

Bergen UNESCO Creative City of Gastronomy

Member of the
UNESCO Creative Cities Network

Reporting Period 2019-2023



CITY OF
BERGEN



General information

City: Bergen

Country: Norway

Creative field: Gastronomy

Date of designation: December 11, 2015

Date of submission of the current report:
November 30, 2023

Entity responsible for the report:

- City of Bergen, Department of Business Development, Culture and Sports

Previous reports submitted and dates:

- Bergen UNESCO Creative City of Gastronomy - Member of the UNESCO Creative Cities Program - REPORTING PERIOD 2015–2019 (submitted December 31, 2019)

Focal points and Contacts:

- Designated focal point in charge of the daily management of the designation: Senior Advisor in Business Development Tom Legdani Hiis Bergh (tom.bergh@bergen.kommune.no / creative_city_bergen@bergen.kommune.no)
- Officer in charge within the city government: Head of Business Development and Agriculture Gisle Nondal (gisle.nondal@bergen.kommune.no)

Communication resources:

- bergengastronomy.com (EN)
- bergenmatby.com (NO)
- bergen.kommune.no/innbyggerhjelpen/naring-avgifter-og-anskaffelser/naring/naringsomrader-/matbyen-bergen-og-unesco-creative-cities-of-gastronomy
- facebook.com/CreativeCityBergen
- en.visitbergen.com
- youtube.com/@visitBergencom

Cover photo credit: Matarena AS

Executive Summary

Bergen was designated as UNESCO Creative City of Gastronomy in 2015. This report thus covers the City of Bergen's second reporting period as a UNESCO Creative Cities Network (UCCN) member. The UCCN membership, together with the municipal-wide strategy on food endorsed by the City Council in 2019, have worked as a catalyst for a range of local and international food-related activities and initiatives. This report presents the highlights from Bergen's work on food from 2019–2023. It also includes an action plan for the future, building on the experience and network already established.

The City of Bergen has continued to integrate gastronomy and sustainability in the municipality's strategies and actions. Food has been used as a tool to positively develop the city on areas ranging from public procurement and urban farming to shared meals against loneliness and integration of immigrants. For the Bergen restaurants, despite challenges - especially during Covid-19, lots of development, new openings, ideas, and creativity are seen. A range of efforts in competence and business development for the industry has been undertaken, usually with financial support from the City of Bergen. Gastronomy is being used actively in the promotion of the city to tourists, with Bergen receiving significant international news coverage. Bergen has become a Food Festival City with many large, annual events. The Cider World Championship was arranged in Bergen in 2022.

The reporting period has involved a variety of rewarding international projects on gastronomy. Chefs, food artisans and administrative representatives from Bergen have traveled to food events abroad to learn and to promote the Bergen cuisine to the world, and international chefs, artisans and city representatives have been invited to Bergen. Bergen is the project leader for an ongoing, promising international project on UNESCO Intangible Cultural Heritage for stockfish. Bergen has also been involved in an international food-centered project on empowerment through language and work training and co-created an International Master Program in Gastronomy.

Bergen as a Creative City of Gastronomy

The introductory chapter of the strategy “Bergen Creative City of Gastronomy 2019–2030”¹, endorsed by the City Council on March 13, 2019, reads:

Food and gastronomy are integral parts of our life. We need food to survive, but also to live. Gastronomy may represent joy of life, identity, celebration, and community. Gastronomy may be communicated in events like the World Cheese Awards, but also in a restaurant visit, or a small meal with close family.

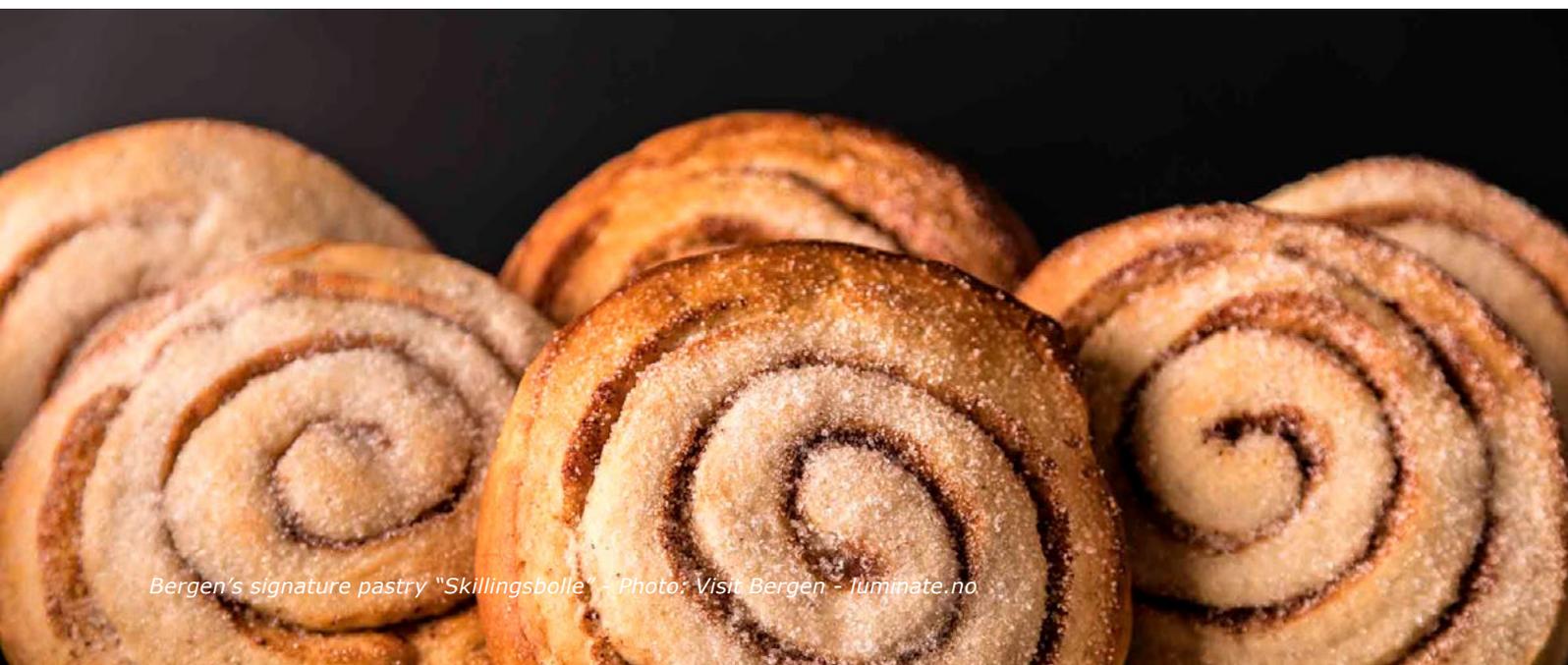
Food is business development, from “fjord and soil - to table”, from farmer and fisherman to chef and waiter. Food is social economics and personal economy. Restaurants are showcases of local food culture and may revitalize the life of city centres, both for the locals and for tourists scouting for transformative gastronomic experiences.

Food is important for public health, not just to ensure correct nutrition, but also to spread the joy of food. Gastronomy is communication and can enable connection and inclusion of vulnerable groups. Gastronomy can build bridges and open doors through cultural exchanges, positive arenas and community around food.

Food is sustainable physical city development when gastronomic concepts enrich public spaces and parks, through everything from street food and pop-up concepts to edible gardens and city gardening. Food is communication of our culture and identity and tells the story about where we come from, and where we are going. Food culture is more than fine dining. Food culture is just as much about traditions, and dishes with an identity, from the local signature fish dishes to meaty dishes based on old preservation techniques.

