



Creative Cities  
Network

United Nations  
Educational, Scientific and  
Cultural Organization

# UNESCO CREATIVE CITIES NETWORK 2017 CALL FOR APPLICATIONS



## APPLICATION FORM

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## UNESCO Creative Cities Network 2017 Call for Applications

This Application Form, duly completed, signed and dated, must be sent as an attachment by email to [ccnapplications@unesco.org](mailto:ccnapplications@unesco.org), with the “subject”: Application of [name of the candidate city].

The following documents must be also attached:

- (i) A complete list of all the documents requested in the application file;
- (ii) A formal letter from the Applicant City’s Mayor presenting the candidature and the support of the Municipality;
- (iii) A formal letter of endorsement of the candidature from the National Commission for UNESCO of the country in which the city is located;
- (iv) Two formal letters of support from active national professional associations in the creative field concerned<sup>1</sup>;
- (v) Three photos of your city closely related to the creative field concerned (JPEG, max. 3MB each);
- (vi) The “Cession of rights and register of photos” form dully filled.

No other document or attachment will be accepted and considered in the evaluation. A maximum of four URL links to related websites may be included in the application form, providing additional information about the city and/or the creative field concerned.

Application Forms, accompanied by the documents described above, must be submitted by email to the UNESCO Secretariat no later than 16 June 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 beyond the above-mentioned deadline will not be considered.

UNESCO will not circulate the applications submitted by cities.

NB: In order to strengthen the geographical balance of the Network, please note that a specific cooperation framework is proposed under the 2017 UCCN Call for candidate cities of the Africa region, under-represented within the Network. To know more, please refer to annexes 1 and 2 of the 2017 Designation Procedure.

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<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:**

Buenaventura

**2. COUNTRY:**

Colombia

**3. CONTACTS:**

**3.1 Mayor of the City**

Title (Mr/Ms/Mrs): Mr

Family name: Arboleda Torres

First name: Eliécer

Address: CAD Calle 2 Carrera 3, Piso 8

Telephone number: +572 2410990 - 2410920 ext. 820

Email address: secretariadegabinete@hotmail.com

**3.2 Representative of the Mayor**

*The representative of the Mayor will represent the Municipality at major activities and events in the framework of the UNESCO Creative Cities Network. He or she will facilitate the communication between 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/Mrs): Mr

Family name: Orobio Alomia

First name: Jeffersson

Institution/function: Alcaldía Distrital -

Status/type of institution: Public entity

Address: CAD Calle 2 Carrera 3, Piso 5

Telephone number: FORMTEXT +573506580882 ext.

Email address: secretariadegabinete@hotmail.com

Other important information:

**3.3 Main executive contact**

*The main executive contact will be the focal point 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): Mr

Family name: Ome Ordoñez

First name: José Yesid

Institution/function: Fundación Escuela Taller de Buenaventura

Status/type of institution: Non-profit organization

Address: Calle 2 No 1A07

Telephone number: FORMTEXT +572 2414449 - 2410920 ext.

Email address: yesid.ome@escuelataller.org

Other important information:

### **3.4 Alternative contact**

Title (Mr/Ms/Mrs): Mr  
Family name: Escovar Wilson-White  
First name: Alberto  
Institution/function: Ministry of Culture - Director of Heritage  
Status/type of institution: Public entity  
Address: Carrera 8 No 8-55  
Telephone number: +5713424100 ext. 1556  
Email address: aescovar@mincultura.gov.co  
Other important information:

### **4. CREATIVE FIELD:**

*Choose between: Crafts and Folk Art, 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. (1500 characters maximum).*

Buenaventura is a city located on a bay in the Colombian seashore of the Pacific Ocean. It is the largest municipality of the Pacific region of Colombia and of the Valle del Cauca department. It is a Special District, so it is able to make more investments, have more autonomy regarding its access to the national budget and the General Royalty System.

According to projections made by DANE for 2017, its population reaches 407,539 inhabitants with an urban concentration of 91%.

