerships and collaborations were based on its rich gastronomic heritage as well as its vivid spirit of innovation.
- Ms Hosagrahar ended her remarks saying that the forum was not only an expression of commitment to the vision of the UCCN, but also the dedication of the Korean national authorities towards sustainable development. The six Korean Creative Cities would, she stated, form an effective national network to fulfil the aspiration of urban sustainability.

## II

# Session 1

## Building a Sustainable Network among Cities of Gastronomy

### A. Presentation 1: Partnerships among the creative sector, business and citizens

(Mr. Eric Wolf, Executive Director of World Food Travel Association)

Mr Wolf made the following points in relation to ways in which cities can build partnerships with various sectors to develop their food tourism industries:

- Since all travelers eat and drink, food and beverages have an economic impact on local development. Therefore, cities should plan a strategy for food and beverage tourism.
- The development cycle for food tourism has 5 steps
  1. Alignment
    - A city should understand and decide what kind of food tourism fits their circumstances.
    - Stakeholders in the area should be aligned with other local, regional, national, and international entities, based on a bigger plan that their product can fit into.
  2. Confidence
    - Normally, the product itself will be good enough to succeed in food tourism. What the city needs is the confidence that it has the potential to succeed and an extra effort to boost that potential.
    - Local residents can serve as ambassadors for regional food tourism. In addition, tourists can be a free marketing team, talking about the food and beverages they experienced during their vacation.
  3. Unity
    - In order to glue everything together, a city should build a firm framework in terms of a bottom-up plan. Slack, a digital collaboration tool used by the business world, can be used as a means of communication.
    - In creating a network, key people who are reliable and proactive should be put in place to help manage relationships and build unity.
  4. Product

- Cities can develop their potential products by learning from each other through the UCCN.

- Cities should choose products to make up a portfolio, having regard to the life cycle and logical balance of products.

#### 5. Plan

- First, cities need to develop a promotion and marketing plan for their food tourism.

- Second, they need to formulate a strategic plan that learns from past experience to come up with a program for the future.

- There should be a continuous improvement process asking 'How can we do better?' and 'What can we do better?'

#### The future for food tourism after the initial 5 steps

- It is necessary to find ways to work with multinational corporations in a balanced and considered way.

- Food tracking: a new generation of market for food tourism and culture that combines food culture with other types of media and commerce, driving economic sales in small businesses.

## B. Presentation 2: World Gastronomy Season

(Mr. Jeong-Deok Lee, Professor at the Department of Archaeology and Cultural Anthropology, Jeonbuk National University)

Mr. Lee introduced the World Gastronomy Season event as follows:

### 1. Event Overview

- World Gastronomy Season is proposed to be a side-event of the UCCN annual conference. Its timing would be dependent on the city hosting the annual conference.

- In order to capture the attention of the media, it would be necessary to consider orientation tours for members of the media and/or distribution of news material.

- Food could be connected to other types of creative industries.

- Day and night markets could be operated to increase interest among both visitors and local residents.

### 2. Goals of the World Gastronomy Season Event

- To share and discuss and pending issues related to the UCCN
- To adopt a city development policy and implement it effectively
- To promote linkages among culture, education, media and gastronomy
- To attract tourists and showcase the diversity of the creative industry

### 3. Gastronomy Programs

- Street food festival where each gastronomy city could offer examples of its food to introduce its history and meaning.
- Kitchen stage: the hosting city could prepare an outdoor kitchen for making food and drawing more attention.

### 4. Committees and Organizations

- The hosting city would arrange funding for the event and establish a committee to organize it.

### 5. Operation

- It is proposed that the host city organizing the first such event would draw up a manual for the operation of the event with future host cities developing it.

## C. General discussion among participants

### Statement 1

Mr. Rak-gi Choi, Director General of Culture, Tourism & Sports Bureau of Jeonju City made the following comments:

- Designation as a UNESCO Creative City of Gastronomy has had a significant impact on Jeonju. The number of tourists visiting Jeonju's Hanok Village was previously around 2.5~3 million a year, but according to the data from last year, that number has increased to 10 million.
- Jeonju tries to preserve and develop the identity of its food culture in a way to cooperate with central government.
- 2030 Food Strategy: at the regional level, Jeonju encourage farms to provide eco-friendly and certified ingredients.
- Jeonju has made efforts to cooperate with other Cities of Gastronomy and is now planning to promote further national and international exchange between Creative Cities worldwide.