Food is tightly linked to sustainability in all parts of the value chain. We have a responsibility to ensure responsible food production on land and water. Food waste is a key challenge for both small and large households.

These ideas form the basis for the goals and strategies in Bergen’s above-mentioned food strategy, which in turn is closely related to the UNESCO Creative Cities Network (UCCN) Mission Statement and 2030 Agenda, as shown in the table in Chapter 2.1





From one of Bergen's kitchen gardens for kindergartens. Photo: Lystgården / Bybonden

Table of Contents

Bergen as a Creative City of Gastronomy	3
1. Contribution to the Program’s Global Management	6
2. Major initiatives at the Local Level including Covid-19 responses	7
2.1 Integrating Gastronomy and Sustainability in Local Development Strategies and Actions	7
2.2 Fostering the Creative Economy	11
2.3 Festivals and Awards	13
2.4 Cider World Championship in Bergen – NICA 2022	16
3. Major Initiatives through International Cooperation	17
3.1 Cultural Exchanges in Food Festivals and Events Home and Abroad	17
3.2 International UNESCO Intangible Cultural Heritage Project for Stockfish	18
3.3 Erasmus+ Project: Empowerment through Language and Work Training	19
3.4 International Master Program in Gastronomy – Food City Design	20
4. Action Plan	21
4.1 Main Local Initiatives Proposed	21
4.2 Main International Initiatives Proposed	23
4.3 Estimated Annual Budget for Implementing the Action Plan	24
4.4 Plan for Communication and Awareness	25
5. Annex: Audio-Visual and Supplementary Materials	27

1. Contribution to the Program's Global Management

The City of Bergen has attended all UCCN annual conferences in the years following its acceptance as a member of the network in December 2015.

The City of Bergen has been an active contributor to the network on an international level and has participated in the UNESCO Creative Cities of Gastronomy (CoG) subgroup meetings throughout the period, contributing to management and project developments across the network. Bergen has shared best practice with the network through CoG activity reports, and through shared notes from meetings on international cooperation with other CoGs arranged during the Bergen Food Festival.

Top political and administrative management of the City of Bergen have been involved. The Deputy Mayor and the Director General of Culture

have participated in UNESCO annual conferences, engaging in panel debates, and presenting best practices from Bergen to international audiences. The Mayor, Deputy Mayor and Head of Business Development have been involved in the Bergen Food Festival through invitations, formal receptions, and meetings on international cooperation with visiting UNESCO CoGs.

The City of Bergen has responded to UNESCO requests during the period such as UCCN evaluation surveys, and has contributed in evaluating applications from potential new cities and membership monitoring reports when requested. Also, the City of Bergen has committed to voluntarily co-fund the development of the new CoG website to the benefit of the network and all its member cities.



*Bergen Food festival 2023 - the Mayor's speech.
Photo: Matarena - Ingvild Hæg*

2. Major initiatives at the Local Level including Covid-19 responses

2.1 Integrating Gastronomy and Sustainability in Local Development Strategies and Actions

The City of Bergen has for many years **integrated the UN Sustainable Development Goals (SDGs)** in its policy documents. **Gastronomy and sustainability** have been **incorporated in a range of policy documents**, such as strategies for International Relations, Elderly Care, Public Health and Urban Farming. Several of these documents have been revised during the reporting period, with an ever-increasing emphasis on the UN SDGs and the City of Bergen's role and responsibility in achieving them. New policy documents have been adopted as well, such as «Green strategy – climate strategy for Bergen 2022-2030» with an attached action plan for the municipal organization itself.

In March 2019 the City Council of Bergen endorsed the **municipality-wide strategy «Bergen Creative City of Gastronomy 2019-2030»**. To further strengthen the efforts as a UNESCO Creative City of Gastronomy, the strategy's goals were **linked to the UCCN Mission Statement and the UN SDGs**:



Bergen Creative City of Gastronomy 2019-2030	Mission Statement UNESCO Creative Cities Network and Connection to the UN's Sustainable Development Goals (SDG)
<p>Vision Bergen Creative City of Gastronomy - Internationally recognized for an excellent, creative, and sustainable gastronomy.</p>	<p>Mission Aims to strengthen cooperation with, and among, cities that have recognized creativity as a strategic factor of sustainable development as regards economic, social, cultural, and environmental aspects.</p> <p>SDG 11 Sustainable cities and communities</p>
<p>Goal no 1 Take a position nationally and internationally as a City of Gastronomy.</p>	
<p>1a Bergen UNESCO Creative City of Gastronomy - Gastronomy as a proud identification of Bergen, and attraction for the city</p>	<p>Goal no 1 Strengthen international cooperation between cities that have recognized creativity as a strategic factor of their sustainable development.</p> <p>Goal no 6 Fully integrate culture and creativity into local development strategies and plans.</p> <p>SDG 17 Partnership for the goals</p>
<p>1b Ensure business development and innovation within gastronomy</p>	<p>Goal no 4 Develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector.</p> <p>Goal no 3 Strengthen the creation, production, distribution and dissemination of cultural activities, goods, and services.</p> <p>SDG 8 Decent work and economic growth</p> <p>SDG 9 Industry, innovation, and infrastructure</p>
<p>1c UNESCO and gastronomy as door openers to international collaboration</p>	<p>Goal no 1 Strengthen international cooperation between cities that have recognized creativity as a strategic factor of their sustainable development.</p> <p>SDG 17 Partnership for the goals</p>
<p>Goal no 2 Strengthen Bergen as a Creative City of Gastronomy 2030: Joy of food, gastronomy, sustainability, and food culture</p>	
<p>2a Sustainable gastronomy as a city developer</p>	<p>Goal no 4 Develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector.</p> <p>Goal no 6 Fully integrate culture and creativity into local development strategies and plans.</p> <p>SDG 9 Industry, innovation, and infrastructure</p> <p>SDG 11 Sustainable cities and communities</p>
<p>2b Gastronomy as a cultural asset and identifier for the city</p>	<p>SDG 14 Life below water</p> <p>SDG 15 Life on land</p>
<p>2c Gastronomy as a positive and essential component of urban development</p>	<p>Goal no 2 Stimulate and enhance initiatives led by member cities to make creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society.</p> <p>Goal no 6 Fully integrate culture and creativity into local development strategies and plans.</p> <p>SDG 8 Decent work and economic growth</p> <p>SDG 11 Sustainable cities and communities</p>
<p>2d Gastronomy as public health: Joy of life, inclusion, and nutrition for all ages</p>	<p>Goal no 5 Improve access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalized or vulnerable groups and individuals.</p> <p>SDG 1 No Poverty</p> <p>SDG 8 Decent work and economic growth</p> <p>SDG 10 Reduce inequality</p>

The City of Bergen **works on sustainability and gastronomy from different angles**. Bergen is a Fairtrade city with a separate strategy on ethical and fair trade, and many units such as the Climate Agency and the Procurement Section work actively on projects where these topics are at the center. As one of the largest procurers in the country, the municipality deliberately uses its **purchasing power as a driver for increased sustainability**, also regarding food.

As the first municipality in Norway, Bergen has implemented **requirements for animal welfare and organic labels in procurements** to its institutions, such as kindergartens, schools, and nursing homes. For example, the City Hall cafeteria now has one day a week where only vegetarian food is served.

To achieve goals within gastronomy and sustainability, the City of Bergen emphasizes **cooperation with external players**, both public (regional and state level) and private, including non-profit organizations (NGOs). The City of Bergen has arranged several «Innolab» (idea development) sessions on enhancing the food city with wide participation from Bergen's gastronomic ecosystem.