It is the largest seaport of Colombia. It mobilizes 93% of cargo imports and exports. Along with a high commercial activity, it accounts for a great migration rate from other locations of the region and the country to the city.

Historically, it has been a city with economical and social problems, which its population, prevalently Afrocolombian (89% of the total population according to a census by DANE in 2005) has found in culture and traditional cuisine a mechanism for resilience and reconciliation to face the challenges of post-conflict. It is also the main urban center of the territory where Marimba music and traditional chants from the Colombia South Pacific region are practiced. This musical ICH element is on the UNESCO Intangible Cultural Heritage Representative List.

### **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).*

Buenaventura has the following opportunities for reaching a sustainable urban development through gastronomy, focusing on traditional cuisines:

To promote entrepreneurship networks with agents involved on the safeguarding of the traditional cuisines and local production of food, such as: cooks, fisherfolk, hunters and farmers.

To acknowledge the existing human talent in traditional cuisine by means of the appreciation and positioning of this knowledge through participative training and research in accordance with the Colombian policy for knowledge, safeguarding and promotion of traditional food and cuisines.

To strengthen the infrastructure in order for the general public to access city goods and services associated to traditional cuisines and to improve the work conditions of traditional cooks.

To promote the circulation of cultural goods and services associated to traditional cuisines in the network of cultural festivals.

To create guidelines to promote the institutional articulation for cultural entrepreneurship, food safety and protection of traditional cuisines

## **7. EXPECTED IMPACT OF DESIGNATION AND MEMBERSHIP IN THE NETWORK ON THE SUSTAINABLE DEVELOPMENT OF THE CITY:**

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

Considering the current situation of Buenaventura, the application intends to create far-reaching exercises that allow to nurture the potential of the cultural field and benefit from it in the long term for the development of the city. Buenaventura has endured the consequences of the military conflict in Colombia and the cultural sectors have allowed to move on and create reconciliation scenarios in accordance with the peace agreement signed in 2016.

Likewise, there is a high contrast between a great seaport infrastructure and a lack of social and cultural equipment. Ergo, through investment in culture as a tool for integration between cooks and local producers, is expected to strengthen traditional cuisines as a competitive sector and to foster awareness on about these cultural practices that have a relationship to the city diversity. This way, it is expected to consolidate the position of Buenaventura as an Afrocolombian cultural epicenter from traditional cuisines and other cultural elements of the city associated with this cuisine culture such as traditional midwives and marimba music.

## **8. 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).*

For the application focal groups were assembled to identify challenges, opportunities, successful initiatives and proposals. In these encounters, there were traditional cooks of the urban and rural areas, the Chamber of Commerce of Buenaventura in representation of the private sector, the Family Welfare Company of Valle del Cauca (Comfandi), the National Learning Service (SENA) in representation of the education sector and enterprise initiatives for gastronomy like Café Pacífico, a restaurant that promotes the traditional cuisines of the region. This consultation process has been led by the Escuela Taller de Buenaventura (School-Workshop of Buenaventura) Foundation with the support of the city government, the Ministry of Culture and the Ministry of Foreign Affairs. These encounters resulted in the beginning of several agreements to improve the life quality of traditional cooks and to establish associations with suppliers of local products.

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

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

Traditional cuisines in Buenaventura, just like all of its intangible cultural heritage, has a historical relationship with the African diaspora in Colombia. The product of the encounter between inherited knowledge and original creations result in cooking and preparation techniques for seafood and local fruits, oil-extraction methods and use of knowledge related to farming, fishing and stockbreeding that exhibit a particular relationship with the biodiverse environment of the Colombian Pacific coastal region. It is a creative field notable for its presence in everyday life. For example, many city households have their own area for herb gardens on terraces and the exchange of these products is important in community relation. These herbs are an essential part of the condiments that give a special identity to this cuisine. These exchange and solidarity dynamics enrich the creative field of traditional cuisines in Buenaventura.

