



FORM BEST PRACTICES CONTEST 2026

Municipality Shenzhen City, Guangdong Province Country China
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Name project

Nan'ao Sea Urchin Food Festival

Category Certification Criteria: mark the category of your project

- ☐ Energy and environmental policies (politiche energetiche e ambientali);
- ☐ Infrastructure policies (politiche infrastrutturali);
- ☐ Quality of urban life policies (politiche per la qualità urbana);
- ☒ Agricultural, touristic and artisan policies (politiche agricole, turistiche, artigianali);
- ☐ Policies for hospitality, awareness and training (politiche per l'ospitalità, la consapevolezza e la formazione);
- ☐ Social cohesion (coesione sociale).

Summary project

This project is based on the core positioning of Shenzhen Nan'ao as a Cittaslow (Slow City). Guided by the core concepts of Cittaslow—protecting local characteristics, promoting community symbiosis, advancing sustainable development, and improving the quality of life for residents and visitors—and combined with the application for National Geographical Indication of Nan'ao sea urchins, the project takes "Nan'ao Sea Urchin Season · Mountain and Sea Carnival" as the carrier to create a benchmark cultural tourism IP activity featuring ecological friendliness, cultural inheritance, community co-construction and economic empowerment.

Focusing on the values of Cittaslow, the project has three core goals:

Protect local characteristics and activate the charm of Cittaslow: Through sea urchin-themed activities, protect and promote Nan'ao's unique marine produce culture and intangible cultural heritage skills, allowing visitors to experience the ecological and cultural beauty of Nan'ao as a Slow City in a slow-paced mountain and sea experience.

2. Optimize the business environment and empower the community economy: Drive the development of local businesses, stimulate consumption vitality, and enable local merchants to share the benefits of the Cittaslow IP, achieving mutual improvement of economic development and community well-being.

3. Enrich experience and convey the Cittaslow philosophy: Create immersive slow-life scenes through ornamental, participatory and science popularization activities, convey the core values of Cittaslow—respect for nature, cultural inheritance, people-oriented and sustainable development—and enhance Nan'ao's visibility and demonstration effect in the global Cittaslow network.



This project is not only a cultural tourism activity but also a practical and innovative expression of the Cittaslow philosophy in Nan'ao. It aims to deeply integrate ecological protection, cultural inheritance, community co-construction and economic development through a sustainable tourism model, and help Nan'ao build a Cittaslow model with international vision and local warmth.

Goal project

1. Attract visitors and activate Cittaslow vitality: Draw tourists to Nan'ao, boost the coastal tourism market with sustainable tourism, and highlight the mountain-sea charm and leisure appeal of the Slow City.
2. Optimize business and empower community symbiosis: Collaborate with local merchants to build exhibition and sales platforms, expand income channels, promote the co-construction and sharing of Cittaslow community economy, and enhance the sense of gain of local businesses.
3. Enrich experience and convey Cittaslow concepts: Integrate intangible cultural heritage, marine science and community culture with the sea urchin IP to create immersive slow-life experiences and showcase Nan'ao's unique "slow mountain and sea" lifestyle.
4. Upgrade the brand and build a Cittaslow model: Strengthen the brand image of "Cittaslow + Mountain & Sea Tourism + Specialty Cuisine", and enhance Nan'ao's visibility and demonstration effect in the global Cittaslow network.

Result project

1. Visitor effect: Relying on the ecological and tourism advantages of Cittaslow, the activity attracted no less than 100,000 tourists from Shenzhen and surrounding areas, with passenger flow increasing by more than 30% year-on-year, effectively activating the coastal tourism and consumption market of the Slow City.
2. Merchant effect: Cooperated with more than 20 local merchants, helped increase sales, expanded business channels, optimized the Cittaslow business environment, and achieved co-prosperity of community commerce.
3. Brand effect: Practicing the Cittaslow development philosophy, strengthening the brand label of "Cittaslow + Sea Urchin Features + Intangible Cultural Heritage", creating an exclusive cultural tourism IP, and improving the visibility of Nan'ao's global tourism and the influence of the Cittaslow brand.
4. Social effect: Enriched cultural tourism experiences, inherited local intangible cultural heritage, improved residents' happiness, promoted harmonious community development, and comprehensively upgraded the Nan'ao Cittaslow brand.

Finance (costs and benefits)



100,000 RMB

Staff (staff involved and use of time)

15 people, 3 months

Additional information (if necessarily)

Link website
(if available)

Once filled in this form please send it to: info@cittaslow.net

- Participation Deadline, 19 May 2026 -