

5th TRANSNATIONAL EXTROVERSION EVENT

TERRITORIAL DEVELOPMENT
AND PROMOTION THROUGH
SUSTAINABLE
AGRI-FOOD SECTOR

POTENZA
24th•25th
FEBRUARY
2020



DEVELOPMENT OF AN INNOVATIVE NETWORK FOR THE PROMOTION OF EXTROVERSION OF AGRI-FOOD COMPANIES IN ADRIATIC - IONIAN AREA

FEBRUARY 24th 2020

5th TRANSNATIONAL EXTROVERSION EVENT

Palazzo della Cultura e Turismo, Largo Pignatari, Potenza, Italy

08:30 – 09:00 Registration

09:00 – 09:15

Opening and illustration of the program:

- **Alessandro Attolico**, Province of Potenza, UNDRR MCR Campaign Advocate
- **Dimitris Mountakis**, Chania Chamber of Commerce and Industry, Crete, Greece

09:15 – 09:30

Welcome by Authorities, opening of the works and illustration of the Extroversion:

- **Rocco Guarino**, President of the Province of Potenza
- **Mario Guarente**, Mayor of City of Potenza
- **Vito Bardi**, President of the Regional Government of Basilicata

9:30 – 11:30

Contributions by representatives of the institutional framework and relevant stakeholders:

- **Patrizia Minardi**: Basilicata Regional policies of internationalization
Basilicata Region - Dept. of Cultural and tourist systems office and international cooperation
- **Antonio Nicoletti**: Tourism as an opportunity for territorial development
Basilicata Regional Agency for Tourism
- **Federico Valicenti**: Basilicata storytelling through its traditional and indigenous cuisine
Italian chef and cultural disseminator
- **Valentino Trentin and Giustino Donofrio**: Healthy and sustainable traditional food
Consuls of the Union Européenne Des Gourmets – Italy, Patron of the initiative
- **Vito Verrastro**: New entrepreneurial opportunities in Agriculture to combat rural depopulation and enhance the Resilience of territories
Freelance journalist, Founder of "Lavoradio", Author of "Generazione Boomerang"
- **Nicholas J. Ramos**: How indigenous knowledge contributes in reaching the global goals on Sustainable and Resilient development
United Nations Office for Disaster Risk Reduction – Europe

Speeches from the audience and roundtable. Invited stakeholders:

Regione Basilicata, Provincia di Potenza, Sindaci dei 100 Comuni, Ordini Professionali, UNIBAS, CNR, MIBACT, MIUR, CCIAA Basilicata, APT, ALSIA, Enti Parco, Forim, CIA Basilicata, Confagricoltura, Coldiretti, Confartigianato, Terre di Aristeo, UNPLI, Lucanum, Organizzazioni Sindacali di categoria, CopAgri, Operatori di Categoria, Associazioni turistiche e culturali, Associazioni Ambientaliste, Union Européenne Des Gourmets, Cittadinanza attiva

11:15 – 11:30 Coffee break

11:30 – 13:30

Exhibition of innovative Agriculture and Agri-food solutions for reaching SDGs.

Live presentations and guided tour of the stands showing selected practices/ products from:

- Serbia
- Slovenia
- Greece, Insuler Association
- Greece, Crete Region
- Albania
- Italy, Puglia Region
- Italy, Basilicata Region

13:30 – 14:30

Institutional visit and light degustation of local products

Province of Potenza Council Room, Piazza Mario Pagano, Potenza, Italy

14:00 – 17:30

Trip to Satriano di Lucania Municipality: Experience of a local traditional culture and knowledge event integrating Agri-food and tourism:

- The "Rumit" Carnival Lab;
- Visit to the Chili pepper Museum and tour of the City Murals

20:00 – 22:00 Typical "Carnival" dinner: Local traditional carnival culture degustation dinner

FEBRUARY 25th 2020

STUDY VISITS: GUIDED TOUR AT THE DISCOVERY OF THE VULTURE NATURAL AREA AND EXPERIENCE OF A SELECTION OF PECULIAR SUSTAINABLE AGRI-FOOD SOLUTIONS AND PRODUCTS

08:30 – 09:00 Meeting at Piazza Mario Pagano square and departure

09:45 – 13:00

Monte Vulture and Monticchio Area (Municipality of Melfi)

- **Renato Spicciarelli:** The Regional Park of Vulture and the natural and agricultural peculiarities of the Vulture volcanic ecosystem
University of Basilicata – Scientific Curator of the Natural History Museum of Vulture,
Province of Potenza

Tour of the Vulture volcanic area and its protected natural reserve

Visit to the Museum of Natural History of Vulture where a brief illustration of the Vulture Regional Park's establishment process and its main sustainable development policy-making objectives and actions (with specific reference to the selected themes) will be also provided

Visit to the St. Michael's Abbey, Cave and Church

13:00 – 14:00

Monte Vulture and Monticchio Area (Municipality of Melfi)

Brief visit to the "Gaudianello" Mineral water industrial plant for collecting and bottling the typical pure volcanic water enriched by a natural CO2 effervescence

14:15 – 15:30

Municipality of Barile

Visit to the "Elena Fucci" winery that produces a kind of "Aglianico del Vulture DOC" wine.

Business traditional buffet-lunch prepared and provided by the Hotel Management High School "G. Gasparini" from the Municipality of Melfi and Degustation of Elena Fucci Winery Wines

16:00 – 18:00

Municipality of Ripacandida

Visit to the "Apicoltura Rondinella Franco": Honey SPA and honey products tasting

Brief visit to San Donato Church, historical monument twinned with the Basilica of San Francesco d'Assisi

18:30 – 20:00 Return back to Potenza and free time

20:30 – 22:00

Social dinner: degustation of local/regional cuisine products

Organizing committee and contacts:

Innovation, Resources and Services for the Territory Office
Strategic Planning and Wide Area Territorial Services Department

- Mr. Alessandro Attolico, Executive Director and UNDRR Advocate for the MCR Campaign
- Mrs. Rosalia Smaldone, Technical Officer, Technical and Organizational Coordination
- Mr. Vincenzo Moretti, Technical Officer
- Mr. Ermenegildo Claps, Facilities Technical Officer
- Mr. Luigi Scaglione, Chief Communication Officer
- Mrs. Caterina Lacerra, Supporting and Administrative Assistant

Tel: +39 0971 417111

innovagro@provinciapotenza.it

alessandro.attolico@provinciapotenza.it



PROVINCIA DI POTENZA NETWORK "COMUNI-COMUNITÀ"
PER LA RESILIENZA TERRITORIALE
UNISDR ROLE MODEL FOR INCLUSIVE RESILIENCE AND TERRITORIAL SAFETY
COMMUNITY CHAMPION "KNOWLEDGE FOR LIFE" - IDDR2015
EU COVENANT OF MAYORS FOR CLIMATE AND ENERGY COORDINATOR
CITY ALLIANCE BEST PRACTICE "BEYOND SDG11" 2018



UNDRR
UN Office for Disaster Risk Reduction

With the patronage of:

Union Européenne
Des Gourmets Italia

