



Creative City Network



Designated UNESCO Creative City in 2016



Designated UNESCO Creative City in 2015



Designated UNESCO Creative City in 2013



Member of the UNESCO Creative Cities Network since 2018



Designated UNESCO Creative City in 2005

Sabores y Saberes

Declaration of San Cristóbal de Las Casas, Mexico, February 2-5, 2018

CONSIDERING that, throughout the experience of cultural exchanges at the Sabores y Saberes festival and plenary sessions, municipal leaders, focal points, creatives and experts from UNESCO Creative Cities, including San Cristobal de Las Casas, Mexico (Crafts and Folk Arts); ITKIUS, (International Traditional Knowledge Institute of United States); Ensenada, Baja California (Gastronomy); Icheon, South Korea (Crafts & Folk Art); Paducah, USA (Crafts & Folk Art); and Popayán, Colombia (Gastronomy) have participated in the transversal connection between Gastronomy and Crafts and Folk Art.

CONSIDERING the UNESCO Recommendation concerning the Status of an Artist, Belgrade, 27 October 1980.

CONSIDERING the ICOMOS INTERNATIONAL LETTER ABOUT CULTURAL TOURISM The management of tourism in sites with relevant heritage (1999) and in particular Principle 5 – The activities of tourism and the conservation of the heritage will benefit to the host community.

CONSIDERING the ICOMOS 'Delhi Declaration on Heritage and Democracy', New Delhi, India, on 15th December 2017, and in particular the emphasizes in understanding that "people's perspective is central to heritage, and that ethical principles have to be developed for heritage" and that "cultural identities should not be compromised by uniform and insensitive planning", and that "Collection and dissemination of information related to a heritage resource must be done in a transparent manner, using digital technologies by governments and institutions".

CONSIDERING the Östersund Declaration at the X UCCN Annual Meeting, September 14-16, 2016, and in particular the "SUSTAINABLE URBAN ECONOMIES: Alleviating poverty and managing economic transitions by enhancing the cultural assets and human potential of cities" and "ENHANCED RURAL-URBAN LINKAGES: Fostering respect for the cultural value of small settlements and landscapes, and strengthening their relationship with cities".

CONSIDERING the Paducah Declaration at 2017 UNESCO's Paducah Fingerprint Declaration, September 27, 2017, and in particular "1. INTEGRATE DIFFERENT CREATIVE SECTORS.

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Creative Cities don't act only by clusters, but also by hybridation among different fields. Creativity is like love: asks for exchange and sharing. Our main creative identity is based on the quality of crafts and folk art, needs integration and collaboration with other creative fields", and "2. SIGN AN ALLIANCE BETWEEN HERITAGE AND INNOVATION. Cultural heritage is the fountain of the creativity of our cities, but it must also lead the innovation and not only protect the preservation. Creativity must use technological innovators, designers and makers to spread its effect in the field of production and in the horizon of creative manufacturing", and "3. DISTRIBUTE A CREATIVE DIVIDEND. Use innovative tools for the creative cities' economic impact through the promotion of new cultural-based frameworks for taxes, land compensation and equalization, fiscal leverage and management incentives, in order to enhance the return on investment in culture and the spread of positive effects".

CONSIDERING the Denia informal Declaration at D*NA Gastronomic Festival, October 1, 2017, and in particular "the Gastronomic and Cultural wellbeing of our citizens is given by the harmonious interaction between the City and the Rural landscapes, and within all the actors in the food production chain, thus including seeds savers, farmers, traditional food producers, kitchen assistants, sous-chefs and chefs" and "therefore, as Creative Cities of Gastronomy, we encourage our chefs to support the food production chain of our Cities; to develop a Rural-City harmonious relation; to protect and foster the Gastronomic Culture of our Cities, and further expand the exchange and sharing of experiences and local traditional best practices".

RECOGNIZING the work done by the Popayán Creative City of Gastronomy during fifteen Gastronomic Congress (2003-2017) dedicated to refine the appropriate format to describe, disseminate and save the traditional gastronomy of Colombia; and their support in a cross-cluster collaboration to define the model of the Festival "Sabores y Saberes".

RECOGNIZING the testimony of the artisans, chefs, artists and creatives that participated to the Festival "Sabores y Saberes" that clearly stated: creatives need to have common spaces of interaction, and for a suitable period of time, to share and work in communion; exchange perspectives about their different cultures; identify new and appropriate spaces for cross collaboration, collective creation in real time and exchange of processes and techniques; creatives need to be involved in ensuring that all necessary resources will be provided by the hosting organization, and the documentation of this process will be available to share as well, and improve upon with other members of the UCCN.

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RECOGNIZING that the Festival "Sabores y Saberes" represents a new format for UCCN meetings ideal to share experiences, promote the local culture, achieve mutual recognition and understanding, contribute to the economic development of the hosting City's Creative Sector, and to nurturing a culture of peace and sharing, by:

- The implementation of the concept of "Creative Contamination" among different clusters: mixing the creativeness of two or more clusters, represented both by public officials and by expert knowledge keepers, to create a cultural product totally different and new, still respectful of each UCC's cultural heritage and tradition.
- The participation in a commonly developed project with the active collaboration between visiting and local expert knowledge keepers, visiting and local apprentices to share and learn new techniques and methods, thus reciprocally contributing to the professional development of a new globalized and experienced group of creative experts.