The City of Bergen has worked actively on the topic of **urban farming** in the reporting period, with valuable contributions from partners **Lystgården** and the **City Farmer for Bergen** (Bybonden). Urban farming fosters wellbeing for citizens by creating **reconnection to food and nature** and contributes to inclusive communities. Furthermore, urban farming has value in terms of short-traveled and sustainable food, food security, and through **protecting and adding beauty to land areas in the city**.

The Agencies for Agriculture and Urban Development are key stakeholders here. Some of the urban farming projects work on facilitating **urban cultivation gardens**, fostering **cooperative agriculture opportunities**, and planting **edible plants** in parks and streets. Furthermore, in the last years, 21 **school gardens** and 10 **kitchen gardens for kindergartens** have been established all around the city.

The 2023 reopening of the Fløen urban cultivation garden with the Vestland County Council Mayor. The cooperative garden is divided into 90 units of 40m², started in 1914. Photo: Bjarte Brask Eriksen - Vestland fylkeskommune.



Growing food together sparks happiness and connection. So does **making and sharing food together**. Lystgården, at their premises in the childhood summer house of composer Edvard Grieg, arranges over 100 events a year centered on **social gastronomy - food as a tool to create bonds between people**. Lystgården arranges open lunches, markets, workshops and dinners with different themes and cuisines. With a community-based grassroots perspective, participants pay what they want to according to ability. Unusual meetings are created between strangers, e.g. the CEO and the refugee, or the pensioner and the student.

The City of Bergen also works on the topic of social gastronomy in its own organization. The Department of Health and Care has initiated a project called «**Green Meetings of Generations**». In this project, 6 senior citizens' community centers across the city have cooperated with 6 nearby kindergartens on cultivating vegetables like carrots, onions, and potatoes. The vegetables in turn become a shared meal after harvesting. In total, 80 seniors and 85 kindergarten kids participated.



From *Green Meetings of Generations*.
Photo: Stine Lampe – Bergen kommune

Urban spaces such as parks and town squares can be used for **positive gastronomic experiences** when access and priority is given to events like e.g., **food festivals, food markets and restaurant pop-ups**. The annual Bergen Food Festival in September grows

larger every year, using more and more of the city center's urban spaces such as central squares Festplassen and Torgallmeningen.

The World Café in Bergen's large central park Nygårdsparken has become a popular institution. This City of Bergen project, from the Agency of Culture, the Agency for Social Services and the Agency for Urban Environment is aimed particularly at **integration of immigrants**, through **food and culture**. International citizens can rent the facilities for free, make food from their home country, and sell the food to park visitors. The venue has seen lectures, cooking courses and shows, and sometimes even dancing and music spectacles. In 2022, «African tastes» and «Ramen in the park» were some of the events arranged.

Other spaces in the city have been used as well. The regular **Farmers' Market** uses venues such as the Bergen fish market and **UNESCO World Heritage Site Bryggen**. The outdoor food market Hot!Hot!Hot! has been arranged at Bergen's cultural quarter Verftet, and **Laxevaag ølfestival** (beer festival) has been organized in the **old shipyard halls of Laksevåg**.



From the *World Café* in central park Nygårdsparken.
Photo: Odd Erik Kleveland Dahl

The City of Bergen also carries out initiatives to **reduce food waste**. The new climate strategy has established a **goal of 50 % reduction** in municipal food waste by 2030. In 2021, the Department of Health and Care conducted a **pilot project** for food waste reduction in two of its **elderly care homes**. After promising results, the project is being scaled to all municipal elderly care homes, and the ambition is to include schools, kindergartens, and other municipal institutions in the future as well.

Food can be used as a tool for **inclusion**, for citizens of all ages, and especially for **marginalized groups**. The Department of Health and Care has carried out the project «**A friend to eat with**» where **lonely senior citizens** share a meal with **students**. This has been a successful project, has been repeated over several years, and has received national attention. As a **Covid-19 response**, there was also a separate, popular project called «**Good meals with the neighbors**» during the pandemic, facilitating subsidized **meeting arenas for lonely pensioners** in cooperation with city restaurants.

Several public health projects have been organized for **kids** together with **partner Folkelig**, especially in areas with **socio-economic challenges**. «The Food Jungle» is an activity program for younger kids, while «The Taste Workshop» is for older kids. Through **playful food activities** such as «Wrap battle», «Apple research» and «Sensing path», the kids get a positive activity in their community. They get to taste new ingredients, and experience coping and joy of food together with others. As a **Covid-19 response** in 2021, **summer schools** with a focus on food, fun, friendships, and public health were arranged in Bergen. A total of 10 course weeks were done, with **100 kids** participating. The kids learned **how to make sustainable, healthy food**, how to **grow food**, and trained **food courage**.

Finally, a project that should be highlighted is the «**The Bergen West Burger**²» (Loddisburger) from 2020 and 2021, another project with partner Folkelig. This project aimed to use food as a tool to foster **identity, pride and inclusion** in an

underprivileged area. All the primary schools in the area participated in a **competition** for Bergen West's own signature burger. The competition created large **engagement** in the local community, Bergen **Michelin chef Christopher Haatuft** participated as mentor, and there was a very special reward for the winner and their class. After having a public poll for the whole Bergen West district, **the winner** – Isabell (7th grade) and her taco burger – was invited to **Haatuft's restaurant Lysverket with her whole class** where she and Haatuft **made the Bergen West burger for everybody**.



The Bergen West Burger with creator Isabelle (7th grade) at Michelin restaurant Lysverket. Photo: Tove K. Breistein

2.2 Fostering the Creative Economy

The restaurants are the pulse of Food City Bergen. Oxford Research was contracted to make an **updated as-is-analysis** of UNESCO CoG Bergen, with an emphasis on restaurants. The 2020 analysis³ showed a **very demanding situation for the restaurants**. While seeing a very positive development in employment (2014-2018: 26 %) and turnover (2015-2019: 28 %) before the start of the pandemic, and even Bergen's first Michelin star in 2020 (Bare), low profitability has been a lasting challenge.

The Covid-19 pandemic turned a challenging situation into a critical situation. The pandemic and the restrictions that followed, took away guests, income and liquidity, and restaurants struggled to survive. The situation caused many employees to leave the industry, causing recruitment to be an even bigger headache than before⁴. Today Guests are back but restaurants struggle to cope with demand.

A range of efforts have been put in place for the restaurant industry, especially **Covid-19 responses** to create activity and help a suffering industry during the pandemic. Partner **Matarena** has played a key role here. There have **been information campaigns** directed at restaurants and consumers regarding fast-changing Covid-19 rules, **initiatives for increased visibility** and development of new pandemic-adjusted products. Also, the City of Bergen has granted substantial, **extra-ordinary financial direct support** to individual restaurants – so-called «Covid-19 compensation schemes».

Many **competence development courses** for the industry have been carried out through «**The Gastronomy Meeting Place**» program. Concept development, business economics, the host role, marketing, and recruitment are some of the topics covered. Also, during Covid-19 there were projects on «**Chefs meeting farmers**» in the Bergen area – new relationships and products in cooperation.

Another Covid-19 response was to establish **Bergen UNESCO Creative City of Gastronomy Chefs**⁵ to promote skilled and inspiring chefs in the city. The chefs show pride in local produce and gastronomic traditions and are professional ambassadors for the Food City Bergen home and abroad. To cultivate the Bergen food identity, the chefs were challenged to present typical signature dishes from the Bergen region in a separate project. The result is 22 **signature dishes** with recipe videos.⁶

Even though they were hit hard during the pandemic, **the restaurants of Bergen have largely**

coped. Despite challenges of recruitment and profitability, the restaurant scene in Bergen sees lots of development, new openings, ideas, and creativity. In 2022, Bergen got its second Michelin restaurant (Lysverket), and a Michelin mention as well (Moon). Since 2021, the City of Bergen has contracted aforementioned **Matarena** as an official assistant in executing the food strategy of Bergen.

