

Florianópolis

*UNESCO City
of Gastronomy*



About Florianópolis

The capital of the State of Santa Catarina is located in Southern Brazil. International reference in tourism, the city comprises the Island of Santa Catarina and a small adjacent continental area. More than 100 beaches with distinct characteristics – from coarse sea beaches to coves - attracting half a million visitors a year, from all over Brazil, neighbour and distant countries.

Florianópolis has a population of 421 000 inhabitants and almost a million people live in the metropolitan area. The city concentrates numerous universities, public institutions, shops and service companies. Local economy is mainly based on trade, tourism and the technology and computer sector.

The city is nationally recognized for combining the facilities and attractions of urban life to the life quality of small towns integrated with nature. For this reason, Florianópolis has experienced an accelerated growth in the last 15 years, reflected in the increase in population and the installation of new enterprises.

Florianópolis accumulates some titles that define characteristics of the city:

Tourist Capital of Mercosur,
Oyster Capital,
Brazilian capital of life quality.

It is the third Brazilian city most visited by foreign tourists; and its state, Santa Catarina, won for the sixth year consecutively the *"Best tourist destination in Brazil"* award , granted by the specialized national magazine Travel and Tourism.

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The increase in the flow of tourists and business trips has also raised the level of demand from local establishments, especially hotels and over 2000 bars and restaurants. In 2006 the city was included in the list of the 10 most dynamic cities selected by the North American magazine Newsweek, since it has been able to gather both quality of life and sustainable economy .

The Massachusetts Institute of Technology (MIT) chose Florianópolis along with Helsinki (Finland), Copenhagen (Denmark) and Seoul (Korea), to take part in the New Century Cities program, pointed by the MIT as urban models of the future.



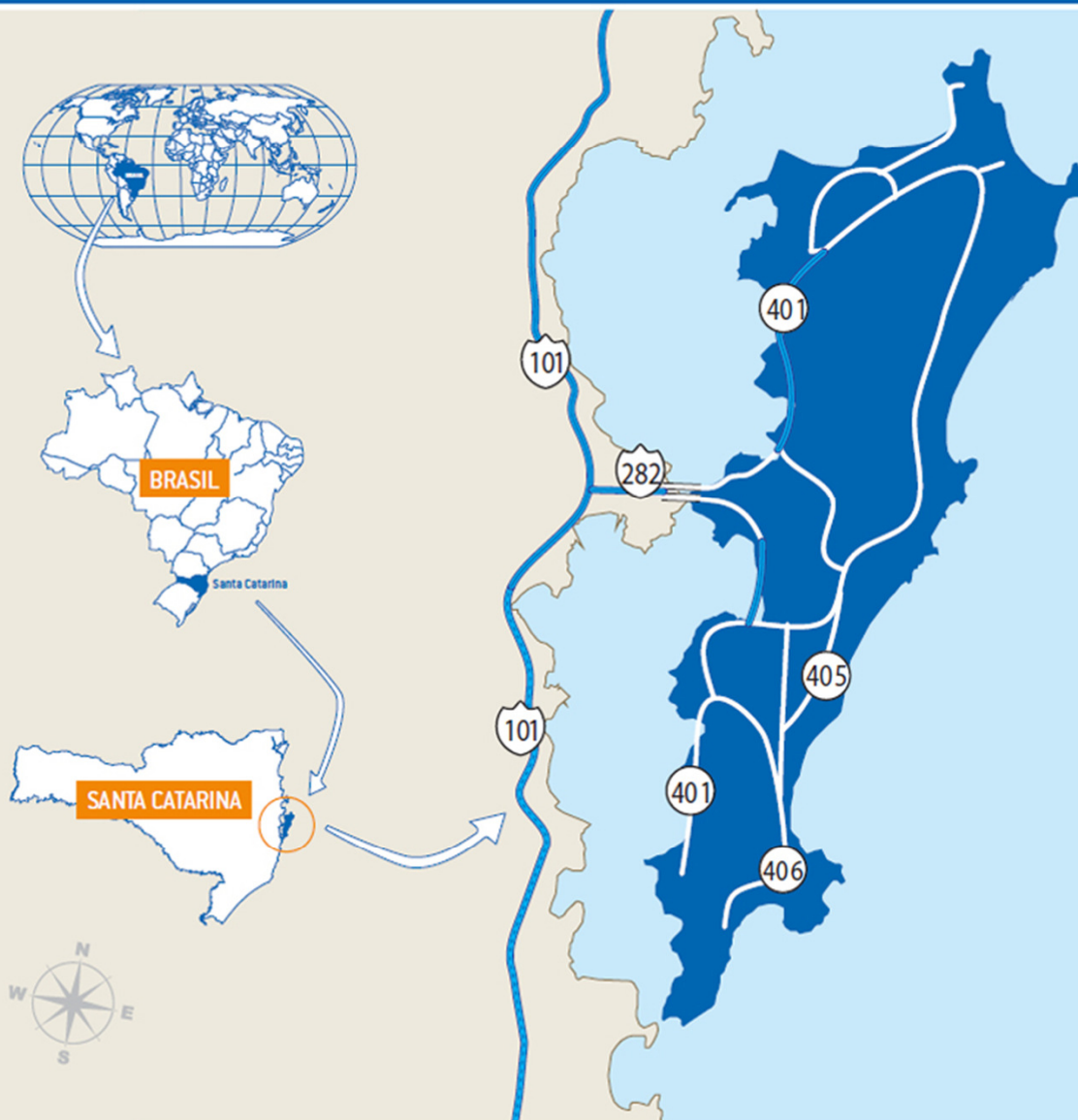
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Some History

