



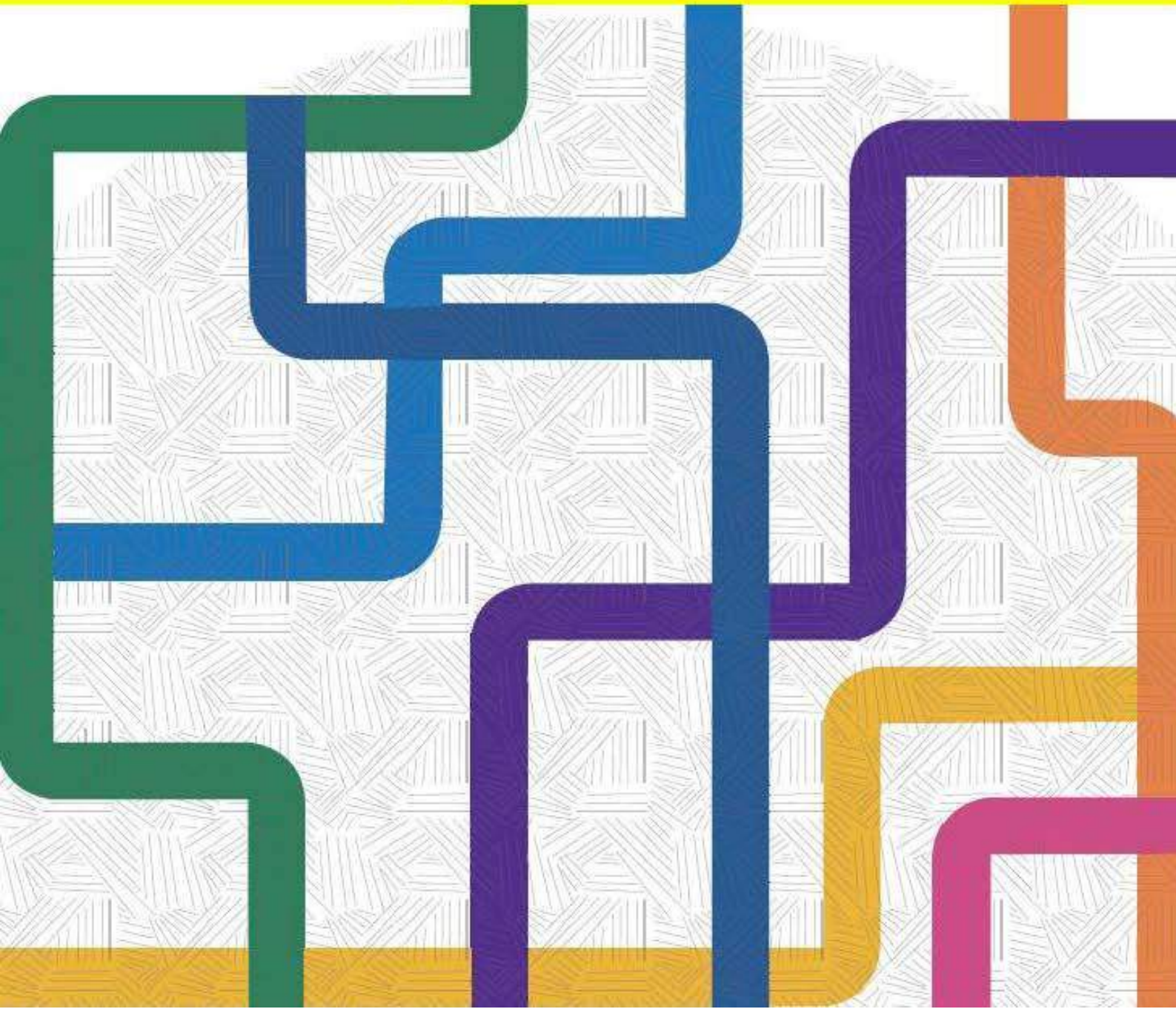
United Nations  
Educational, Scientific and  
Cultural Organization

Creative Cities  
Network

# UNESCO CREATIVE CITIES NETWORK CALL FOR APPLICATIONS

# 2019

## Application Form



# UNESCO CREATIVE CITIES NETWORK 2019 CALL FOR APPLICATIONS

## APPLICATION FORM

*Please note that word limits in the Form are enforced and that it will not be possible to enter more text once the limit is reached. Using the "Word Count" function will facilitate this process.*

*The form Cession of Rights and Register of Photos in the annex hereto shall also be duly completed.*

**1. NAME OF CITY:**

Bergamo

**2. COUNTRY:**

Italy

**3. CONTACTS:**

**3.1 Mayor of the City**

Title (Mr/Ms): Mr

Family name: Gori

First name: Giorgio

Address: Piazza Matteotti, 27 - 24122 - Bergamo - Italy

Email address: sindaco@comune.bg.it

**3.2 Representative of the Mayor**

*The representative will facilitate the communication between the Mayor (the Municipality), and the UCCN Secretariat and provide political support to the designated "Main executive contact" of the city (see point 3.3).*

Title (Mr/Ms): Mr

Family name: Cecchinelli

First name: Claudio

Institution/function: Comune di Bergamo

Status/type of institution: Responsible for implementation of cultural strategies of the city

Address: Via Gennaro Sora, 1 - 24121 - Bergamo - Italy

Email address: claudiocecchinelli@comune.bg.it

Other important information:

### 3.3 Main executive contact

*The main executive contact will be the focal point of the city for all communication and coordination concerning the UNESCO Creative Cities Network. This person should belong to the unit or structure executing and managing the designation. In case of the city's designation, this person should be officially designated by the Mayor or competent municipal authorities (see point 10.4).*

Title (Mr/Ms): Mr.