The skilled **local food producers and artisans** of the Bergen region are essential for the high-quality gastronomic experiences of Bergen. Surrounded by the sea, deep fjords and high mountains, the Bergen region and its food producers are indeed the food basket of the city, bringing out first-rate, sustainable produce from sea and land. In addition to restaurants, local producers are selling their products directly to local consumers too, but many of them report difficulties in reaching the markets due to challenges of e.g., access, awareness, and sales channels. This should be investigated.

Bergen is a **large tourist destination**. Although nature is still the “main reason to go”, enjoying local food and drinks is drawing increasing interest from visitors. This **shift in focus from nature to gastronomy** and culture is also a deliberate approach. Partner **Visit Bergen** has developed a strategy for sustainable destination management, endorsed by the Bergen City Council in May 2021⁷. Gastronomy is a key focus in the strategy. In January 2023, Bergen received **certification as a sustainable travel destination**⁸, as the biggest destination in the Nordics so far.

To work systematically with sustainable tourism development, a **destination management** has been established in Bergen. Visit Bergen, The Port of Bergen and The City of Bergen are part of this. Bergen and its surrounding region receive **substantial interest for its gastronomic offerings**, be it for example top-quality seafood, first-rate lamb meat, world champion Fanaost cheese⁹, Hardanger craft cider - three of which are also world champions; Store Naa Siderkompani 2022

and 2023, Alde 2022, Aga sideri 2023^{10, 11}, or its growing pool of **creative, internationally renowned chefs** – some Michelin.

According to news surveillance service Meltwater, there were a total of **1019 news articles** about Bergen and gastronomy in the reporting period (2019-2023), 52 Norwegian and 967 foreign ones¹². The culinary traditions of the Bergen region have featured e.g., in **BBC**¹³ and **Lonely Planet**¹⁴, and in **National Geographic's "Gordon Ramsay: Uncharted"** series^{15,16}. A selection of additional news articles can be found in the appendix.¹⁷

Visit Bergen have **actively promoted UNESCO Creative City of Gastronomy in their communication to future visitors**, through storytelling and audio-visual material. Topics have covered famous and unique food traditions, dishes, and food festivals. For example, through a separate section of their much-visited webpage¹⁸, and through a separate gastronomy playlist¹⁹ on their YouTube channel with hundreds of thousands of

views, Visit Bergen actively uses gastronomy in the marketing of Bergen.

Regarding tourism, and in particular culture, gastronomy and agro-tourism, there is **great potential in cooperating with the other UNESCO initiatives in the region**. The Vestland region has a wide variety of UNESCO attractions, a total of 11²⁰ – in fact the **Vestland county** is in the unique position to **have all UNESCO statuses possible**. The surrounding region of Bergen encompasses not only cultural heritage treasures; it is also the food basket and provider of the high-quality products that make UNESCO CoG Bergen what it is. In the reporting period, Bergen has co-organized a gathering for all Vestland UNESCO initiatives, with the aim to work more together in the future.

2.3 Festivals and Awards

Food as a bearer of culture and a marker of identity, contributes to creating a better city. Gastronomy is engaging, and **citizen activities**



From one of partner Matarena's "The Gastronomy Meeting Place" events in 2022. Photo: Matarena



Bergen's top tourist spot and UNESCO World Heritage Site Bryggen. Photo: Visit Bergen/Robin Strand

centered on food are popular. Many gastronomic festivals take place in Bergen. These events **promote food culture** in the city, and many of them have become annual traditions that keep growing in both size and content every year.

The largest festival is the Bergen Food Festival, arranged in September each year since 1999 by Matarena. Over the years, the City of Bergen has granted significant funds to this event. The festival has grown larger each year, reaching **almost 200 000 visitors in 2022 and in 2023.** In 2023, a record number of 180 events took place during the festival, with a separate festival for kids, and 35 restaurants participating with a festival menu. There was even a food and music event in the Bergen prison. An important part of the festival is **to invite fellow UNESCO CoGs from abroad,** with a special UNESCO program²¹ organized during the stay.

Several awards are being handed out at the Bergen Food Festival **to honor local role models** within food and food culture – the food producer of the year, the food product of the year, the restaurant of the year and the sustainability award. These awards have been handed out by

the **Minister of Agriculture, the County Mayor of Vestland and the Mayor of Bergen.** Also, the Bergen Food Festival is **increasingly involving other cultural fields in the city,** such as literature debates at Bergen's main library, film screenings at the Cornerteateret theater, and concerts with the Vill Vill Vest music festival.

The **Bergen Seafood Festival,** arranged by Matarena each February since 2021, has also become a valued contribution to UNESCO Creative City of Gastronomy Bergen. Originally created as a Covid-19 response, this festival promotes and celebrates Bergen's world class seafood at the time of the year when the seafood is at its best. Since 2019 Matarena has also arranged the **Norwegian Cider Festival** in Bergen each November to promote and celebrate the rich cider offerings of Norway and notably the renowned ciders of the Hardanger region just south of Bergen. The annual **Bergen Craft Beer Festival** dating its history back to 2012, is another valuable contribution to Food Festival City Bergen.

In 2020, the City of Bergen celebrated its **950 years anniversary.** Food culture – «Eat Bergen» - was one of the main topics. The event was



*The Bergen Food Festival 2023 at central Festplassen as seen from the City Hall of Bergen.
Photo: Tom Legdani Hiis Bergh*

strongly affected by the pandemic and its limitations, but one of the activities that was arranged by initiative from the restaurants, was a **Covid-19-friendly city feast open for all citizens to join**. At this event, citizens of Bergen could take part in the celebration at restaurants or from home and eat together over video. The restaurants created anniversary menus, and possibilities to have ready-to-eat meals or ingredients with recipes delivered home.

In 2022 and 2023, with financial support from the City of Bergen, Lystgården and The City Farmer for Bergen celebrated **the annual UN Sustainable Gastronomy Day** at their premises. An open day for citizens of all ages, where food and inspiration filled both house and garden. There were courses in gastronomy and urban farming for both kids and adults, and a market with local food producers.

Bergen and its surrounding region have world-class dishes and products, and many traditional **“signature” dishes** have started getting their renaissance. First in line is the **“persetorsk”**. The main ingredient of this **unique, authentic Bergen seafood dish** is fresh cod pressed for a long time in a sugar and salt solution, to give it a very particular, delicious texture. The cod was traditionally

served with egg butter. The ingredients suggest that it was a dish historically enjoyed by the bourgeoisie - it was by no means ordinary plain fare. Many families ate it around Christmas.

The persetorsk was at the brink of being forgotten, but due to engagement from local chefs and politicians, the **Bergen City Council voted in 2019²² to create an annual “Day of the persetorsk”** in Bergen – January 28 each year. The tradition has become established, with more and more enthusiasm and knowledge about the dish every year. In 2022 and 2023, persetorsk was served at all municipal **elderly care homes** on January 28. In 2022, a **“world championship”** in persetorsk was arranged during the Bergen Seafood Festival, and the dish even has gotten its own **Wikipedia page²³**.

Today, the persetorsk is made by many citizens of Bergen and served on several city restaurants. The cod is always pressed for a long time in a salt and sugar solution, but it is served with a **creative variety** of sides and sauces. The dish on the front page of this report, is one version of persetorsk. In 2022, flavors of the world encyclopedia **TasteAtlas** made an overview of the most typical fish dishes in Europe – and Bergen, Norway was highlighted with its persetorsk²⁴.

