



Gastronomic Cities Final Conference

City strategy on gastronomy as a tool for tourism
and employment development
Burgos. Friday, 20th March 2015



Connecting cities
Building successes



Gastronomic Cities Final conference programme
Burgos, Friday 20th March 2015
Sala Polisón (Polisón meeting room) Teatro Principal.
Paseo del Espolón s/n. Burgos

09:30 Arrival and registration.

10:00 Welcome speech by authorities.

I CITY POLICY AND PRACTICE

Moderated by Ms. Rocío Rojo, Project Coordinator Gastronomic Cities Network

10:15- 10:25 **Burgos city strategy and policy developing gastronomy, tourism and culture.** Mr. Mario Sanjuán, Manager Director Strategic Plan City of Burgos.

10:25- 10:40 **How did Gastronomic Cities project and Burgos gastronomic good practice influenced the city gastronomy policy and practice.** Ms. Rocío Rojo. Gastronomic Cities Project Coordinator (Strategic Plan City of Burgos)

10:40- 11:00 **Diet for a green planet: Urbact II transfer network approach.** Mr. Albert García Macian, Mollet del Vallés City Council.

11:00 Questions & Answers

11:15 – 11:35 Coffee Break

11:35 – 11:55 Gastronomic sensory experience, featured by La Flora C.I.F.P Chef and Tourism School.

II TRANSNATIONAL EXCHANGE OF GOOD PRACTICES

Panel session format moderated by Mr. Janez Sirse, Lead Expert Gastronomic Cities Network

11:55 – 12:15 **Gastronomic cities transfer of Burgos good practice and main achievements in receiving cities.** Mr. Janez Sirse, Lead Expert Gastronomic Cities Network.

12:15 – 13:30 **How we adopted Gastronomic good practice in our city - Panel session with project partners.**

Tipicitá festival in the street- Fermo: Ms. Cristina Frittelloni, Fermo City Council.

Flavours of Korydallos - Korydallos: Mr. Andreas Alexopoulos, Korydallos City Council.

Tourist app and HORECA starting point- Alba Iulia: Mr. Tudor Drambarean, Alba Iulia City Council.

Gastronomic route A la tardor, platillos- L'Hospitalet. Ms. Marga Rodríguez i Lleonart, Hospitalet de Llobregat City Council.

13:30 Questions & Answers.

13:45 Lunch break (standing up lunch at Salon Rojo meeting room).

III NATIONAL PROJECT IMPLICATIONS AND SUSTAINABILITY AT LOCAL LEVEL

Moderated by Mr. Alessio Cavicchi. University of Macerata

15:00 -15:30 **University's role in engaging stakeholders: The experience of Fermo.** Mr. Alessio Cavicchi. University of Macerata

15:30 -15:50 **Key messages on URBACT II and URBACT III:** Peter Ramsden, Urbact Programme Thematic Pole Expert

15:50 -16:25 **Brush-strokes** (round table): **Sustainability of project activities on local level: how we manage this?**

16:25 -16:45 Conclusions. Mr. Janez Sirse, Lead Expert Gastronomic Cities Network.

16:45 Final statement and closure.

URBACT II

URBACT is a European exchange and learning programme promoting sustainable urban development.

It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 181 cities, 29 countries, and 5,000 active participants

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



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