Family name: Biagini

First name: Giuseppe

Institution/function: International Traditional Knowledge Institute Foundation

Status/type of institution: Founder

Address: POB 64538 - Tucson - AZ 85728 - United States

Email address: info@itkius.org

Other important information:

### 3.4 Alternative contact

*The alternative contact will provide support and backup to the "Main executive contact".*

Title (Mr/Ms): Mr

Family name: Maroni

First name: Francesco

Institution/function: Associazione San Matteo Le Tre Signorie

Status/type of institution: President

Address: Via Roma, 6 - 24010 - Branzi - Italy

Other important information:

## 4. CREATIVE FIELD:

*Please choose only one between: Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media Arts, and 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. (1500 characters maximum).*

Bergamo City has 120.000 inhabitants. The province of Bergamo (1.120.000 inhabitants) is set in a beautiful natural setting which includes large plain areas, the Orobie Alps and its valleys shared with the provinces of Brescia, Lecco and Sondrio, the Lake Isco. The park 'Parco dei Colli' offers green and agricultural areas around and inside Bergamo. The City is divided into two sections: Bergamo Bassa (Lower Bergamo), the economic and administrative heart, and Bergamo Alta (Upper Bergamo), where over 2.000 years of historical and artistic activity can be seen in every corner. Bergamo Alta is delimited by a defensive system that has been nominated UNESCO WH in 2017, together with Peschiera del Garda, Palmanova, Zadar

and Šibenik (Croatia), Kotor (Montenegro). The walls were built in 1561 during the Venetians domination, when Bergamo became a political and economic hub, being the trade center with N. Europe and was hosting dedicated markets (e.g. the Fair of St. Alexander), where iron, wool and artisanal cheeses from the Orobie valleys were sold. Gaetano Donizetti, Nicola Trussardi, Pope Giovanni XXIII are some of its many famous citizens. Bergamo offers 173.000 m<sup>2</sup> of exhibition space (16.000m<sup>2</sup>, indoor) and conference centers. The international airport Il Caravaggio (BGY) (third in Italy) moves 13ml passengers/year; in 2017 with 1,2ml international arrivals, 370.000 with Bergamo as their destination. Since 1968 Bergamo is the seat of a university which over 20.500 students.

## **6. MAIN DEVELOPMENT OPPORTUNITIES AND 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 opportunities and challenges, and then proposing interventions that seek to maximize the potential of the creative field concerned for sustainable urban development and mitigate and resolve the challenges they face (1200 characters maximum).*

For thousands of years, Bergamo and the Orobie valleys have based their economy on a sustainable use of their natural resources, agriculture and livestock. After the brief industrial period started to its decline in the '80s, the City has focused on rediscovering its agricultural origins and has focused on leveraging on its unique creative gastronomic knowledge. Today Bergamo can claim 9 DOP cheeses, the highest concentration in Europe, 1 DOP extra virgin olive oil and 1 DOP sausage; 2 DOC and 1 DOCG wines; 2 IGP sausages; over 20 registered traditional food products. The planning of a high quality and sustainable supply chain, alongside with awareness programs for a slow and green tourism, special training for tourist operators have restored the landscape into a unique gastronomy area. Many members of the community have gone back to cultivating the land, to grazing livestock and processing heritage foods from the area. They resumed managing the land, preserving local traditional knowledges and community values, protecting the territories and the people living in them (often in disadvantaged areas), thus energizing the local mountain economy and mitigating urbanization phenomena.

## **7. GLOBAL DEVELOPMENT STRATEGIES AND POLICIES:**

*Presentation of the city's main and global development strategies and policies, particularly those in line with the international development agendas, such as the United Nations' 2030 Agenda for Sustainable Development (1000 characters maximum).*

1. To facilitate access to land ownership through institutional programs, financial support in promoting dedicated services and multi-functional agricultural activities. The City has introduced criteria for qualifying agricultural production in the Municipality's calls for public tenders, facilitating local sustainable productions.

2. To favor agricultural activities in the municipal area. The City has introduced criteria to: a) Promote high quality agriculture; b) Give preference in public tenders to suppliers of local products. c) Consolidate new types of organization of farmers and actors in the agri-food chains (Earth Market 2.0). d) improve visibility to local productions through certification tools (Blockchain for local food).

3. Support social, technological and organizational innovation in entrepreneurial activities for a sustainable food system. Develop guidelines to reduce the environmental impact of food delivery and transportation, in all sectors of commerce.

#### **8. EXPECTED IMPACT OF THE DESIGNATION AND THE MEMBERSHIP ON THE SUSTAINABLE DEVELOPMENT OF THE CITY:**

*Presentation of the main reasons 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, particularly over the next four years following the eventual designation (1200 characters maximum).*

Bergamo has implemented plans and policies for the sustainable development of the community by making all its citizens aware of the importance of the local, unique, traceable and traditional food value chain. The City has moved in sustaining policies that help the operators within our food value chain to preserve and manage the abundant natural resources of the area, to reduce phenomena of instability and land degradation, to encourage healthy lifestyles, and to reduce urbanization problems. The nomination to UCCN will help the City to continue working on all of the above goals and the many projects that we are planning with the UN2030 SDGs in mind such as: 1) collaborate, through research projects, with other UCCN members with special reference to key topics like 'production sites in logistically peripheral areas', so important for our mountainous areas; 2) support entrepreneurship in the gastronomy sector; 3) encourage associative formulas among producers and improve working conditions; 4) establish specific vocational training programs, with precise attention to reach remote areas of our territory; 5) exchange best practices and models with other UCCs.

