

Framework for Creating Roadmap Phetchaburi the UNESCO Creative City Network of Gastronomy

Roadmap can be called a master plan to drive the province's creative city of Gastronomy. Initially, the province has added the UNESCO's Creative City Strategic Plan in addition to the original provincial development plan which had 3 to 4 items. To join the preparation Through the process of meeting for brainstorming and joint workshop, a total meeting/workshop will be 5 times, 2 of which were brainstorming and summarizing. The other 3 times were Joint Workshop (Includes other techniques in preparation such as literature reviews, In-dept Interview with key informants, Learning exchange, Observation, etc.).

In this regard, the determination of various contents in the Roadmap, in addition to being prepared under the circumstances and context of the city, Criteria that are designated as UNESCO Creative Cities (check out the UCCN Membership Guidline) must also be included. Preparing for the Assessment UNESCO's time frame is four years to maintain UCCN Members status, and it is essential to include what the city has committed with UNESCO in the submitted application (e.g. organizing an exchange forum). (Public hearing) distributed in 8 districts, totaling more than 500 participants, etc.).

Preliminary, the working group has determined the components of the roadmap, consisting of two main plans: 1) Phetchaburi Creative city of Gastronomy 2022-2027 Strategic Plan (using the fiscal year time frame as a divider) as a 6-year long-term plan, in order to be in line with the end of the Roadmap. The 13th National Economic and Social Development Plan and the halfway stage of the National Strategy and 2) the Creative City Phetchaburi Action Plan. It is a short-term plan for 1 year, October 2021-September 2022.

In order to continually drive the creative city from the beginning that The Ministry of Education has considered sending Phetchaburi Province to UNESCO in late June 2021. The plans to be implemented are therefore scheduled from July 2021 until the end of the roadmap in 2027. The working group has prepared (drafted) an action plan. Urgent phase from July 2021-October 2021 as a preliminary information to jointly consider appropriate activities in the urgent time, especially public relations and awareness building, as well as to determine the responsible agency for each task. This is the period when Phetchaburi province has been selected as a representative from Thailand to be a UNESCO Creative City (UCCN) together with Chiang Rai Province.

To Create plans the working group has set the time frame of the fiscal year. The urgent plan therefore overlaps with the one-year action plan in October 2021. Initially, the working group defined the plan as follows:

- 1) The urgent action plan covers the period from July-October 2021.
- 2) PUCCN Action Plan Fiscal Year 2021 from October 2021-September 2022. **Overlaps in October 64**
- 3) PUCCN Strategic Plan from October 2022-September 2027.

(Draft) Phetchaburi The UNESCO Creative City of Gastronomy Strategic Plan

The preliminary conceptual framework for the Strategic Plan defines four strategies as a starting point for brainstorming and joint workshops. Each strategy consists of goals, KPIs, strategies and key. As well as determine the agency responsible for the implementation of each activity. Phetchaburi Strategic plan carry 4 Strategies that the Working Group has set as a starting framework consists of:-

1. Sustainable creative economy development from Creative Tourism and being UNESCO Creative City of Gastronomy.
2. Conservation of Cultural heritage in Gastronomy and other areas through Formal, Informal Education, Life Long Learning and through other Mechanism.
3. Developing the Quality of Food to Meet the Standards and being Popular with both domestic and international Consumers.
4. Creating Awareness and Public Relations of Phetchaburi UNESCO Creative Cities Network of Gastronomy to Create the Power to Drive from all Sectors.

(Draft) Phetchaburi The UNESCO Creative City of Gastronomy Strategic Plan 2022-2027

Strategic	Goal	KPIs	Strategy	Activity	Agent
Strategic 1 Sustainable creative economy development from Creative Tourism and being UNESCO Creative City of Gastronomy.					
Strategic 2 Conservation of Cultural heritage in Gastronomy and other areas through Formal, Informal Education and Life Long Learning also through other Mechanism.					
Strategic 3 Developing the Quality of Food to Meet the Standards and being Popular with both domestic and international Consumers.					
Strategic 4 Creating Awareness and Public Relations of Phetchaburi UNESCO Creative Cities Network of Gastronomy to Create the Power to Drive from all Sectors.					

