



UNESCO World Forum

“Culture and Food: Innovative Strategies for Sustainable Development”

12 - 13 September 2019

Sala Ipogea, Parco Eridania, Viale Barilla 27/A, Parma, Italy,

PROGRAMME

Culture and food stand at the crossroads of tradition and innovation. Organized by UNESCO in collaboration with the Government of the Italian Republic, with the support of the Emilia Romagna Region and the Municipality of Parma, the World Forum will analyze the linkages between food, culture and society, as well as the evolving landscape of food security and food systems, and their pivotal role for the implementation of the 2030 Agenda for Sustainable Development.

Food has always shaped our relationship to our environment, from the first agricultural communities to the fully-fledged industrial societies of the twenty-first century. Transmitted from generation to generation, the long-established processes of food collection, preparation and service are part of our cultural heritage, both tangible and intangible, and are a source of cultural identity and pride, where each cuisine reflects a unique history, lifestyle, values and beliefs. Yet culinary practices have not remained static. Instead, they have crossed continents and acted as gateways to cross-cultural dialogue.

Nowadays, food culture continues to spark encounters, communication and exchange, adapting and innovating. Cities today are living environments, where traditions, cultures and behaviours influence one another, where intangible cultural heritage and creativity blend to give birth to new social practices around food. Popular media also sparks new ideas around food, healthy lifestyles and local produce through a multitude of food blogs, culinary festivals and celebrity TV chefs.

Food culture can provide solutions for the overlapping challenges of population growth, climate change and increasingly diverse societies. It provides inspiration to tackle challenges related to sustainable agricultural and fishery practices; education for behavioural changes and food

security. Promoting food diversity, behavioural change to ensure sustainable consumption and waste practices and lifestyles are key components of the global strategy to achieve the SDGs.

Bringing together over 150 participants and speakers, the World Forum will:

- take stock of existing research and policies, measures and practices in the area of culture and food with key stakeholders;
- identify key opportunities and challenges;
- explore innovative pathways to achieve the SDGs.

The UNESCO World Forum will put culture and food in the spotlight through a number of plenary sessions, side-events and interactive panels from a wide range of audiences, including practitioners, international experts, government representatives, IGOs and NGOs.

Thursday 12 September

11:00 – 12:00	Registration of participants
12:00 – 1:30 pm	Opening Ceremony <u>Addresses by:</u> <ul style="list-style-type: none">- Ms Teresa Bellanova, Minister for Agricultural, Food and Forestry policies- Mr Stefano Bonaccini, President of the Emilia Romagna Region- Mr Federico Pizzarotti, Mayor of Parma- Mr Ernesto Ottone R., Assistant Director-General of UNESCO for culture
1:30 – 2:45 pm	Light Lunch offered by the <i>Consorzio Parma Quality Restaurant (by invitation only)</i> Thematic panels The Panels will aim to highlight the cross-cutting contribution of culture and food to the implementation of the 17 Sustainable Development Goals, as enshrined in the United Nations 2030 Agenda for Sustainable Development.
2:45 – 4:00 pm	PANEL 1 : Cultural heritage and food: the foundations of cultural identity Culture and food are a source of collective identity through cultural and natural heritage carried by traditional knowledge and practices. Eating habits are a product of the codes of conduct and social relations structure of the society in which they occur and represent a nonverbal way of sharing meanings with others. Yet food practices do not remain static: with increasingly diverse populations, ingredients, dishes and food practices have crossed borders, blending and transforming. As such, food is a unique vector for intercultural dialogue and exchange. It has given rise to new creativity in the form of fusion food. In this panel, participants are invited to explore the linkages

between food, cultural heritage and identity, and adaptation to emerging trends. The discussion will focus on the challenges and opportunities of reinventing traditions in a creative and innovative way, while still preserving local identity.

Moderator: Ms Mariaelena Huambachano, Assistant Professor at University of Wisconsin (Perù/New Zealand)

Speakers:

- Mr José Iturriaga de la Fuente, Vice-President of the Conservatory of the Mexican Gastronomic Culture (Mexico)
- Ms Mabelle Chedid, President of Food Heritage Foundation (Lebanon)
- Mr Eric Olmedo, Director of Antropotek Labrotory (France / Malaysia)
- Ms Tuleka Prah, Food Blogger (Ghana/UK)
- Mr Daniele Del Rio, Associate Professor at the School of Advanced Studies on Food and Nutrition (Italy)
- Mr Jean-Euphèle Milcé, Director at Le National of Haiti (Haiti)

