

Membership Monitoring Report

Östersund and Jämtland/Härjedalen 2018–2021

Östersund – City of Gastronomy



Contents

Östersund together with Region of Jämtland Härjedalen was appointed in the UNESCO Creative Cities Network (UCCN) of Gastronomy July 2010, as the second member in the UCCN Gastronomy Group (COG).

Östersund has taken a comprehensive responsibility from the beginning, the UCCN COG 2013–2018, and hosting the 10th Annual Meeting in Östersund in 2016.

The following report describes the work of Östersund and Region of Jämtland Härjedalen in the network 2018–2021 and plans for the years 2022–2025.

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General Information



ÖSTERSUND
City of Gastronomy

- Member: Östersund
- Country: Sweden
- Creative field: Gastronomy
- Date of appointment: July 2010
- Date of reporting to UNESCO: November 30, 2021
- Responsible for the report: Östersund Municipality - Region Jämtland/ Härjedalen
- Number of previously submitted reports: One (2017)

Executive Summary

Östersund municipality together with Region Jämtland Härjedalen was accepted as member no. 24 in July 2010, and was then the second city, entitled UNESCO City of Gastronomy. Since then, the city has actively contributed to the network, both in regional projects and on a global platform with many initiatives linking the network together, now consisting of 26 members in the gastronomy group and 180 members in total. The international work culminated following two years of preparation hosting the 10th Annual Meeting 2016 and visited by nearly 300 international delegates from over 50 countries.

Since 2018 Östersund has also participated in further UNESCO meetings to develop the network. The city participated as speakers responsible for the UCCN COG Activity planning, coordinating the projects and initiatives from the COG members. Membership in the UCCN requires that members are required to work in joint partnerships, projects, and initiatives to fulfil the strategic framework within the UCCN aiming at cultural and economic cooperation, and to operationalize the UN 2030 Agenda. Since 2010, several study visits have been conducted to various cities. Similarly, delegations from member states have visited Östersund and Jämtland Härjedalen to discuss cooperation. The last 4 years have seen the consolidation and long-term pursuit of municipal and regional gastronomy initiatives, in particular: The city of Östersund, together with regional food representatives, have decided on a common regional food strategy. The strategy aims to establish a common approach to food and gastronomy as a driver for regional growth and development.

Culture and creativity as a prerequisite for sustainable development is part of Region Jämtland Härjedalen Regional Development Strategy, to give stakeholders in the creative sector better conditions. As part of Östersund Business strategy for sustainable growth, the city aim to continue to



further develop Östersund with focus on a well-developed gastronomic cultural life. In a recent report OECD recommends the region to enhance competence in key fields, utilizing the strength of small businesses linked to natural resources and tourism-related services, to strengthen international cooperation.

Due to COVID-19 the many planned exchanges and gastronomic activities have been cancelled during 2020 and 2021. However, during these last two years interactions with other gastronomy cities have been arranged online, which has been a challenge.

During the four-year period 2018-2021 within the Östersund / Region of Jämtland Härjedalen membership to the UNESCO Creative Cities Network, the plan is to deepen the efforts at local level and expand national and international cooperation to meet UNESCO's strategic framework to create regional added value. The work is based on local and global steering documents (Regional development strategy, Östersund Business strategy for sustainable growth, Regional Food Strategy, UCCN Mission Statement, UN 2030 Agenda).

Positioning Östersund and Jämtland Härjedalen in global value chains in collaboration with the UNESCO Creative Cities Network, will continue to be a tool to fulfil the local policies. These integrate culture and creativity into local development strategies and plans, creating business opportunities and transfer of competence to entrepreneurs in the creative and cultural sector and companies in an international market. The proposed work will also include organisations in the national Swedish level in cooperation with the Swedish National Commission to UNESCO, and the Swedish Foreign Office. Initiatives are also planned on the international stage together with the UCCN members.



Contribution to the Networks global management

Since the start of its membership in the UCCN network in 2010, Östersund has been very active in contributing to the network and has participated in several UCCN meetings over the last four years (2018-2021). The city has been represented in every annual meeting since the 2010 annual meeting in Shenzhen and played an active role in later meetings culminating in the arrangement of the UCCN annual meeting in Östersund in 2016. Östersund together with Region of Jämtland Härjedalen hosted the UCCN 10th Annual Meeting 14-16 September 2016. The UCCN members were able to meet, exchange experiences, develop new strategies for the network and take part of Good Practices from the entire network. The Creative Cities Network Annual Meeting 2016 resulted in the participation of 270 international delegates from nearly 100 UCCN member states from about 50 countries. Additionally, 25 mayors from different member states participated in a Mayors Meeting. During the annual meeting the university Mid Sweden University hosted a scientific Conference VEC conference, focusing on culture and creative sector.