(Draft) PUCCN Action Plan period October 2021-September 2022

(Draft) PUCCN Action Plan from July-October 2021 Urgent Phase

No.	Activity	July	August	September	October	Agent
Awareness Building and Public Relations						
Offline events and communications						
	1.1 Meeting and appointing a working group to drive the creative city of Phetchaburi, urgent phase	✓				
	1.2 Develop and improve the logo that SU organizes the contest to be able to represent the values and identity of Phetchaburi, the creative city of Gastronomy, Universal to communicate to the public both nationally and internationally.	✓	✓			
	1.3 Make cut-out vinyl signs to the area that can be installed. to distribute all 8 districts such as provincial billboards Signs according to government agencies Coordinate the use of areas where signs have already been made can be recreational places may include private areas		✓	✓	✓	
	1.4 Make a leaflet, brochures, Phetchaburi Creative city of Gastronomy for distribution at tourist hotspots.		✓	✓	✓	
	1.5 Contact and coordinate with government agencies for joining to drive Phetchaburi into UNESCO's creative city.	✓				
	1.6 The working group discussed/organized meetings with government personnel and local administrator, etc.		✓	✓	✓	
	1.7 Asking for cooperation from households, companies, ,government agencies to take care of the cleanliness and beauty of the place.	✓				
	1.8 Organize an open space area at King Rama IV Park.....		✓	✓	✓	✓
	1.9 Organize youth camps Phetchaburi Essay Contest, Creative City of Gatronomy / Drawing contest about Phetchaburi, etc.			✓	✓	✓

No.	Activity	July	August	September	October	Agent
Awareness Building and Public Relations						
Offline events and communications						
	1.10 Set up information center on Phetchaburi, a creative city in the public area, such as city halls, districts, etc.	✓	✓	✓	✓	
	1.11 Prepare mapping of tourist spots, raw materials, popular restaurants food production sources, etc.		✓	✓	✓	✓
	1.12 Organize discussions/meetings for groups, agencies, and organizations related to food in Phetchaburi Province. To jointly define activities in both the urgent phase and the 5-year roadmap		✓			
	1.14 Make a Landmark in Phetchaburi, a creative city in 3 important tourist attraction points,			✓	✓	
Online media production						
	1.15 Develop, the website. www.Phetchaburicreativecity.com to be a bilingual system. Make it more interesting, and has enough content to attract people to visit the website	✓	✓	✓	✓	✓
	1.16 Create Facebook page/Phetchaburicreativecity or Phetchaburi of Gastronomy to communicate with the public about the creative city of Petchaburi It presents the movements of the city and its activities. This is to provide information to tourists and interested parties. In this regard, the main content will be developed into a bilingual system for international communication and to support the review by UNESCO.		✓	✓	✓	✓

No.	Activity	July	August	September	October	Agent
Awareness Building and Public Relations						
Online media production						
	1.17 Develop and improve facebook page/ เพจ เมืองเก่าเล่าเรื่องเมืองเพชรบุรี/Phetchaburi creative city to be a bilingual to support the review from UNESCO. Presenting activities to drive Phetchaburi, being UCCN of Gastronomy to increase the number of followers. Presenting activities and attractions people to travel in Phetchaburi when the situation retorns to normal	✓	✓	✓	✓	
	1.18 Coordinating with academics and writers Bloggers , Influencers to produce articles, writings, and stories about the values and identity of Phetchaburi. Being a UNESCO Creative City of Gastronomy of Phetchaburi as well as other Content for use in communication through various media developed and for the general publishing	✓	✓	✓	✓	✓
	1.19 Collaborate with photographers to produce photos as a gallery Both new productions and old stock that are available to use.	✓	✓	✓	✓	✓
	1.20 Video production with content about Phetchaburi, a creative city of Gastronomy and the other story of Phetchaburi to be Content for publishing on the website, Facebook page, Youtube Channel, LED screen and other online media.	✓	✓	✓	✓	✓
Organizing events to celebrate when Phetchabun is a UNESCO Creative City						
	1.21 Phetchaburi Creative City of Gastronomy (Press Release) press conference while waiting and when the results are announced					✓ Nov.2021
	1.21 Preparing for the Grand Opening Phetchaburi Creative City of Gastronomy					✓ Nov.-Dec 2021
	1.22 Grand opening Cultural Road (Walking Street)					✓
	1.23 Other celebration events in the city					

No.	Activity	July	August	September	October	Agent
Activities to promote and preserve food culture in Phetchaburi Province						
	2.1 Activity "Find local food in each area. Organize each area to gather local chef, talented cooks to present outstanding dishes. It's a deck, not a standalone menu. To represent the food in each locality. Producing a video of the making process and taking photos to serve as a database for preserving the food culture of the province. Distributed across 8 districts, may consider joining the Nawatwithi Tourism Village Project and other villages with outstanding food	✓	✓	✓	✓	
	2.2 Organize a contest for making ceramics and other materials for a food deck under the identity of Muang Petch				✓	✓
	2.3 Gather chefs and cooks both locally and at hotels and resorts to join in activities such as "Phetchaburi's Best Menu Contest" such as Tod man Kanom Jeen, Pad Thai, Kuay Tiew Nam Daeng. Original Kanom Morkaeng,, Kanom Tan etc.			✓		
	2.4 Gather food experts Representatives from educational institutions, chefs, cooks at hotels and local together to develop a curriculum for teaching cooking in public places					
	2.5 "New Dish Development" Contest Using Raw Signature Materials in Phetchaburi.				✓	
Establishment PUCCN Center						
	3.1 Establishment an information center and Petchaburi Creative city Driving Center (PUCCN Centre)	✓				
	3.2 Establish a conservation center Phet's recipe May coordinate with the government, private sector, educational institutions, cooks, both professional and local cooks. in a suitable place to teach how to cook Muang Phet recipe every Saturday - Sunday (or the 2nd and 4th week of the month), etc.	✓	✓	✓	✓	✓

