



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



MOUNTAIN WEEK @ EXPO MILANO

2015

italian delegation
alpine convention

Italian Ministry for the Environment, Land and Sea (IMELS) in the EXPO bio - Biodiversity Park

Events promoted by the Italian Delegation to the Alpine Convention will be set into the **Biodiversity Park**, the structure designed by «Bologna Fiere» in which IMELS will have a thematic **space** together with the Italian Ministry for Food, Agriculture and Forestry



4 june 2015

«Mountain Cooperation for Food: initiatives in the Alps, the Carpathians and other mountain regions»

- **Opening event** of the Mountain Week: focus on regional mountain agreements and their approach to **environment, farming and trade** and to alternative approaches involving also the **private sector**
- **Policies and approaches to support sustainable and prosperous trade of mountain products** that could possibly involve a multi-stakeholder partnership
- **Possible participants:** Presidency of AC, PSAC, Mountain Farming Platform, FAO-Mountain Partnership, UNEP, Carpathian Convention
- **Side-cultural initiatives:** docu-movie “Piccola Terra” (english version) in collaboration with CAI-Alliance for mountain movies, launch of the exhibition “the depth of Mountain landscape: an agricultural perspective” promoted by the former Italian Presidency and UNEP–ROE SCC presented in Turin AC XIII

Tentative Agenda “Mountain Cooperation for Food”

- *Welcome and greetings of the Mountain Week’s promoters:* Alpine Convention (presidency), Permanent Secretariat, IMELS
- *Greetings by the lead partners:* Carpathian Convention, UNEP ROE Vienna SCC, FAO-MP

Regional Mountain Cooperation for food: agreements and policies

- The approach of the Alpine Convention to sustainable mountain farming and trade of regional goods and service
- The experience of the Carpathian Convention in sustainable production, consumption and trade of mountain products
- Mountain food across the globe: the point of view of the Mountain Partnership and its members

Round Table: From local to regional to global trade: which need for governance?

- *Is the market enough?* The role of markets and voluntary environmental instruments for enhancing mountain products on the global market
- *Isn't the market enough?* The role of international environmental agreements for enhancing trade of high-quality mountain products

Possible participants: IMELS, IMFFA, Alpine Convention, Carpathian Convention, Mountain Partnership, European Commission

«Selling the mountain excellence:

labels, marketing and internationalisation of mountain farming products»

- **Closing event of the Mountain Week**
- *“Green marketing”* for mountain products awareness raising and networking between producers from the Alps and other mountain regions.
- Itinerary on mountain experiences through the Biodiversity Park:
 - *Cluster Research -Conference opening day*
 - *Cluster Territory -Exhibition of Alpine products involving agencies and institutions of the Alpine region (chambers of commerce, business networks, etc. in Italy)*
 - *Cluster Culture -presentation of exhibitions, videos and other cultural initiative.*
- Possible participants: Presidency of AC, PSAC, FAO-Mountain Partnership, UNEP, Carpathian Convention, other experts, business associations, and local entities / institutions

5 June 2015

World Environment Day

- UN World Environment Day celebrated every year on the 5th of June - "Mountain Week".
- Past meetings with UNEP-ROE Vienna, cooperation between the Alpine Convention and the Carpathian for EXPO 2015
- Event dedicated to the Mountains to be added in the programme of the Mountain Week.
- Mountain Partnership- FAO has expressed interest to collaborate in the organization of the Mountain Week on the occasion of WED and cooperated with its partners including NGOs and the Italian Ministry for food agricultural and forestry
- The event will be held at EXPO on June 5, 2015
- The participation of the Alpine Convention, PSAC and all the Parties to the WED-mountain event is welcome (update will be provided)

Communicating the Mountain Week

- The Italian delegation to the AC is working to set up communication tools to promote the whole programme of the MW
- Dedicated web site expected to be launched within the next month and visual identity of the MW is also in preparation
- In addition to the events already scheduled and presented to the XIIIAC the Italian delegation is collecting other proposal to be added into the MW Agenda and properly communicated
- Every Party is invited to communicate to the Italian delegation information on the events to be organized in the framework of the MW for promotional purposes

The MW: next organisational steps

- Send us updated information on the events the Parties are organising on the occasion of the Expo2015 MW for our MW list of events
- Fill in the form (event description and details) we are working on for communication purposes
- Get in touch for further cooperation on the scheduled events
- We will spread the voice through different communication channels
- We will inform you about the opening and closure events of the MW to foster an international participation in them by mountain countries, territories, observers, other entities