



Expo Milano 2015: Feeding the Planet, Energy for Life

Biodiversity and Sustainable Diets United against Hunger
FAO, Rome November 3th 2010

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Expo 2015 SpA*

The Universal Exhibition: a bi-centenary history

- “An exhibition is a display which, whatever its title, has as its principal purpose the **education of the public**: it may exhibit the means at man’s disposal for meeting the needs of civilisation, or demonstrate the progress achieved in one or more branches of human endeavour, or show prospects for the future.

(art. 1, Convention of BIE)

- “It must illustrate a definite theme.”

(art. 4)

The last long-lasting event of our time.

Participation of Governments, International Institutions, NGO, Companies, is envisaged.

It is conferred by the majority of the Member States to a city, after a long process of candidacy.



Expo Milano 2015: an innovative Expo of the XXI Century

INNOVATIVE EVENT

- A journey, not just an event
- A network of national and international partnerships
- Widespread use of new technologies



INNOVATIVE EXHIBITION SITE

- The theme embodied in the Site
- The landscape architecture
- Sustainability at all levels

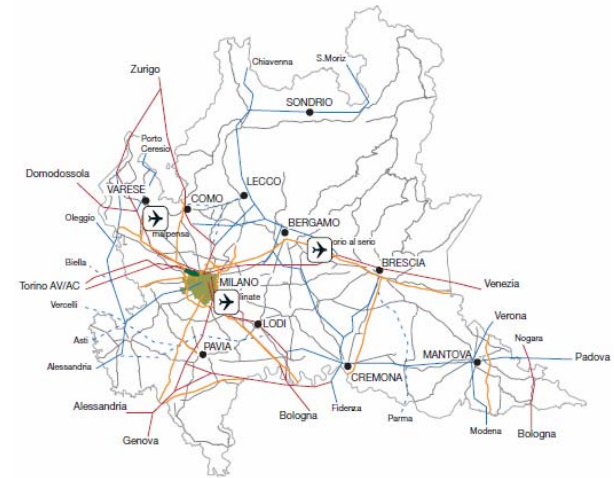
INNOVATIVE PARTICIPATION

- Involvement of Participants from the initial stages
- The contribution by civil society and the corporate world
- A five-year partnership with all Participants



Expo Milano 2015: Facts and Figures

- Date: 1 May - 31 October 2015
- Main targets:
 - 20 million visitors (around 30% foreigners) with 24-29 million visits
 - 130 Countries
- 60 Corporate Participants (national and international)
- A large number of NGOs and Non profit associations
- Global investments on urban and regional area: 11.8 billion Euros
- Exhibition Site investments: 1.7 billion Euros
- Exhibition Site area: 110 hectares



Expo Milano 2015: the Exhibition Site



*>50,000 sqm
for events*



*>30,000 sqm
for relax and
leisure*



*about 20,000 sqm
for service and
security areas*



Expo Milano 2015: the Theme

FEEDING THE PLANET, ENERGY FOR LIFE



NUTRITION



HEALTH



WELLNESS



**THE THEME WILL REPRESENT THE RICH TRADITIONS OF ITALY
WHILE BEING OPENED TO EVERY PARTICIPANTS' CONTRIBUTION**

Expo Milano 2015: the Theme

■ LIFE needs FOOD

- ❑ Feeding is a basic need for any living organism and fuel for life: it is not a consumption but energy for development!

■ LIFE is movement and needs ENERGY

- ❑ Feeding means life, growth, movement, development, change of body and brains.

■ HUMAN BEING: within and transforming NATURE

- ❑ For self feeding exploits soil and other living beings and shapes, at the same time, his own social dimension.

■ Science, Technology and Culture for feeding humankind

- ❑ Human feeding stems from transformation of natural environment where man lives.

