



Expanding the *Days of Bread* through the Creative Knowledge Platform:  
The First UCC All-inclusive Inter-network Project

# Introduction: What is the Creative Knowledge Platform (CKP)?

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The CKP, comprised of websites, apps and virtual reality environments, engage visitors in a simulated, expanded and extended **Experience** (see, hear, learn and try), guide them through the Community's **Spaces** (physical and virtual) and gives them lasting memories through **Activities** (Long-lasting, Temporary), even after their visit.

The CKP component available now is the **TRusT™ Web App**, which supports communities of artisans and farmers (the **Knowledge Keepers**) in **leveraging their unique Traditional and Creative Knowledge to reach the UN 2030 Agenda for Sustainable Development, Goal 8: “To promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all”**.



# Introduction: What is TRusT™?

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The TRusT™ App consists of **storytelling and tracking features**, utilizing QR codes to create a user-friendly and direct connection between Knowledge Keepers (e.g. artisans, chefs, farmers and more) and their customers. Web links within the app allow users to explore the stories and products of both local and international Knowledge Keepers, their production processes, techniques used, geographical location and more.

The innovative approach of TRusT™ provides new forms of communication between producers and consumers as well as **highlights each producer's unique and skillful crafts**. Consumers benefit from TRusT™ by accessing product information through compelling behind-the-scenes narratives and exploring the world of artisanal traditions.



# The project

Expanding the *Days of Bread* through the  
Creative Knowledge Platform

# Expanding the *Days of Bread* through the CKP

## - Overview

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To encourage the participation of all 180 UNESCO Creative Cities, the concept of “bread” has been expanded beyond its traditional conception: “bread” is any food derived from mixing local ingredients together that serves as a culturally significant staple in the community’s food system.

The inspiration derives directly from the words of the organizers of the event in Krakow:

*“... bread is a symbol of fecundity and miracles, generosity and sharing ... bread fulfills a specific function in social and culinary culture by providing nourishment and sustenance, and its methods of preparation and associated traditions are as diverse as the world itself”.*



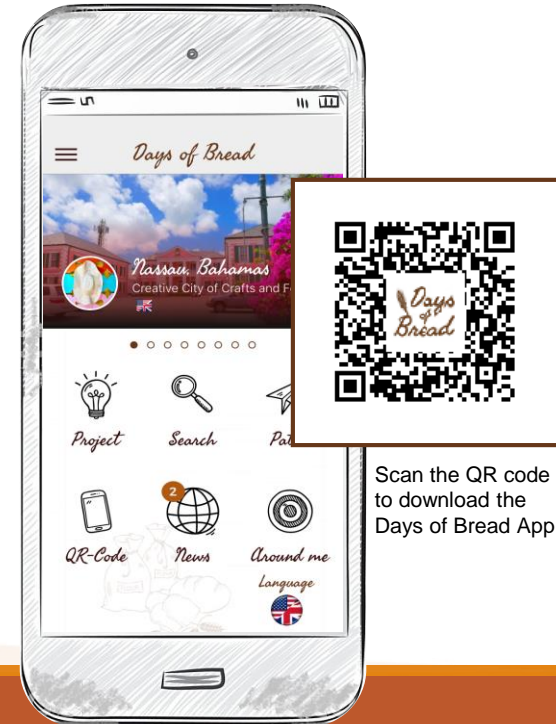
# Expanding the *Days of Bread* through the CKP

## – Utilizing the CKP

ITKIUS has partnered with **Tucson City of Gastronomy** and **Krakow City of Literature** to utilize the CKP in the Days of Bread Celebration.

