



DALLA RIVOLUZIONE VERDE ALLA
RIVOLUZIONE BIO
IL BIOLOGICO TRA PRESENTE E FUTURO

THE ORGANIC REVOLUTION – THE ORGANIC SECTOR NOW AND IN THE FUTURE 9 October 2020 - Second edition

SANA RESTART will open with the second edition of **THE ORGANIC REVOLUTION**, the overview of the sector promoted by **BolognaFiere** and created in collaboration with **FederBio** and **AssoBio**, with the support of **ICE/ITA – the Italian Trade Agency**.

THE ORGANIC REVOLUTION 2020 represents a unique opportunity for discussions involving institutions, associations, businesses and protagonists from the sector and to offer an up-to-date picture of the future opportunities and challenges in light of the European Green Deal. The action plan drafted by EU countries involves achieving climate neutrality by 2050, to do this will require efforts on many fronts, from investments in green technologies and supporting innovation, to the transition to sustainable mobility, energy efficiency in construction and decarbonisation.

The project also recognises the strategic value of interventions to **restore biodiversity**, aimed at protecting the ecosystem and the environment and those relating to the **Farm to Fork** initiative to develop a healthier and more sustainable food agriculture system. The planned actions also include the introduction of protected areas covering 30% of the land and sea surface; the protection of pollinating insects; 3 billion new trees and a reduction of 50% in the use of pesticides and antibiotics by 2030. By that year the goal is also to ensure 25% of EU farmland is used for organic farming (in Italy the figure is currently just over 15%).

The work of THE ORGANIC REVOLUTION 2020 - which will continue the journey that began successfully in 2019 and that led to the publication of the **2030 ORGANIC MANIFESTO**, a document that sets out the strategy and proposes interventions in the organic sector for the coming years - is based on a multi-disciplinary approach coherent with the following goals:

- to study in greater detail the actions necessary to reinforce the role of the organic sector in achieving the goals set by the European Union with the Green Deal
- to highlight the real contribution to safeguarding biodiversity and achieving the 2050 climate neutrality goals
- to contribute to confirming organic production as a model of sustainability, crucial also for mitigating the risks of pandemics.



BolognaFiere spa
Viale della Fiera, 20 - 40127 Bologna, Italia
Tel. +39 051 282111 - Fax +39 051 6374004
segreteria.generale@bolognafiere.it
PEC bolognafiere@pec.bolognafiere.it
Capitale sociale € 93.780.000,00 i.v.
C. F. - P. IVA e Reg. Imp. BO 00312600372 - REA BO367296

Show Office
Piazza Costituzione, 6 - 40128 Bologna, Italia
Tel. +39 051 282111
Fax +39 051 6374031
sana@bolognafiere.it
www.sana.it

The programme for THE ORGANIC REVOLUTION 2020

- 10am: **OPENING AND OFFICIAL WELCOME** with **Gianpiero CALZOLARI** (President of BolognaFiere)
- 10.30am: **ROUND TABLE – THE ROLE OF ORGANICS IN THE FARM TO FORK STRATEGY**
Keynote speech: **Angelo FRASCARELLI** (University of Perugia); **Silvia ZUCCONI** (Nomisma); chaired by **Angelo FRASCARELLI** (University of Perugia); speakers: **Teresa BELLANOVA** (Minister of Agriculture, Food and Forestry Policy); **Paolo DE CASTRO** (coordinator S&D); **Veronica Barbati** (national delegate, Coldiretti Young Business); **Matteo LASAGNA** (vice-president, Giunta Esecutiva Confederale Confagricoltura); **Alessio MAMMI** (assessor for agriculture, food production hunting and fishing, Emilia-Romagna regional administration); **Maria Grazia MAMMUCCINI** (President, FederBio); **Jan PLAGGE** (president, IFOAM EU); **Dino SCANAVINO** (president, CIA); **Janusz WOJCIECHOWSKI** (European Commissioner for Agriculture and Rural Development); **Roberto ZANONI** (president, AssoBio).
- 12 midday: – **SUSTAINABILITY, CLIMATE CHANGE, BIODIVERSITY**
Chaired by **Angelo FRASCARELLI** (University of Perugia); speakers: **Andrea RIGONI** (president, Rigoni di Asiago); **Paolo SETTIMI** (member of the Technical Scientific Committee of the Alte Valli Organic District); **Massimo FILENI** (board member of Fileni Alimentare S.p.A.); **Francesco SOTTILE** (member of the executive committee of Slow Food Italia); **Marino CAVALLO** (head of research, Innovation and management of UE Projects, Bologna); **Giovanni CAMPAGNA** (head of agronomist services and experimentation, COPROB SCA).
 - 2.30pm : **TABLE 2 – DIET AND HEALTH**
Speakers: **Daniele ARA** (head of Sportello Mense Bio FederBio); **Rossella BARTOLOZZI** (president, Fondazione Est – Ovest); **Maddalena FOSSATI** (director, La Cucina Italiana); **Luca MONTANO** (ASL Salerno, coordinator of the EcoFoodFertily Research Project); **Carlo SCARSCIOTTI** (president of the National Association for Mass Catering ANGEM); **Venetia VILLANI** (director, Cucina Naturale).
 - 3.45pm: **TABLE 3 – DIGITAL TOOLS AND PATHWAYS FOR THE DEVELOPMENT OF THE ORGANIC PRODUCTION CHAIN**
Chaired by: **Paolo CARNEMOLLA** (secretary general, FederBio); speakers: **Riccardo COZZO** (president, ASSOCERTBIO); **Fausto JORI** (CEO, EcorNaturaSi); **Antonio SPOSIICHI** (director, AnaBio); **Nicola STANZANI** (director, FederBio); **Michele ANDRIANI** (president and CEO, Andriani S.p.A.); **Luca CURTARELLI** (head of Business Development Italy Alibaba.com).
 - 5.00pm: **SANA OBSERVATORY 2020. THE ORGANIC PRODUCTION CHAIN: KEY STATISTICS, MARKET PROSPECTS, THE ROLE OF MADE IN ITALY**
Chaired by: **Armando GAROSCI** (journalist Largo Consumo); speakers: **Roberta CAFIERO** (director at the Ministry of Agriculture and Food Policy); **Riccardo MEO** (director, Services for Rural Development at ISMEA); **Silvia ZUCCONI** (head of Market Intelligence, NOMISMA); **Roberto PINTON** (technical-scientific director AssoBio); **Marco PEDRONI** (president, Associazione Distribuzione Moderna - ADM); **Romano BARUZZI** (ICE Milan); **Manlio DI STEFANO** (Undersecretary of state at the Ministry of Foreign Affairs and International Cooperation).

For the organisation of the event, BolognaFiere has turned to Nomisma - www.nomisma.it - that has always been committed to providing a contribution to interpreting transformations in the most innovative sectors and has been curating the SANA Observatory for a number of years.