

The Alpine Convention and the Mountain at EXPO 2015: “Mountain week”, 4th-11th June 2015

1. Introduction

Following the interest expressed within the Alpine Convention and on the basis of the programme of the Italian Presidency, the Italian Ministry of the Environment Land and Sea promotes the organization of the **“Mountain Week” (4th-11th June 2015)** that will take place inside and outside EXPO Milan 2015. The organization of the event will have the active collaboration of the governments of the Alpine States, the Permanent Secretariat and the Observers of the Alpine Convention as well as other stakeholders at different administrative levels, the private sector and the civil society.

The “Mountain Week”¹, coordinated by the Italian Ministry of the Environment, will include events organized by different actors and located in several Pavilions, in other places of the city of Milan or in the alpine territories; it will spread over several months (end of 2014 –closing of EXPO) through:

- **a unitary agenda** promoted as an integrated activity;
- **a logo and a unitary "corporate identity";**
- **joint promotion and communication activities through a recognizable format;**
- **the use of a strategy and an *ad hoc* mix of media (especially the “new media”);**
- **the development of a web site/blog and a smartphone application (“Mountain WApp”) that guides the visitors along a mountain path through the Pavilions** and provides information about the products, area of origin and mountain territories;
- **thematic and identity connection through the initiatives** of the “Mountain Week” based on the scientific research.

The Alpine Convention asks the Alpine national governments, the Regions, the local authorities² and all the public and private entities that may be interested to provide information about the concept of possible initiatives to be included in the “Mountain Week” programme during EXPO Milan 2015. These initiatives shall be organized independently by the promoters, although they may see a participation of the Presidency of the Alpine Convention or other expert authorities. Upon request from other local partners, whether public or private, joint initiatives could be developed.

Furthermore, negotiations with several Alpine and Carpathian national Pavilions, present at EXPO Milan 2015, are in process, also with the support of the *ad interim* Secretariat of the Carpathian Convention –UNEP.

In order to be included in the programme of the “Mountain Week” the activities should:

- **be thematically coherent with the theme of EXPO Milan 2015 “Feeding the Planet, Energy for Life”;**

¹ Approved by the Alpine States on the occasion of the Permanent Committee meetings of the Alpine Convention, the last one of which was held in Brescia on 24th June, as well as already approved during the 53rd, 54th, 55th and 56th Permanent Committee meetings.

² A Memorandum of Understanding with the Italian Environment Ministry was signed by the Regions and the Autonomous Alpine Provinces, as well as by several other authorities, associations and organizations active on the alpine territory, all of which have supported the Italian Presidency since its beginning in 2013.



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



alpenkonvention • convention alpine
convenzione delle alpi • alpska konvencija

THE
ALPINE
CONVENTION
IS THE FIRST
INTERNATIONAL
TREATY FOR
THE PROTECTION
AND PROMOTION
OF THE SUSTAINABLE
DEVELOPMENT
OF A CROSS-BORDER
MOUNTAINOUS
REGION
italian presidency 2013-2014
alpine convention

- have a clear **reference to the typical territories, products, cultural-social –economical and identity aspects of mountain areas;**
- be thematically coherent with the concept of sustainable development of mountain areas;
- **take place preferably from 4th to 11th June 2015**, or during the semester of EXPO Milan 2015, or at least during 2015;
- **take place preferably inside the exhibition site of EXPO Milan 2015, or in the metropolitan area of Milan**, or in the neighboring areas or in the mountain areas.

The initiatives submitted to the Alpine Convention will be inserted in the programme on the basis of a theme and content evaluation. The selected ones will be able to use the “Mountain Week” logo and will be included into the promotional campaigns of the Presidency.

The proposals received are inscribed into the **summary table below**, that presents the initiatives promoted in the framework of EXPO Milan 2015, in national pavilions and in other sites inside or outside the exhibition area, are presented.

2. The project of the Italian Presidency of the Alpine Convention for EXPO Milan 2015

In order to provide a good visibility and an institutional scope to the “Mountain Week”, the Italian Ministry of the Environment will organize **two main events, an opening (on 4th June) and a closing one (on 11th June)**. They'll be both dedicated to global and mountain issues and will draw from the international mountain cooperation experience developed over the years with the Carpathian Convention and other mountain territories, as well as the work of international working groups dedicated to mountain farming and to the “labeling” of quality products.