Number of UCCN-meetings during the last four years (2018-2021):

2018 – XII UCCN annual meeting in Krakow Katowice, Poland

2019 – XIII UCCN annual meeting in Fabriano, Italy

2020 – XIV UCCN annual meeting in Santos, Brazil (postponed)

2021 – XV UCCN annual meeting in Istanbul, Turkey (postponed)

Over the last four years Östersund participated in different UNESCO meetings to develop the network. In 2018, Östersund attended a meeting in Norrköping Creative City of Music, together with the Swedish National Commission. The purpose of the meeting was planning the Creative Cities strategies in Sweden aligning to the Swedish UNESCO strategy. Östersund also participated in a national conference of cultural development, "Folk och Kultur" together with the Swedish National Commission, presenting the Good Practices from UNESCO Creative Cities Network. Östersund are also involved in the national initiative Team Sweden, launched by the Swedish government, Department of Foreign affairs, to support cultural export from Sweden.

Östersund and the Region of Jämtland participated as speakers at the Parma World Meeting 2019 September 2019 and UNESCO World Forum in Paris May 2019 and as speakers in Macao Gastronomy Forum, China, 2018 and 2019. In February 2020 Östersund was a speaker in Phuket, Thailand supporting the bid from Thailand to arrange a UCCN annual meeting in Thailand.

Host for coordination meetings within the UCCN network: Östersund was an elected delegate in the UCCN Steering Group 2013-2018. The steering group consisting of representatives from each of the seven genres of the UCCN, and the UNESCO Paris Secretariat represented by the UNESCO Director of Creativity. At the annual meeting in Krakow and Katowice 2018 the coordination was transferred to Parma.

During the COVID-19 pandemic, Östersund and the Region of Jämtland participated in the Zoom-meetings arranged within the gastronomy group and contributed with input and reflections of the management of the Network.

In 2019 Östersund launched a big initiative called Fossil free Gastronomy meeting. The idea was to host a digital gastronomy cluster meeting with all 36 members of the gastronomy group. The purpose was to get all gastronomy cities to meet in a fossil free conference - as a model for future meetings, but also to share experiences in a global setting over 14 time zones, a conference in the metaverse format. Unfortunately, the plans were interrupted by the COVID-19 pandemic. The aim is to reschedule and launch another kind of gastronomy cluster meeting within the next four-year period.

Östersund together with Region of Jämtland has since 2018 been responsible for the UCCN Creative city of gastronomy activity plan, coordinating the projects and initiatives from the gastronomy cluster members.

For the call from the UCCN Secretariate 2020, Östersund together with Region of Jämtland compiled the COVID-19 response action from the group and communicated the initiatives to the COG group and to UNESCO.

Coordination of applications to the UCCN gastronomy cluster: Östersund has served as an evaluator for new members of the network within the gastronomy cluster, the applications have been evaluated by the network members, several experts in the field, which together formed the basis for recommendations to the General Director of UNESCO for admissions.

Call for new members 2019: Östersund has been mentoring applicant cities towards the UCCN membership, delegations have visited on several occasions from Huaian/China, Yangzhou/China and Bendigo in Australia. From Östersund were working with city teams to support the cities in their application work, while delegations from Huaian, Yangzhou and Bendigo also visited Östersund and the Region of Jämtland Härjedalen during 2019.

Call for new members 2021: In the 2021 call for UCCN members, Östersund acted as mentor for the cities of Rouen/France, Diyarbakir/Turkey, Launceston/Australia, and the Swedish city of Gothenburg as a UCCN City of Literature.



Major initiatives implemented at the local level

Many significant benefits have been stemming from Östersunds designation as a UNESCO City of Gastronomy 2010. The last 4 years have seen the consolidation and long-term pursuit of municipal and regional gastronomy initiatives, in particular:

Regional food strategy: The city of Östersund, together with regional food representatives, have decided on a common regional food strategy. The strategy aims to establish a common approach to food and gastronomy as a driver for regional growth and development. The regional food strategy was decided 2018. Since 2018 Östersund and other regional stakeholders have implemented the food-strategy by different action plans and common EU-funded food-projects.

