



United Nations  
Educational, Scientific and  
Cultural Organization

Creative Cities  
Network

# APPLICATION FORM

## 2015 Call for applications

This application form, duly completed, must be sent as an attachment by email to [ccnapplications@unesco.org](mailto:ccnapplications@unesco.org), with the "subject": Application [name of the candidate city].

The following documents must be also attached:

- (i) A formal letter from the Applicant City's Mayor presenting the candidature;
- (ii) A formal letter of endorsement of the candidature from the National Commission for UNESCO of the country in which the city is located;
- (iii) Two formal letters of support from active national professional association(s) in the creative field concerned<sup>1</sup>;
- (iv) Three photos of your city related to the creative field concerned s (JPEG, max. 3MB);
- (v) The "Cession of rights and register of photos" form dully filled.

No other document or attachment will be considered in the evaluation. A maximum of four URL links to Internet sites may be included in the application form, providing additional information.

Application forms, accompanied by the documents described above, must be submitted by email to the UNESCO Secretariat no later than 15 July at midnight (Central European Time) using the following address: [ccnapplications@unesco.org](mailto:ccnapplications@unesco.org). Applications that are not received in the required format, as well as those that are incomplete and/or received after the above-mentioned deadline will not be considered.

UNESCO will not circulate the applications submitted by cities.

---

<sup>1</sup> For example, if applying to the creative field of Literature, a letter of endorsement from the national writers' association would fulfil this requirement

**1. NAME OF CITY:**

**Bergen**

**2. COUNTRY:**

**Norway**

**3. CONTACTS:**

**3.1 Mayor of the City**

Title (Mr/Ms/Mrs):Mrs

Family name: Drevland

First name: Trude

Address: Bergen Rådhus, Rådhusgt 10, Postboks 7700, N-5020 Bergen, Norway

Telephone number:+47 55 56 64 67

Email address:ordforeren@bergen.kommune.no

**3.2 Main contact**

*The main contact will be the focal point and correspondent for all communications concerning the UNESCO Creative Cities Network. He or she should belong to the unit or structure executing and managing the designation (see point 10.4)*

Title (Mr/Ms/Mrs): Mrs

Family name: Sjødin Drange

First name: Elin

Institution/function: Director of business development of the City of Bergen

Status/type of institution: City municipal authority

Address: Bergen Rådhus, Rådhusgt 10, Postboks 7700, N-5020 Bergen, Norway

Telephone number: +4797673020

Email address: Elin.Drange@bergen.kommune.no

Other important information:

**3.3 Alternative contact**

Title (Mr/Ms/Mrs): Mr

Family name: Tolden

First name: Harm-Christian

Institution/function: Director General for the department of cultural affairs, business development, sports and church affairs of the City of Bergen.

Status/type of institution: City municipal authority

Address: Bergen Rådhus, Rådhusgt 10, Postboks 7700, N-5020 Bergen, Norway

Telephone number: +4792856080

Email address: Harm-Christian.Tolden@bergen.kommune.no

Other important information:

**4. CREATIVE FIELD:**

*Choose between: crafts and folk arts, media arts, design, film, gastronomy, literature, music [Click on the drop-down menu].*

*gastronomy*

## **5. GENERAL PRESENTATION OF THE CITY:**

*Presentation of the main geographical, demographic, cultural and economic characteristics of the city; mode of governance, principal cultural facilities and infrastructures, international connections, etc. (1700 characters maximum).*

*Bergen is the gateway to the fjords. It is Norway's second largest city with 275 000 inhabitants. The Bergen region has a population of 511 000, which has grown by 18 % since 2000, and which will grow by another 21 % by 2030. Immigrants now constitute 12 %.*

*Bergen is a major Norwegian international transportation node with railway, international airport and one of Europe's ten largest harbours. It is Scandinavia's major cruise destination. Bergen is a major administrative, health and education center, and hosts universities and research centres with 30 000 students. Both the public and private sector are involved in a large number of international networks, e.g. the city and the region are members of Eurocities, World heritage cities, Hanse League, North Sea Commission, CPMR.*

*Bergen was appointed by the EU as a European capital of culture in 2000. Bergen has a full range of cultural institutions including internationally touring symphony orchestra and a strong position in Europe in contemporary dance, electronic music and heritage. Bergen and the region also have UNESCO World Heritage sites at Bryggen and the fjords of Western Norway.*

*Bergen is the home to complete business clusters within shipping, fisheries, energy and tourism, including National Centers of Expertise in Media, Marin, Tourism, Maritim CleanTech, and Subsea.*

*Food Culture is based on one of the cleanest natural environments in Europe, the coastal cuisine from the fjord and ocean biotope. Bergen region has a growing milieu of restaurants, chefs, research institutions and promoters reviving and innovating in traditional foods and our local food resources, signified by 2015 Bocuse d'Or winner Johannesen.*