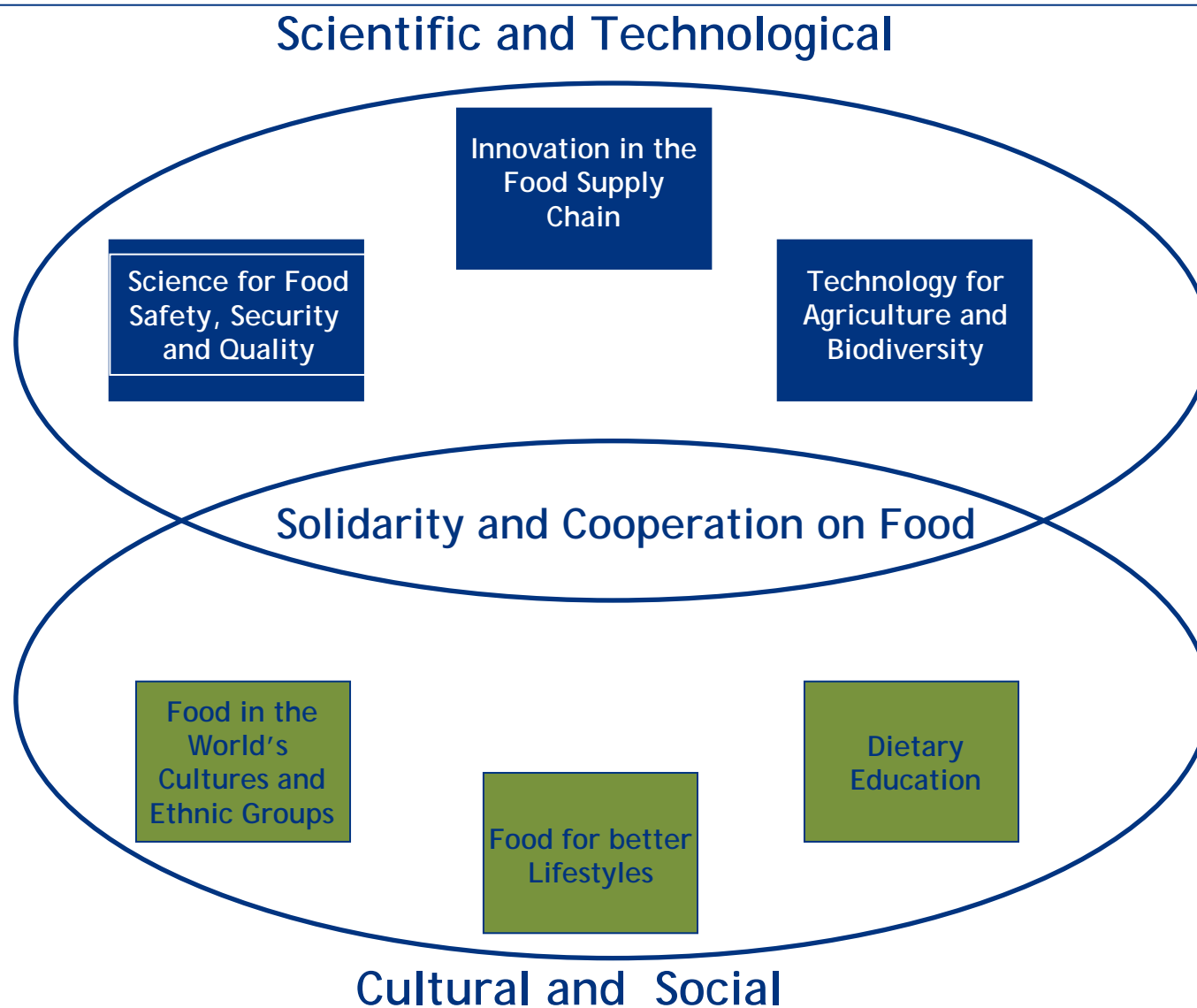


Expo Milano 2015: the Theme

- The theme will pervade the Site
- Key issues related to nutrition, health and wellness **will be presented**
- Thematic areas include both **indoor** and **outdoor** areas: notably the **bioclimatic greenhouses**
- Thematic areas will also be a **showcase of technological innovations** related to the theme, and a vision on the future of the planet