Eat Art Festival: Four years in a row, Östersund has arranged the Eat Art Festival - a cultural festival where sustainable, good, and clean food are the driving forces. The festival is a cross-cultural food festival that celebrates the region's food traditions with live music and activities for the whole family. Private and public actors collaborate to carry out the festival. Organizer of the festival is the non-profit association CIA (Create, Imagine, Act) and the city of Östersund is one of the co-financiers. The festival has been located at different parts of Östersund during these years: Parks outside the city centre, in Östersund and digitally. Some years the festival hosted chefs from other UNESCO cities, for example Belém (Brazil) & Macao (China). During 2020 the Eat Art Festival did not cancel like many other festivals were forced to do in Sweden, instead they extended the program and digitized it to a large extent. During the first two weeks of June 2020, gastronomic and cultural actors from Östersund and the surrounding region arranged creative activities. The year 2020 was the festival's fourth year and during 2020 Östersund also celebrated 10 years as a UNESCO Creative City of Gastronomy which was highlighted during the festival.

Harvest festival arranged 2018, 2019 and 2021: Local farmers from Östersund and the surrounding region open their farms and welcome guests to taste artisan food and buy handicraft from the region around Åre/Östersund. Visitors could treat themselves to one of Sweden's most awarded cheeses and get to know the local food artisans on a road trip through the colourful countryside. "Let's go on a fika trip around Jämtland Härjedalen!" is one of the most popular sayings you can hear during the harvest festival Skördefest Jämtland Härjedalen. The festival takes place

annually during a weekend in September. During the festival there are plenty of pop up fika-places out in the countryside where locals and travelers experience home baked delicacies and traditional food in an authentic environment. The festival is all about experiencing one of Europe's cleanest food production by taking a scenic drive and visiting farmers around the region.



Celebration of “10 years as Creative City of gastronomy”: The city of Östersund and the region of Jämtland Härjedalen had major activities planned to celebrate the 10th anniversary “10 years as Creative City of gastronomy”. The city developed its own symbol for the 10-year celebration, and we had several activities planned. Some examples: Citizen budget, which involved distributing a sum of money to various organizers and entrepreneurs and through a consensus model get mandate to arrange and market the 10-year anniversary to residents and visitors. Unfortunately, this could not be done, due to COVID-19. Instead, the municipality invested in several articles and reports to draw attention to the 10-year anniversary. Another big project planned for the anniversary was hosting the online fossil free conference for all the Gastronomy cities. Read more about this event under 5. Major initiatives implemented through inter-city cooperation below.

Sustainable Gastronomy Day (18 June): Since the launching of the Sustainable Gastronomy Day, Östersund has celebrated this in different ways: The 2017 Sustainable Gastronomy Day was celebrated during the new food festival crEATivepARTy in the park - a cultural festival where sustainable, good, and clean food were the driving forces, and creators, artists and chefs from the local food, music and art scene participated.

In 2018, Gastronomy Day was celebrated during the festival crEATive pARTy in the park (changed name into EAT ART festival). A cross cultural food festival in the shadow of the Midnight Sun in Östersund, Jämtland. Nordic, artisan soul food, art, nature, music & culture is the core. The EAT ART festival ended on June 18 with us celebrating the international UN day “World Sustainable Gastronomy Day”! In the spirit of sustainability, the festival therefore arranged a seminar for industry professionals in collaboration with the Climate Council of Jämtland County. The 2019 and 2020 Sustainable Gastronomy Days were celebrated by spreading articles, information about local gastronomy and the UCCN membership.

Sami food in public kitchens: During 2020-2021, the municipality of Östersund has co-financed a regional food project that focuses on Sami food in public kitchens. The purpose being to increase knowledge about the Sami food and implement more Sami food culture in our public kitchens and inspire food producers to production towards public sector including municipal procurement.



Major initiatives implemented through inter-city cooperation

Membership in UCCN means that members are required to work in joint partnerships, projects, and initiatives to fulfil the strategic framework within the UCCN aiming at cultural and economic cooperation, and to operationalize the UN 2030 Agenda. Since 2010, several study visits have been conducted to various cities, and delegations from member states have visited Östersund and Jämtland Härjedalen to discuss cooperation.