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

*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, professionals and practitioners. Describe how each of these groups have been consulted and/or engaged in the process of preparing the application; and how each group will benefit from the designation and membership to the Network (1000 characters maximum).*

The participatory process was activated in July 2018 through the signing of a memorandum of understanding (MoU) between the City of Bergamo, the San Matteo Le Tre Signorie Association and IKTIUS with the support of the University of the Mountain and over 20 public, professional and practitioner entities, all of whom are committed to supporting the candidacy through the creation of 5 interdisciplinary working groups: culture, gastronomy, sustainable food chain, entrepreneurship, tourism. The common objectives of the MoU are: 1) facilitate and improve working conditions within the creative sector; 2) integrate landscape preservation into knowledge sharing and research projects; 3) leverage human capital expertise; 4) educate citizens in thinking and acting sustainably, making them aware of everyone's responsibility in preserving the environment and in protecting the intangible and cultural heritage of the community; 5) fight against urbanization and depopulation of mountain areas.

#### **10. COMPARATIVE ASSETS OF THE APPLICANT CITY MADE AVAILABLE TO THE NETWORK:**

*In the following fields, candidate cities are invited to present their main cultural assets – particularly those in the creative field concerned – that may be highlighted and tapped into*

*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 strongly advised to avoid presenting lists and to provide succinct and relevant information so that the city's cultural and creative assets can be assessed properly (1000 characters maximum for each field).*

#### **10.1 Role and foundations of the creative field concerned in the city's history and development**

Since the Neolithic in the northern valleys and, from the 1900s, in the plains south of Bergamo, sheep farming and the processing of sheep, goat and cow derivatives (meat, fleece and milk) have been the livelihood of the local population. Over the centuries the cheese-making process has been refined reaching unique expertise with no equal. Transhumance, the practice of moving livestock from the mountains to the plains, and vice versa, according to the seasons, has created deep relationships between mountain and valley, between urban life and non-urban life which has helped Bergamo become a place of knowledge exchange and creative enhancement of food products, as it is witnessed by a millenary livestock fair still taking place in Bergamo, La Fiera di S. Alessandro. In the 1900s, small family activities gave way to artisanal agri-food enterprises, some with large international presence, using traditional local ingredients and livestock.

#### **10.2 Current economic importance and dynamism of the cultural sector and, in particular, of the creative field concerned: data, statistics and other indicators on its contribution to economic development and employment in the city, number of cultural enterprises, etc.**

In the Bergamo province there are 889 food companies (1,115 production sites), which employ approximately 8,000 people, 10% of whom are young. There are 1291 cattle farms, 449 sheep and goats, 118 companies in the retail trade of milk and dairy products, 60 in the wholesale trade and 68 in the manufacturing of milk by-products. The main local market, Bergamo Mercati, moves over 170.000 tons of food products per year. The estimated total turnover of the 17 wholesale trade companies and 70 local agricultural companies (employing 450 farmers) interacting with 1400 registered buying companies and operating in Bergamo Mercati is €15mil. There are also: 2 wine co-operatives with over 150 members; 4 dairy co-operatives; 3 oil mills; 26 artisanal breweries, and the largest brewery in Italy. In the provincial economy, the aggregated agriculture, food and beverage industries turnover is €784mil (2016), €54.7mio and €284mio of which are from dairy and agriculture, respectively.

#### **10.3 Different communities and groups engaged in, and/or that earn their livelihoods from, the creative field concerned**

In the Bergamo area are represented almost all the entrepreneurship connected to the gastronomy creative field, in particular agricultural, zootechnical, agribusiness, catering, small-scale retail, large-scale retail, agricultural machinery manufacturers (SAME headquarters are in the province of Bergamo), hospitality, training for professionals in the gastronomy sector; higher secondary education; packaging-related manufacturing, chemical industry for conservation and fertilizers, cultural events connected to gastronomy promotion. Local workers and seasonal transient workers. Healthcare companies linked to animal husbandry and

wellbeing. Non-profit associations dedicated to the documentation and preservation of ancient production of native varieties of goat, sheep, maize, honey, apple, chestnut.

- 10.4** Major fairs, conferences, conventions, congresses, and other national and/or international events organized by the city over the past five years, aimed at professionals and practitioners in the creative field concerned (creators, producers, marketers, promoters, etc.)

The week of October 7th, 2017 the City of Bergamo hosted the G7 Agriculture Summit on the 'future of nutrition and agricultural development' and organized the "Agriculture Week and Right to Food" festival with over 65 workshops and more than 106.000 visitors. During the World Expo 2015, Bergamo signed the 'Milan Urban Food Policy' pact, together with other 187 cities, to combat food waste, promote sustainable, fair and resilient systems, both for the producer and the consumer. In 2015, Bergamo created the 'Carta di Milano per la Montagna'. From 2015, "Agri Travel&Slow Travel Expo", an international event aimed at the promotion of "soft" tourism with focus on agriculture, nutrition, environmental sustainability, offers a dedicated B2B and B2C area (over 16.000 visitors). In 2018 hosted the conference "The art of refining; new trends" which gave a legislative definition to the cheese types available in the market, and benefited all the actors in the cheese value chain.

