



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



salone internazionale del biologico e del naturale

**“FROM THE GREEN REVOLUTION TO THE ORGANIC REVOLUTION”
BOLOGNA TO HOST THE GENERAL FORUM FOR THE ORGANIC SECTOR:
FROM THE PRESENT TO THE FUTURE
5-6 September, Palazzo dei Congressi**

“FROM THE GREEN REVOLUTION TO THE ORGANIC REVOLUTION” is the new initiative, promoted by BolognaFiere in collaboration with FederBio and AssoBio with the support of ICE (the agency for the promotion of Italian firms abroad), which will take place on 5 and 6 September at Palazzo Congressi in Bologna ahead of the opening of **SANA, the International Exhibition of Natural and Organic Products**. Two days of “the General Forum for the Organic Sector”, a unique opportunity to meet with operators from the sector, international experts and institutions, to encourage debate and, above all, offer an up-to-date picture of the market opportunities and future challenges. The initiative will conclude with the presentation of the **Organic Manifesto 2030**.

ORGANIC REVOLUTION is the ideal follow-up to the highly fruitful discussions initiated at EXPO Milano 2015, promoted by BolognaFiere, the Ministry of Agriculture, Food and Tourism Policy, ICE Agency and the organisations in the sector; a pathway that culminated in the adoption by the Italian State-Regional Conference of the National Strategic Plan for the Organic sector that will conclude in 2020.

ORGANIC REVOLUTION represents an initiative aimed at elaborating proposals and guidelines for public decision makers and to further underline the relevance of a sector crucial to the Italian economy.

ORGANIC REVOLUTION is the first important occasion for reflecting on the role of organics for Italian agriculture, during a moment in history in which it is fundamental to view the sector as a determining lever for tackling the key challenges of sustainable development for the future of the next generations and for safeguarding the environment. Biodiversity, protecting water, the wellbeing of animals and climate change are just some of the areas of that are now crucial.

There are three innovative aspects of the event “FROM THE GREEN REVOLUTION TO THE ORGANIC REVOLUTION”. First of all, the opening day of multi-disciplinary contemplation will be organised into four themed sessions that tackle all of the areas of interest fundamental for the 2030 scenario of organic agriculture. This will be followed on the second day by a moment for thorough debate with the main institutions and the leading actors in the industry.

The second aspect is the variety and diffusion of subjects for whom the event is intended. “FROM THE GREEN REVOLUTION TO THE ORGANIC REVOLUTION” is not an event solely for those working in the sector, but it is intended for everyone involved in the advancement of converting the agricultural system: institutions, producers, retailers and also consumers.

The third aspect is the definition of a vision of the organic sector that goes beyond national boundaries. The presence of international speakers and their experiences will enrich the convention with new ideas and suggestions.

The four themed sessions on the opening day are: *“Towards 2030: scenarios and megatrends”*; *“The Global Organic market: which route to follow?”*; *“Where there’s organics, there’s innovation”*; and *“The values of organics: from communication to awareness”*, while the second day will include a round table discussion to coincide with the opening convention of SANA 2019.

The line up includes 26 national and international speakers and more than 1000 participants, from operators in the organic sector, agricultural associations, food industry associations, certification organisations, journalists and legal experts

For further information and updates about the initiative, see the website: rivoluzionebio.it