Listed below are some of the major initiatives that Östersund and Jämtland Härjedalen has taken part in, both within the UCCN gastronomy cluster and with other genres of the UCCN:

The UCCN membership also provides opportunities for exchanges of students, entrepreneurs, and cultural practitioners, where several initiatives are on-going, and some are under planning:

Erasmus + project: "Tasting Schools". The project aimed at schools and students between the ages of 10 and 12 conducting study visits and joint education activities in the fields of food, health, and culture. The project was a collaboration between the UCCN cities Östersund, Parma, Dénia and Bergen, and was performed between 2016 and 2018.

Erasmus + project: "Youths in action for a creative and sustainable gastronomy", project period 2017 - 2019. The project aimed to enhance opportunities for young people in the participating member cities Östersund, Bergen, Gaziantep, Dénia and Parma to ensure recruitment in the gastronomic sector while addressing the problem of youth unemployment. The project also identified the skills needed to interact with companies in gastronomy and tourism, thereby improving youth employability.

FoodCityDesign: Östersund is a university city and the cooperation with Midsweden university has been important for the gastronomic development. In February 2021 an educational initiative between the cities of Parma, Dénia, Bergen and Östersund where the universities of Parma, Alicante, Bergen and Midsweden University launched a master's degree in FoodCityDesign. The Master's program will continue for two years and is coordinated from Parma. The students come from Sweden, Norway, Italy, and Ecuador and will make thesis of food development in the COG.

Économusée Canada: During the period discussions have been ongoing with the Économusée Network, supporting small artisan craft and food producers in Canada and in the North Atlantic territory of cooperation, a lecture was given at a conference in Quebec 2018 of Östersund benefits of the UCCN designation.

Jeonju Bibimbap Festival: In November 2019 two chefs from Östersund participated in the Jeonju Bibimbap festival, and where able to share the traditions of food and culture from the Region of Jämtland, and at the same time establishing valuable contacts in the food sector for further exchange. In October 2019 a chef from Östersund participated in the Macao Gastronomy Forum, an event cooking together with chefs from the other COG cities.

Shunde Food Festival: From 2018-2019 Östersund supported the development of Shunde Food Festival, China, together with Overseas Chinese Towns Ltd. The Shunde International Gastronomy Visitor Centre being a physical centre with permanent exhibitions of food from the COG and from Shunde showcasing the Cantonese cuisine. The cooperation culminated in November 2019 with the inauguration of the Shunde Gastronomy Visitor Centre and a session of speakers from the COG group and the UNESCO Beijing Office. The session was moderated by Östersund delegates.

Östersund together with Region of Jämtland Härjedalen have an ongoing cooperation with Bendigo city and region in Australia. One of the initiatives is to connect the Aboriginal clan Dja Dja Wurrung with the South Sami Nation represented by Gaaltije, the South Sami Cultural Centre in Östersund. The projects are in the theme of Traditional Knowledge, for better tools to handle climate change.

During the present COVID-19 pandemic, many meetings are postponed. Currently physical meetings in Alba, Dénia, Gaziantep, Hatay, Afyonkarahisar and Macao in the UCCN COG group are pending. Östersund has participated in digital meetings as a speaker in Belo Horizonte/Brazil, Bergamo/Italy, and in Daegu Digital Forum 2021 supporting the UCCN COG cluster. In 2021 Östersund contributed with material to the International Food Exhibition in Tsuruoka in Japan.

Proposed actions for the forthcoming mid-term period

Planned local and regional initiatives

During the four-year period 2018-2021 within Östersund and Region of Jämtland Härjedalen membership to the UNESCO Creative Cities Network, the plan is to deepen the efforts at local level and expand national and international cooperation to meet UNESCO's strategic framework to create regional added value. The work is based on local and global steering documents (Regional Development Strategy, Östersund Business Strategy for sustainable development and growth, Regional Food Strategy, UCCN Mission Statement and UN 2030 Agenda).

Culture and creativity as a prerequisite for sustainable development is part of Region Jämtland Härjedalen Regional Development Strategy, to give stakeholders in the creative sector better conditions for work. To continue to further develop Östersund with a focus on a well-developed gastronomic and cultural life is part of Östersunds Business strategy for sustainable growth. In a recent report OECD recommends the region to enhance competence in key fields, utilizing the strength of small businesses linked to natural resources and tourism-related services, to strengthen international cooperation.