### **9.2 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.**

First of all, it is important to acknowledge that Buenaventura has several troubling indicators of unsatisfied basic needs (36% of the population). However, the cultural field demonstrates potential to create decent employment, especially regarding the improvement of touristic and cultural infrastructure like the Malecon on the bay and the José Hilario López market square. These places will have an improvement on their spaces for the circulation of local cultural products, including those associated to traditional cuisine. In Buenaventura, employment has a high rate of concentration in the Tertiary Service sector with a 58.3%. This sector includes artistic, entertainment and sport activities such as the organization of recreational and touristic events. Likewise,

hosting and food activities represent 9.21% of employment in the city (2,144 jobs) These activities had the highest growth of the employment sector with an increase of 1.21%.

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

Buenaventura has an afrodescendant identity. It is a point of encounter for the culinary cultures of the Colombian Pacific region. In the culinary creation activities in the city, women are prominent. They are also midwives and leaders in their communities, and have learned about cuisine through intergenerational transmission, including learning of other cultural expressions related to food sharing and enjoyment. The importance of the role that women play in culinary creation contributes to the construction of reciprocity among cooks, through community exchange and solidarity. It is noteworthy that fisherfolk, hunters and farmers also participate in the cuisine system, and their economic networks strengthen around the market squares. Ergo, through the Policy for Knowledge, Safeguarding and Promotion of Traditional Food and Cuisines, the Ministry of Culture has supported the revitalization of market squares as cultural centers.

**9.4** Fairs, conferences, conventions, congresses, 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.)

In March 2014, the first Encounter of Traditional Cuisines of the South Pacific took place as a space for the exchange of knowledge for the safeguarding of traditional cuisines. The projects that have been implemented with the José Hilario López market square were socialized; there were also discussions, the presentation of the recipe book created by cooks and students, and the preparation of traditional recipes. The following year (2015), the city welcomed over 30 traditional cooks of the Pacific for the encounter named Saber y tradición culinaria en la cocina del Pacífico colombiano (Food Wisdom and Tradition in the Colombian South Pacific Cuisine), as an opportunity to progress in the knowledge of subregional cuisines and show its richness. On the other hand, the third Plataforma Flotante Experimental Sur 2016 (Experimental Platform of the South), created temporary spaces for reflection, experimenting and exchange among artists and researchers, including a gastronomic exhibition.

**9.5** 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

In May 2016, in the event Ola Aventura, the Muestra Cultural y Gastronómica del Pacífico (Cultural and Food Exhibition of the Pacific) took place: “Entre cestos y arrechón”, where the inhabitants of Buenaventura had the chance to enjoy experiences of culture, identity and ancestry.

In October 2016, the encounter “Cocinando desde la Raíz” (Cooking from our roots) took place, where the ancestral knowledge of traditional cuisines were presented as significant element of the cultural development of this region, as the culmination of a documentation process supported by the Ministry of Culture. With the support of IFAD, three African women shared their experiences regarding cuisine tradition and food safety issues, boosting international exchange. Cooks from the Pacific were the stars.

Buenaventura was the center of traditional cuisine expressions, with a programme of discussions, live cooking sessions, and handicraft displays related to culinary tradition.

**9.6** 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

Traditional cuisine from Buenaventura has been historically transmitted in informal spaces. However, the Escuela Taller has a cooking training program for vulnerable young people; with the motto “Aprender haciendo” (Learning by doing), where different research processes about traditional cuisine are involved.

The National Learning Service (SENA), trains young people from Buenaventura on a technical course of traditional rural cuisine based on the development of innovation processes with products of the region, due to the richness of fruits found in the Colombian Pacific coast.

The Carvajal Foundation involves women from vulnerable sectors of the city in complementary training process in Pacific traditional cuisine so they can increase their possibility to develop entrepreneurship processes.

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

SENA, the most important national institution of technical and vocational training, intends for the productive processes to be included in contextual dynamics. Through education, SENA contributes to the city through investment in social and technical development. Its role is essential to link training activities to productive activity.

The University of Valle offers the program Technology in Food to face the innovative challenges and perspectives, given the important farming, livestock and fishing vocations in the region aiming to satisfy the ever-growing demand of food produced with ecological attitude.