- 10.5** Major 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 general audience

The 'Pianeta GournArte' fair promotes foods and wines from the Lombardy region by selecting high standard products and chefs. Since 2013, 'Food Film Fest' is the only international cinematographic festival in Italy dedicated to food, nutrition, biodiversity and taste memories (in 2018, 671 works from 71 countries). Since 2015, the 'Pastoralism Festival' promotes the transhumance heritage, bringing heads of cattle to the cities and organizing shows and events to promote and save the practice, and protect the unique local breeds and products associated with it. In 2018, 'Transhumance' was proposed as candidate to the UNESCO intangible cultural heritage list. The event "Astino in Taste" took place during the G7 Agricultural Summit and brought to Bergamo Michelin star chefs from the provinces of Bergamo, Brescia, Cremona and Mantova. Bergamo's 'Street Food Festival' contains more than 30 stands with gastronomic offers from all over the world.

- 10.6** Main mechanisms, courses and programmes to promote culture and creativity, as well as arts education for youth in the creative field concerned, both within the formal and informal education systems, including existing active institutions providing capacity-building in this field

There are numerous vocational high schools (students aged 14-19 years) in the sector:

- 2 Technical Training Institutes, Rigoni Stern (730 students) and Cantoni (467 students) offering diplomas in Agricultural Studies (Nutrition and Manufacturing) with specialization in Production and Transformation, Viticulture and Enology.

Professional training Institutes: Rigoni Stern, Cantoni, Rubini, Riva, Galli, San Pellegrino, Sonzogni with a total of 2357 students

-2 offering degrees one in Agriculture (local food products) and one in Rural Development (management of mountain and forest resources).

-6 Institutes specializing in Enogastronomy.

-6 offering degrees to become specialized Agricultural Operator in: Animal Breeding (3) and Tree, Grass and Horticultural Cultivation (3).

-7 which specialize in Agricultural food Transformation of which: 6 in Baking and Pastry Cooking, 1 in the working of meat products

-9 course for operators in the Restaurant Industry (preparation of meals).

**10.7** Lifelong learning, tertiary education, vocational schools, training centres, residencies and other higher education institutions specialised in the creative field concerned

There are numerous high school level training centers, preparing experts in: traditional and organic products, and in rural tourism (Canossa Maddalena Foundation, 24 students); production techniques and promotion of typical and traditional wine and gastronomic products (IMIBERG Institute, 20 students); project management of touristic systems aimed at teaching models for studying trends and anticipate the correct management of tourist fluxes and mitigating the negative effects on the environment (University of Bergamo, Department of Languages, Literature and Foreign Culture). The University also has the "Lelio Pagani" Study Center dedicated to the environment, cartography, landscape, territorial planning and geographic information systems.

**10.8** Research centres, specialized institutes and programmes in the creative field concerned

Bergamo is the headquarter of the Experimental Institute for Cereal Culture, now called Research Unit for Corn Culture (CRA-MAC), where they study the genetics and physiology of the grazing-corn and grain production, using both conventional and organic-molecular techniques. The lab is a reference for both local and European needs connected to the maintenance and the enhancement of corn-related food products. The Bergamo office of the Zooprohylactic Experimental Institute of Lombardy and Emilia Romagna is in charge of food safety issues, monitors infectious diseases in animals (particularly in sheep and goats) and provides technical and health consulting services to local companies.

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

The dynamism of the city and of the province in the creative sector is confirmed by the presence of development agencies, the Local Action Groups (GAL), dedicated to promoting and improving the sustainability of the rural system's social and



economic growth. GALs are partnerships between private and public entities which involve cultural activities. Most notable GLAs of the area are: Valle Brembana s.c.r.l, 'Valle Seriana e dei Laghi Bergamaschi', 'Colli di Bergamo e del Canto Alto S.C.A.R.L', 'Unione Agricoltori di Bergamo S.r.l. and the start-up incubator 'Incubatore di Impresa' are projects supported by Bergamo Development and the Chamber of Commerce. The association ASCOM, with its 'Accademia del Gusto', trains professionals in the wine and food business. The 'Alta Scuola Italiana di Gastronomia' (dedicated to Veronelli) is a gastronomical school that, together with the 'Giorgio Cini Foundation', promotes Italian food culture in the world.

**10.10** Main 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, women, vulnerable groups, etc.)

Bergamo has introduced 3 urban gardens policies: one dedicated to facilitate the disabled people, one specific for schools, and one for urban neighbourhoods.

The 'Bergamo Green' portal initiative provides on line resources to both producers and consumers; informs about best practices and farmer market's schedules and locations; interacts with the local school system. 'Bergamo Green' promotes sustainable, organic and 0km food products and facilitates the Bergamo Food Policy by creating awareness about local production, distribution and consumption. The City and Province supports the 40 cooperatives and institutes active in the 'Bio-District for Social Agriculture', established to promote organic agriculture and employ disadvantaged people. The Bio-District involves government, schools and no-profit entities to incentivate local sustainable development, recover undeveloped areas, combat food waste and promote a healthy lifestyle.

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

1) Bergamo belongs to one of the 9 regions part of the European Region of Gastronomy (ERG) project, which establish criteria to highlight projects which show how best to: feed the planet; educate about food systems that are healthy, innovative, are sustainable and support cultural and nutritional diversity. Bergamo has adopted several policies to support the ERG objectives. 2) The "Ol Disna" project provides 80.000 meals annually to the disadvantaged and elderly; gives access to healthy and 0km food to schools and retirement homes, and provides nutritional education. 3) The 'Tavolo Permanente dell'Agricoltura' (Continuous Agriculture Watchdog) Institute was established to monitor and promote initiatives, either organized by individuals or by public and private entities, to enhance the local food chain and to establish the appropriate priorities and policies.

