



World Environment Day 2015
Seven Billion Dreams.
One Planet.
Consume with Care.
June 5



Mountain Week EXPO 2015

Selling the mountain excellence: labels, marketing and internationalization of mountain farming products
11th June 2015 – EXPO biodiversity Park - Theatre at the Centre of the Earth (10:00 AM – 2:00 PM)

Draft Programme

The final event of the Mountain Week deals with green marketing for mountain food products. Organisations bringing experiences and views on the trends of green marketing and green consumerism will participate. Having regard for the growing attention by consumers for green products in the food sector, the meeting will allow to meet and support network creation among businesses in the agri-food sector operating in the mountains, especially in Italy, as a means to promote global market-orientated strategies. Research, governments and international organisations will disclose the available instruments to be used and the best practices in green marketing for mountain products aiming at highlighting figures and trends that may help businesses, governments and other stakeholders to build up effective strategies. Experts from trade, farming and manufacturing business as well as international bodies will also take part in the event.

Possible structure of the Conference¹

Institutional greetings

Minister Gianluca Galletti / Under Secretary of State Ms. Barbara Degani, *Italian Ministry of the Environment, Land and Sea*

Minister Maurizio Martina, *Italian Ministry of Agricultural policies Food and Forest*

Mr. Ugo Parolo *Under Secretary Lombardy Region*

Mr. Carlo Sangalli *President of Confcommercio*

Research and food sustainability

- *Developing mountain products: the new optional quality term for Mountain products at EU level and examples of marketing solutions – EUROMONTANA (15')*
 - Mountain farming is family farming: conclusions of the International Year of Family farming by the World Rural Forum
- *Environmental excellence of food products: low CO2 emission mountain products, the Alpine protected areas' productions – IMELS (15')*

Best practices and the territory

- *"FEEDING" THE MOUNTAIN SO THAT THE MOUNTAIN FEEDS US: Focus on the Belluno Dolomites, the mountains of Veneto. Curator: G. Angelini Foundation, Centre for Mountain Studies and Alpine Confcommercio, UNESCO Dolomites Foundation*

¹ Some speakers are in the process for a formal involvement





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- Mr. Paolo Doglioni (President of Belluno Confcommercio and Alpine Confcommercio): *How to “sell” the excellence and sustainability of mountain farming products of the Alps, through the services* (15')
- Mr. Stefano Micelli (University of Venice, North-East Foundation): *Mountain knowledge and flavours: an opportunity for the development of the North-East region* (15')
- Mr. Davide Pettenella (University of Padova, G. Angelini Foundation) & Mr. Enrico Vidale (University of Padova): *Non Wood forest products: an opportunity for local development and international trade* (15')
- *Friuli Venezia Giulia: Claudio Filipuzzi, President San Daniele Agricultural Park: food anf sustainability through innovation;* (20')
- *Lombardy: presence and experience at EXPO 2015, the case of Valcamonica;* UNIMONT (20') (TBC)
- *Biological cities network;* Città del BIO association – Torino (20') (TBC)
- *Aosta Valley: Nutraceuticals in the Aosta Valley, beneficial foods for people’s health;* Institut Agricole Régional (20')
- *Apennines: Nutrition, landscape and sustainable tourism in the Italian Apennine regions;* UNICAM (20') (TBC)

➤ **Culture Cluster**

Cultural events related to mountain products.

- **Film “Mountain Farmers” by Michele Trentini – Italy, 2014 showcased at the Mountain Film Festival –**
- **Documentary “Knowledge and Flavours of the Belluno Dolomites: the case study of Val di Zoldo”**

➤ **Promotion of the Territory Cluster**

Territorial institutions and manufacturers are invited to present posters, flyers as well as promotional material that will be distributed during the event to promote the best productions of the respective territories.

Those who may be concerned are also invited to produce promotional videos that will be displayed on two screens at the info-desk inside the Biodiversity Park curated by the Italian Delegation to the Alpine Convention.

The videos should present via images (NO AUDIO!) the territories and food production excellences. They will be displayed, according to a rotation schedule, during the two weeks 28th May – 11th June.