4:00 – 5:15 pm

PANEL 2 : Culture for the socio-economic development of urban and rural areas: new cultural policies

The world is increasingly urbanised – over 50% now live in cities – which has an impact on socio-economic development both for cities and for the surrounding territories. Food culture has become an integral part of cultural policies and cultural diplomacy worldwide. The food sector is an engine for social and economic development. It provides new impetus for agricultural production and exports, as well as generating whole new industries from audiovisual and printed media, to new types of jobs and cultural tourism. In this context, increased cultural tourism and food-related tourism is creating new opportunities and challenges. Food related industries - while posing issues with regard to food consumption habits and food waste - is a vector for poverty reduction and improved well-being. New social habits related to food generate new modes of communication and social engagement, inclusion and integration through enhanced forms of cultural diversity and creativity. Economic investment in food systems strengthens agriculture, industries and improves territorial integration by intensifying the links between urban and rural areas and populations, knowledge of territories and cooperation. For the past 30 years, civil society groups have advocated to prevent the disappearance of local food cultures and traditions, and educate on how our food choices affect the world around us. As such, they play an important role in designing new socio-economic strategies. This Panel will examine the socio-economic strategies that combine food and culture to stimulate development within rural areas, as well as in cities.

Moderator: Mr. Xavier Medina, UNESCO Chair on Food, Culture and Development, Universitat Oberta de Catalunya, Barcelona (Spain)

Speakers:

- Ms Marine Mandrila, Co-Founder of the Refugee Food Festival (France)

- Mr Julian May, UNESCO Chair on Africa Food Systems (South Africa)
- Mr Mauro Agnoletti, Associate Professor of Rural Landscape Planning, University of Florence (Italy)
- Mr Alfonso Pecoraro Scanio, President of UniVerde Foundation (Italy)
- Mr Francisco Cervilla, Co-director of Grupo Barrio (Costa Rica)
- Mr Mostafa Elbarbary, Co-Founder of Cairo Bites Food Festival (Egypt)

5:15 – 6:00 pm

Side Event: Presentation of the campaign "Italian Sites UNESCO World Heritage - Italy's Heritage, The World's Inheritance" by the Italian Ministry of Cultural Heritage and Activities and RAI Cultura

This side event is an opportunity to present the Italian tangible and intangible cultural heritage with a focus on the relationship between food and culture.

6:30 – 7:15 pm

Side Event: Show cooking by Casa Artusi

8:30 pm

Gala Dinner by Emilia Romagna Region and ALMA, International School of Italian Cuisine (*by invitation only*)

Venue: Voltoni della Pilotta, Piazza della Pilotta

Thematic panels (continued)

9:15 – 10:30 am

PANEL 3 : Education and sustainability: vocational training and new jobs

The food we eat and the ways we consume can exacerbate unsustainable – and unhealthy - lifestyles. Notably, one third of all food produced globally is wasted and single-use plastics often end up in the ocean. Education for sustainable development can encourage individuals to make more responsible choices. Learning sustainable behaviour can take place in diverse contexts from the classroom to cookery school, the hospitality sector, or even to a wider public through the media, via celebrities and chefs. Ensuring awareness of these dimensions amongst the wider public is crucial. Trends suggest that the food and beverage industry is growing worldwide, offering more employment opportunities and Technical and Vocational Education and Training. This training should be flexible to take into account local knowledge systems that can lead to more sustainable food production and consumption, as well as the latest trends in culinary creativity such as fusion food or street food. This panel will explore the opportunities for new employment in the food industries; strategies for education for sustainable development; investment in informed communication and awareness raising builds on local cultures with a view to influencing social transformations for more sustainable food practices.

Moderator : Ms Salome Asena, Senior Research Officer, United States International University - Africa Department (Kenya)

Speakers:

- Mr Bernardo Mançano Fernandes, UNESCO Chair in territorial development and education for the countryside, Universidade Estadual Paulista "Júlio de Mesquita Filho" (Brazil)
- Ms Maria Giovanna Onorati, Associate Professor at The University of Gastronomic Sciences (Italy)
- Mr Patrizio Bianchi, Regional Councillor of Emilia Romagna for the coordination of European policy for economic development, education, vocational training, university, research and labour (Italy)
- Mr Andrea Sinigaglia, Director of ALMA International School of Cuisine (Italy)
- Ms Florencia Castillo, Founder of El Manisero (Belize)
- Mr Jiang Yuntao, Teacher of Western Culinary Art Qingdao Vocational and Technical College of Hotel Management (China)