The Escuela Taller de Buenaventura Foundation aims for the preservation of heritage related to the productive vocation of the Region, on the basis of processes of training in traditional cuisine and other trades that could eventually develop job opportunities.

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

Currently, there are no programs or institutions formally involving research processes in gastronomy in Buenaventura. So this is an aspect to be strengthened in the action plan proposed within the development of the objectives of Creative Cities. It is noteworthy that there have been specific research processes about traditional cuisines in Buenaventura, promoted in the framework of the Policy for Knowledge, Safeguarding and Promotion of Traditional Food and Cuisines of Colombia. Due to the intervention to improve the infrastructure of the market square, the Ministry of Culture financed research on the sociocultural characteristics of the cooks in this square. As a result, a publication and documentary pieces were created for awareness-raising purposes. Likewise, in 2016 a endogenous research was conducted with traditional cooks of Buneaventura, highlighting its social importance to peace building and identity making in the city.

**9.9** Recognised spaces and centres 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 exporting cultural goods and services, etc.)

The Escuela Taller of Buenaventura has a restaurant with a social purpose as an employment center for the alumni from the technical program in cuisine, which besides offering attention to the public also offers catering for city events.

Comfandi created the program Industrias Culturales (Cultural Industries) that included research of the creative and cultural sector in Buenaventura and strengthened certified enterprises such as Café Pacífico, Semillas de Vida as an initiative for traditional drinks and medicinal herbs and the association Parteras Tradicionales del Pacífico (Traditional Midwives of the Pacific).

Café Pacífico has been established as a restaurant noted for the creation of traditional cuisines, based on the purchase of local products to farmers and fisherfolk from the city.

Since 2015, the Chamber of Commerce has been applying the model Tejido Empresarial (Enterprise Network) to strengthen enterprise management in Buenaventura, which has included gastronomy initiatives.

**9.10** 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, women, vulnerable groups, etc.)

Market squares host the diversity of the productive chain related to traditional cuisine and constitute places of major cultural significance in the city. Buenaventura has three main market squares which are José Hilario López (JHL), the Juan XXIII square and the square in Bellavista neighborhood. In these squares, the dialogue of knowledge between city and field is constantly recreated, and trust relationships with customers and users of cuisine-related services is fostered. In these spaces, the role of women is dominant. The kitchen space of the JHL market square is improving with the contribution of the Ministry of Culture.

Likewise, the Escuela Taller has a fully equipped kitchen located in the Antigua Estación de Ferrocarril de Buenaventura (Old Railway Station), a heritage building, recovered for the use of connoisseurs and young people interested in traditional cuisine practice.

**9.11** 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

Buenaventura has benefitted from the enhancement of the training program in traditional cuisine in the Escuela Taller, offered since 2012 for free for economically vulnerable young people that are victims of the armed conflict.

Since 2013, the Ministry of Culture has launched documentation and participative research processes, along with publicizing awareness-raising activities through public and film, in accordance with the Policy for Knowledge, Safeguarding and Promotion of Traditional Food and Cuisines of Buenaventura.

The city has been developing projects for the improvement of the main market square (JHL) in order to foster its position as a center of traditional cuisine in Buenaventura. These

projects have been led by the Ministry of Culture. Likewise, the touristic boardwalk on the Pacific Bay is currently under construction, and it will serve as a space for the enjoyment of cuisine and tourism for the inhabitants of Buenaventura.

- 9.12** 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, academia and/or other relevant stakeholders

The consolidation of networks concerning research and other cooperation processes aimed at improving the quality of life of the carriers of cuisine tradition in Buenaventura is an important point that must be achieved through actions related to the Creative Cities Network objectives.

One successful experience is Café Pacífico, a gastronomic and cultural space, committed to raising awareness about the importance of traditional cuisine. The initiative has achieved the successful integration of representatives of indigenous, afrocolombian, and mestizo communities regarding food preparation and production, creating a local and national reference for traditional cuisine. This initiative of the private sector has created cooperation among the company, traditional cooks and producers of the farming sector.