2.4 Cider World Championship in Bergen – NICA 2022

The Norwegian apple cider, and especially the cider from the Hardanger region just outside Bergen, is an 800-year-old tradition²⁵ that has seen an explosive development over the last ten years. In November 2022, for the first time, a **world championship in cider was arranged in Bergen** – the Nordic International Cider Awards (NICA) 2022. The event was organized by partner Hanen in collaboration with Matarena and Siderklynga Hardanger, with financial support from the City of Bergen. The NICA 2022 lasted for three days, and was a **combined international competition, industry conference and cider festival for the public**.

Hundreds of different local and international ciders fought to be voted best in their category, and Bergen was filled with **cider culture, history, tourist attractions, gourmet dinners, cider workshops and mastercourses**. A total of **242 ciders from 91 manufacturers from 13 different countries** took part. Norway won three world champion gold medals, two of the winners were from Hardanger.

Today, connoisseurs go so far as to compare Norwegian cider to champagne. The successful execution of the first Nordic International Cider Awards in Bergen in 2022 led to further positive developments for the Norwegian cider industry:

- A rotating, annual NICA concept has been developed with regional cooperation in the Nordics. NICA 2023 was held in Riga, Latvia, NICA 2024 is planned in Sweden.
- Partner Hanen has applied for Norway to be “Country of focus” at CiderCon 2024 in Oregon, USA – the world’s premier networking and educational event for professional cidermakers.

- Norwegian ciders increasingly get international acknowledgement in large international competitions such as Cider World in Germany and Sagardo Forum in Spain.
- International demand for Norwegian cider has grown strongly, with substantial cider tourism to the fjords and producers increasingly receiving inquiries of export.
- Domestic industry and sales have grown tremendously in the last ten years. From 15 to 50 Norwegian cider producers, and from 22 000 to 400 000 liters sold.



*Cider world championship.
Photo: HANEN / Øystein Haara Photography*

3. Major Initiatives through International Cooperation

3.1 Cultural Exchanges in Food Festivals and Events Home and Abroad

Gastronomy is an international matter, and many of the best and most famous chefs develop their competences and CVs through traveling the world for learning and inspiration. Recruitment is one of the biggest challenges in the food and restaurant industry – motivating young talents through international exchange is welcome in this regard. Bergen has for centuries been a city with a **strong international orientation**. The city’s international strategy aims to further strengthen Bergen’s position as an international city²⁶. Bergen’s UCCN membership is an effective **door opener** here.

During the annual **Bergen Food Festival**, fellow UNESCO Creative Cities of Gastronomy are invited to the city. In the two years post Covid-19, Santa Maria da Feira (Portugal), Alba (Italy), Rouen (France), Dénia (Spain) and Östersund (Sweden) have participated with chefs and city representatives. They have taken the scene for **show cooking** courses and taken part in organizing a **UNESCO gastronomy dinner** in the main tent. They have

been to **official receptions with the mayor**, meetings on future international cooperation with the Head of Business Development and dined at renowned city restaurants. They have visited local artisan food producers and taken part in sightseeing of Bergen.

Bergen has on many occasions **sent chefs**, food artisans and city representatives **out to the world** on food festivals to promote Bergen’s gastronomic products and traditions. In the reporting period, the city of Bergen has been represented in Phuket, Thailand in 2020²⁷. Alba, Italy in 2021²⁸, Dénia, Spain in 2021²⁹, Gaziantep, Turkey in 2022³⁰, Rouen, France in 2023³¹ and Bergamo, Italy in 2023³². Gastronomy from Bergen has been shown on scenes, on TV and in newspapers³³, and not least, the Bergen representatives have come home with new inspiration and international contacts.



The NICA cider world championship at Kulturhuset in Bergen 2022. Photo: HANEN / Øystein Haara Photography

Furthermore, as a direct result of Bergen's UCCN membership and relationships developed with fellow CoG member Santa Maria da Feira, partner Matarena arranged a **study trip** for 34 restaurant owners and chefs from the Bergen region and representatives from 2 restaurant schools in the Bergen area to **northern Portugal** in fall 2023.

3.2 International UNESCO Intangible Cultural Heritage Project for Stockfish

Bergen is a city built on seafood and trade, in particular stockfish (dried cod). Since the 1100s³⁴, cod fished and outdoor dried in Mid- and Northern Norway was brought to Bergen to be sold to countries across Europe. Due in large part to stockfish, Bergen became a Hanseatic Office or Kontor in the Hanseatic League of trading and seaport, and one of the union's most important trading centers. The German Kontor in Bergen was the last of the four Hanseatic Offices to be established but lasted



Inspecting Norwegian stockfish in Calabria, Italy. Photo: Nino Cannata

the longest – from appr. 1360-1761.³⁵ Stockfish, and the role as a **Hanseatic City**, has been essential for the development of Bergen. The iconic UNESCO World Heritage Site Bryggen in the center of Bergen, traces its history back to the start of the stockfish trade of the 1100s. Bryggen has been called «Medieval Norway's gold mine»³⁶. The stockfish has played an important role in the history of many countries and made its mark on gastronomic traditions across borders for almost a thousand years.

NGO Slow Food Bergen has been working with the **preservation of stockfish culture** for many years. In 2023, their work was intensified through a **project to apply for UNESCO intangible Cultural Heritage (ICH)**. The City of Bergen has granted financial support to this project. In June, an Italian delegation from organizations International Stockfish Society and Accademia dello Stoccafisso di Calabria visited the city of Bergen. In July, representatives from Bergen went to **Cittanova in Calabria, Italy** to the «**International Meeting for Stockfish Heritage**»³⁷.

In this meeting, both Norway and Italy brought experts from various disciplines – from academia



Chef Morten Klever making Bergen's persetorsk with white Alba truffle. Facsimile - La Repubblica 4.11.21



à - Accademia dello Stoccafisso di Calabria

and gastronomy, renowned chefs and food producers, interest groups and enthusiasts. Among others, participants included Member of the National Commission for UNESCO in Norway, UNESCO Chair on Sustainable Heritage, and Environmental Management – Nature and Culture and Professor at the University of Bergen Dr. Inger Elisabeth Måren, and UNESCO Intangible Cultural Heritage Expert and former Professor at the University of Messina Dr. Patrizia Nardi.

The participants took part in debates, workshops, visits to stockfish refinement facilities and international networking. Delicious stockfish meals, made by the best ingredients and with both Italian and Norwegian culinary expertise, were an essential part of the program.

At the time of writing, the UNESCO ICH application work is in progress, with a goal of submission early 2024. The National Commission for UNESCO in Norway is informed. Slow Food Bergen has already written an article on the cultural and culinary traditions of stockfish at the webpages of Arts Council Norway as part of the project³⁶. Norway (Bergen) is project owner and project manager,

with NGOs, community partners and networks from **Italy, Germany, and Nigeria** as partners.

3.3 Erasmus+ Project: Empowerment through Language and Work Training

From September 2022 to June 2023, the City of Bergen's **work and language training program** Second Chance / Food&Talk (Ny Sjanse / Mat&Prat), that uses food as a key tool for integration, carried out a small-scale pilot project funded by European Union (EU) program **Erasmus+** called «**Empowerment through language and work training**». Local partner was **Folkelig** and international partner was **Yalla Trappan in Malmö**, Sweden. The aim of the project was to increase learning outcomes for existing Food&Talk participants, to increase cooperation between key players and to gather ideas for measures that can secure a good transition to working life for immigrants with low degrees of formal competence at the qualification center Second Chance.

The project enabled study trips for the participants from Bergen to Malmö and vice versa, creating opportunity for the exchange of experiences and knowledge. Healthy food for kids was selected as one of the focus topics. Partner Folkelig, based on national dietary guidelines and their own experience in working with kids, food, and sustainability, created new educational material and methods for combined language and work training tailor-made for the target group.