Gastronomy Visitor centre: A major initiative called Gastronomy Visitor Centre is planned by civic society actors together with Mid Sweden University. An application for the establishment of a regional "Gastronomy Visitor Centre" located in Östersund has been submitted to the municipality and other financiers. The idea is to communicate and present the entire region's gastronomy in the middle of city centre. The Gastronomy Visitor Centre will work as a kind of meeting place and showroom for the Region's specific gastronomy - in terms of raw materials, and production linked to the cultural heritage. At the same time the centre will consist of modern, innovative, and sustainable products. Strategically, it is about creating more interest and increased curiosity for gastronomy among visitors and residents. One aim for the centre is to attract more visitors to the county's harvest festivals, farm cafes, restaurants and open farms that have a basic philosophy in serving good local produced food. The funding for the Gastronomy Visitor Centre is not decided yet, but the centre is an example of innovative ideas from the civic society. The project will be cooperating with the FoodCityDesign education, with several students working with the development of the Gastronomy Centre.

The working agenda of the membership to the UCCN network is also performed within the Regional Food Strategy that is now reworked to match the current challenges. The work is done by a broad public-private partnership in the sector of gastronomy, culture and tourism and was launched in the spring 2018. The work will continue to be linked to the UN 2030 Agenda. The local climate plans will also be included in the ongoing and upcoming work. To operationalize the food strategy, there is a partnership of organizations that prioritize different initiatives that are then implemented in a broad collaboration.

Expected long-term effects with the work of the UNESCO Creative Cities Network is that Östersund and Region Jämtland Härjedalen are internationally recognized to successfully utilize culture and creativity as a driver in sustainable regional and urban development. It is also known as a "Good Practice" how cities and countries interact around common goals, attracting talents internationally and nationally within the creative sector and also attracting a number of companies to establish themselves in the region by creating a good investment environment.

Planned national initiatives

- In cooperation with the National Commission to UNESCO, work is under planning to implement the UN 17 global development goals, SDG, in the new strategy for creative cities in Sweden. This is done together with the UCCN City of Music Norrköping and with the applicant city of Gothenburg to the UCCN Literature cluster and will align to the Swedish UNESCO strategy 2018-2021.

- Work for internationalization and export of services and products in the field of gastronomy, culture, and tourism. The government has initiated the "Team Sweden" initiative, coordinated by the Swedish Ministry of Foreign Affairs, to promote internationalization and export of services and products from Sweden to increase Sweden's export revenues. Region Jämtland Härjedalen is handpicked as a member of the group working in the theme of culture and creative industries thanks to the region's major international network, expressed through the membership of the UCCN.

Planned international initiatives

- Collaboration in European programs for the exchange of stakeholders in the private and public sector in the region's prioritized areas, creating the conditions for transfer of competence in sector of gastronomy, culture, and tourism. Specific goals are identifying strengths and weaknesses in respective member areas within different themes that lead to better cooperation regionally. On-going is the FoodCityDesign Master program, a cooperation between the universities in Bergen / Norway, Dénia / Spain, Parma / Italy and Östersund, now extended to include 2023-2024.

- In collaboration with members of the UCCN gastronomy group, participation in various international initiatives that promote Östersund and Jämtland Härjedalen as an attractive and interesting place for visitors, investors, and companies with a sustainable profile aligning to the UN 2030 Agenda. The initiatives are planned in collaboration with the Swedish national level, to achieve the greatest possible impact. Planning is under way with Norrköping, UCCN Music City and potentially with Gothenburg, 2021 applicant city of Literature.

- Östersund and Region of Jämtland has an ongoing application to be assessed in the European Horizon program, FooDiverCities. The project embraces the theme of integrating urban food policies, how diverse communities can transform food systems for inclusion and co-benefits. The project consortium is led by the University of Bologna and includes 10 European cities as well as a number of European research organisations.

- The ongoing cooperation on Food and climate change with Bendigo in Australia is planned to reopen in May 2022 with an Australian Food conference in Bendigo where the Aboriginal clan Dja Dja Wurrung will participate in the theme of sustainability and climate change. The project concerns the usefulness of traditional Australian grasses instead of introduced cereal like wheat like the Kangaroo Grass and Snow Grasses, better adapted to a hot and dry environment. The projects ambition is also to include the South Sami in Östersund in the cooperation, where the reindeer herding in Scandinavia is much affected by the climate change

- COVID-19 has put invitations and exchange with other UCCN cities on hold. During the next four-year period 2022 – 2025 we expect that the world will open, and it will be possible to travel and start new cooperation again. The upcoming initiatives will be described when we know more on the development of the pandemic. The planned initiatives will be based on the UCCN COG Activity Plan, coordinated by Östersund and Region of Jämtland Härjedalen. As mentioned earlier, the Östersund initiative called Fossil free Gastronomy meeting was never carried through due to the COVID-19 pandemic. The aim is to reschedule and launch an alternative gastronomy cluster meeting within next four-year period.