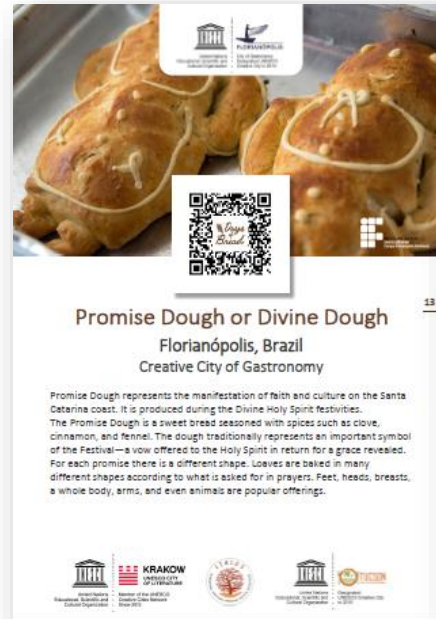
The Creative Knowledge Platform is used to:

- **Tell the stories behind each Creative City's representative bread**, including its farmers, millers, artisan bakers and home cooks who all play a role in creating the bread.
- Capture the **creative processes of the Knowledge Keepers**, through a variety of texts, interviews, photographs and video content. Additionally, each Creative City may also submit supplemental content relating to their respective creative field.
- Create **Experiential Itineraries** through a smartphone application ([iOS](#)) ([Android](#));
- Provide content for the **“Discover Traditional Breads of the Creative Cities” publication** and additional materials containing recipes and cultural background information, available as a pdf online.



# Expanding the *Days of Bread* through the CKP

## – Example Booklet



# Expanding the *Days of Bread* through the CKP – Midway Publication

All the created booklets will be combined into the “Days of Bread – Breads of the Creative Cities” publication, available as a pdf to all participating UCCs.

Following the UCCN XII Annual Conference, all content is now available digitally (both online and through the smartphone app), as well as for printing for each of the Creative Cities





# Expanding the *Days of Bread* experience through the CKP – Final Results

The “Days of Bread” project in Wolnica Square, Krakow, Poland at the UCCN XII Annual Conference, from June 9-10, 2018 was a great success.

The aim in 2019 is to unify all 180 Creative Cities through their local staple foods.

The results of the project will be presented at the XIII Annual UCCN Meeting in Fabriano (Italy).

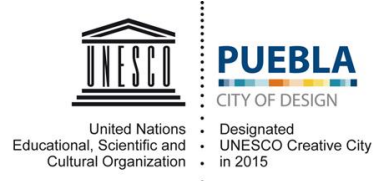




# Participating in Days of Bread 2.0:

*"Breads of the Creative Cities" Project*

# *"Breads of the Creative Cities" Project Introduction*



"Breads of the Creative Cities" project is supported by Krakow Creative City of Literature, Puebla Creative City of Design and Fabriano Creative City of Craft & Folk Art.

The city of Puebla is supporting us for the Design cluster of the project.

The city of Fabriano, that will hold the UCCN XIII Annual Meeting in 2019, is supporting the project and will print the book using their high quality paper.

# How to Participate in the “Breads of the Creative Cities” Project (1/3)

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If you are a Creative City, we encourage you to select a representative baker who prepares a traditional staple food of your city. This is essential for your participation in this project. Additionally, we also encourage you to search for both a farmer and a miller that contribute to the production process of your city’s bread, however this is optional material.

Overall, we request information from four key players for this project:

- UNESCO Creative City (Essential)
- Baker (Essential)
- Farmer (Supplemental)
- Miller (Supplemental)

Information on the UNESCO Creative City and the baker are essential for your city to be included in the “Breads of the Creative Cities” publication that will be presented at the UCCN XIII Annual Conference held in Fabriano, Italy in 2019.  
Deadline for submission: March 15, 2019

# How to Participate in the “Breads of the Creative Cities” Project (2/3)

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Read about the project at: <http://www.itkius.org/breads-of-the-creative-cities-2/>.

If you have not received yet an email from the Breads of the Creative Cities team please write us at [breadsofthecreativecities@itkius.org](mailto:breadsofthecreativecities@itkius.org)

We will send you an email with a specific link for your Creative City; this link will be univocal and you cannot share it with other Creative Cities!

When you finish the registration you will redirect to a special section of our platform’s website, then you can start to fill out the information required through a simple wizard.