The teachings consisted of **practical and theoretical workshops** for the participants³⁷, in cooperation with **chefs and Norwegian teachers** from Food&Talk. The end goal of the project was to prepare participants to work as kitchen and food professionals in kindergartens and schools. The project is mentioned in Second Chance's latest annual report³⁸.

3.4 International Master Program in Gastronomy – Food City Design

In 2021 and 2022 the City of Bergen participated in the creation and organization of an international master program in gastronomy – Food City Design^{39,40}, in **collaboration with fellow UNESCO Creative Cities of Gastronomy** Parma (Italy), Dénia (Spain) and Östersund (Sweden). The master program in Food City Design was a one-year (60 ECTS) master program, offered by the School of Advanced Studies on Food and Nutrition at the **University of Parma** with contribution from the **University of Alicante**, **Mid Sweden University** in Östersund and the **University of Bergen**. The entrance requirement was a relevant bachelor's degree. The program was concluded with final exams which were either taken in Parma or via Microsoft teams.

The master received funding from the region Emilia-Romagna for a pilot phase and was planned to start in January 2021. The original plan included an intense 6 week stay in Parma with lectures followed by project work at the students' home universities or other places. Due to the pandemic, **Covid-19 responses were needed**. Thus, all classes were held **digitally**, a fact allowing the

program to run also in 2022. The program covered different macro areas (Provenance of food, Food tourism and local development, Culture and creativity for sustainable regional development, Food consumption and environment, Lifestyle education and sustainability).

Except for “Provenance of food”, the **University of Bergen** contributed to all topics, specifically the faculties of science and medicine and the university museum. The City of Bergen also held lectures in the program⁴¹, and so did **Visit Bergen**, and NGO **Lystgården**. Cider from Hardanger and Bergen's seafood history has been part of the curriculum.

In 2021, 17 students were enrolled and passed the exams from different countries (10 from Italy, 4 from Sweden, one from Norway, 2 from outside Europe). In 2022, 12 students were enrolled and passed the exams (10 from Italy, one from Sweden, one from Greece)

Overall, the master program was a success, even though data on employment of candidates is not available. Overall evaluation from students was positive, and the program also has the potential to increase academic collaboration of the partner universities in the future.



The project «Empowerment through language and work training» in Malmö, Sweden. Photo: Yalla Trappan



From the graduation of students - first cohort in Parma, December 2021, Covid-19 time. Photo: Jutta Dierkes

4. Action Plan

4.1 Main Local Initiatives Proposed

Gastronomy as integral in the development of the City of Bergen

Food, gastronomy, and sustainability have come a long way in becoming an integral, municipal-wide part of building the City of Bergen. A municipality like Bergen has a wide area of coverage in society, a fact that makes the deliberate use of creativity and the cultural industries for city development very potent. UNESCO Creative City of Gastronomy Bergen has seen many possibilities for using gastronomy as a common denominator for developing the city in a positive, sustainable direction across City Departments. A wide range of these possibilities have been used throughout the last (and first) reporting period, with rewarding results.

For the next four years, the City of Bergen would like to continue building on and further expand the internal work on food that has been carried out thus far. A key, prioritized success factor is cooperation and coordination, both internally across departments and units in the City of Bergen, and

externally with the many food-related players in the city – public authorities on the regional and state level, the business community, NGOs, and volunteers.

Sustainability is fundamental for the City of Bergen - all policy documents, including new ones since last reporting period, are linked to the 2030 Agenda, and Bergen is a certified Fairtrade City. The UN Sustainability Goals have strong implications for the work of the municipality, enabling sustainability to be at the center of attention in all areas where the City of Bergen is involved.

Implementing food as integral in the development of Bergen include initiatives such as:

- **Continue building on and further expand existing internal projects on gastronomy:** Urban farming and social gastronomy initiatives with partners Lystgården and the City Farmer for Bergen, «Green Meetings of Generations», utilizing urban spaces for gastronomic experiences, work, and language training through

Food&Talk, reducing food waste, kids' food projects like the «Bergen West Burger» with partner Folkelig, etc.

- **Cooperation to strengthen the Food City Bergen brand:** Enhance and promote Bergen's attractiveness as a Food City to both locals and visitors. Bolster Bergen as an artisan local food city. Pursue the increased use and promotion of the Bergen region's own food and drink products, produce and dishes, e.g., at official events and receptions. Gather updated knowledge on the Food City Bergen through a new as-is-analysis.
- **Foster coordination with other UNESCO initiatives in the Vestland County:** Pursue cooperation on UNESCO projects, e.g., on sustainable tourism, with some or all of the 11 UNESCO projects in Bergen and the surrounding Vestland region.
- **Strengthening the connection to other cultural fields in the City of Bergen:** Bergen is a rich cultural city and has much to offer in fields other than gastronomy, among others in film, literature and music. Pursue common projects, synergies.
- **Use procurement as a driver for more sustainable food:** Further requirements for animal welfare, organic labels, vegetarian alternatives etc. in the municipality's purchase of food. Explore the leeway for increased shares of local food in procurements. Consider the possibility of hammering out guidelines for procurement of local food to public events.
- **More official days of Bergen signature dishes:** «The day of the persetorsk» has already become a success. Bergen has many other unique, quite forgotten signature dishes – prinsefisk, røkerumpe, tørrfisk, puspas and more. Explore new official days.

Fostering the Creative Economy – Food Festival City Bergen

The restaurants are the beating heart of Bergen as a food city. The Bergen cuisine has received substantial cross-border attention for its top quality, variation, creativity and growing pool of internationally renowned chefs and artisan food producers. The restaurants of Bergen have largely coped with an incredibly difficult Covid-19 pandemic, and despite challenges of recruitment and profitability, the industry sees considerable development, new openings, and innovation. The restaurants of Bergen deserve credit for their perseverance and contributions to the city.

The farmers on land and sea and the artisan food producers of the Bergen region, play an essential role of being the food basket that enables UNESCO Creative City of Gastronomy Bergen. There might be potential, not least in terms of sustainability, in increased direct sales between local producers and citizens of Bergen, and efforts to facilitate this matter should be investigated.

Regarding Bergen as a Food Festival City, it can be argued that Bergen already has become one. The annual Bergen Food Festival has become a key UCCN event of considerable size. The Bergen Seafood Festival, «Day of the persetorsk», Norwegian Cider Festival and the celebration of UN's Sustainable Gastronomy Day have become valuable gastronomic traditions in the city too. Food festivals such as Hot!Hot!Hot! and Laxevaag ølfestival keep popping up.

For the next four years, the City of Bergen would like to continue building on and further expand the work on the creative economy and food festivals that has been carried out thus far. Fostering the creative economy and the Food Festival City Bergen include initiatives such as:

- **Continue building on and further expand projects to strengthen Bergen's restaurants:** Competence development programs for the

industry in cooperation with partners like Matarena. A particular focus on measures for improved profitability and competitiveness. Pursue recruitment projects that encourage more people to choose a career in restaurant and food disciplines and increase retention. Consider competence building for qualified labor and low-threshold offerings to increase competencies for unqualified candidates.

- **Explore opportunities of growth for local food producers and entrepreneurs:** Investigate opportunities to create better access to local food for consumers, and better access to customers for local producers. Assess measures to facilitate knowledge and sales channels, both directly to citizens and to the municipality through procurement. Establish a closer dialogue with food entrepreneurs and caterers, explore better facilitation, consider activities in urban spaces such as a «Food City Bergen» house with a rotating restaurant scene and an accessible production kitchen.
- **Continue branding UNESCO Creative City of Gastronomy Bergen to locals and visitors:** Build on and further expand promotion through the City of Bergen's own channels, and through partner Visit Bergen. Gastronomy as pride and identity, and «reason to go».
- **Continue building on and further expand projects on food festivals:** Continue supporting established events and encourage new ones.