## **6. MAIN DEVELOPMENT CHALLENGES FACING THE CITY, USING CREATIVITY AS A DRIVER FOR ACTION:**

*Every city is unique and pursues its own objectives according to its particular context and priorities. In this section, candidate cities are invited to explain how they consider that culture and creativity – particularly in the creative field concerned – can act as a driver for identifying solutions to the main development challenges they face (1000 characters maximum).*

*The Community Development Plan Bergen 2030 confirms the city's rapid growth and need for sustainable development, to reduce CO2 footprints, protect agricultural and cultural landscape, biodiversity, and safeguard the green and blue assets.*

*Changing roles in farming and fishing are resulting in major changes in the landscapes and biology of the region. Fish and food industries in Western Norway are financially successful, but the number of farmers and fishermen are in decline. A gastronomy initiative is needed to reverse these trends by focusing on public demand, quality, creativity and added value to artisan food.*

*Bergen has a historic urban identity related to international seafood trade and local gastronomy. Culinary creative expressions and new grass root initiatives may lead to innovation, business development and contribute to further revival and awareness of our local foods. The strong gastronomic culture will sustain the city region's cultural identity and support urban renewal.*

## **7. MOTIVE FOR THE APPLICATION AND MAIN OBJECTIVES OF THE CITY IN TERMS OF ITS MEMBERSHIP OF THE NETWORK:**

*Presentation of the main motives behind the decision to submit an application to the UNESCO Creative Cities Network and the expected long-term impact of the designation for the sustainable development of the city (1200 characters maximum).*

*The motive for the application is to join forces with other members of the Creative Cities Network to learn and contribute towards sustainability and gastronomic creativity. The application is on behalf of the entire Bergen Region, and has become an integral part of the city's and the county's business, community, cultural and food development plans, where gastronomy will be a driver for urban, economic and creative sector development.*

*Bergen and Western Norway is experiencing a revival of interest in traditional and artisan food products. The UCCN designation will give the revival an added impetus and a greater status for the gastronomy community.*

*Industrialization of fisheries and food industries result in a poorer food culture and the loss of artisan competence, and loss of cultural landscapes connected with farming. The designation will assist in reversing this.*

*Through extensive international cooperation the objective is to strengthen the gastronomic field in the region and contribute towards future sustainable city development, support local food producers, improve public health and boost a green and blue urban development, including urban gardening.*

## **8. PREPARATION PROCESS FOR THE APPLICATION:**

*Presentation of the preparation process underlying the application and the members of the management team involved. The design and preparation of the application submitted by the city must involve stakeholders in the creative field concerned, drawn from the private and public sectors, academia and civil society, as well as creators (1000 characters maximum).*

*The process of applying to the UCCN started in 2011, initiated by stakeholders in the creative field, i.e. food producers, chefs, city and regional authorities. The City submitted a letter of interest to UNESCO in Dec. 2011. The County Governor of Hordaland, Hordaland County and the City of Bergen initiated a comprehensive feasibility study in 2012 with the aim to uncover the strengths and weaknesses of our existing assets in gastronomy, envisage improvements and new policies. The city invited Østersund to seminars and meetings to inform and develop a partnership. The results led to the organization of the city UCCN Steering committee with 11 key persons from public, private, academia and civil society; and the establishment of a working group to develop and forward the City region's application in 2014 and in 2015. Also a Food Strategy Program to support the objectives of the UCCN network, the creative sector, markets and the local food value chain was decided by regional authorities.*

## **9. COMPARATIVE ASSETS OF THE CANDIDATE CITY MADE AVAILABLE TO THE NETWORK:**

*In the following fields, candidate cities are invited to present their main cultural assets – particularly in the creative field concerned by the application – that may be highlighted locally and internationally to further the Network's objectives: making creativity, especially in the creative field concerned, an essential driver of sustainable urban development. Applicants are advised to avoid*

*presenting lists and to provide brief answers, including more relevant information so that the city's cultural and creative assets can be assessed (1000 characters maximum for each field).*

#### 9.1 Role and foundations of the creative field concerned in the city's history

The heart of the Bergen Region's creative gastronomy is the coastal cuisine which combines traditional agriculture with fishing. The fisherman-farmer system was typical for Norway's coastal populace and gastronomy well into the 1900's using resources from the sea, farming and high mountain resources.

The City of Bergen has been a principal place for trade in natural resources for nearly a thousand years, being a melting pot for new tastes and cuisines. Bergen was founded as the trading center for fish from Northern Norway, and grains and salt from Europe. Bergen had a monopoly of trade with stockfish, which led to Bergen becoming one of Europe's largest hanseatic trading centres in the 1100's, located to UNESCO area of Bryggen. Today, Bergen is one of the busiest ports in Europe, and hosts globally leading seafood companies, which focus on clean and sustainable growth. The creative gastronomy community reflects the unique way of life and cultural identity of the urban and rural region.

#### 9.2 Economic importance and dynamism of the cultural sector and, if possible, of the creative field concerned: data on its contribution to economic development and employment in the city, number of cultural enterprises, etc.