**10.12** Present a maximum of three major programmes or projects developed in the past three years in the creative field concerned that have helped to create and/or strengthen relations of cooperation between different actors, including the city, the private sector, creators, civil society, academia and/or other relevant stakeholders

The program 'De Casoncello' adds value to one of the typical traditional dishes ('cosoncelli', i.e. stuffed pasta) which directly relate producers and restaurants. The program will be extended to other typical dishes.

'Stracciatella', the traditional ice cream of Bergamo: Italian ice cream is renowned worldwide and one of the preferred flavors is 'Stracciatella', whose recipe was invented in Bergamo in 1961. The project is aimed at creating awareness about the unique flavor of Bergamo's ice cream, and to sustain the local ingredient producers to fully exploit the new opportunities offered by the awareness campaign.

Realization of the Slow Food Earth Market, every 2 weeks, in the city center with over 25 local producers, taste workshops, meeting with schools, local cooking courses for foreign tourists, inter-regional appointments, international meetings (Slow Mais)

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

Confindustria Bergamo (Food branch) with 46 member companies employing 3.034 people; Aspan Bergamo Bakers association; Confagricoltura Bergamo; Bergamo Association of Ice Cream Makers, ASCOM (Fruit, food wholesalers, butchers and bakers), Confartigianato (Food branch), 'Wine Routes and Flavours of Valcaleppio' Association, Beekeeping and Honey Producer Association, SlowFood Bergamo and Orobie Valleys are all dedicated to supporting new policies for the sector, organizing promotional events, increasing awareness about traditional production techniques, food safety and the importance of traceability and transparency of the food chain.

**10.14 Main initiatives, policies, guidelines, programmes 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**

In the past 5 years Bergamo has implemented several gastronomy related policies and programs. 1) Supports 27 farmer markets, organized by 14 different organizations aggregating about 160 local food producers. 2) The City has been instrumental in activating a Slow Food market in the city center. 3) Established the 'Tavolo Permanente dell'Agricoltura' (Continuous Agriculture Watchdog) to promote initiatives to enhance the local food chain and to establish the appropriate priorities and policies

Collaboration and support for the emergence of ongoing events related to breeding and dairy activities: 'Pastoralism Festival' (5th edition); 'Bergamo European Capital of Cheese' (3rd edition in 2019).

**10.15 Main initiatives, policies, guidelines, programmes and measures, implemented by the city in the past five years to support and enhance local cultural industries in the creative field concerned**

1) City program 'Astino' establishes dedicated agricultural areas within the city limits to develop urban agriculture projects for both professional and for personal use in City-owned agricultural areas. 2) Parco dei Colli, protecting 250 ha of green space

partially used for urban agriculture. 3) 'Bio-District for Social Agriculture', an area with certified organic food products tied to local heritage and sustainable lifestyle. 40 cooperatives and institutes are active in the district. 4) Tax incentives for subjects that donate food to no-profit organizations which support disadvantaged people.

**10.16** Main international and/or regional cooperation initiatives in the creative field concerned, developed with cities from different countries in the past five years

Bergamo signed the 'Milan Urban Food Policy' pact, together with other 187 cities from all over the world, to combat food waste, promote sustainable, fair and resilient systems, both for the producer and the consumer. In 2015, Bergamo created the 'Carta di Milano per la Montagna'.

Project "FORME. Bergamo European cheese capital" to link the cheese production of the mountains (Orobic Mountain) with those of the plains, so as to promote the entire local food culture and offer a platform to compare and compete with international producers.

The city, through the botanical garden 'Lorenzo Rota', joined the European Project "Big Picnic" in 2016 on the theme of sustainability and correct nutrition together with 18 other international entities. The project promotes workshops, exhibitions and conferences aimed to create awareness in the general public and educate students, chefs, lawyers, farmers, artists.

**10.17** Major programmes or projects implemented in the last three years that directly or indirectly support and create synergies with at least one of the other creative fields in the Network

'Food Film Fest' is the only international cinematographic festival in Italy dedicated to food, nutrition, biodiversity and taste memories. (Film and Gastronomy)

'Imagining Orlando', a multi disciplinary cultural festival (music, theater, cinema, dance, photography 4,000 presences in 2018) that deals with diversity in every sense and direction. It explores a creative link between Film and Gastronomy, since it investigates food from the point of view of fruition rather than from production, and offers educational workshops discussing different types of human behaviours, including nutritional ones. The festival partners with Bologna, Palermo, Milan, Cagliari, Bari, Florence, Turin, Nice, Utrecht and Brussels, and is part of EFFE 'Festivals for Europe, Europe for Festivals'.

Association Wine Road of Valcaleppio and Tastes of the Bergamo Region organizes itineraries to experience local exceptional foods and craft (Crafts&FolkArt and Gastronomy) in and around Bergamo.

**10.18** Main international cooperation initiatives and/or partnerships developed in the past three years involving at least two of the seven creative fields covered by the Network (crosscutting and/or trans-sectoral projects)

'Masters of Landscape' creates awareness regarding the culture of the natural and the man-made landscapes; promotes sustainable economic development through

workshops (like: 'Taste the landscape' mixing art, food, landscape, creativity and education; 'The garden as a resource' on the relationship between environmental design and self-production of food; 'Urban Gardens: the new esthetic form of agriculture in the city') with the involvement of landscape architects, experts in environmental protection, creativity and art to educate new professionals and citizens on the matter. The event is organized in collaboration with Interreg Alpine Space, Landeshauptstadt Muenchen and Government of The Netherlands. (Design and Gastronomy).