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

Carvajal Foundation develops processes of social intervention in Buenaventura and Cali with a total of 5,971 beneficiaries in 2015. Among its activities, it creates spaces for community building through traditional Pacific cuisine and qualification of those who do these activities.

Escuela Taller de Buenaventura Foundation has developed processes of technical formation aiming to strengthen the potentials of vulnerable communities with 287 young people in March 2017 and 1,915 beneficiaries of complementary courses in 2016, not only in Buenaventura but in the Colombian Pacific coastal region.

The Sabedoras Plaza de Mercado JHL (Connoisseurs JHL Market Square ) Association has 17 members that are in charge of awareness-raising and safeguarding processes of coastal Pacific traditional cuisine.

The group of traditional cooks of the 8th corregimiento, develops innovation processes in recipes based on local farming production of the biodiverse Pacific region.

- 9.14** 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

With the support of the National Government for the infrastructure of the JHL market square, as part of the Llan Todos Somos PazCífico (We Are All Peaceful) and the Policy for Knowledge, Safeguarding and Promotion of Traditional Food and Cuisines of Colombia, awareness-raising of heritage practices shown in the square has been fostered. Moreover, the project is directed at improving the quality of life of the traditional cooks through the social component of the project.

The program “Escuelas Taller, herramientas de paz” (School-Workshop, peace tools), from the Ministry of Culture aims to improve the life quality of vulnerable young people victims of the conflict through the strengthening of abilities related to traditional trades and as a space for creation and circulation of products for cultural goods and services.

**9.15** 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

The cultural and creative field in Buenaventura has potential as a main development axis of the city within the actions of the Creative Cities network program. Through the Nodos de Emprendimiento Cultural (Cultural Entrepreneurship Nodes), a program of the Ministry of Culture, that promotes the creation of creative industries and local cultural networks of institutions and enterprises. Likewise, the Governor’s office of Valle del Cauca approved the commercialization permit for traditional drinks which has made it easier for 60 producers of the city to sell their products, promoting this cultural industry. Furthermore, Semillas de Vida y Asociados has been established as a local industry that produces traditional drinks, supported by the Escuela Taller.

The Enterprise Development Center Pan Cogor, has promoted sociocorporate abilities for the economical and sustainable development of Buenaventura including the support and strengthening of cultural enterprises of the District.

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

Buenaventura, as a seaport, has potential as an international center for exchange in the field of traditional cuisine. However, it does not have ongoing cooperation with cities from other countries. The application for the Creative Cities Network aims to promote such cooperation.

There are initiatives that have allowed to establish a cooperation with other Colombian cities such as the cultural exchange with Cali in the Petronio Álvarez Festival.

The initiative of the Ministry of Culture, “Diáspora Africana en Colombia” (African Diaspora in Colombia), aims to highlight the processes of Afrocolombian territorial construction and create an infrastructure in Cartagena to strengthen the commercialization of Afrocolombian cultural entrepreneurship products, which will improve the exchange between Cartagena and Buenaventura.

There have been specific exchanges with African leaders from Senegal, Zambia and Benin to share experiences in the consolidation of food security on the basis of culture.

**9.17** Programmes or projects implemented in the last five years that directly or indirectly support and create synergies with at least one of the other creative fields in the Network

Music, craftsmanship and oral tradition are constantly articulated to the culinary culture of Buenaventura. Encounters of culinary wisdom carriers, promote the confluence with the aforementioned expressions. Moreover, Buenaventura is one of the main centers of creation of Marimba music and traditional chants of the South Pacific. In the main

annual event related to this musical expression, Cantores del Río (River Singers) Festival, there is always a space for the traditional culinary culture of the Pacific. Likewise, the Petronio Alvarez Music Festival of Cali has regional versions in Buenaventura where a space is opened for traditional cuisine. Within the framework of the Policy for Knowledge, Safeguarding and Promotion of Traditional Food and Cuisines of Colombia, documentation of how the culinary tradition is related to other cultural elements is fostered.

