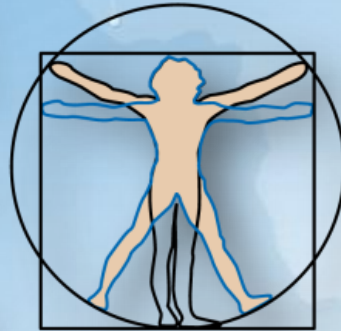




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**1° MAGGIO - 31 OTTOBRE 2015 MILANO-ITALIA**

**FEEDING THE PLANET, ENERGY FOR LIFE**

**NOURRIR LA PLANETE, ENERGIE POUR LA VIE**

**NUTRIRE IL PIANETA, ENERGIA PER LA VITA**

**Corso di LANDSCAPE DESIGN**

**Politecnico di Milano**

**Facoltà di Architettura e Società**

**Milano, 10 marzo 2010**

# What is an Expo?

- ✔ An Expo is a highly **cultural** and **educational** **global** Event
- ✔ There are **two** types of Expo: **universal** and **international**
- ✔ An Expo takes place in a **specific venue**, divided into the **exhibition areas** of countries and other international participants, and **theme pavilions**
- ✔ Each Expo is awarded by an international organisation: the **BIE**

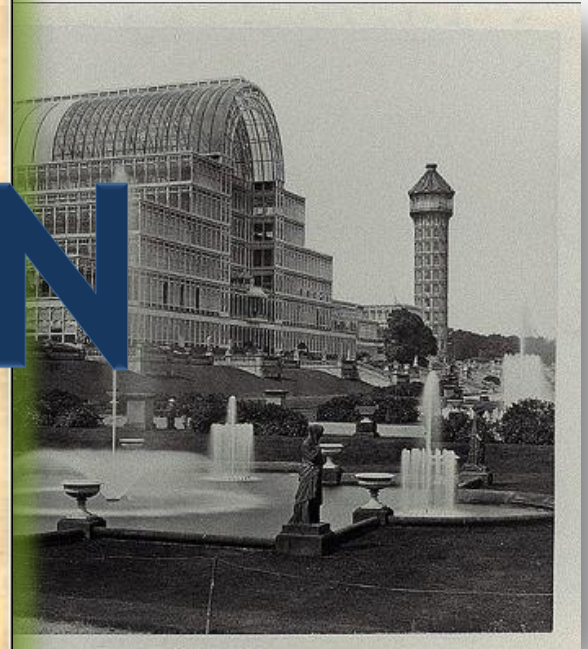
# BUREAU INTERNATIONAL DES EXPOSITIONS

- It **regulates** and **monitors** the quality and execution of the expositions
- **156** member **countries**
- **VALUES** of the BIE:
  - REINFORCING INTERNATIONAL RELATIONS
  - SHARING CULTURE AND EDUCATION
  - ENCOURAGING DEVELOPMENT
  - WORKING FOR THE ENVIRONMENT
  - RENEWING THE CITY
  - EXPERIMENTING WITH THE FUTURE



# Expo: two centuries of history

# LONDON





# Expo: two centuries of history



# Expo: two centuries of history

## Seville 1992

The age of discovery



## Aichi 2005

Nature's Wisdom



## Milan 2015

Feeding the Planet,  
Energy for Life



1992

2000

2005

2010

2015

## Hanover 2000

Humanity, Nature, Technology



## Shanghai 2010

Better City. Better Life.



# Expo objectives

## THE AIMS OF A EXPO ARE:

 EDUCATION

 INNOVATION

 COOPERATION

Success that returns

EXPO RETURNS TO  
ITALY **2015**

**MILAN** RETURNS TO MILAN

FROM 1 MAY  
TO 31 OCTOBER 2015  
WITH THE THEME...



# FEEDING THE PLANET



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# ENERGY FOR LIFE



# The strength of the theme

- ✔ Feeding means the **nourishment** of life, not just consumption
- ✔ **Food sharing and conviviality** have been the foundation of human society through the ages
- ✔ Mankind's **feeding traditions** represent interpretations of the world
- ✔ Man has a different responsibility over other beings in the **natural feeding process**, and we must be aware of our ability to transform the processes



# The 7 settings

## FEEDING THE PLANET ENERGY FOR LIFE

### 4. Food education

to promote food awareness, to educate in the tasting and food consumption

**3. Technology** for agriculture and biodiversity, to promote a balanced and sustainable use of natural resources

**2. Innovation** in the food supply chain

### 1. Science

for food safety and Quality of life

**5. Food solidarity and cooperation**  
to encourage countries collaboration

**6. Food for better lifestyles**  
to balance wellbeing, pleasure and health

**7. Food in culture and ethnic groups**  
to discover the identities of populations and human food symbols





# Expo 2015 for the World

EXPO is a cultural, scientific and partnership project between international countries and organisations

## **Good practice**

Expo will aid the spread of good practices across the world

## **Collaboration**

Expo will facilitate dialogues between continents and collaboration with developing countries