**Non-profit arts and culture had a total turnover of 2,5 billion NOK in 2014, up 4,7% from 2013. The regional cultural sector incl media and music had 5300 employees in 2012. Bergen is Norway's no2 Media city. Media, and design are growing sectors.**

**The Coastal cuisine related to natural and physical UNESCO heritage of the fjords, is a very important cultural asset and driver for economic and urban development. The region has more than 3000 farmers and 200 artisan food entrepreneurs, and 75 farm shops and restaurants providing authentic food. There are 500 restaurants providing 5600 jobs in the city. The tourism industry incl. restaurants account for 8 % of total employment, and it grew by 80% in 2004-12. There are 6500 jobs in fisheries, aquaculture, food and drinks manufacturing in the region. The city region's seafood companies export marine products to the global market giving Bergen a position as the world's marine capital. Bergen has a Center of Expertise within sustainable seafood**

#### 9.3 Fairs, conferences, conventions and other national and/or international events organized by the city over the past five years, aimed at professionals in the creative field concerned (creators, producers, marketers, promoters, etc.)

**The Bergen region has a strong tradition for hosting festivals, gastronomic fairs and organising competitions. Many of these take place annually. The seafood chef of the year is a national competition where chefs from all over Norway compete in making the best dish. "Det norske måltid" is a national competition for the best local food and drink producers involving chefs, and Bergen organises the West Coast competition. Taste of the Coast is a national chef & restaurant network. Bergen also hosts the largest apprentice chefs' competition in Norway. "Storhusholdningsmessen A la Carte", a national institutional kitchen exhibition will be held in 2015 in Bergen. The gastronomy community has a role in broader international and national festivals, celebrations, competitions and fairs. Bergen hosts the worlds largest Seafood Conference, over 40 nations participate. The**

**Conference focuses on sustainable harvesting of food from the Oceans, involving stakeholders from FAO, science and business.**

- 9.4 Festivals, conventions and other large-scale events organized by the city in the past five years in the creative field concerned and aimed at a local, national and/or international audience**

**Bergen Food Festival is Norway's largest annual local food festival at Bryggen. About 300 producers promote small scale food products to an urban market of 70 000 visitors. The Beer Festival in Bergen is the first festival focusing on artisan beer and beer culture, with an aim to show that beer is much more than just a "pint". Bergen Wine Festival was established in 2011. Fourteen restaurants and wineries in Bergen are organizing this festival. The Hardanger Food Culture Festival presents local history through food traditions, crafts and artistic performances for all ages. The Fruit and Cider festival in Hardanger is filled with character and good, old-fashioned market atmosphere. The Food and Art festival at Rosendal combines local food with art, music, theater, films and crafts. Periferifestivalen, is an annual music festival in the Bergen Region with a focus on coastal heritage and coastal food. Torgdagen i Bergen, is an annual folk festival celebrating the Fish market traditions.**

- 9.5 Mechanisms, courses and programmes to promote creativity and arts education for youth in the creative field concerned, both within the formal and informal education systems**

**Youth are formally educated in domestic food making and Food and Health from the 4th, 6th and 9th year at primary school. Food and Health presents 3 sub-subjects, food and lifestyle, food and culture, food and consumption. All primary schools in Norway have a school kitchen for educational purposes. The awarded blog "My little kitchen" from Bergen was inspired by cooking classes at primary school.**

**'Fiskesprell' is a national initiative teaching creative uses of seafood to kindergartens and schools. The program is created by government ministries, private sector and research institutions.**

**Gastronomy and creative cooking on organised hiking trips, has become a key outdoor activity for children and youth in Hordaland.**

**'Folkelig' are young social entrepreneurs with courses for children and youth to promote positive experiences connected to food, taste and social eating.**

**The 4H topic for 2014 has been from farm to fork. Food courses and the Food festival for children are success stories.**

- 9.6 Lifelong learning, tertiary education, vocational schools, music and drama schools, residencies and other higher education establishments specialising in the creative field concerned**

**Hordaland has 9 chef and catering higher secondary/colleges for 1st year students and 6 higher secondary/colleges with 2nd year chef education. For the 3rd year there are specialization opportunities in gastronomy, e.g. as an apprentice for chef, butcher, baker, fisheries, aquaculture, etc. In 2014 we had 168 trainees for chefs and other gastronomy occupations at various placements in the Bergen region.**

**A vocational school in local and international gastronomy is starting at Ulvik in Hardanger in cooperation with Slow Food university (UNISG).**

**The VKA at Voss is a regional educational and vocational center, teaching at University level in culture, food culture and crafts.**

**The Organic Agricultural College at Aurland is the only organic vocational school in Norway. The school is one of only 5 centres providing development and training functions for local food producers.**

**There are also several lifelong education possibilities where gastronomy is integrated in a broader context.**

#### **9.7 Research centres and programmes in the creative field concerned**

**Bergen hosts some of the largest marine science environments in Europe including the National Institute of Nutrition and Seafood Research (NIFES).**