# How to Participate in the *"Breads of the Creative Cities" Project* (3/3)

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Once you have filled in the required information, we will validate its contents with our editor.

You will receive an email with either suggestions from the editor or saying that the information has been successfully validated.

Once the data has been validated, the information will become available on the mobile app as well as added to the contents of the book for the conference in Fabriano in 2019.

# General information (1/3)

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The data must be in English so if your baker, miller or farmer does not know the language, please aid them in filling out the data

The two most important components are the Creative City and the Baker. If you don't have at least one baker you will not be able to participate.

We will also be including images in the final publication. Please include four images with a resolution of at least 2500x1700 pixels of:

- *The Creative City (landscape)*
- *An image of each participating Knowledge Keeper*
- *The City's bread*
- *Demonstration of the City's creative field*

# General information (2/3)

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Knowledge Keepers (Bakers, Farmers and Millers) can be represented either by a commercial entity or an individual person.

We invite you to add, where appropriate, information about traditional techniques and tools used in producing both the flour and bread.

You can add bibliographic references (e.g. links to websites and other publications) to give us more information about the cultural significance either of the techniques or of the tools used in the preparation of the recipe.

**We suggest responses between 150-300 words**, except for the recipe section which can be as long as need be.

# General information (3/3)

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OPTIONAL (recommended) – If you would like to add videos, they must be uploaded to YouTube, and please include them with the submission of your forms. We suggest that videos run around 2-3 minutes each.

OPTIONAL (recommended) - Each Creative City may submit additional content within their creative field (for example, a poem, song lyrics, film clip, graphic, artwork, craft image, or other means that help convey cultural connections to your bread).

# Additional information

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*For this project, we also propose you conduct a brief video interview with your knowledge keepers (Baker, farmer and miller) roughly following this outline:*

- Why did you become a baker?
- How does baking affect your everyday life?
- What are the challenges of being a baker, and what is the most difficult aspect of your job?
- Are you satisfied with your job?
- Your favorite thing to bake is...?





# Team and useful contacts

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Name and Surname	Company/City UCC	Representative (Activity Description)	E-MAIL
GIUSEPPE BIAGINI	ITKI US	Representative of relations with UCC's	<a href="mailto:g.biagini@itkius.org">g.biagini@itkius.org</a>
MARIO MAZZEO	ITKI US	Operational representative	<a href="mailto:m.mazzeo@techgap.it">m.mazzeo@techgap.it</a>
JONATHAN MABRY	Tucson City of Gastronomy	Focal Point of Tucson	<a href="mailto:jonathanbmabry@email.arizona.edu">jonathanbmabry@email.arizona.edu</a>
BREADS OF THE CREATIVE CITIES TEAM	ITKIUS	Technical Team	<a href="mailto:breadsofthecreativecities@itkius.org">breadsofthecreativecities@itkius.org</a>

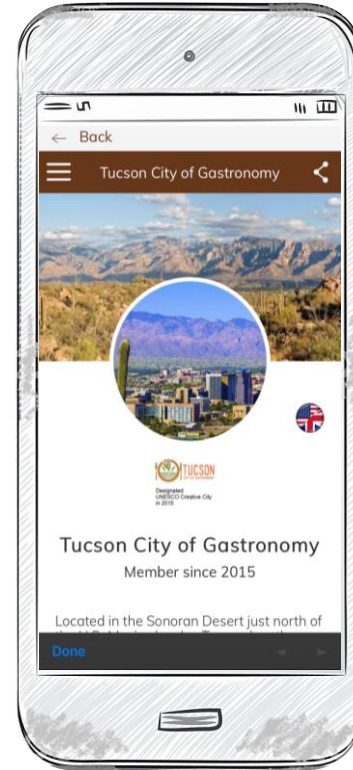


Example information available on the “*Days of Bread*” Mobile App

## Home Page Days of Bread App



## Home page (Tucson City of Gastronomy)



## Traditional Baker



## Information about the ingredients



## Information about the bread preparation