## **Planning**

Expo will develop cooperation projects connected to the theme

## **Dialogue**

Expo will be the venue for merging the progresses of the international Community relating to sustainable feeding and development



# Expo 2015: Italy at the centre of the World

## Infrastructure

Organisational abilities and technological and architectural solutions adopted for Expo

## Food and wine.....

Industry, agro-food traditions, culture, food history and biodiversity of the Italian regions

## International cooperation

Links and relations between Italy and other countries

## Economic opportunities

A "countercyclical" growth driver with multiple effects on forecast investments

## The talent.....

Qualified professionalism in Expo theme areas

## Tourism

Millions of visitors, potential "Italy product" customers

# The key numbers of Expo 2015

- ✔ Overall infrastructure investments of **€ 15 billion**
- ✔ Economic benefits for the territory of over **€ 34 billion**
- ✔ **70,000** new jobs at a local level
- ✔ **7,000 events** during the 6 months of the Exposition
- ✔ **5 years** of projects relating to the three pillars:
  - ✔ Food
  - ✔ Health
  - ✔ Sustainable energy and development

# Expo 2015 Organisers: governance

- 20% Organisation and management of the event
- 20% Expo 2015 S.p.A. partners are
- 20% and preparation of the venue have been assigned to:

20% Municipality of Milan



20% Regione Lombardia



10% Province of Milan



40%

Ministry of Economy and Finance



10%

10%

Milan Chamber of Commerce





# Expo 2015 Organisers: governance

- ✔ The Special Commissioner appointed by the Government for the preparation and organisation of Expo 2015 is:



**Letizia Moratti**  
Mayor of Milan

- ✔ Chief Executive Officer of the company is:



**Hon. Lucio Stanca**

# Expo 2015 a legacy for the future

- 🌱 The Expo 2015 venue will be designed to allow harmonious reuse
- 🌱 Featured within the legacy, **the permanent heritage of Expo 2015 will be the Centre for Sustainable Development**

A blue world map is the background. A green leaf with three leaves is positioned at the top center. Several white curved lines radiate from the leaf to various points on the map, representing global connections. The text "International Affairs" is centered in a dark blue font.

# International Affairs

# International Affairs 2010 Strategy

- 🌱 The Collaboration with BIE to finalize Expo 2015's registration process
- 🌱 Featured Participation of Expo 2015 to Expo Shanghai 2010
- 🌱 Identification and engagement of key international partners
- 🌱 Start-up of international projects
- 🌱 First phase of contacts with foreign countries and other potential exhibitors



# International Affairs 2010 Strategy

## Country Relations

-  Involvement of the Countries not only individually but also in their constituencies (i.e. Pacific Islands Forum (PIF), CARICOM, Commonwealth, African Union, etc.)
-  Expo Shanghai 2010 as a platform to contact all participating Countries
-  Involvement of the Italian diplomatic network as “Expo Ambassadors”



# International Affairs 2010 Strategy

## International Partnerships

- 🌱 United Nations Entities (FAO, WFP, IFAD, UNICEF, UN Secretariat, World Bank, UNDP-through UNDG, UN Millennium Campaign)
- 🌱 Regional based organisations (European Union, OECD, Regional Development Banks, African Union)
- 🌱 Other international organisations (G8/G20)
- 🌱 International civil society organisations (International NGOs, International business organisations, International Trade Unions)

# International Affairs 2010 Strategy

## International Projects

-  Contribute to make the Expo Site a universal showcase for Italy, Milan and the World
-  Provide a model of international Best Practises in the fields of agri-food, energy, health and environment
-  Catalyze the involvement and resources of national and international partners in International Projects
-  Build a link between International Projects and the Center for Sustainable Development



Knowledge and emotions



2015 Participate as a leading figure

The recovery of a conscious relationship with nature and traditions  
Innovative experience



Why all of this is  
visit EXPO 2015

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Concrete Answers FEEDING THE PLANET, ENERGY FOR LIFE

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EXPERIENCE FOR LIVING THE THEME



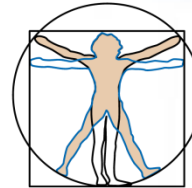


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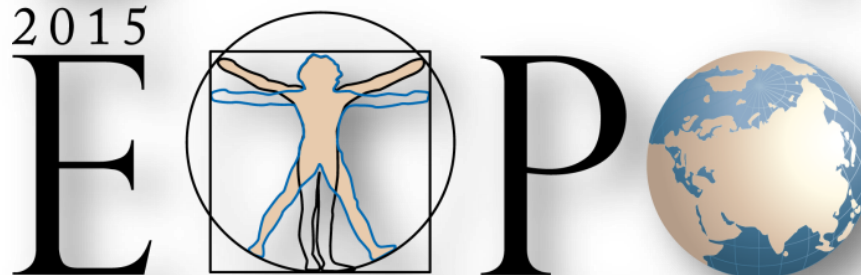
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