**The National Centre for Food, Health and Physical Activity at Bergen University College which develops educational materials and initiatives in gastronomy for use by teachers and pupils at all school levels**

**The National Centre of Excellence in Tourism aims to develop Fjord Norway to become a leading destination within active, nature-based experiences, by integrating the use of local gastronomy**

**The Centre for Development Co-operation in Fisheries (CDCF) is a partnership between the Norwegian Directorate of Fisheries and the Institute of Marine Research, both located in Bergen. CDCF runs the Nansen programme on north-south collaboration on behalf of FAO.**

**International programmes related to the strong marine science and seafood research centres in Bergen offer specific opportunities for gastronomy even if the research profile is much broader.**

#### **9.8 Recognised spaces and centres for the creation, production and dissemination of activities, goods and services in the creative field concerned, at professional level (for example, cultural enterprise incubators, chambers of commerce with specific programmes for exporting cultural goods and services, etc.)**

**Norwegian Seafood Center at Food Hall has been a knowledge center since 2002. It has integrated with green sector and is renamed Food Arena. A connected initiative "Møteplass Mat", is a meeting place at the Food Arena for the gastronomic sector to discuss and develop regional cuisine.**

**The Impact Hub Bergen serves as a meeting place, innovation lab and business incubator for social entrepreneurs. It has facilitated several initiatives related to food, sustainability and creativity. The Impact hub also supports knowledge sharing and exchanges between international hubs.**

**Design Region Bergen is an organization that aims to facilitate design driven business and community development, thus stimulating creativity as a regional driving force. Design Thinking is the name of a new cross-cutting education program in Bergen**



**"House of Bergen" is a creative Bergen organisation, with office in Bergen and an "Embassy" in Oslo. House of Bergen includes several creative gastronomy related ambassadors.**

**9.9** Principal facilities and cultural spaces dedicated to practice, promotion and dissemination in the creative field concerned and aimed at the general public and/or specific audiences (youth, vulnerable groups, etc.)

**The coastal cuisine is at the heart of the region. Recent years there has been a surge of high quality restaurants with focus on creativity mixed with tradition, and many recognized restaurants are situated at cultural sites.**

**The Fish Market by the Food Hall has roots back to 1276. The Farmers Market is a regular activity where small scale producers meet the general public.**

**The Bergen Food Festival is an annual event, held for 15 years at the Bryggen World Heritage site only minutes away. Seafood is often used at various public city events.**

**These urban sites and venues are also home to several activities aimed specifically at children, such as the Childrens' Food Festival and seafood cooking courses facilitated to more than 10000 children.**

**Museums like the Hanseatic, Fisheries, Hordamuseet etc, have regular initiatives and food events aimed at the general public, especially youths.**

**The Norwegian school kitchen curriculum provides a range of food related activities and education.**

**9.10** Present a maximum of three programmes or projects developed by the city in the past five years to promote wider participation in cultural life, especially in the creative field concerned, particularly those aimed at disadvantaged or vulnerable social groups

**The Childrens' Food Festival was an instant success when launched in 2014 as part of the Bergen Food Festival. It engaged children in activities related to farming, animals, organic foods, tasting workshops and training in gastronomy by operating a childrens restaurant at the festival scene.**

**"Production school" is a new training school for young dropouts, who have chosen to discontinue their education. Creative gastronomy is one of three workshops offered. The participants learn a wide range of food related skills and through their creative cooking they can proudly present culinary results. The aim is to achieve a practical competence in gastronomy, which motivates for further education or work.**

**Every week in Bergen the NGO "Volunteer Center", financially supported by the city, arranges International Womens group, where making and serving traditional foods serves as a tool for cultural exchange and mutual communication between Norwegians and immigrants.**

**9.11** Present a maximum of three programmes or projects developed in the past five years in the creative field concerned that have helped to create and/or strengthen relations of cooperation between the city, the private sector, creators, civil society and/or academia

**"Sustainable Living" is a community initiative in the suburb of Landås, inspired by the transition town movement. Through broad public-private-civic collaboration it is now one of the most dynamic volunteering/civic society project in Bergen,**



spinning off several similar grass root initiatives. They focus on local food culture, by organising cooking classes, urban gardening and a local food center. They connect small, artisanal farmers directly to consumers and restaurants by the Consumer Cooperative. Their volunteers also arrange other sustainability activities, e.g. sharing, repairing and recycling.

Through The Food Meeting Place at Food Arena the city region has established a meeting place for all local and regional stakeholders working with food production and gastronomy.

The Bergen Summer Research School has developed a Global Development Challenges program. The program also focuses on food and sustainability research, aimed at PhD students and junior scholars internationally.

**9.12** Role of the main professional and non-governmental civil society organizations that are active in the city in the creative field concerned

'Bergenskokkenes Mesterlaug' is an organization for qualified professional chefs. The organization promotes the profession and supervises the practical training of chefs. The city region has 2 Bocuse d'or winners.