The Thematic Sub-themes



The Thematic Sub-themes

- Science for food safety, security and quality
 - ❑ Highlighting the role of research in the agro food industry
 - ❑ Illustrating the most significant discoveries
 - ❑ Showing how research, development and innovation can improve the quality of food
- Science and technology for innovation in the food supply chain
 - ❑ Studying the different characteristics and dynamics of technological innovation in the supply chain
- Science and technology for agriculture and biodiversity
 - ❑ Safeguarding and promoting biodiversity to preserve evolutionary processes and halt environmental degradation
 - ❑ Bringing out the relationship between food safety, environment and agriculture



The Thematic Sub-themes



■ Dietary education

- ❑ Stressing the importance of education in eating decisions and behaviour
- ❑ Presenting tools to reach and inform the consumer on the latest scientific findings
- ❑ Promoting schools as centres of education

■ Life styles

- ❑ Examining the relationship between food and health and in particular nutrition and the role of good food in producing wellbeing, and the costs associated with poor diet

■ Cultural identity

- ❑ Showing how eating habits can represent an expression of a people's culture
- ❑ Learning about the eating habits of different countries with a view to closer integration

How to develop the theme



- Through key dedicated projects - e.g. Fondazione Qualivita
- Through educational and cultural activities in Universities and Schools - e.g. "Scuola e Cibo" with Italian Ministry for Education (Miur)
- Involving Countries by developing best practices on food production and consumption - as a content of their pavilions
- Involving Corporate players in presenting innovative solutions for a sustainable production
- Involving all Participants through a six months permanent Universal Forum based on debates, conferences and case histories
- Through a pathway leading to the Universal Exhibition, whose first step is the Expo International Forum on Food Security and Agro-biodiversity, hosted in Milano, November 18 and 19 2010

Best Practices

- Best practices are intended to be:
 - ❑ key tools for each participant's development of the theme
 - ❑ key elements in the construction of pavilions
 - ❑ among the main highlights offered to visitors
 - ❑ corporate ways to be involved in Expo 2015
- An international competition will be held, to identify for each sub-theme innovations and best practices
- The winning practices will be
 - ❑ displayed in different areas (thematic, national, corporate)
 - ❑ applied in some functional systems of the exhibition site



Partnership with FAO

- A Protocol was signed last year
- A number of common activities should be carried on, such as a reflection on themes like
 - ❑ sustainable food linkages between cities and rural areas,
 - ❑ the role of private sector in fostering sustainable food production.

Consequently, the role of the Expo will be to disseminate knowledge accordingly to the BIE Convention.



Expo Milano 2015: the Legacy

THEMATIC PARK



- *Bioclimatic greenhouses: a place of entertainment, study and knowledge-sharing*

CENTRE FOR SUSTAINABLE DEVELOPMENT



- *Milan becomes the crossroad of a network for the dissemination of knowledge, training of human capital and innovation processes on sustainable development*

TECHNOLOGICAL CITY



- *The Site will host an innovative Centre of Communication and Information Technology*

URBAN DEVELOPMENT



- *The legacy of Expo Milano 2015 will be projected in the surrounding territory with the realization of an harmonious residential development*

... A PERMANENT LEGACY OF EXPO 2015

SAVE THE DATE
Walking together towards
Expo Milano 2015

**First Expo Milano 2015 International Forum
on “Food Security and Agro-Biodiversity”**

November 18th and 19th 2010

IULM University Aula Magna
Via Carlo Bo 1 - 20143 Milano

Scientific, socio-economic and cultural aspects on the state of the art, priorities and perspectives on a topic of crucial importance for the entire Planet, such as Food Security and Agro-Biodiversity, will be discussed in an Expo dimension by leading personalities, paving the way for the creation of an EXPO dedicated network.

More information on www.expo2015.org
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Thank you!