10:30 – 11:45 am

PANEL 4 : Science and research: biodiversity, food security and innovation for the planet

By 2050, there will be 9.8 billion people on Earth. In addition to population growth, climate change is threatening food security: according to the latest UN figures, it is estimated that already over 2 billion people do not have regular access to safe and nutritious food in sufficient quantities. The expansion of agricultural land is also the

largest factor for deforestation. These trends threaten biodiversity, which is decreasing at an unprecedented rate. Investment in research and innovation makes it possible to combine work that reinforces agricultural biodiversity and resilient ecosystems, with cultural identity. New technology and knowledge development can address the global issues and urgent challenges facing the world today, such as climate change, disaster risk reduction, water management and the growing competition for natural resources. Culture can play a pivotal role in promoting a sustainable approach to food that places at the heart of its concerns respect for the health of the consumer and the environment, as well as the protection of producers. Innovative methodologies for preserving sustainable agriculture and healthy diets, ensuring sustainable management of natural resources while meeting food demand are necessary. This panel will examine how local knowledge and traditional practices can contribute to enhancing the knowledge base by building on the latest science and innovation.

Moderator: Mr Hans D'Orville, former UNESCO Assistant Director-General for Strategic Planning (Germany)

Speakers:

- Mr Iván Castro Lizazo, UNESCO Chair on Agroecology and Sustainable Development (Cuba)
- Ms Simona Caselli, Regional Councillor of Emilia Romagna for agriculture, hunting and fishing (Italy)
- Mr. Giorgio Marrapodi, Director General of the Development Cooperation, Ministry of Foreign Affairs (Italy)
- Ms. Hairong He, PHD Candidate at the Peking School of Public Health (China)
- Mr. Roberto Ridolfi, Assistant Director-General Programme Support and Technical Cooperation Food and Agriculture Organization of the United Nation (FAO)

12:00 – 12:45 pm **Special Event: “Cooking is a call to act” with Chef Massimo Bottura and Ms Francine Segan**

1:00 – 2:00 pm **Light Lunch offered by *Chef to Chef Association (by invitation only)***

2:15 – 3:00 pm **Side Event: “The role of National Parks and the UNESCO Man and the Biosphere Programme in promoting food quality and sustainability”, organized by the Italian Ministry of Environment**

3:15 – 4:30 pm **PANEL 5 : The example of UNESCO Creative Cities of Gastronomy**

The UNESCO Creative Cities Network (UCCN), set up in 2004, is a platform for promoting cooperation between cities that have placed creativity and cultural industries at the heart of their development plans at the local level. They share this common vision for local sustainable development and actively cooperate at the international level. The 180 Cities that currently make up this Network have opted to pursue cultural

policies based on seven different areas of creativity, one of which is gastronomy, gathering 26 cities. Most of these cities of gastronomy have joined the network since the adoption of the Sustainable Development Agenda in 2015, reflecting a growing interest on the part of Member States in harnessing gastronomic creativity, as well as food related intangible cultural heritage, as a driver for local development, creativity and innovation. The UNESCO Creative Cities of Gastronomy are committed to promoting gastronomy and food practices to stir global action and youth engagement in support of values of global citizenship, respect for human rights, cultural diversity, intercultural and intergenerational dialogue towards peaceful coexistence around food.

Moderator: Ms Magdalena Moreno Mujica, Executive Director of the International Federation of Arts Councils and Culture Agencies (Chile/Australia)

Speakers:

- Ms Maria Helena Senna Fernandes, Director of Government Tourism Office (UNESCO Creative City of Macao, Special Administrative Region, China)
- Mr Lázaro Israel Rodríguez Oliva, Consultant on Cultural Development (UNESCO Creative City of Panama city, Panama)
- Mr Dag Hartman, Project Coordinator (UNESCO Creative City of Östersund, Sweden)
- Ms Zsanett Monika Laszlo, International Tourism Promotion Manager (UNESCO Creative City of Tsuruoka, Japan),
- Ms Anita Maria Silveira Pires, President of *FloripAmanhã* Association (UNESCO Creative City of Florianopolis, Brazil)
- Mr Cristiano Casa, Councillor for Tourism and International Relations (UNESCO Creative City of Parma, Italy)

4:30 – 5:30 pm

Presentation of the results of the panels

5:30 – 6:00 pm

Conclusions and Closing Ceremony

Addresses by:

- Mr Franco Bernabé, President of the Italian National Commission for UNESCO
- Ms Paola Leoncini Bartoli, Director, Cultural Policies and Development, UNESCO
- Mr Federico Pizzarotti, Mayor of Parma