Vocational training office for hotel and restaurant is a private trust owned by member hotels, restaurants and organisations. They are involved in recruitment and facilitate the professional training of chefs and restaurant and hotel staff.

Chefs' Dinner is a taste experience with humor, local foods and creative gastronomy presented by professional chefs at various selected places in the Bergen region.

Slow Food in Hordaland has the most active conviviums in Scandinavia, including an active youth network, six preside products and two taste of ark products. Terra Madre arrangements are held all over the county. Terra Madre 2015 in Ulvik/Hardanger has received broad interest for their eventful program.

Relevant NGO's also include The friends of Stockfish, Bergen Akevit, etc.

**9.13** Main policies and measures implemented by the city in the past five years to improve the status of creators and to support creative work, particularly in the creative field concerned

The new food hall contains a training and discovery centre for gastronomy, i.e. the new Food Arena which educates and trains professionals and the public in creative gastronomy, promoting the coastal cuisine at the Fish Market and city.

The city region has supported chefs participation in local and international exchanges, events and competitions such as Lifelong learning program in Europe, Matstreif in Oslo, Grüne Woche Berlin, Seafood Expo Brussel, Terra Madre Turin, Seafood chef of the year in Bergen and Bocuse d'Or Lyon.

Vocational schools are active in the national young enterprise system where the students compete in several categories such as gastronomy niche production. All vocational schools engaged in gastronomy are obliged to offer international placement to the students. Currently there are exchanges from Hordaland to Neustadt, Genova, Konjic, Bourdeuax, LaConourgue, Vilnius, London, Dublin, Civitavecchia, Sønderborg, Abenraa, and a planned chef cooperation with Beijing.

**9.14 Main policies and measures implemented by the city in the past five years to support the establishment and development of dynamic local cultural industries in the creative field concerned**

**The city has invested EUR 15 MM in the new Food hall and Fish market. The traders have received competence building and promotes the coastal cuisine. The new Food Arena, located by the fish market and farmers market is a dynamic arena showcasing local producers, gastronomy creations and local produce.**

**In 2014 a local Food Strategy was decided by Hordaland County Council. The strategy is a result of cooperation between policy makers on regional and city level, chefs organizations, restaurants, the seafood business, farmers union and local producers. The strategy focus on preserving traditional, local food culture**

**Measures taken by regional government in Hordaland has supported the development of regional specific food organizations such as Vossameny and Hardangermeny. The member organisation is for companies involved with agriculture, small scale local food production or restaurant operations. The goal is to increase the use local produce and preservation of the regional food traditions.**

**9.15 Main international cooperation initiatives in the creative field concerned, developed with cities from different countries in the past five years**

**Bergen city region has cooperated broadly with Østersund, and presented the UCCN network at seminars and Unesco conference in Bergen. We have a MoU, for involving the creative sector in culinary, promotional and information exchanges, and to develop the nordic cuisine; i.e. food from coast, inland & the artic. The two cities will join forces with other nordic UCCN cities to cooperate and provide synergy between creative sectors to strengthen the UCCN network locally, in Scandinavia and internationally.**

**Bergen has a 1000 years tradition of stockfish trade. European culinary traditions have been revived through a Comenius project with Neustadt & Genova, a Unesco conference in Bergen, and an Erasmus+ European stockfish traditions and innovation project being planned with Frankenwald, Flanders and Trento**

**Bergen is a member of the Hanse League and sends chefs to the annual events. Bergen is hosting Hanse Days 2016, and has invited hanse cities' chefs to compete for 1st Hanse championship**

**9.16 Support mechanisms, programmes and projects implemented in the past five years by the city establishing synergies between the creative field concerned and at least one of the other creative fields covered by the Network (cross-cutting or intersectoral projects)**

**Cultural sector in Bergen is supported by 150 MM euros per year, through several financial support programs. Synergies and collaboration are important criteria for receiving support from the city. A survey (2014) show that of 155 answers 123 collaborated with partners in their own cultural field and 102 with partners outside their cultural field. Most have between 2 and 6 long term partners, 2/3 had international partners.**

**Bergen International Festival cooperates with restaurants which combine cultural and culinary experiences. The restaurants offer both traditional Norwegian and international quality food, often with a musical surprise.**

**"House of Bergen" opened in 2014 and is both a Bergen based hub and an "Embassy" in Oslo showcasing Bergen's creative industries nationally. Both an exhibition,**

and a base to meet partners and customers the project has showcased restaurants and food, consumer and industrial design, filmmakers and media arts, architects, social networks and more

- 9.17 International cooperation initiatives and/or partnerships developed in the past five years involving at least two of the seven creative fields covered by the Network (crosscutting or intersectoral projects)

Coast Alive was an EU (Interreg IVB) financed program for health and outdoor recreation in cultural landscapes around the North Sea. 14 partners in 5 countries worked with history, food, tourism, identity and local culture based on 12 000 km of walking trails.

