



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



italian delegation  
 alpine convention

## ***Selling the mountain excellence: labels, marketing and internationalization of mountain farming products***

11<sup>th</sup> June 2015 – EXPO biodiversity Park - Theatre at the Centre of the Earth  
 (10:00 AM – 2:00 PM)

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.

### **Institutional greetings**

Under Secretary of State Ms. Barbara Degani, *Italian Ministry for the Environment, Land and Sea (TBC)*

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

Mr. Harald Egerer, *UNEP Vienna –Secretariat of the Carpathian Convention*

Mr. Carlo Sangalli *President of Confcommercio*

Mr. Ugo Parolo *Under Secretary Lombardy Region*

Mr. Flavio Corradini, *Rector of University of Camerino – UNICAM*

### **Research and food sustainability**

- *Developing mountain products: the new optional quality term for Mountain products at EU level and examples of marketing solutions* - Anna Giorgi, EUROMONTANA - GeSDiMont
- *Mountain farming is family farming: conclusions of the International Year of Family farming by the World Rural Forum* - Jone Fernandez, World Rural Forum
- *Environmental excellence of food products: low CO2 emission mountain products, the Alpine protected areas' productions* – Italian Ministry for the Environment Land and Sea





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### Best practices and the territory

• *“Feeding” the mountains to have the mountains feeding us: Focus on the Belluno Dolomites, the mountains of Veneto. Curator: G. Angelini Foundation, Centre for Mountain Studies and Alpine Confcommercio, UNESCO Dolomites Foundation*

- Mountain knowledge and flavours: an opportunity for the development of the North-East region  
 Stefano Micelli, Silvia Oliva (University of Venice, North-East Foundation)
- *Non Wood forest products: an opportunity for local development and international trade* - Davide Pettenella (University of Padova, G. Angelini Foundation), Enrico Vidale (University of Padova)
- *How to “sell” the excellence and sustainability of mountain farming products of the Alps, through the services* – Paolo Doglioni (President of Belluno Confcommercio and Alpine Confcommercio)

### Mountain Culture

- *Documentary “Saperi e Sapori delle Dolomiti Bellunesi: il caso-studio della Val di Zoldo*
- *Documentary “Dolomites World Heritage Site : UNESCO recognition as an opportunity for local development* – Curator: Fondazione Dolomiti UNESCO
- *Friuli Venezia Giulia: The San Daniele Agro-food park, an incubator of innovative start-ups* - Claudio Filipuzzi, President
- *Lombardy: UNIMONT, from the Lombard Alps training , networking and innovation for young people and the Italian mountains* - Anna Giorgi, University of Milano-UNIMONT
- *Biological cities network* - Antonio Ferrentino, President “Città del BIO” association
- *Aosta Valley: Nutraceuticals in the Aosta Valley, beneficial foods for people’s health* – Sabina Valentini, Institut Agricole Régional
- *Apennines: Nutrition, landscape and sustainable tourism in the Italian Apennine regions* – Massimo Sargolini, University of Camerino – UNICAM

### Mountain Culture

Film *“Mountain Farmers”* by Michele Trentini – Italy, 2014 showcased at the Mountain Film Festival – Curator Trento Film Festival, in collaboration with CAI –Italian Alpine Club





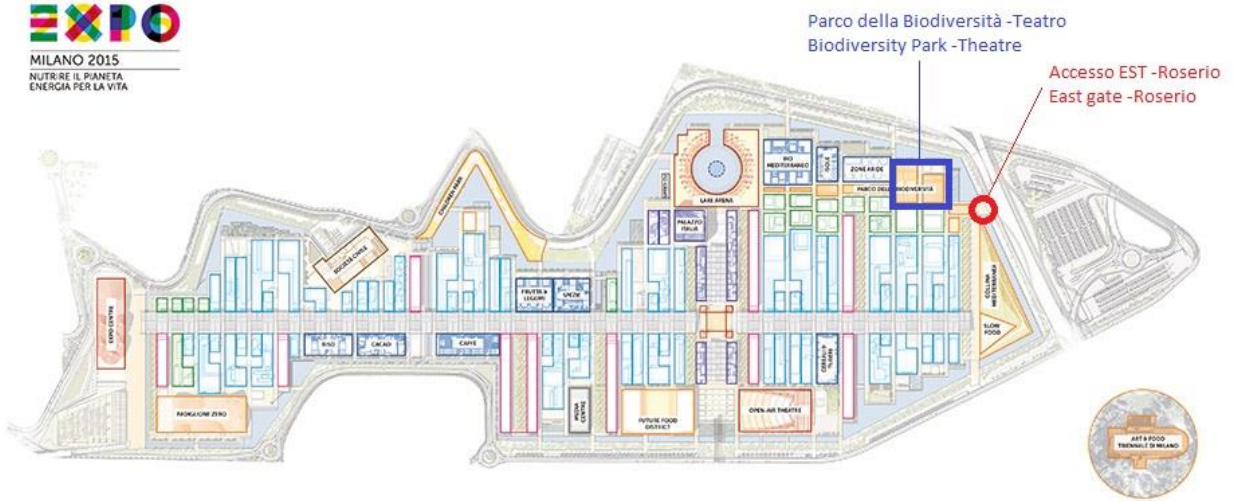
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### Useful Information

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](http://www.arriva.it))

-From the Parking Arese and Trenno (reservation at [www.arriva.it](http://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.





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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.

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* (5<sup>TH</sup> 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>