**9.18** 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)

The Escuela Taller of Buenaventura was created with contributions of cooperation organizations such as the AECID (Spanish Agency for International Cooperation towards Development), Development Bank of Latin American CAF, German Corporation for International Cooperation-GIZ, USAID and Canadian International Development Agency. These organizations supported training processes both technical and complementary, and productive units of cultural entrepreneurship in the production of musical instruments such as the Marimba and other crats made out of local materials. Likewise, the inscription of Marimba Music as Intangible Heritage in the UNESCO list, has led to collaboration with Ecuador to safeguard this musical element shared between the two countries.

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

The Escuela Taller Foundation has equipment for the production of traditional instruments of the region. Likewise, spaces like the Covered Coliseum, the Boulevard of Buenaventura, the market square and the Malecón are facilities that will be available for musical and artistic events in the city. There are also annual events such as the Festival Cantores del Río, the Fiestas Patronales de San Buenaventura (Patron Saint Fairs of San Buenaventura), the local events of Festival Petronio Álvarez, the Encuentro Universitario de la Cultura (University Encounter for Culture), the Festival Folclórico del Litoral Pacífico (Folklore Festival of the Pacific Seashore), the Ferias y Fiestas de Buenaventura (Festivals and Fairs of Buenaventura), the musical market of the Pacific that takes place in Cali, and, occasionally, in Buenaventura and Valle Suena en Vivo (Valle Sounds Live), that highlight the musical vocation of the city, with a strong afrodescendent identity.

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

The joint effort of the National and Provincial Government has allowed the investment of a total of COP\$758,000,000 (US\$261,379) in the strengthening of the endeavor of traditional cuisine in accordance with the Policy for Knowledge, Safeguarding and Promotion of Traditional Food and Cuisines of Colombia in the last 5 years. This investment has had priority through the Plan Pazcífico (Pacific Regional Plan) of the National Government to improve the development of the region.

The office of the District Mayor invested COP\$400,000,000 (US\$137,931) to benefit 140 fishermen of Buenaventura with the construction of pools for seafood production.

According to data from the 2016 socioeconomical analysis by the Chamber of Commerce of Buenaventura, hosting activities and food services represent a participation in concentration of liquid asset holdings equivalent to COP\$38,752,678,392 (US\$13,362,993) annually in the classification of economic activities.

## **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 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, highlighting the 2030 Agenda for Sustainable Development and the New Urban Agenda. It is recommended to describe the main planned initiatives rather than multiple theoretical lists of actions. The city will be expected to implement this action plan in case of its designation.*

- 10.1** Presentation of a maximum of three initiatives, interventions, programmes or projects aimed at achieving the objectives of the Network locally by enhancing the role of culture and creativity in the sustainable development of the city, with at least one urban development initiative integrating the creative field concerned

*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, the objectives, the outreach and the 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. The presentation should include what might be challenges to achieving the plan fully, and how sustainable are the projects proposed. (3500 characters maximum).*

In order to boost the potential of traditional cuisines as part of sustainable urban development processes, three programs will be carried out. This plan is proposed in accordance with the aim of making headway in the efforts for safeguarding the cultural and natural heritage in order to reach the 11<sup>th</sup> objective of the 2030 agenda that strives for human settlements to be more resilient and sustainable.

The first initiative aims for a better access and participation in culinary creation through the strengthening of local endogenous research and training in traditional cuisines with the masters of this field. The research led by creators and carriers on the culinary field will reinforce training programs where traditional cuisine masters are paid for their work as teachers. This will improve their quality of life with a new income source and a value given to their traditional wisdom. Research processes will allow for a diagnosis of the current training spaces and its contribution to food safety, consumption of local farming and fishing products typical of traditional cuisine, and existing risks regarding the expansion of the educative offer in traditional cuisine.