The EU NPP Interreg project led by Bergen, based on the Economusee concept from Quebec, (Unesco Unitwin chair at the Laval University) Economusee or Artisans at Work, is a cultural heritage success story in 8 North Atlantic countries, involving 10 folk craft artisans in Hordaland and international designers HAIK.

The University museum (University of Bergen) finished a multiyear international exhibition to 17 museums in 11 countries. "Deeper than light" presented the research results of the marine MAR-ECO project and was seen by over 1,5 million people at amongst other places The Smithsonian museum in Washington DC (USA) and Oceanografico in Valencia (Spain).

- 9.18 Main facilities and infrastructures available and events, such as fairs, conferences and conventions, organized by the city in the past five years with the aim of promoting the creative fields covered by the Network other than the main creative field concerned by the application

Several major festivals are based in Bergen, including The Bergen international festival and Psycho Holiday (Metal bands). Oktoberdans (dance) and Meteor (theatre) are two contemporary international biennial festivals presented by the acclaimed Bergen International Theatre. Every year Bergenfest fills the medieval fortress and castle in the city's historic centre with open air pop, rock and electronic music concerts. Phonofestivalen, an annual student festival, presents concerts, film, visual art and debates. Bergen also hosts film festivals.

Other initiatives in the last five years include The Bergen Assembly, an international contemporary arts triennial, Raff Design Week, The Fjordsteam Veteran Ships Festival. Major refurbishments of both main concert venues Grieghallen and USF, as well as other venues, a major new museum for the Museum of Fisheries, as well as an expansion of the Hordamuseum (farming and harvesting the sea).

## 10. CONTRIBUTION TO ACHIEVING THE OBJECTIVES OF THE NETWORK

*In this section the candidate cities are invited to present an appropriate medium-term (four years) action plan describing the main initiatives that the city commits to undertake, within the framework of its designation, to achieve the Network's objectives: using creativity as a driver for sustainable urban development.*

*The proposed initiatives must correspond to the objectives and areas of action contained in the Creative Cities Network Mission Statement. The action plan and proposed initiatives should be*

*realistic, coherent and feasible. It is recommended to describe the main planned initiatives rather than multiple theoretical lists of actions.*

#### **10.1 Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network locally**

*Two of the proposed initiatives should correspond to the creative field concerned and one of the initiatives presented should be of a cross-cutting nature and link with at least one of the other creative fields covered by the Network. The presentation of the proposed initiatives should notably include the objectives, the stakeholders involved in their execution, the beneficiaries and the expected results. Initiatives supported by the city involving the public and private sectors, civil society, professional associations and cultural institutions are encouraged (3500 characters maximum).*

*The City of Bergen and Bergen Region want to increase the momentum and impact of cross-sectoral and public-private innovative gastronomic initiatives:*

*1) In cooperation with e.g. Food Arena, facilitate meeting places, especially with focus on gastronomy as creative expression. These meeting places will facilitate cooperation with a range of NGOs, private companies, farmers' associations and public authorities.*

*The aim is to integrate blue and green sectors in shared activities involving the entire food chain, from sea and land to plate, becoming the city's and region's leading food and gastronomy meeting point, and a knowledge and development center for good, clean and fair food products.*

*The Food Arena will promote local commodities, foods and producers, as well as traditional and innovative gastronomy, initiate and coordinate development projects and transfer knowledge within the regional food chain, involving chefs and provide training courses, seminars, conferences, educational programs and festivals in gastronomy to both professionals and the public. Another focus is to increase awareness and knowledge of local produce and nutrition within relevant municipal units and activities.*

*The expected results include dissemination of knowledge of gastronomic culture and increased recruitment to culinary professions.*

*2) Look for opportunities in the growing interest in food and travel through The Norwegian Center of Expertise Tourism Fjord Norway (a cluster of destination marketing companies, tourism businesses, research institutions and public sector in Western Norway) and the regional travel industry.*

*The NCE Tourism's newest project aims to connect adventure experiences, architecture and design to local food producers and gastronomy. The initiative will be linked to the National Tourist Routes, where eighteen carefully selected roads in Norway have been designated. The focus will be on adventure travel development through interaction with nature, and a physical or cultural experience. Picnic areas with exciting architecture, design elements and sculptures have been built along the routes. Half of the routes connect to the West Norwegian Fjords' UNESCO World Heritage sites. NCE Tourism aims to strengthen the importance of food as part of the traveling experience in Western Norway and support the quality and local origin of food. The NCE Tourism will also facilitate the collaboration between adventure travel companies, architecture, design installations, local food producers, and chefs.*

*3) Increase the cooperation with the public-private NGO Sustainable Living ('Bærekraftige liv') to promote sustainability and gastronomy in the local communities.*

*Sustainable Living is innovative and fast spreading urban grass root initiative, and their growing number of volunteers promote inspiration, cooperation and actions to focus on sustainability and handling climate challenges in the local communities.*

