

**Gastronomic Cities
I Staff Exchange
Devora, is Burgos on the ground
12nd-13rd April 2014.
Burgos (Spain)**



Agenda
Gastronomic Cities. I Staff Exchange *Devora, is Burgos* on the ground

12nd- 13rd April 2014. Burgos (Spain)

Forum Evolución Auditorium
Sierra de Atapuerca Boulevard s/n Burgos

Saturday, 12nd April 2014

9:00- Arriving, registration and material delivery (Hotel Rice Los Blasones. Fernán Gonzalez Street 6)

Parallel sessions programme:

9:15- 10:15 **Workshop *Devora is Burgos* event: Elements, approach and description as an engine event.** Ms. Rocío Rojo: Project officer Strategic Plan City of Burgos.

9:30- 14:00 ***Devora BUS.*** Bus transfer. Winery site visit (2 delegates per city).

10:30-12:30 ***Devora Industria.*** Devora industry. Bus transfer. Site visit Embutidos de Cardeña.

12:30- 14:00 ***Devora vino.*** Wine tasting (Forum Auditorium).

14:00- 16:30 Networking lunch time.

16:30- 17:00 Bilateral teams meeting Burgos- **L'Hospitalet:** Receiving city expectations from Gastronomic Cities good practice transfer.

17:00- 17:30 Bilateral teams meeting Burgos- **Korydallos:** Receiving city expectations from Gastronomic Cities good practice transfer.

16:30- 18:30 ***Devora Cultura.*** Site visits. Burgos Cathedral, Book Museum, or Human Evolution Museum.

18:30- 20:00 ***Devora Diálogos de la gastronomía.*** Devora Dialogues (Forum Auditorium).

20:30- Networking dinner time.

Sunday, 13th April 2014

- 9:00** Arriving and registration (Hotel Rice Los Blasones. Fernán Gonzalez Street 6)
- 9:30-10:00** **Workshop: Devora is Burgos background, organization and sponsorship possibilities.** Fernando Ciudad. Project Officer Strategic Plan City of Burgos.
- 10:00-10:45** **Can my city do a Devora?** Marketplace session with each receiving city presentation.
- 10:45-11:15** **What would I change /improve of Devora, is Burgos?** Debriefing session.
- 11:30-14:00** **Devora Showcooking,** with each city Chef participation (Forum Auditorium).
- 12:00-12:30** Bilateral teams meeting Burgos- **Alba Iulia:** Receiving city expectations from Gastronomic Cities good practice transfer.
- 12:30-13:00** Bilateral teams meeting Burgos- **Fermo:** Receiving city expectations from Gastronomic Cities good practice transfer.
- 14:00-16:30** Networking lunch time.
- End of the meeting.
- 18:00- 20:00** **Antonio Arrabal friends versus Miguel Cobo friends.** Cooking competition (Optional programme).

Gastronomic Cities: City strategy on gastronomy as a tool for tourism and employment development is a Pilot Transfer Network within the framework of URBACT programme. The network, with 16 months of duration (starting in December 2013 and finishing in March 2015), involves 5 European cities through its municipalities: Fermo (Italy), Hospitalet de Llobregat (Spain), Alba Iulia (Romania) and Korydallos (Greece), led by the city of Burgos (Spain).

Gastronomic Cities identified as a good practice the experience developed by the city of Burgos setting Gastronomy as a strategic axis of tourism in the local agenda, facing the lack of territorial differentiation/positioning of the city as a tourist destination. Elements as the quality of local products, innovation and creativity, citizenship, public-private partnerships, research, city marketing... have been crucial components of the strategy. Taking into account that all territories have the mentioned gastronomic elements and resources (as well as professionals) to discover as well as tourism resources, *Gastronomic Cities* aims to validate that the generation of culinary tourism as a transforming element of a territory is extensible to other places.

The main goal is the transfer of the “gastronomic” good practice to the cities participating in the network, through a full programme to exchange and learn from one another, from 3 different angles: Validating and improving the identified good practice, identifying key elements of success for the transfer, and exploring new ways of transnational cooperation.

For this purpose, the *Gastronomic Cities* exchange and learning process, will be working in two levels:

- At the local level, involving the relevant stakeholders in the development and implementation of an Action Plan, through a participatory approach.
- At the transnational level, through a mutual learning approach where policy makers and local stakeholders will participate in transnational events, staff exchanges, and peer review milestones, that will allow them to be trained and deeply informed, and will enhance the local scenery.

<http://urbact.eu/en/projects/human-capital-entrepreneurship/gastronomic-cities/homepage/>

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Transnational exchange and learning

- Baseline report
- Transfer Feasibility study
- Burgos Deep Dive: Technical visit to the “city providing the practice”
- 3 Staff exchanges: "Devora, es Burgos", Chefs and Producers
- Final report
- Transnational events in each city

Impact on local policies and practices

- Context definition
- Stakeholders Local Support Group in each city
- Implementation of the Good practice in each receiving city
- Local Action Plan