4.2 Main International Initiatives Proposed

Collaboration through food festivals and events

Gastronomy and the the City of Bergen's UCCN membership are indeed a powerful international door opener. Bergen has exploited this opportunity actively in the past and would like to continue doing so in the time to come.

First, international cooperation brings the world to Bergen. The annual Bergen Food Festival now has an established international element, through the collaboration with chefs, food artisans and city representatives from fellow UNESCO CoGs being invited to visit, taking part both in the food festival itself, and in special UNESCO programs arranged. Bergen's work as a UNESCO CoG has been presented on several occasions of administrative visits from cities in other countries. Bergen has now been the host of two large, international food events – the World Cheese Awards in 2018 and the NICA Cider World Championship in 2022. More such events are wanted.

Second, international cooperation brings Bergen to the world. Bergen has on many occasions sent chefs and municipal representatives abroad to be inspired, and to promote the city of Bergen and its gastronomic traditions, which creates valuable competences and relations.

Stimulating international collaboration through food festivals and events include initiatives such as:

- **Continue bringing the world to Bergen:** Continue inviting international chefs, food artisans and city representatives to Bergen, especially from fellow UNESCO Creative Cities of Gastronomy to the Bergen Food Festival and other relevant events. Continue promoting the UCCN to visitors. Pursue getting new international gastronomic events to Bergen.
- **Continue building on and further expand the work on bringing Bergen to the world:** Pursue active participation by local chefs, food artisans and city representatives in food festivals and events abroad, particularly those arranged by UNESCO CoG cities.

Cooperation through International Projects

The UCCN opens the door for many possibilities of international collaboration. In this reporting

period, the City of Bergen has taken active part in a project aiming for UNESCO Intangible Cultural Heritage for the stockfish tradition, together with partners in Italy, Germany, and Nigeria. Bergen has together with Malmö, Sweden cooperated on the Erasmus+ project «Empowerment through Language and Work Training» to include more citizens with immigrant backgrounds in working life. Bergen has organized an International Master Program in Gastronomy together with academic and city partners in Parma, Italy, Dénia, Spain and Östersund, Sweden.

In the time ahead, the City of Bergen would like to further develop existing, ongoing international projects, as well as actively pursue new ones. Many topics of common challenge have come up in discussions with fellow UNESCO CoGs – cities with whom cooperation is particularly interesting. Advancing cooperation through international projects include initiatives such as:

- **Continue the work on UNESCO Intangible Cultural Heritage for stockfish:** Support the efforts to apply for UNESCO ICH status for this important, international, Bergen-led project.

- **Further develop the work related to empowerment through language and work training:** Although the specific Erasmus+ project mentioned in this reporting period is over, the topic of the project has much more potential with regards to international cooperation.
- **Academic collaboration:** The City of Bergen would like to explore possibilities of new academic collaborations within food.
- **Knowledge sharing and new projects together with fellow UCCN cities:** Pursue new projects in topics of expressed common interest such as sustainable tourism, local food entrepreneurs, urban farming, the elderly, recruitment (e.g. a Youth4Food 2.0 project, cf. last report), festivals (e.g. street art and circus art, street food), artisan cheese production, connecting gastronomy to other creative fields in the network such as music, media arts and film, etc.

4.3 Estimated Annual Budget for Implementing the Action Plan

To implement the action plan, several departments and entities in the City of Bergen are involved. An estimation of the needed annual budget follows:

Personell and funds for projects on food culture, inclusion, public health, international exchange, research, and development projects	2 000 000 NOK
Personnel in UNESCO Creative City of Gastronomy - project management and coordination	500 000 NOK
Personnel and funds for business development within gastronomy, food festivals	1 000 000 NOK
Projects on urban farming, food waste, sustainability	500 000 NOK
TOTAL	4 000 000 NOK

4.4 Plan for Communication and Awareness

The City of Bergen strives to promote Bergen's UCCN membership at all relevant occasions. The UCCN is promoted in festivals and events through municipal communication to citizens and guests, festival marketing, and through e.g., flags in the city center and official chef jackets. The Mayor and Deputy Mayor have been actively involved in invitations and receptions for international UNESCO CoG delegations to Bergen, participating in international cooperation, and in promoting Bergen's UCCN membership in various presentations of the city. The aim is to strengthen this work.

Partner Visit Bergen has done a good job in promoting UNESCO Creative City of Gastronomy Bergen to both locals and visitors. Gastronomy is a strategic focus in the marketing of Bergen as a tourist destination. Visit Bergen plans to continue its work on promoting food as a «reason to go», and the City of Bergen continues its financial support to their work.

For promotion, UNESCO Creative City of Bergen has two webpages (in Norwegian and in English), a Facebook page, and a thematic page at the municipality's web page. Also, larger happenings such as the Bergen Food Festival, is promoted on the "what's happening" page on the official City of Bergen webpage (1,8 million views annually) and in the official City of Bergen email newsletter to citizens (4 230 subscribers)