*Sustainable food and gastronomy is, and will increasingly become, a major part of their work including cooking classes for all ages, courses for growing vegetables, establishing allotments, sourcing local firewood as well as raising awareness of the global food production chain.*

*Sustainable Living has recently established a Consumer Cooperative distributing seasonal and special food from small, local producers directly to the consumers.*

*Sustainable Living is growing fast and has initiated 12 new local groups in Bergen and 5 in other parts of Norway.*

**10.2 Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities in the Network**

*The presentation of the proposed initiatives should notably include the objectives, the stakeholders involved in their implementation, the beneficiaries and the expected results. Initiatives supporting the extension of the Network in regions and countries that are still under-represented, as well as actions involving cities in developing countries, are encouraged. A cross-cutting initiative linking several of the creative fields covered by the Network may be presented. (3500 characters maximum).*

*1) Bergen and Østersund has signed a MOU for gastronomy cooperation. The two cities will share the Arctic-Nordic gastronomy with the UCCN network through knowledge sharing and collaboration, like the development of an Asian-Nordic cuisine. The cities signed an Erasmus + mobility program proposal for exchanges within gastronomy, local foods and tourism, aimed at creative actors as well as relevant policy administrators.*

*Bergen and Østersund will make use of European programs including the EAA (Economic Area Agreement) in support of gastronomy and other UNESCO related initiatives across Europe and beyond where possible. The city partners will also seek support from The Nordic Council for a crossover network, i.e. the creation of a Nordic UNESCO creative city network, possibly including future Baltic members.*

*The University of Bergen will cooperate with the University of Østersund for the research conference initiative to evaluate creativity as a development factor at the UCCN annual Network Meeting 2016.*

*Efforts with the Creative City network will benefit further from the newly awarded UNESCO chair (UNITWIN) to University of Bergen and the regional work towards establishing a Man and the Biosphere (MAB) area just north of the city itself. Here we find the Heathland Centre which was awarded the UNESCO global cultural award for safeguarding the Cultural Landscape in 2001 and the "Europa Nostra price" in 2005, being the only place in Europe where you can experience authentic moorland run by local farmers*

*2) "Local gastronomy", a new education program, is being established in the Bergen region as a cooperation between Hjeltnes Upper Secondary School, Bergen Tekniske fagskule, Slow Food Hardanger and Hordaland County Council. The mentioned parties have signed an agreement for future cooperation with Slow food international and University of Gastronomic Science, and applied for a strategic international partnership through Erasmus+. The beneficiaries are the creative actors, tourist industry, hotels and restaurants who request special knowledge on food culture.*

*Expected results will be increased knowledge among students and supplementary training to professionals on how to merge local food traditions with modern food knowledge, skills and creative cooking. The entire value chain will be in focus, with focus on locally quality products. The gastronomy program activities may be exchanged with interested UCCN cities*



3) The well established Norwegian cooperation with African countries on fisheries research and management will be used as a starting point for new collaboration initiatives in gastronomy. For 40 years Norway has been funding fisheries related research mainly around Africa and in the Indian Ocean through the Dr Fridtjof Nansen program, coordinated by FAO and run by the Centre for Development Cooperation (CDCF) at Institute of Marine Research in Bergen. It is supplemented by related fora and activities, with topics such as global food security, nutrition and sustainable resource management in both large marine ecosystems and small scale fishing. Bergen will expand upon this and seek cooperation with present and potential future member cities providing north-south cooperation in gastronomy. The first annual fisheries exhibition in Angola in 2014 had strong Norwegian participation and is an example of emerging events that can be utilized to develop two way gastronomy collaboration. Links will build upon well known Bergen products like stockfish.

### **10.3 Estimated annual budget for implementing the proposed action plan**

*It is recommended to present the estimated overall annual budget for implementing the proposed action plan, as well as the percentages that will be devoted to local and international initiatives. All of the resources that the city expects to contribute should be mentioned, not only including financial resources but also other resources (personnel, facilities, etc.). Please indicate any funding applications envisaged to national and international funding bodies, in order to complement the budget (500 characters maximum).*

*The evaluation will not be made on the basis of the size of the proposed budget but in terms of the feasibility, coherence, achievability and long-term sustainability of the estimated budget in relation to the action plan.*

*The parties behind this application, consider it to be a joint venture. The steering committee decided that every organisation involved should have the content and goals of the application as their way of working as they together represent the whole value chain of gastronomy. Adding up the resources committed through the different projects and programs in our application, the total budget will be approximately 10 million EUR, from where the Dr. Nansen program amount for almost 7,5 million EUR.*

### **10.4 Intended structure for the execution and management of the action plan in the event of designation**

*Present the resources in terms of personnel and/or the unit that will be established to ensure the planning and execution of the proposed action plan and an active contribution by the city to the achievement of the Network's objectives. The person or the director of the proposed unit will be the focal point for the city. Presentation of the planned working arrangements (1000 characters maximum).*