- 10.19** Main facilities and infrastructures made available as well as events (fairs, conferences, conventions, etc.) organized by the city in the past three years aimed at promoting the creative fields covered by the Network, other than the main creative field concerned by the application

Main facilities and Infrastructure: Donizetti Theatre; Palazzo della Ragione (medieval City hall); Bergamo Exhibition; Congress Center, GAMeC Modern and Contemporary Art Gallery; Bergamo Science Center; Squares and pedestrian roads.

Events:•Book fair (Italy's oldest bookseller's fair; 60th edition in 2019; 21 days of meetings with the authors, 116 in 2019);•Bergamo Narration Prize (national narrative award; 25th edition in 2019);•Masters of Landscape (event dedicated to nature, esthetics, landscape and design; 9th edition in 2019; more than 250,000 attendees);•International Bergamo Film Festival, in 2019, 37th edition with 63,000 attendees;•'Imagining Orlando' a multi-disciplinary cultural festival with 4000 presences in 2018;•'Creativa-Fiera delle Arti Manuali', 11th edition in 2018 with 68.000 attendees;•International music festival 'Giacinto Donizetti'; •'International piano festival of Brescia and Bergamo': major piano world event, since 1964.

- 10.20** Provide the city's overall earning and expenditure account over the last five years, showing amounts devoted to the creative field concerned

The city has developed numerous initiatives in the field of creativity (Gastronomy) over the last five years. Certain projects were realized directly by the Municipality, others were developed in conjunction with private companies, associations and entities operating in the creative sector. The City part of the cost in connection to co-financed projects were minimal (€95.000), since most are paid by the private sector. Expenses directly sustained by the Municipality for projects amounted to €315.510. The City has received €245.660 from central government to finance 'ERG - European Region of Gastronomy, East Lombardy', 'Agriculture Week and Right to Food' (more than 106.000 visitors), and 'Bio-District for Social Agriculture'. These amounts do not include the in-kind costs: City staff, City spaces provided at no cost to the organizers, marketing and promotion campaigns. In the provincial economy, the 2016 turnover in the Gastronomy sector is €784million.

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

*In this section, the candidate cities are invited to present an appropriate medium-term (four-year) action plan describing the main initiatives that the city commits to achieving the Network's objectives: using creativity as a driver of sustainable development at the local and international levels.*

*The proposed initiatives must correspond to the objectives and the areas of action specified in the Creative Cities Network Mission Statement. Please have a full knowledge of this document before filling in this part. The action plan and proposed initiatives should be realistic, coherent and feasible, in line with the United Nations 2030 Agenda for Sustainable Development. It is recommended to describe the main planned initiatives in a meaningful manner rather than multiple theoretical lists of actions. In case of designation, the city will be expected to implement this action plan in case of its designation and to report on the implementation of the plan in its compulsory quadrennial Membership Monitoring Report (in other terms, in case of designation following the 2019 Call for Applications, the city shall submit its first report in 2023).*

- 11.1** Presentation of a maximum of three major initiatives, interventions, programmes or projects aimed at achieving the objectives of the Network locally (city level) by enhancing the role of culture and creativity in the sustainable development of the city

*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 scope, objectives, outreach and stakeholders (partners, participants and beneficiaries), the expected results and impact to highlight the quality, diversity and innovation of the approach. Initiatives supported by the city involving the public and private sectors, civil society, professional associations and cultural institutions are encouraged (3200 characters maximum).*

PROJECT 1 - Establishment of a formal Agricultural District characterized by productive interdependencies between agricultural and food businesses. The District represents a development opportunity for certified and protected productions (DOP, DOC, DOCG), for entities characterized by a historic and territorial identity. The District supports the member companies with: a) opportunities to compete in the sector (both locally, nationally and internationally); b) sharing integrated strategies within the entire agriculture/food supply chain; c) educational services about current research and innovations within the sector; d) organizational and environmental sustainability services. Districts can access specific financial support provided for by Regional, National and EU legislation. The District will be characterized by agricultural, food and artisanal products that are consistent with the Orobie Valleys uniqueness and are of significant cultural and social interest.

PROJECT 2 – Starting in 2019, Bergamo, realizing the great potential offered by the unique Orobie Valleys cheeses and to fully integrate culture and creativity into local development strategies, is supporting the program B2Cheese (proposed by the FORME project), a unique annual event where business, education and culture are combined into an innovative format. B2Cheese will take place in Bergamo's Exhibition Center (173.000m<sup>2</sup>, 16.000m<sup>2</sup> of which are indoor). The exhibition layout is functional to the typical trading activities of the cheese business and calls for limited investments by the participants (of great importance to artisanal/small cheese makers). The exhibition areas are supplied with a catering/tasting space, a vip lounge to meet clients and create new relationships, and with spaces dedicated to

workshops and roundtables. B2Cheese is open only to business operators (Importers, Wholesalers, Retailers, Food brokers, Food e-business, Agents, HoReCa operators, Deli and Gourmet stores) and to cheese industry partners (quality certification and research laboratories; machinery for storage and packaging; packaging materials; merchandising; logistics, handling and storage; communication and branding; marketing; information technology).

PROJECT 3 – Starting in 2019, Bergamo, after acknowledging the lack of adequate training courses in the City for professionals that promote the cultural and economic value of the unique dairy products of the Orobie Valleys, will activate such courses with particular focus on: a) integrating tradition and innovation in cheese production; b) dairy processing; c) supply chain traceability and marketing. Every year the courses will enroll about 25 adult students who have already matured experience in the gastronomy sector. Specific training modules will be proposed including: traditional knowledge of the local dairy industry; corporate and social responsibility. The classes will alternate classroom training (theory) with months of extracurricular internships (practice) in leading local companies with international export productions, in order to provide a high qualifying experience to the new professional profile.