The second initiative will strengthen the creation and dissemination of cultural products and services related to traditional cuisines. Firstly, the aim is to promote entrepreneurship projects in accordance with the 11<sup>th</sup> objective of the 2030 agenda which intends to support positive

economical, social and environmental networks among urban, periurban and rural zones through the strengthening of planning of national and regional development. So, the chaining of productive processes of the culinary system of Buenaventura is essential in this regard. For this, stakeholders of the production chain of traditional cuisine must be trained in the access to cultural rights and use of the value chain, through technical strengthening of the urban and rural fishing and farming production and constant support that allows for the reinforcement of at least 10 local productive initiatives in the first year. Additionally, this initiative will aim to establish cooperative networks amongst cooks in the historic market squares that allows an organization that is more visible and resilient in its establishment as a cultural industry. In line with the aforementioned endogenous research, it is necessary to build methodological guidelines for institutional articulation for cultural entrepreneurship, promotion of local farming and fishing production and protection of knowledge related to the traditional cuisine of the Pacific, while assessing the concrete economical impact of the sector.

Finally, the third initiative aims to promote the development of infrastructure that allows for the consolidation of entrepreneurship and access to cultural goods and services of the traditional cuisine which includes decentralization of the cuisine learning and research centers to benefit more marginal zones of the city, strengthening the agenda of events of traditional cuisine in important cultural spaces, and improve the physical and social conditions of the market squares of Buenaventura.

**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 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. The presentation should include what might be challenges to achieving the plan fully, and how sustainable are the projects proposed. (3500 characters maximum).*

In order to make improve the access to creative products and services of traditional cooks of Buenaventura, guaranteeing broader cultural exchanges open to the cultural diversity with other cities, it is expected to promote local infrastructure for the circulation of traditional cuisine such as José Hilario López market square, which is going through a wholesome renovation process covering not only infrastructure but also social and enterprise support for the 186 merchants and cooks established there. This space will be promoted internationally as a cultural center for the enjoyment of the traditional cuisines and local products from the Pacific region through responsible media activities and awareness-raising initiatives.

This renovation process will allow for the creation of spaces with a cultural tourism focus for exchanges and events for awareness-raising on culinary knowledge and an illustrative mechanism of administration of market squares.

On the other hand, it is expected to position at least an event that publicize traditional cuisine, such as “Cocinando desde la Raíz” which fosters academic and cultural encounters through cuisine, with musical expressions as the axis of mass events and handicrafts as an essential element of culinary activities. These initiatives will also allow the graphical, written and visual systematization of the learnt lessons from other cities and countries and to raise interest about its inclusion to the Creative Cities Network.

In this respect, it is important for these exchanges to happen with other Creative Cities and promote the objectives of the network in cities of the Pacific, in order to strengthen an exchange circuit among cities from the region. Specifically for the region, it is expected to start with Popayan, already a Creative City, to share experiences with cities like Tumaco, Pasto and Quibdo that encourage them join the network.

Furthermore, Buenaventura will look for participation in events or encounters organized by other Creative Cities in the field. Likewise, through the initiative of the Ministry of Culture called *Diáspora Africana en Colombia*, cultural exchange between Buenaventura and Cartagena will be promoted, within the framework of the construction of an infrastructure to facilitate the circulation of Afrocolombian cultural entrepreneurship products in a well established international hub like Cartagena.

### **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 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 funding applications envisaged to national and international funding bodies such as regional and national development banks and institutions, in order to complement the budget. 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 the feasibility, coherence, achievability and long-term sustainability of the estimated budget in relation to the action plan.*

The contributions that the District Administration makes to the budget for training, infrastructure maintenance and events and encounters will be of US\$1,000,000. Other resources related to the deploying of the action plan will be managed with international cooperation through the PNUD, by applying for a development fund of US\$ 70,000.

On the other hand, resources of the Ministry of Culture allocated to training and intervention processes for the infrastructure are valued at US\$500,000.

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

*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. The person in charge of the proposed entity will be the focal point for the city in case of designation. 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. (1000 characters maximum).*

The Escuela Taller Foundation of Buenaventura will be the focal point for the following processes of the action plan and coordination of organizations for its execution. This is led by the General Director of the Foundation, and the support of the coordination of the Cultural Area. The General Director, Yesid Ome, will be the focal point for the city in case of designation.

