

# UNESCO City of Gastronomy Östersund, Sweden

combining gastronomy, culture and  
tourism as a tool for regional  
development

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# The Challenges

## What to deal with

- “remote communities on the northern margins of Europe”

## How to address the challenges

- highlight what we are good at, and start working together towards common goals
- work with regional initiatives aiming on national and international partnerships

# UNESCO Creative Cities Network

[www.youtube.com/watch?v=cTbivM9YBuQ](http://www.youtube.com/watch?v=cTbivM9YBuQ)



The Creative Cities Network connects cities who want to share experiences, ideas and best practices for cultural, social and economic development, 42 cities in 7 genres: Literature, Film, Music, Crafts and Folk Art, Design, Media Arts, Gastronomy.

# What's in it for us?



- Marketing the city/region on a global platform
- Networking to support creative partnerships
- Cooperation for cultural and economic development

# Do we have what it takes?



United Nations  
Educational, Scientific and  
Cultural Organization



ÖSTERSUND  
CITY OF GASTRONOMY

- Member of the
- UNESCO Creative Cities
- Network since 2011

# What do we give back?

“Their culinary tradition tightly linked to nature and sustainable development is expected to bring Östersund’s distinctive profile as a gastronomic city to an international level and serve as a valuable asset to the Network.” (UNESCO 2010)

# Conclusions

## *Gastronomy as a driver of regional development*

- Build on your assets
- Cooperation in strong partnerships
- Keep the vision alive

# Thank You

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- Ruraland Development Players, Interreg 4c
- Craft International, Artisan business development NPP
- Ecoregions project, Interreg 4c