**11.2 Presentation of a maximum of three major 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 scope, objectives, outreach, stakeholders (partners, participants and beneficiaries) and expected results and impact, to highlight the quality, diversity and innovation of the approach. Initiatives supporting the extension of the Network in under-represented regions and countries, 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 (3200 characters maximum).*

PROJECT 1 - The 'Traditional Cheeses of The Creative Cities' through the Creative Knowledge Platform (CKP). The CKP, comprised of websites, apps and virtual reality environments, engage visitors in a simulated, expanded and extended Experience (see, hear, learn and try), guide them through the Community's Spaces (physical and virtual) and gives them lasting memories through Activities (Long lasting, Temporary), even after their visit. The CKP component available now is the TRusT TM Web App, which supports communities of artisans and farmers (the Knowledge Keepers ) in leveraging their unique Traditional and Creative Knowledge to reach the UN 2030 SDG 8. The project has the main goal of preserving, narrating and sharing artisanal cheese making traditions and the ancient techniques used. The project could be easily expanded to the UNESCO Creative City Network as a new intra-cluster, intra-network project. The project has potentials to be carried forward over the years, slowly incorporating not only all the UNESCO Creative Cities, but also any artisanal cheese producing communities around the world.

PROJECT 2 - The 'International Convention of Traditional Dairy and Cheese Knowledge' will involve the UCCs, focusing on the differences and similarities of the diverse local traditions. The exchange between professionals in the creative sector will highlight the importance of safeguarding the specificities that lead to the recognition of PDO and PGI, and to connect unique production techniques. The convention will be annual/bi-annual and will take place in Bergamo and in the Orobie Valleys.

PROJECT 3 - Bergamo has a unique and original mix of gastronomy, literature and music traditions. The City and the Association supporting the candidature are planning an annual event that will relate all the 3 creative sectors and engage the collaboration of the Gastronomy, Literature and Music UCCN Clusters. The gastronomy sector is unique thanks to the isolation of some of the areas described in the candidature which has preserved the ancient practices and techniques. The music sector can claim the 5th most popular composer in the world, Gaetano Donizetti with an audience of over 1.5mil., and two festivals, with equal split of national and international presence. The literary sector has the Italy's oldest continuous bookseller's fair (since 1959) that attracts more than 100 authors a year who are involved in workshops and public presentations of their work; also, Bergamo every year (since 1994) awards the 'Bergamo Narrative Prize'. The proposed event will create ever changing City's itineraries to discover each and every facets of the local unique gastronomy, literary and music culture co-organizing some of the performances/events with members of the UCCN to support SDG 16 and 17.

### 11.3 Estimated budget for implementing the proposed action plan

*It is recommended to present the estimated overall annual budget for implementing the proposed action plan over a period of 4 years, as well as the respective percentages that will be earmarked 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 existing funding or funding applications envisaged to national and international funding bodies such as regional and national development banks and institutions, in order to complement the budget from the Municipality itself. Alternative and innovative fundraising mechanisms may be presented (500 characters maximum).*

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

The Municipality will intervene annually with about € 50,000 in direct funding, plus in-kind expenses for staff dedicated to the proposed UCC projects, the provision of spaces owned or under the control of the Municipality (buildings, theaters, outdoor areas), and communication services. The City in cooperation and local entrepreneurs and non-profits with tap on the annual grants offered by Lombardy Region to support local projects like the ones indicated in section 11.1 and 11.2.

### 11.4 Intended structure for the implementation and management of the action plan

*Presentation of the organization and governance structure of the city, as well as the resources in terms of personnel and/or the entity that will be established to ensure the planning and implementation of the proposed action plan and an active contribution by the city to the achievement of the Network's objectives. It is recommended that the person in charge of this entity will also be the focal point of the city in case of designation. Brief presentation of the organizational structure and the planned working arrangements of the entity, as well as the potential partners to implement the action plan with names, designations and contact details of key experts, non-governmental organizations (NGOs) and academic institutions (1500 characters maximum).*

The candidature process is supported by a memorandum of understanding (MoU) between the City of Bergamo, the 'San Matteo Le Tre Signorie' Association and IKTIUS to constitute an Association which includes the University of the Mountain and 39 entities in the public, professional and practitioner sector, all of whom are directly connected to the Gastronomy

uniqueness of the territory. When the City of Bergamo will be recognized UCC, the MoU will be transformed into an Association with a board of directors and 5 committees dedicated to discuss and implement part of the UCCN mission: 1) improve working conditions within the creative sector (SDG 8); 2) integrate landscape preservation into knowledge sharing and research projects (SDG 9, 12); 3) leverage human capital expertise (SDG 4, 5); 4) educate citizens in thinking and acting sustainably, making them aware of everyone's responsibility in preserving the environment and in protecting the intangible and cultural heritage of the community (SDG 4, 11, 15); 5) fight against urbanization and depopulation of mountain areas (SDG 11, 13). The municipal entities involved in the Association are: 'Services for Citizens', 'Local Policies', 'European Planning and Strategic Planning', 'Communication Offices' all represented by the City Secretariat and Mayor's Office. To expedite the active participation of Bergamo into the UCCN, the initial focal point will be Giuseppe Biagini (Founder ITKIUS) and Francesco Maroni (Founder Ass. San Matteo).