On the other hand, the Ministry of Culture, through the Group of Intangible Heritage and through the Nodo de Emprendimiento Cultural also back the plan. Other institutions involved will be the District Administration, the Ministry of Foreign Affairs, the Government's Office, Community Action Councils, Community Councils, SENA, University of Valle, Comfandi, Carvajal Foundation, Chamber of Commerce of Buenaventura, JHL market square association, Group of Cooks 8<sup>th</sup> Corregimiento, Buenaventura traders, Artisanal Fisherfolk Association, Intergremial Activity and cultural groups of music and handicrafts.

#### **10.5 Plan for communication and awareness-raising in the city**

*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).*

To promote the Network and its objectives to the citizens, an institutional network will be created for the communication of traditional cuisine in the District led by the Escuela Taller Foundation. It will lead awareness-raising activities within the framework of the city's nomination to the Creative Cities Network.

On the other hand, on the websites of the District Administration and the program Escuelas Taller of Colombia (School-Workshops of Colombia), there will be a section for the communication of Buenaventura as a Creative City of UNESCO. Activities, encounters and mass events related to the network and communication to the community of the information resulting from the systematization of experiences of the training, research and exchange processes will be promoted in the websites and social media.

Finally, the identity seal of Buenaventura as territory for promotion and safeguarding of traditional cuisine will be closely related with the image of Creative Cities Network.

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

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.

### **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. If more than one representative attend, at least the aforementioned city focal point or one expert will be included.

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

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

## 14. 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.*

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

- 14.1** Brief presentation of the cultural assets and creative industries of your city in the creative field concerned. Data, statistics and other indicators are highly recommended. (1400 characters maximum)

Located in a bay on the Pacific Ocean coast of Colombia, Buenaventura has been a historical, dynamic urban center and the center of Afrocolombian cultural tradition. Therefore, traditional cuisine in Buenaventura is notable as creative expression of Afrocolombian identity, which has contributed to collaboration and solidarity amongst the local community. Traditional cuisine of Buenaventura is based on the diversity of local fruits available, the richness of its local seafood production, and the use of herbs as condiments. Women are at the center of the culinary creative process in this vibrant port city. Urban cultural dynamism is also evident in Marimba music and traditional chants and Afrocolombian traditional midwifery, elements on the UNESCO and Colombian Intangible Cultural Heritage Representative Lists respectively.

In the last few years, several initiatives have boosted the promotion of traditional cuisine of Buenaventura. Since 2012, the Escuela Taller of Buenaventura has offered training programs in traditional cuisine, benefiting vulnerable young people of the community. Likewise, since 2014, awareness-raising on traditional cuisine knowledge and techniques has been enhanced through the Primer Encuentro de Cocinas Tradicionales del Pacífico Sur (First Encounter of Traditional Cuisines of the South Pacific), as well as the “Cocinando desde la Raíz” Festival.

- 14.2** 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)

- 1) To improve the access and participation in culinary creation through the strengthening of endogenous research and training in traditional cuisines with masters in the field.
- 2) To promote the development of cultural entrepreneurship projects through the establishment of productive networks of the culinary creative chain of Buenaventura.
- 3) To invest in the development of infrastructure to help foster access and circulation of cultural good and services related to traditional cuisine, with an emphasis on market squares as culturally significant places.

- 14.3** A maximum of four URL links to websites related to the creative field concerned and the contents of the application

<http://www.programaescuelastallercolombia.com/buenaventura/>

<https://www.youtube.com/watch?v=KWnLuheXynw>

<http://www.colombia.travel/es/a-donde-ir/pacifica/buenaventura/que-comer>

<http://www.mincultura.gov.co/prensa/noticias/Paginas/Buenaventura-abre-espacio-para-rescate-y-disfrute-de-la-cocina-tradicional-del-Pac%C3%ADfico-colombiano.aspx>

**Date** 15/06/2017

**Signature**

