

Gastronomic Cities
III Staff Exchange Zero Kilometer
Products
10th-11st June 2014.
Burgos (Spain)



Within gastronomy project, raw material is a key element. Burgos proposes learning from Burgos producers, who through figures such as certification marks or certificates of origin protect product quality. Also with the defense of the new emerging products more environmentally friendly production processes. Then is creativity and innovation that generates a re-reading of products. Very important is the introduction of design in generating brands, reinventing companies with a new image.

Agenda
Gastronomic Cities. II Staff Exchange: Zero Kilometer
10th- 11st June 2014. Burgos (Spain)

Tuesday, 10th June 2014
Morning session
Hotel Rice Los Blasones. Francisco de Vitoria Meeting Room

- 09:00** Arrival, registration and material delivery
- 09:15- 09:30** Ms. Rocío Rojo (Strategic Plan City of Burgos). **Staff Exchange presentation and objectives.**
- 09:30- 09:45** Speed networking session
- 09:45- 10:30** Ms. Maru Asencio Slow Food Burgos + producer. **The Slow Food Movement in Burgos and its synergies with the city and producers.**
- 10:30- 11:15** **Provincial approach:** Mr. Jose Antonio Gómez- Yagüe: Technical Director from *Burgos Alimenta* (Burgos provincial government). **Agro food products promotion at provincial level. Initiatives and strategy: Urban-rural linkage.**
- 11:15-11:30** Coffee break
- 11:30-12:15** Official welcoming by the Major at the City Council
- 12:15- 13:00** **Regional Approach:** Mr. Javier García Manjón: Head of the office *Tierra de Sabor* promotion: Instituto Tecnológico Agrario Itacyl (Agricultural Technological Institute. Castilla y León Regional Government). **Tierra de Sabor Brand: The quality seal for Castilla y León finest foods. Product promotion from the regional level and its synergies with the city.**
- 13:30- 15:00** Networking lunch time.

Tuesday, 10th June 2014
Afternoon session
Site visits

(Take comfortable shoes and jacket)

15:15 Bus transfer (Arrival expected at 16:30)
Valle de las Caderechas. Caderechas Valley



17:00- 18:00 Mr. Jose Ignacio Velasco- Technical Manager M.G Caderechas + producers. **The importance of the product quality protection in Gastronomy and its positive effects in business models.**

21:00- Networking dinner time.

Wednesday, 11st June 2014
Morning session

Hotel Rice Los Blasones. Francisco de Vitoria Meeting Room

09:00 Arrival and registration.

09:15- 10:00 **Local approach:** Ms. Rocío Rojo (Strategic Plan City of Burgos). **Product cooperation possibilities: Burgos case**

10:00- 10:45 Ms. Hénar Simón (Colear Commercial Manager): Sociedad Cooperativa Colear de Castilla y León. **Castilla y León Baby Lamb Protected Geographical Indication PGI, as a flagship product.**

10:45-11:00 Coffee break

11:00-11:30 Debriefing common session

11:30-12:15 Product business success case: Mr. Francisco José Salvador (Dolina Beer Manager). **Cerveza Dolina: Promotion and product positioning**

12:15-13:00 Product business success case: Mr. Roberto da Silva (Embutido de Crdeña Manager). **Cardeña Morcilla and its products: Packaging and image approach**

13:15 Bus transfer.

(Take jacket)

14:15- 15:30 Networking lunch time at Portia Winery Restaurant.



Wednesday, 11st June 2014
Afternoon session
Site visits

15:45-16:45 Portia Winery Visit. **An emblematic building design and its attracting effect.**

16:45 Bus transfer

17:30 Ribera del Duero Designation of Origin Regulatory Board (Roa de Duero)

18:45 Bus transfer

21:00- Networking dinner time and end of the Staff Exchange

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