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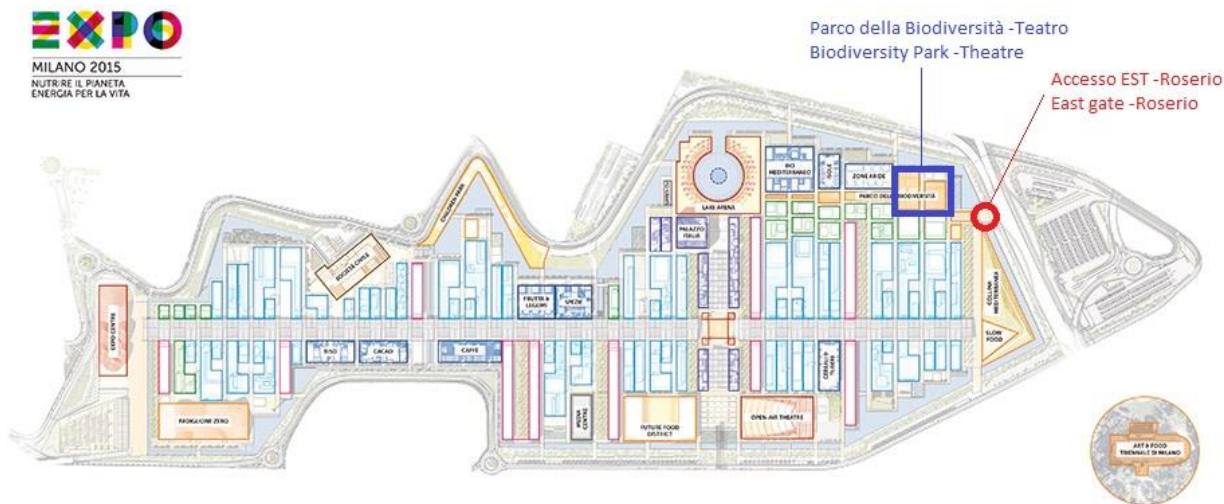
MINISTERO DELL'AMBIENTE
 E DELLA TUTELA DEL TERRITORIO E DEL MARE

THE ALPINE CONVENTION
 INTERNATIONAL
 DEVELOPMENT
 U.P.A. CROSS-BORDER
 REGION

italian delegation
 alpine convention

Useful Information

The Biodiversity Park is located in the east area of the exhibition site. For more easily reach the Park visitors are suggested to access the EXPO' site from the EAST gate *Roserio*.



To reach the East Gate Roserio:

-By Taxi or by car to the the parking Roserio (reservation at www.arriva.it)

-From the Parking Arese and Trenno (reservation at www.arriva.it)

SHUTTLE from ARESE - Via Bariana (MI)

The service will be divided according to a variable frequency during the day from a minimum of 3 to a maximum of 20 minutes.

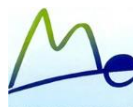
The service will be available from 8:00 to 01:00, however, from two hours before to two hours after, respectively, the opening and closing of the exhibition site.

The length of the route is about 13.5 km and will be active for all 184 days of the semester exhibition with an estimated travel time of about 27 ', and non-stop along the way.

The entrance ticket to EXPO 2015 will be entitled to use the shuttle service between the car park and the exhibition site.

SHUTTLE from TRENNO - Via Novara (MI)

The service will be divided according to a variable frequency during the day from a minimum of 10 to a maximum of 20 minutes.





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THE ALPINE
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OF A CROSS-BORDER
DEVELOPMENT
REGION
italian delegation
alpine convention

The service will be available from 8:00 to 01:00, however, from two hours before to two hours after, respectively, the opening and closing of the exhibition site.

The length of the route is about 10 km and will be active for all 184 days of the semester exhibition with an estimated travel time of about 24 'and non-stop along the way. The capacity of the parking is about 1,550 stalls.

The entrance ticket to EXPO 2015 will be entitled to use the shuttle service between the car park and the exhibition site.

- By TRAIN - Metro

The high speed rail link will the access at the West Triulza - Orogel Site Exhibition, the new dedicated stop is also served by regional and suburban lines from the 1 subway line.

From the West area, you can reach the east area of the EXPO via the free internal shuttle service *people mover* (5TH STOP -Biodiversity Park).

The shuttle service runs from 09.00 to 24.00 and, in any case, from one hour before to one hour after, respectively, the opening hours and closing of the exhibition site.

FOR MORE INFORMATION ON HOW TO REACH EXPO MILANO 2015 PLEASE VISIT THE WEB PAGE:

<http://www.expo2015.org/it/esplora/sito-espositivo/come-raggiungere-il-sito-espositivo>