Bergen Matfestival '22 - picnic. Photo: Matarena AS



Bergen Matfestival '23, Matarena. Photo: Ingvild Hægh



Frescohallen -Visit Bergen/Mathias Falcone Photography



Bergen Fish Market. Photo: Visit Bergen / Robin Strand



Bergen Matfestival '23, Matarena. Photo: Ingvild Hægh



5. Annex: Audio-Visual and Supplementary Materials

- 1 The City of Bergen's municipality-wide strategy «Bergen Creative City of Gastronomy 2019-2030»: <https://www.bergen.kommune.no/api/rest/filer/V70497>
- 2 The Bergen West Burger: <http://www.barniby.no/bergen/aktuelt/mai-september-2020/smaken-av-loddefjord/>
- 3 As-is-analysis of Bergen's restaurant industry (Oxford Research, 2020): <https://www.bergen.kommune.no/api/rest/filer/V26028849>
- 4 As-is-analysis of Bergen's restaurant industry (PwC, 2016): <https://www.bergen.kommune.no/api/rest/filer/V26028855>
- 5 Bergen Creative City of Gastronomy Chefs: <https://matarena.no/alt-om-mat/kokker/>
- 6 Signature dishes from the Bergen area: <https://matarena.no/alt-om-mat/signaturretter/>
- 7 Sustainable Destination Strategy for Bergen (cf. point 5.4, p. 26): <https://www.bergen.kommune.no/politikere-utvalg/api/fil/bk360/4329255/Destinasjonsstrategi-for-en-baerekraftig-reiselivsutvikling-i-Bergen-2021-2023>
- 8 Bergen certified as a sustainable travel destination, 2023: <https://business.visitnorway.com/no/nyheter/2023/bergen-tildeles-merket-for-baerekraftig-reisemil/>
- 9 Fanaost – World Champion Cheese 2018: <https://www.dairyindustries.com/news/31172/fanaost-from-norway-crowned-world-champion-cheese-2018/>
- 10 Cider World Champions 2022 – Store Naa Siderkompani and Alde: <https://www.regjeringen.no/no/aktuelt/tre-vm-gull-til-norsk-sider-under-mesterskapet-i-bergen2/id2947092/>
- 11 Cider World Champions 2023 – Store Naa Siderkompani and Aga sideri: <https://www.celotajs.lv/lv/conf/NICA/results>
- 12 News coverage stats for Bergen: Meltwater, used 12.10.23 for search words «Bergen AND/OR gastronomy»
- 13 BBC news article of Bergen region gastronomy – «The rebirth of Norway's cider tradition» <https://www.bbc.com/travel/article/20230920-the-rebirth-of-norways-cider-tradition>
- 14 Lonely Planet news article of Bergen- «why Bergen is worth a visit in 2023»: <https://www.lonelyplanet.com/news/bergen-norway-food-flights-art>
- 15 Bergen's gastronomy featured in the National Geographic "Gordon Ramsay: Uncharted" series: <https://www.nationalgeographic.com/pages/article/gordon-ramsay-s2-norway-cooking>
- 16 Follow-up news article of Gordon Ramsay and «why he loves Norway» - Travel+Leisure magazine: <https://www.travelandleisure.com/food-drink/celebrity-chefs/gordon-ramsay-interview-uncharted-season-two>
- 17 A selection of international news coverage of Bergen: <https://www.nordische-esskultur.de/story-der-woche-irgendwas-mit-algen/>
<https://www.tripreporter.co.uk/a-gastronomic-guide-to-bergen-norway/>
<https://www.falstaff.com/de/news/nordic-by-nature-zwischen-elch-und-algenjagd-in-norwegen>
<https://www.travelbeginsat40.com/2023/01/fjord-norway-home-of-the-worlds-best-seafood/>
<https://experiencedtraveller.com/journal/2023-02-05-bergen-a-unesco-gem>
<https://www.reisereporter.de/reiseziele/europa/norwegen/norwegen-7-gruende-fuer-eine-reise-nach-bergen-3RDZYDN3MWIEP2SPUOBVA65IEF.html>
- 18 Visit Bergen's separate webpage section for UNESCO Creative City of Gastronomy Bergen: (engelsk): <https://www.uib.no/en/unesco-chair/138619/unesco-initiatives-vestland-county>
- 19 Visit Bergen's separate YouTube channel for UNESCO Creative City of Gastronomy Bergen: https://www.youtube.com/playlist?list=PLUpldlWe4s13DcfrqG_IrgicT9QPxoLDt
- 20 The Vestland UNESCO initiatives: <https://www.uib.no/en/unesco-chair/138619/unesco-initiatives-vestland-county>
- 21 UNESCO program during Bergen Food Festival 2022: <https://www.facebook.com/CreativityBergen/posts/pfbid0vE4tYHVlALp35gNtR7AMuqgJqtPke-yeaf3jYz3enyhTfKXjQAAaMueJQeCq3ol>
- 22 The Day of the persetosk is established in Bergen by the Bergen City Council 2019: <https://www.bergen.kommune.no/politikk/saker/210289>
- 23 The persetosk on Wikipedia: https://no.wikipedia.org/wiki/Persetosk#cite_note-5
- 24 TasteAtlas overview of the most typical fish dishes of Europe – Bergen and persetosk highlighted: <https://www.facebook.com/TasteAtlas/posts/pfbid0fTJK-c8WjAHXy3RudvKeUjRM1ApZJEvypqxsGn1NtrkPac3QWcu3TgSkgy1zGRs5U1>
- 25 Cider in Hardanger, an 800 year old tradition: <https://www.aftenposten.no/reise/i/e8bQ1q/eplsideren-fra-hardanger-er-en-800-aar-gammel-kunst-naa-inviteres-nordmenn-til-aa-oppleve-gjenoppstandelsen>
- 26 International Strategy for the City of Bergen: <https://www.bergen.kommune.no/api/rest/filer/V8849204>
- 27 Bergen in Phuket, Thailand (2nd Gastronomy International Symposium) 2020: https://www.facebook.com/CreativityBergen/posts/pfbid02s1KM3GncY-qTPJ7Tu4k8fQaL_RuMSVDSndtbnibQWR9ppK82cmCzJmLvpgx6yKsYm1
- 28 Bergen in Alba, Italy ((International Alba White Truffle Fair) 2021: <https://www.facebook.com/CreativityBergen/posts/pfbid02zxc4Mkqv8M574WYzXvK-JV4381i9zvfGuwNbNATr1QfHpnTKkfQSEGtytQAxB7Qx1>
- 29 Bergen in Dénia, Spain (DNA Festival Dénia) 2021: <https://www.facebook.com/CreativityBergen/posts/pfbid036R15zUfJjU6YzF5jJ1CcFp8wh7aGzZU4EEDXEDPDtSbQ9uDMuxhHPL7B1a5i9vyU1>
- 30 Bergen in Gaziantep, Turkey (3rd Gastroantep Gastronomy Festival) 2022: <https://www.facebook.com/CreativityBergen/posts/pfbid0yXx2h9MQduqbkX-fyqMV6WhZDsTVo1MonUfC4jXMRAYZyOQ4iRgNGHrgyDAKpkiY1>
- 31 Bergen in Rouen, France (l'Armada) 2023: <https://www.facebook.com/CreativityBergen/posts/pfbid0yXx2h9MQduqbkXfyqMV6WhZDsTVo1MonUfC-4jXMRAYZyOQ4iRgNGHrgyDAKpkiY1>
- 32 Bergen in Bergamo, Italy (Fourth International Summit of the Creative Cities): <https://www.facebook.com/CreativityBergen/posts/pfbid0aKHcmH-MakU3gtk9t3Ewg5z5WyywTaQHlur3AsmcNkq17NsobcPo197Z8FasLU8W1>
- 33 Example of news coverage: Bergen in Alba 2021, national newspaper La Repubblica: <https://video.repubblica.it/il-gusto/gusto/fusioni-gastronomiche-il-tartufo-bianco-di-alba-e-il-merluzzo-norvegese-il-piatto-di-chef-kleve/400564/401274>
- 34 History of stockfish and Bryggen: <https://www.nb.no/historier-fra-samlingen/da-hansaen-kom-til-bergen/>
- 35 About the Hanseatic history of Bergen: <https://www.hanse.org/en/hanse/bergen>
- 36 Article on stockfish culture at the webpages of Arts Council Norway: <https://www.immateriekkulturarv.no/en/bidrag/the-cultural-and-culinary-traditions-of-stockfish/>
- 37 Food&Talk – more info about the teachings on healthy food for kids: <https://smaksverkstedet.no/arbeidstrening-med-smaksverkstedet/>
- 38 Annual Report Ny Sjanse (Second Chance) 2022: <https://www.bergen.kommune.no/api/rest/filer/V26544058>
- 39 Master program in Food City Design – from Mid Sweden University: <https://www.miun.se/globalassets/forskning/center-och-institut/etour/food-city-design/food-city-design-2021-2022.pdf>
- 40 Master program in Food City Design – from the City of Bergen's UNESCO Creative City of Gastronomy page: <https://bergenmatby.com/wp-content/uploads/2020/12/master-i-matbydesign-til-Facebook.pdf>
- 41 The City of Bergen participating in Food City Design master program lectures: <https://www.facebook.com/CreativityBergen/posts/pfbid0yid2HCRWdf3nety6CgDU3siUDNcn4rGGFhKgoKJTD7rkJyYSoBMPeppcaiNHm5XSI>
<https://www.facebook.com/CreativityBergen/posts/pfbid02lrqMfgxwSBkDrrDYA3s9BXQ744LyEvOqbG6RZ3iFQ1xWAYVs22WDTxpoSbXLUc3f1>

Photo credits collage: 1: Visit Bergen - Øystein Haara 2,4,7,12,19,21: Matarena - Tove Lise Mossestad, 3: Visit Bergen - Mathias Falcone, 5: Verdenskåfeen - Trude Kraft Solbue, 6,11,15: Matarena - Ingvild Hægh, 8: Eva Steige - Maten Servert - Byrådsavd. for eldre, helse og omsorg - Bergen kommune, 9: Jannica Luoto - Bergens Tidende, 10, 17: Lystgården / Bybonden, 13,16,18,22: Matarena - Øystein Haara, 14: Visit Bergen - Casper Steinsland, 20: Visit Bergen - Anita Elén Langøy - Lygra Villsaug 2



From the UN Sustainable Gastronomy Day celebration 2023 at Lystgården