

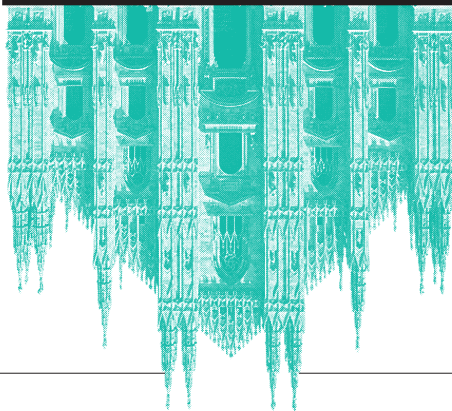
OPENAGRI

PRESENTS

PROMISED LAND

THE FUTURE OF
URBAN CONSUMPTION

JUNE 20TH-21ST, 2019



PALAZZO GIURECONSULTI
PIAZZA DEI MERCANTI 2, MILANO

Two days to discuss future **skills**, **technologies**, **narratives** and **policies** with which cities are imagining new relations between **production**, **consumption** and **sustainability** of their agri-food systems.



● JUNE 20TH 2019

🕒 14:30-21:00

► SALA DELLE COLONNÆ

14:30 - 15:00

Welcome coffee and registration

15:00 - 15.15 | Opening session

Lucia Scopelliti, Municipality of Milan

15:15 - 17:30 | Opening session

HOW DO CITIES GROW NEW ECONOMIES
FOR SUSTAINABLE AND RESILIENT FOOD
SYSTEMS?

The Urban Innovative Actions Initiative,
Raffaele Barbato, UIA Permanent Secretariat

- Lille | TAST IN FIVE - Claudia Capecechi
- Madrid | MARES - Mikel Fernández
- Maribor | Urban soil 4 Food - Brina Lazar
- Milan | OpenAgri. New skills for new jobs in periurban agriculture - Rossana Torri
- Pozzuoli | MAC - Monteruscello Agro City - Agostino Di Lorenzo

Moderator: Miguel Sousa, UIA expert

17:30 - 18:30

CIRCULAR MODEL FOR FOOD IN CITIES

- Cities and circular economy for food | Marco Meloni, Ellen MacArthur Foundation
- Milan Food Policy approach to Circular Economy | Andrea Magarini, Municipality of Milan

► TERRACE

18:30 - 19.30 | Cocktail (by invitation only)

► SALA DELLE COLONNÆ

19:30 - 21:00 | Film projection and Debate

Soyalism - Documentary, Italy, 2018 (ENG),
by Stefano Liberti, Enrico Parenti.

with Carmen Ammerata, Azienda agricola La Vitalba | Stefano Bocchi, Università degli Studi di Milano | Antonio Corbari, Presidente AIAB | Stefano Liberti, Soyalism
Modera: Fabio Fimiani, Radio Popolare
Moderator: Fabio Fimiani, Radio Popolare

During both days
simultaneous
translation in
English-Italian
will be provided

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● **JUNE 21ST 2019**

 **9:30-13:00**

► **SALA DELLE COLONNE**

9:30 - 10:30

Welcome coffee and registration

Opening session

Rossana Torri, Comune di Milano

10:30 - 11.00 | Keynote Lecture

OPEN INNOVATION FOR SUSTAINABILITY

Leonardo Previ, Trivioquadrivio

11.00 - 13.00 | Round Table

Featuring:

- Achille Lanzarini, Fondazione Patrimonio Ca' Granda
- Emanuele Fontana, Crédit Agricole
- Stefania Lallai, Costa Crociere
- Alessandro Barchetti, Unes
- Vanessa Saverino, CIRFOOD
- Paolo Pastore, Fairtrade Italia
- Giulia Silenzi, Food Tech Accelerator

Moderator: **Matteo Bartolomeo**, Avanzi

► **SALA DELLE MOSTRE**

10.00 - 13.00 | Workshop

VALORISE AND PROMOTE
THE COMPETENCES THAT GROW ON THE
TERRITORY THROUGH OPEN BADGES

Workshop by the Erasmus+ project MIRVA
(Making Informal Recognition Visible and
Actionable) and Cineca

► **SALA TORRE**

13:00 - 14.30 | Networking Lunch

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● 21 GIUGNO 2019

🕒 14:30-18:00

► SALA DELLE COLONNE

14:30 - 16:30 | Panel

EXPLORING SOCIAL
INNOVATION IN AGRIFOOD AND
URBAN AGRICULTURE

- Fatima Riahi, Les Jardins de la Montagne Verte, Strasbourg
- Federico Casotto, Arvaia, Bologna
- Roberto Covolo, Assessore alla Programmazione economica e alle Politiche giovanili, Comune di Brindisi
- Antonio Longo, Politecnico di Milano, partner OpenAgri
- Giovanni Teneggi, Confcooperative
- Filippo Barbera, Università degli Studi di Torino

Moderator: **Valeria Garibaldi**,
Environment Area Vice Director,
Fondazione Cariplo

16:30 - 17:00 | Interview

DOES SUSTAINABLE AND INCLUSIVE
DEVELOPMENT REQUIRE
POLICY INNOVATIONS?

Rossella Citterio, The Blink House,
Interviews **Cristina Tajani**, City of Milan
Cabinet Member for Labour Policies, Business,
Commerce, Human Resources

► SALA TERRAZZO

17:00 - 18.00 | Light Refreshments

► SALA DELLE MOSTRE

14:30 - 16:30 | Speed date (by invitation only)

Speed dating between companies and Agri-Food Tech Startups to find their perfect match and hopefully a collaborative relationship

By **Polihub - Fondazione Politecnico**

► SALA TERRAZZO

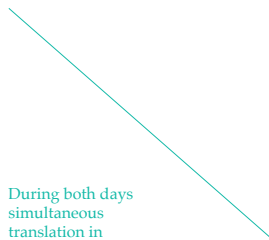
14:30 - 17.00 | Workshop (by invitation only)

OPENAGRI 18X30 LAB

Interactive session including pitches from OpenAgri 18X30 Lab projects and discussion with mature enterprises in local food chains to identify priorities for action, gaps and synergies to work on.

By **Chamber of commerce**. The workshop is part of an "OpenAgri-Campus" training program.

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AUGMENTED REALITY EXHIBITION

OPENAGRI SOCIAL LAB | AR

by La Strada Coop Sociale

LOCATION



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