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Estimated annual budget for implementing the proposed activities

Funding for the various initiatives within UCCN in Östersund and Jämtland Härjedalen is taken from existing resources allocated to the network from the organizations budget, human resources in partner organizations in the various planned projects, as well as funds and programs at regional national and international level.

An annual budget of about 49 000 EUR/year provided by Östersund City and the Region of Jämtland Härjedalen is estimated for the next four years (162 000 EUR/year depending on cofunding from the Horizon project and other EU funded programs), in the following activities:

| Estimated budget | 2021 | 2022 | 2023 | 2024 | 2025 | Info |
|--|--------|--------|--------|--------|--------|---|
| Fundings from City of Östersund | 10 000 | 10 000 | 10 000 | 10 000 | | |
| Staff City of Östersund (Part Time) | 19 000 | 19 000 | 19 000 | 19 000 | 19 000 | |
| Staff Region J/H (Part time) | 20 000 | 20 000 | 20 000 | 20 000 | 20 000 | |
| Estimated local and regional cofundings of gastronomy development projects | | 20 000 | 20 000 | 20 000 | 20 000 | Budget based on previous cofunded initiatives |
| Communication | | | | | | Within municipal and regional organizations budget |
| CCI Internationalization projects | | 1 000 | 1 000 | 1 000 | 1 000 | Budget based on prev. Erasmusproject |
| International Horizonproject FooDiverCities | | 92 555 | 92 555 | 92 555 | 92 555 | Depending on cofunding Horizonproject FooDiverCities |
| Master FoodCityDesign | | | | | | Within University budget |

Communication

Continuity in the work with the designation is important. The main responsible part is the city of Östersund, supported by the Region of Jämtland Härjedalen. Resources for different actions are taken from various ongoing projects and from the marketing budget of regional food organisations. Every year the city of Östersund creates a Communication plan for the UCCN designation the following year.

During 2020-2021 the city of Östersund has joined a national funded communication project together with the region of Jämtland Härjedalen and other region food organizations; Working in collaboration presupposes communication in collaboration. The aim of the project is to develop an implementation model, long-term plan, and methodological work for regional cohesive gastronomy communication -from farm to fork.

During 2020-2021 Destination Östersund launched a social media campaign to support local restaurants called "Local Hero", Destination Östersund urged the citizens to become a "Local Hero" and support local restaurants and cafes, by making 5 purchases in the city's restaurants and shops (either by eating on site or via take away). Citizens are entitled to gift vouchers, that can be used in local restaurants and shops. The Local Hero restaurant challenge aims to support local food business during the COVID-19 crisis and support local food traditions and help preserve and develop local food culture.

As mentioned above the city of Östersund had major activities planned to celebrate the 10th anniversary "10 years as Creative City of gastronomy". The city developed its own symbol for the 10-year celebration. The city produced a gastronomy movie and produced articles and news about "ten years as a Creative City of gastronomy", spreading local recipes at the city's webpage to highlight the anniversary, etc. The large number of activities planned to highlight the anniversary were unfortunately cancelled due to COVID-19.

Östersund together with Region Jämtland Härjedalen was responsible for setting up a website for the UCCN gastronomy cluster in 2018 under the domain <https://www.facebook.com/creativegastronomy/> Necessary resources for construction and operation were taken from planned projects.

To achieve the greatest possible impact of the membership in UCCN, a well-developed communication plan was needed covering the regional, national, and international levels. Östersund together with Region Jämtland Härjedalen was also responsible for setting up a website for the UCCN gastronomy cluster in 2018 under the domain "creativegastronomy.com". Necessary resources for construction and operation were taken from planned projects. There are also plans, together with the UCCN gastronomy cluster and our Tucson member to introduce an app named TRUST - Traceability and Storytelling, which will contain information about member cities, restaurants, activities, cultural operators, chef's recipes etc., targeting tourists and other interested stakeholders. See <https://www.facebook.com/trusttmus/>

ÖSTERSUND

City of Gastronomy





Credits

The report was compiled in cooperation by the Department of Business and growth at Östersund City and the Department of Business and Society at the Region of Jämtland Härjedalen.

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