The opening and closing events will take place in the exhibition site of EXPO Milan 2015 or in the city of Milan, and will include cases and institutions of excellence in the Alpine and international framework, with particular reference to cross-border cooperation between territories with food excellence, sustainable agriculture production and “green economy”. The two events are proposed and organized by the Italian Ministry Environment in collaboration with other entities and stakeholders described below³

³ To date the events are still open to the acceptance of improving and integrative proposals with an appropriate level of contents, policy and strategy as well as for the organizational and promotional proposals.



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



alpenkonvention • convention alpine
convenzione delle alpi • alpska konvencija

THE ALPINE CONVENTION IS THE FIRST INTERNATIONAL TREATY FOR THE PROTECTION AND PROMOTION OF THE SUSTAINABLE DEVELOPMENT OF A CROSS-BORDER MOUNTAINOUS REGION
italian presidency 2013-2014
alpine convention

*The program of the events presented in this table should be considered as approximate, the involvement of the entities and the locations will be further detailed in the forthcoming months..

Event	When /where	What	First promoting Institution
Opening Mountain Week <i>"Selling the mountain excellence: labels, marketing and internationalisation of mountain farming products"</i>	4 June 2015 - Italian Pavilion (to be confirmed)	Talk show on food excellences with tasting of mountain products. Possibility to show poster, photo exhibitions and other multimedia channels. "Show-cooking" section dedicated to the innovative use of typical product held by a professional chef	Italian Delegation of the Alpine Convention – Italian Ministry for Environment. UNEP Vienna as ad interim secretariat of the Carpathian Convention.
Alpine Huts	German Pavilion	Educational itinerary in the German Pavilion, including an exhibition and some discussions on the role of the Alpine Huts as ideal place were to get in touch with traditional mountain food and cuisine	German Delegation of the Alpine Convention. Club Arc Alpin
Energy Forum	8 June 2014 – Swiss Pavilion	Debate on the role of Energy for the mountain food productions and the Alpine farming sector	Swiss Delegation of the Alpine Convention
Alpine Day	9 June 2014 - German Pavilion	Meeting of the Alpine Ministers of the Agriculture and discussion on mountain farming and the thematic Protocol to the Alpine Convention	German Delegation of the Alpine Convention
Safe environment for safe food		Event on the connection between beekeeping and CO2 emissions effect on food quality	Slovenian Delegation of the Alpine Convention
The action of the Mountain Farming Platform of the Alpine Convention		Presentation of the work and achievements of the platform on Mountain Farming of the Alpine Convention especially in terms of labelling of high-quality mountain products and production processes	Permanent Secretariat of the Alpine Convention
Alpine music heritage		Concert of Alpine bands from different countries playing together	Alpine City of the Year
Deep Mountain Agricultural Landscapes		Exhibition of pictures of mountain rural landscapes from the Alps and the Carpathians	Italian Delegation to the Alpine Convention Secretariat of the Carpathian Convention - UNEP
Second International Symposium on Medicinal, Aromatic and Nutraceutical Plants from Mountainous Areas		The symposium will present and discuss various scientific topics related to the medicinal, aromatic and nutraceutical use of plants from mountainous areas and their cultivation	University of Milan branch office of Edolo - Centre of Applied Studies for the Sustainable Management and Protection of Mountain Areas – Mountain University (GE.S.DI.MONT).
Experiencing and reflecting another mobility in the Alps		Presentation of projects dealing with sustainable mobility experiences in the Alps	CIPRA International



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



alpenkonvention • convention alpine
convenzione delle alpi • alpska konvencija

THE ALPINE CONVENTION IS THE FIRST INTERNATIONAL TREATY FOR THE PROTECTION AND PROMOTION OF THE SUSTAINABLE DEVELOPMENT OF A CROSS-BORDER MOUNTAINOUS REGION
italian presidency 2013-2014
alpine convention

<i>The Valtellina-Valposchiavo joint project for EXPO 2015</i>		Presentation of the project Valtellina-Valposchiavo EXPO and its related events for the cross-border cooperation on territorial marketing in the Alps	Valtellina e Valposchiavo EXPO 2015
<i>"Mountain Cooperation for Food: initiatives in the Alps, the Carpathians and other mountain regions"</i>	11 June 2015 Italian Pavilion (to be confirmed)	Open debate on the role of cross-border cooperation among mountain territory for the promotion of local excellences	Italian Delegation of the Alpine Convention – Italian Ministry for Environment. UNEP Vienna as <i>ad interim</i> Secretariat of the Carpathian Convention.

In preparation of these events, from January 2015 the Italian Presidency of the Alpine Convention and the Ministry of the Environment will provide for the preparation of documents and studies or scientific papers (especially about the mountain food products present in the exhibition and their characteristic). Moreover, they will provide the details of the meetings and the division of tasks and responsibilities among the participating entities.