*The City of Bergen will actively support and encourage existing and new initiatives from the public, private and civil society, to keep up momentum and ensure a good resource deployment and knowledge sharing.*

*The project owner will be the commissioner for cultural affairs, business development, sports and church affairs in the City of Bergen. Elin S. Drange, the director in business development, will be responsible for the project leadership.*

*The steering group consists of the main strategic and funding partners; City of Bergen, Hordaland County, County Governor, and main public-private stakeholders. These will ensure commitment to the UCCN mission statement, provide appropriate information flow about UCCN related initiatives in Bergen, and make necessary decisions to ensure that the Bergen UCCN action plan is implemented*

*Also, a working group consisting of representatives from strategic partners will ensure an effective day-to-day implementation of the mission statement and action plan.*

#### **10.5 Plan for communication and awareness**

*Presentation of the communication and awareness plan for disseminating and promoting the objectives of the Network to a wide audience, as well as the impact of the proposed action plan. (1000 characters maximum).*

*One of the plans to spread awareness of the UCCN objectives is through regular seminars and conferences with presentations of Bergen as a UCCN city, with a range of inputs from stakeholders and representatives from the public, private and civil society.*

*A webpage and newsletter for Bergen as a UCCN city will be kept up to date. This webpage will both communicate information about the UCCN and share knowledge and best practices about Bergen as a gastronomic city, i.e. spread awareness of the creative initiatives that take place within the gastronomic field so that others can join in strategic partnerships, or be inspired to start new initiatives. Media will also be invited in order to spread awareness and information to a wider audience.*

*The plan is also to be present on social media platforms, e.g. Facebook, Twitter, and Instagram. In addition to spread awareness locally in Bergen such communication will also allow us to communicate on a digital arena with other members of the UCCN.*

### **11. IMPLEMENTATION AND IMPACT REPORTS OF THE DESIGNATION**

If designated, the city agrees to provide, periodically as requested by UNESCO, detailed information on the effective implementation of activities related to its designation as a UNESCO Creative City and on their impact.

### **12. PARTICIPATION IN ANNUAL MEETINGS OF THE NETWORK**

If designated, the city shall ensure the participation of a delegation from the city, including at least one representative, in the annual meetings of the UNESCO Creative Cities Network and shall be responsible for covering any travel and subsistence costs incurred.

### **13. COMMUNICATION MATERIALS**

*In order to prepare communication materials about your city in the event that it is designated, please complete the following fields. This information will be used on the UNESCO website and/or on other communication supports of the UNESCO Creative Cities Network.*

**13.1** Brief presentation of the cultural assets and creative industries of your city in the creative field concerned (1400 characters maximum)

**Bergen is a vibrant cultural city and a gateway to the fjords. The regional coastal cuisine is based on creative use of seafood and traditional agriculture. The urban**



**physical environment is linked to 1000 years of international seafood trade and culinary history, including Bryggen (UNESCO heritage).**

**The last couple of years there have been a surge of high quality restaurants with focus on creativity mixed with tradition.**

**The creative gastronomy community gives visitors an insight into the unique way of life of the city region, reflecting the history, quality and natural specialities of the local food producers. Several reknown chefs work closely with local producers, i.e. the Bocuse d'or winner of 2009 at Stord, and the Bocuse d'or winner of 2015 at the Austevoll islands.**

**The Bergen gastronomy sector is an important employment generator, and gives synergy to tourism, culture, fisheries, aquaculture and international gastronomy.**

**In the Bergen region there is a range of private and public gastronomic initiatives, involving NGO's, food producers, creators, academia and the civic society. The many gastronomy organisations are active at local events and international exchanges, supporting the creative actors and raising their professional status. Bergen also hosts some of the largest marine science environments in Europe, with a special focus upon seafood and health issues.**

**13.2 Contributions of the city in terms of achieving the objectives of the Network according to the proposed action plan (700 characters maximum, presented as bullet points)**

- Meeting places and initiatives that aim to develop and innovate the coastal cuisine locally and internationally e.g. asian-nordic cuisines**
- Using the Bergen-Østersund MOU e.g. to support nordic cross-cultural UCCN cooperation**
- Cooperation with african countries on seafood will be integrated with UCCN**
- Bergen UCCN Secretariat will share information and best practices through digital communication platforms with other UCCN members, e.g. related to initiatives in adventure tourism, gastronomy and architectural design**
- Bergen UCCN team will work locally to ensure enthusiasm and spread awareness of gastronomy, UNESCO ICH, cultural and natural heritage and for sustainable urban development**

**13.3 A maximum of four URL links to Internet sites related to the creative field concerned and the contents of the application**

**<http://www.fylkesmannen.no/Hordaland/Landbruk-og-mat/Mat/Regional-gastronomy-and-artisan-food-development/>**

**<http://www.kom-an.no/slow-food/>**

**<http://houseofbergen.no/>**

**<http://bergengastronomy.no/>**

Date 2015-07-15

Signature Tim Spina-Dancer