RECOGNIZING the good practice established by Paducah Creative City of Craft and Folk Arts in formalizing a local strategy and a public policy to generate beneficial results to all the Community through cultural tourism initiatives.

RECOGNIZING the good practice established by San Cristobal de Las Casas Creative City of Craft and Folk Arts of having adapted an ancestral process that still work as a connector between the city (consumer) and the indigenous villages (producer) in a festival that allows interaction among every actor of the production-consumer chain.

RECOMMEND to all the cities of the UNESCO Creative City Network, but specially to the cities of Crafts and Folk Art and Gastronomy clusters, to embrace this Declaration, and organize in their own places initiatives similar to "Sabores y Saberes" as a full experience of cultural exchange and "Creative Contamination" by adopting the following principles:

PRINCIPLE 1: Through a technological-based platform and with common and agreed formats and protocols, promote and educate about the creative products and the territories where the UCCs have developed their unique sense of place. Entice cultural tourists to visit, engage and interact with the territory (Experiential Tours), in order to---



PRINCIPLE 8: Recognize the importance and the educational opportunity that physical encounters represent to build partnerships and best practices in and within clusters. At this purpose define principles and guidelines, with guidance from **cultural exchange experts**, for facilitating the organization and the participation to the physical encounters and fully capitalize upon the opportunities for technical Knowledge Keepers to document and disseminate the results of such exchanges.

We, the Creative City delegations of the "Sabores y Saberes" Craft and Folk Art and Gastronomy Festival, held in San Cristobal de Las Casas, Mexico, February 2-5, 2018,




ADOPT the above describe Principles and **ASK** the other members of the UNESCO Creative City Network to:

PROMOTE within all national agencies and chairs of UNESCO the participation of all level governments, civil society, academics to strength the capacities of all cities in addressing specific subjects, objectives and goals, and increase the effectiveness of the communication and awareness about the outcomes of projects.

PROMOTE within all level of **GOVERNMENT** the adoption of this Declaration and the allocation of appropriate resources to implement and integrate in the *Cultural Policies for the Sustainable Urban Development* strategic plan in each city.



The Representatives that we indicated below, accept and adopt this Declaration and authorize to use their digital signature for this propose.

DELEGATES (Cities' Representatives)			
Name	City	Position	Signature
Marco Antonio Novelo Ozuna	Ensenada, Baja California Mexico.	Mayor	
Jared Isaac Gutiérrez López	Ensenada, Baja California Mexico; International Affairs Office.	Director	
Damian Valles Cañedo	Director of Ensenada Ciudad Creativa A.C., Baja California, Mexico	Focal Point	



DELEGATES (Cities' Representatives)			
Name	City	Position	Signature
Byungdon Cho	Icheon, Incheon, Suth Korea	Mayor	
Kim Si-Hun	Icheon, Incheon, Suth Korea; Culture and Tourism Division	Division Director	
Oh Jae-Hoan	Icheon, Incheon, Suth Korea; Creative City & Exchange team	Team leader	
Woo Da-Kyung	Icheon, Incheon, Suth Korea; UNESCO Creative city work Exchange with Americas	Focal Point	



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DELEGATES (Cities' Representatives)

Name	City	Position	Signature
Brandi, Harless	Paducah, Kentucky, US	Mayor	
Mary, Hammond	Paducah, Kentucky, US	Focal Point	
Laura, Oswald	Paducah, Kentucky, US	Alternative Focal Point	




DELEGATES (Cities' Representatives)			
Name	City	Position	Signature
Cesar Cristian Gómez Castro	Popayán, Cauca, Colombia	Mayor	
Enrique González Ayerbe	Gastronomic Corporation of Popayán	President	
Felipe Yepes Uribe	Popayán, Cauca, Colombia	Focal Point	
Carlos Umberto Illera Montoya	Gastronomic Corporation of Popayán	Representative	



DELEGATES (Cities' Representatives)			
Name	City	Position	Signature
Marco Antonio Cancino González	San Cristóbal de Las Casas, Chiapas, Mexico	Mayor	
Oscar Takeshi López Moreno	San Cristóbal de Las Casas, Chiapas, Mexico	Government Representative	
Isaac Jonatan Cordero Hernández	San Cristóbal de Las Casas, Chiapas, Mexico; Secretary of Colectivo Torath ONG	Focal Point	
Gloria Susana Montes de Oca Dominguez	San Cristóbal de Las Casas, Chiapas, Mexico; Mexican Association of Business women Chapte SCLC.	President	
Alethia Díaz Vazquez	San Cristóbal de Las Casas, Chiapas,	Expert Representative	



Witness of Honor			
Name	Organization	Position	Signature
Nuria Sanz	UNESCO MEXICO OFFICE	Director	
Giuseppe, Biagini	ITKIUS (International Traditional Knowledge institute USA)	Director	