○ (Question to Mr. Erik Wolf) In the case of Jeonju's Hanok Village, the tradition of food culture combined happily with commerce in the past. However, acceleration of commercialization is now threatening the traditional identity of the Hanok Village. Is there any way for Jeonju to deal with this?

Statement 2

Mr. Hyo-jin Jeon, Professor in the Department of Food Service Management at Jeonju University, made the following comments:

○ Jeonju has lost its identity since it was designated as a Creative City of Gastronomy. In order to guarantee sustainability, education on Creative Cities and a bottom-up network is needed.

○ In relation to the World Gastronomy Season, this should be an open event, not an event only for certain people. As an additional suggestion, UNESCO could designate a food master during the Season.

Statement 3

A representative from Italy asked the following question to Mr. Eric Wolf

○ Do you think that it is possible to plan for the development of tourism as a network?

Statement 4

Mr. Erik Wolf responded to questions as follows:

○ A city should plan exchanges of tourists to share information. A collective city network should create a collaborative marketing campaign.

○ How to achieve balance is an important problem. In some cities, food tourism has harmed the essence of the city and the city has suffered from sudden changes. Therefore, regulations should be made to ensure an appropriate balance.

Statement 5

Mr. Jeong-Deok Lee commented as follows:

○ The sustainability of World Gastronomy Season is important. Gastronomy should be

connected to the creative industry through publicity and internal interest. Through constant exchange and development of a creative program, a Creative Cities Network among Cities of Gastronomy can be created and sustained.

Statement 6

Mr. Erik Wolf commented as follows:

○ The education program can only be offered to a limited number of local people. An alternative is a public relations campaign through radio, TV, and newspaper, which would enable people to digest information in small pieces.

Statement 7

A representative from Östersund commented as follows:

○ During the annual meeting held in Östersund this year, various activities were held as part of a festival and were highlighted by the media. This acted as an educational process, to make cities and citizens aware of UNESCO Creative Cities, and proud of them.

Statement 8

A representative from China commented as follows:

○ World Gourmet Season can be grown in a way to be integrated into the food festivals that each gastronomy city already hosts.

Statement 9

Mr. Erik Wolf commented as follows:

○ The concept of food tourism should utilize resources that already exist in the city.

Statement 10

A representative from Turkey commented as follows

○ In relation to the database program, for instance, a channel for gastronomy will be

needed. A one- or two-year city program should be designed and planned. This may encourage other cities to become members of the UCCN.

Statement 11

A representative from Italy commented as follows:

○ As a part of the education program, schools could choose one dish from each city and give students the opportunity to taste each city's typical food.

Statement 12

Mr. Erik Wolf responded as follows:

○ It would also be interesting to teach students and to help them appreciate food from different countries. A complementary series of TV programs relating to food could be created to encourage food culture and traditions. It would be interesting to see how this kind of TV program will be used.

Statement 13

A representative from Italy commented as follows:

○ It is not easy to explain the meaning of belonging to the network. It is partly because people are used to UNESCO being associated with different issues, such as monuments, and heritage,

○ In relation to the identity of a city, our city is trying to put on a project called city branding. We are trying to communicate. City branding is a strategy and the UNESCO Creative Cities Network is a way to communicate the city's identity to other member cities.

Statement 14

Mr. Erik Wolf responded as follows:

○ UNESCO has a good, formal brand.

Statement 15

Mr. Kyung-gu Han commented as follows

○ Education is not to cram people's heads with knowledge, but to draw on what they have. In the process of thinking about how we can achieve sustainable development, creative suggestions, progress, and education will be achieved.

Statement 16

A representative from Spain made the following comments:

○ Education in Spain is still in the beginning stages. Local organizations are trying to focus on tourism, not in a way to educate but to get people involved in local activities.

○ Being a Creative city is an opportunity, so cities should take advantage of the network.

Statement 17

Mr. Jeong-Deok Lee responded as follows

○ Strategy, education, and programs should be developed by each city according to its capacity.