#### **11.5 Intended plan for communication and awareness-raising**

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

The plan, under final completion, is consistent with the current objectives and policies of the City: strengthen the urban-rural and the food-culture relation. It calls for the use of traditional media campaign, social media channels, festivals and fairs, workshops, educational material and courses to reinforce culture and tourism 4.0 skills. Focus is the sustainable use of natural, cultural and tourist resources with special respect for heritage, environment and inhabitants. Bergamo can act as a model for other neighboring cities and villages, and coordinate its marketing plan with Parma UCC and Alba UCC. A Bergamo UCC welcome kit will be prepared and distributed to hotels and specialty shops. The City plans a greater presence of local food in the shopping area of the airport Il Caravaggio and in its connected airports. There is a plan to complete a museum of the local gastronomic creativity.

### **12. SUBMISSION OF THE MEMBERSHIP MONITORING REPORT**

If designated, the city shall provide every four years, a Membership Monitoring Report as requested by UNESCO, which provides detailed information on the effective implementation of activities related to its designation as a UNESCO Creative City and on their impact. The first such report will be expected in 2023 for cities designated following the current Call for Applications.

### **13. PARTICIPATION IN ANNUAL CONFERENCES OF THE NETWORK**

If designated, the city shall ensure the participation of a delegation from the city, including at least one representative, ideally together with the Mayor, in the Annual Conferences of the UNESCO Creative Cities Network and shall be responsible for covering any travel and subsistence costs incurred. In the event that more than one representative attend (exclusive of the Mayor), it is recommended that the aforementioned city focal point should be included.

### **14. PROVIDING INFORMATION TO THE SECRETARIAT**



If designated, the city shall provide regularly and in time relevant and up-to-date information related to the implementation of the city's membership, notably any change in the contact details (see sections 3.1, 3.2, 3.3, 3.4)

## 15. COMMUNICATION MATERIALS

*In order to prepare communication materials about your city in the event of its designation, please complete the following fields. This information will be used on the UNESCO website and in other communication materials of the UNESCO Creative Cities Network.*

*Therefore, please kindly note that the city is fully responsible for the quality and accuracy of the submitted communication materials. In order to facilitate the preparation of these materials, you may refer to the UCCN website where a city page for each current member is presented.*

**15.1** Brief and pertinent presentation of the cultural assets and creative industries of the city in the creative field concerned and avoid merely promoting the city's tourism. Data, statistics and other indicators in the field of cultural and creative fields are highly recommended (1300 characters maximum).

A city of 120.000 inhabitants, Bergamo is the cross road of the Cheese Valleys. Many factors have helped Bergamo and the eastern Orobie Mountains become a laboratory of cheese making over the centuries, which we can categorize as 'ancient skills and craftsmanship', 'climatic', 'orographical', 'historical' and 'geopolitical' factors. The Orobie mountain and its valley system is situated a short distance from Bergamo, historically a place of food fairs and markets for neighboring cities and villages, from which the production of many types of cheese for every taste started and flourished. Since Middle Ages Bergamo hosts dedicated markets (e.g. the Fair of St. Alexander), where iron, wool and artisanal cheeses were sold. Today Bergamo can claim not only 4 film festivals, 6 theatres, 13 museums, and a defensive system that has been nominated UNESCO WH in 2017, but also 9 DOP cheeses, the highest concentration in Europe, 1 DOP extra virgin olive oil and 1 DOP sausage; 2 DOC and 1 DOCG wines; 2 IGP sausages; over 20 registered traditional food products. The aggregated agriculture, food and beverage industries turnover is €784mio (2016), €54.7mio from dairy and €284mio from agriculture. Gastronomy is the driver of the local communities and 889 food companies.

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

Engage Creative Cities of Gastronomy and Film in the Bergamo Film Fest focusing on healthy eating, reduced food waste and food justice messages (SDG 1, 2, 3, 4).

Exchange best practices on how to support local artisanal cheese producers, and how to develop a farmer market's, urban food production's, city market's policies (SDG 8, 11, 17)

Share Bergamo's model of inclusiveness and participation in cultural and active life for marginalized or vulnerable groups and individuals (SDG 3, 10, 11).

**15.3** A maximum of three URL links to websites related to the creative field concerned and the contents of the application

<http://www.bergamocittacreativa.it>

<https://www.comune.bergamo.it/>

<http://www.visitbergamo.net/it/>

**15.4** List of the city's membership in other UNESCO's cities networks (including UNESCO Global Network of Learning Cities, International Coalition of Inclusive and Sustainable Cities, and Megacities Alliance for Water and Climate), as well as other major international and inter-regional cities networks or platforms

UNESCO World Heritage Center 'The Venetian Works of Defence between 16th and 17th centuries' (2017), together with Peschiera del Garda, Palmanova, Zara and Sibenico (Croatia) and Cattaro (Montenegro)

UNESCO Chair in Human Rights and Ethics of International Cooperation, University of Bergamo (2003)

European Region of Gastronomy - East Lombardy

Bergamo and Cochabamba (UCCN member) are sister cities

**Name:** Giorgio Gori

**Mayor of the city of:** Bergamo

**Date:** June 3, 2019

**Signature<sup>1</sup>:**

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<sup>1</sup> The Mayor of the city should sign the present Application Form with his/her digital signature. In case the digital signature is not available, please send a separate scanned copy of the page 2 (where personal information about the mayor appears) and the last page, both signed in written.

## UNESCO CREATIVE CITIES NETWORK 2019 CALL FOR APPLICATIONS

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Name: Giorgio Gori

Date: 03/06/2019

**Address:** Comune di Bergamo

**Signature:**