Initially inhabited by Carijó Indians, the island started to be colonized in the 17th century by the Portuguese, especially those from the Azores archipelago. Subsequently, the city has also been settled by immigrants from Africa, Spain, Italy, Germany, Poland, Greece and Lebanon, among others from many different countries and different regions of Brazil. Local culture and cuisine that can be tasted in Florianópolis today are a result of the influence of all peoples, ethnicities and traditions that are part of the history of the city, forming a unique and attractive cultural melting pot.



Location



Population: 421.240 inhabitants (Brazilian Institute of Geography and Statistics 2010)

Territory: 436.5 Km²

Climate: Defined Seasons, Humid Mesothermal

DISTANCES

Curitiba: 300 km

Porto Alegre: 476 km

São Paulo: 705 km

Rio de Janeiro: 1.144 km

Belo Horizonte: 1.301 km

Brasília: 1.673 km

Salvador: 2.682 km

How to arrive



By car, through BR 101, both for those coming from the north and from the south of Brazil.



By plane, landing on Hercilio Luz International Airport



By bus, arriving at The Rita Maria Bus Terminal

Executive Summary

Florianópolis aims to integrate the The UNESCO Creative Cities Network with the goal of generating international visibility and increasing the local touristic-gastronomic sector. Qualifying the existing establishments and encouraging the creation of new companies in the field of gastronomy are manners to contribute to the region cultural and socioeconomic development.

The reasons for Florianópolis' participation in the Network are presented in this document and are based, primarily, on the city economic, historical and cultural potential, which contribute to transform Florianopolis into a national reference as concerning gastronomy and tourism.

The gastronomy of Florianópolis is characterized by harmony between tradition and diversity: local restaurants value and preserve cultural

expressions such as the ways of preparing dishes, the region ingredients and other habits while new chefs trained in gastronomy schools promote the reinterpretation of regional cuisine, proposing contemporary cuisine using elements from the state of Santa Catarina. The result goes beyond innovation since it surprises, enchants and conquers the diners.

We highlight the proposed action "Gastronomy Observatory" (presented at the end of this document) which has among its objectives the dissemination of information about the gastronomy productive chain, the organization of guides and thematic food festivals, consolidation of gastronomic routes, transfer of management technology and encouragement of experiences interchange.



Executive Summary

Objectives of the proposal

Integrating The UNESCO Creative Cities Network, as a way to encourage and promote local cuisine industry, contributing to the city socioeconomic and cultural development and to its international visibility. Preserving cultural expressions such as local know-how, preparation modes, celebrations and other customs of traditional local cuisine and also promoting interchange among the different food cultures.

Mission

Contributing to the sustainable development of the gastronomy sector in Florianópolis through projects and actions based on national and international articulation and cooperation, especially with the UNESCO Creative Cities Network.

Vision

As a member of the Creative Cities Network, Florianópolis should be reference in the implementation of public policies, partnerships and shared actions with civil society and sustainable solutions for the creative industries, with a focus on the gastronomic segment.



Proposals for action

The city of Florianópolis is willing to contribute to the Unesco Creative Cities Network in implementing some proposals for action:

- 1) Conducting a technical mission to meet and establish bonds of cooperation and exchange with other gastronomic cities defined by UNESCO.
- 2) Conducting an annual food festival with the participation of guest chefs from other creative cities, involving a significant number of local bars and restaurants as spaces for the reception of foreign visitors.
- 3) Conducting a biennial award given to the best restaurants in Florianópolis, based on criteria that encourage the improvement of services and products offered, including: links with the local and traditional cuisine, innovative capacity, the adoption of the best practices by public health and public health surveillance, the privileged use of products from family farms and organic and artisanal fishing; involvement with the timing and the socio-cultural practices of the city, architecture and interior design using elements of art and local crafts and other attitudes and practices that prove social and environmental responsibility.
- 4) Publication of an annual guide with the qualified gastronomic offer in Florianópolis, including establishments and recipes of local gastronomy.
- 5) Creation of the Food Observatory, aspiring the wide circulation of information related to the food production chain, involving production, study and dissemination of global data. Its implementation will enable the transfer of technology management among its members by conducting courses, workshops and events. It will also promote the sharing of research tools and methodologies intervention among researchers and practitioners from member cities, stimulating the circulation of knowledge. It will similarly encourage the exchange of experiences through missions among cities network. The project will promote the organization of a business central district toward the search for joint solutions for the sector, with monitoring of supply and demand, stimulating associativism.