Activities to Drive Creative Cities for Sustainable Tourism of Phetchaburi Province, Year 2021

Supported by DASTA

The mission that working group must be completed under the objective and scope of the project are briefly as follows:-

Objective

1. To create a roadmap for Phetchaburi of becoming UNESCO's creative city network member. The roadmap is consistent with DASTA's strategies with its focus on support for city development in special areas for sustainable tourism, which aim to become a UNESCO creative cities member.
2. Directions for the city in order to become a member of UNESCO Creative Cities Network and promote co-operation in all sectors.
3. To develop the city to meet UNESCO criteria.

Scope of Work (In Brief)

1. Create an action plan according to the Term of References. 1st report DASTA inspected on June 15, 2021.

2. Create 5-year Roadmap of Phetchaburi to become the UCCN. It is an important mission in TOR that all concerning parties must cooperate in the preparation as a master plan for driving Phetchaburi, a creative city for 5 years. DASTA and the working group agreed to formulate a 6 year roadmap to be in line with the halfway phase of the National Strategy and the end of the 13th National Economic and Social Development Plan.

3. Develop the configuration of the UNESCO Creative Cities Network

Application Form to be up to date and complete. Phetchaburi already submitted an application when the project started. (In the case of a city qualifying for UCCN, the activities will be carried out according to the roadmap (Plan A). There will be a backup plan (Plan B) in case the city does not pass the selection. If 2021 does not pass, the next round for Phetchaburi can be submitted the next four years are in 2025.

4. Support the Phetchaburi Gastronomy Symbol contest. The research project of SU has organized such activities and the decision has been announced on Saturday, July 10. The budget in this section has been prepared by the working group in three ways: 1) Develop symbols from the winners of the contest. 2) This part of the budget is used for awareness building and public relations activities. which initially saw that the video production Phetchaburi City of Gastronomy for use in publishing on various occasions which will be very helpful including use in activities An upcoming International Event is required or 3) Activities to preserve local food culture by searching for local recipes of each area (Selected from the communities that can represent about 5 groups in Phetchaburi. This option can make photos/videos which can be Content for publishing and collecting as a database for preserve Phetch's food culture) In case the province need to collect more village that represent all over Phetchaburi that may have more than 5 representatives, the working group is willing to support personnel in the operation. As for the budget, it is expected that the project Will be able to collect about 5 villages. This may include introducing a specially creative menu by using ingredients

that reflect the identity of Phetchaburi, such as Palmyra sugar, sea salt, Phetch's lime, and Karen chili.

5. Collaborate with network partners to organize international food events in Phetchaburi for at least 2 days. This is related to the important Criteria designated by UNESCO and Phetchaburi still has relatively few of these activities. There are several possible frameworks for organizing activities such as International Conference International food festivals, international events, here will require a team work to discuss the design and preparation of the event soon. From a meeting with the provincial governor on Monday 19 July, the management and public relations committee for creating awareness of being a creative city of Phetchaburi province and DASTA agreed initially to shift the timing of international food events to speed up from the original plan at the end of November to September 2021.

6. Collaborate with network partners and people involved in media production for public relations and building awareness about being a network of creative cities of Phetchaburi. To produce content such as photos , moving images (video clips), story telling, articles and writings by collaborate with academics, writers, bloggers, influencers to jointly create content that will be communicated to the public both in the domestic and international (Supports a review from UNESCO, which according to the time frame is August-September or until the decision is announced). The media consists of 1) National newspapers 2) Facebook page/Phetchburicreativecity 3) website www.Petchburicreativecity.com 4) Online news stations 5) local newspapers 6) TV media and 7) a large LED screen at the intersection of City Hall.

7. Organize learning exchange activities. Separate into two approaches between 1) representatives from the public, private sectors, and related parties representing them to visit other UNESCO's Creative City of Gastronomy to learn, exchange experience, and observing how they handle UCCN, etc. 2) Organize international food activities in Phetchaburi by inviting the UCCN from abroad at least 3 cities (if this option is an international event will be held in Phetchaburi 2 times).

8. Submit a summary report of all activities. Submit report within 10 days after major events according to Scope fo work.