○ Holding various events is an efficient way to showcase local city identity

### III

## Session 2

### The Essence of Jeonju Cuisine – The Science behind its International Application

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#### A. Presentation 1: Jeonju's Soul Food, Bibimbap

(Ms. Jin Ah Cha, Professor at the Department of Korean Cuisine, Jeonju University)

Ms. Jin Ah Cha gave a presentation introducing Jeonju Bibimbap, covering the following points:

##### The unique features of Korean food

- The basic table setting for Korean food consists of rice, soup, and side dishes. All the dishes are served together distinguishing Korean meals from the western-style course meal. The number of dishes can be three, five, seven, nine or twelve.
- Korean food puts emphasis on the food components, not the dishes and plates.
- Korean food considers the harmony of ingredients, such as their combined effect and ease of digestion.
- Fermentation is an important part of traditional Korean food. Since fermentation requires a long period of time, Korean food is called slow food.

##### Historic and geographic features of Jeonju

- Since the Royal Cuisine of the Joseon Dynasty is a part of Jeonju's traditions, the area is famous for its excellent cooking.
- Jeonju possesses mountains, arable land, rivers, and seas, and so it has traditionally produced a whole variety of food crops and ingredients and has traded actively with neighboring countries.

##### Value and meaning of Jeonju Bibimbap

- Bibimbap is a special and comprehensive dish in which rice and side dishes are served together in one bowl.
- There are three theories of the origin of Bibimbap: (1) it came from Royal Cuisine (2) it was a communal meal (3) it was a convenience food
- Bibimbap is food fit for both the royal family and ordinary people, and can be varied according to the creativity of the person making it.

○ Jeonju has created a standardized recipe for Jeonju Bibimbap in order to preserve its identity. Jeonju Bibimbap is now protected as a trademark under the Geographical Indication System of the Korean Intellectual Property Office.

## B. Presentation 2: The science behind the Well-being Food, Bibimbap (Ms. Youn Soo Cha, Professor at the Department of Food Science and Human Nutrition, Jeonbuk National University)

Ms. Youn Soo Cha's presentation covered the following:

- The philosophical meaning and nutritional science behind Bibimbap
  - Bibimbap applies the Yin-Yang and Five Elements theory of Eastern philosophy.
  - Bibimbap also exactly matches the desired proportions of the nutritional food groups from the perspective of nutritional science.
- Bibimbap, a healthy food
  - The vegetables used as ingredients in bibimbap are blanched. Through the blanching process, nutritional density is increased, making it possible to absorb more of the food's nutrients at one time. Blanching also helps absorption after digestion and is good for food hygiene.
  - The traditional Korean sauces used in bibimbap are fermented foods originating from soybeans. The intake of these fermented sauces has been shown in experiments to improve the biomarker index in people at a rate which cannot be attained by pills.
- Bibimbap, the origin of the molecular science of nutrition
  - Bibimbap is a customizable food, in which ingredients can be substituted.

## C. Presentation 3: Globalization and Promotion of Jeonju Food, Bibimbap

(Mr. Jean-Jaques Castéret, Director of Institut Occitan Aquitaine)

Ms. Castéret's presentation introduced the Bibimbap digital valorization project and covered the following:

- The digital valorization project for Jeonju's emblematic dish, Bibimbap

- Culinary identity, practices, and representations are a form of intangible cultural heritage. If we want to develop and pass them on to future generations, they must be documented solidly.
- A culinary dish is a complex system of knowledge, beliefs and values. Therefore, the researchers' work on food culture covers a variety of disciplines, including history, anthropology, linguistics, biology and nutrition.
- The project is intended to enhance the heritage value of Bibimbap, while also giving it more visibility and promoting it internationally.
- Enhancing the heritage value of Bibimbap through a website
  - To accomplish the project's goals, the website for the project must be beautiful, the navigation must be simple and practical, and the content should be rich.
  - Enhancement of the site through social networks will generate interest and exchange through sharing and communication.
  - The link between the content of the website and entertainment via social networks will promote the building of a community interested in Bibimbap and the expression of intangible cultural heritage.
- The website as resource center
  - The website will also act as a resource center, giving historical and cultural background that enhances the image of the intangible cultural heritage represented in Bibimbap and allows the community to express themselves.

#### D. General discussion among participants

##### □ Statement 1

Mr. Erik Wolf commented as follows:

- In order to promote Bibimbap around the world, there should be a standardized presentation recipe which prescribes the classic, basic, authentic Bibimbap.

##### □ Statement 2

Ms. Hwa-rim Cho asked Mr. Eric Wolf the following question:

- What do you think of the merits of the website project?

Statement 3

Mr. Erik Wolf responded as follows:

- The only possible challenge would be the distribution and dissemination of the message worldwide. How popular and well-read do you want this site to be? To be more successful, it is important to promote the distribution of resources.

