

FOOD & CLIMATE SHAPERS

BOOT CAMPS



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the earth regeneration journey from inspiration to action

[POLLICA/ITALY]

BOOT CAMP 6-12 September

Sunday, September 6 - Inspiration

[Parco Archeologico di Velia](#)

The perfect place where honoring the cultural heritage of the Mediterranean lifestyle can combine to open-wide perspectives on the future. Remains of the city walls for a total length of over three miles, belonging to three different periods, with traces of one gate and several towers, all made in the local crystalline limestone, still exist. This special location will serve as the setting of the boot camp kick-off, that will be joined by local institutions and the Future Food network members and guests.

3.30 PM

Exclusive guided tour of the archaeological site

5.30 PM

Kick-off ceremony

Sara Roversi - Future Food Institute

Stefano Pisani - Mayor of Pollica

Gabriel Zuchtriegel - Director of the Archeological Sites of Paestum and Velia

Panel Discussion (Roots, myth and history of an iconic way of life)

Maddalena Fossati Dondero, Director of "Cucina Italiana"

Roberto Reali, DISBA CNR, technologist and lecturer at Università Tor-Vergata and La Sapienza in Rome

Elisabetta Moro Ph.D., Full Professor of Cultural Anthropology at Università degli Studi di Napoli

"Suor Orsola Benincasa" in Naples - Co-Director of MedEatResearch - Center for social research on the Mediterranean diet and Co-Director of the Virtual Museum on the Mediterranean Diet.

Marino Niola, Professor of Anthropology of symbols, Anthropology of the Arts and of Performance, Myths and rituals of contemporary gastronomy at Università Suor Orsola Benincasa di Napoli where he coordinates the Laboratory of Social Anthropology, the Master in Multimedia Communication of Enogastronomy and where he directs the Center for Social Research on the Mediterranean Diet "MedEatResearch".

Angelo Riccaboni - PRIMA Foundation "Mediterranean Diet and sustainable development, the role of innovation and challenges for businesses"

8.30 PM

Food experience at [Museo della Dieta Mediterranea, Pioppi](#)

The Living Museum of the Sea, together with the Living Museum of the Mediterranean Diet, is an integral part of the network of the Ecomuseum of the Mediterranean Diet, a selection of places, museums and cultural itineraries around the theme, that was declared by UNESCO intangible heritage of humanity on November 16, 2010 in Nairobi.

Valerio Calabrese, Director Museo Vivente Dieta Mediterranea (Living Museum of the Mediterranean Diet)

Karen Scinnerer, Console per la Stampa e la Cultura, Consolato USA Napoli

Franco Pepe, artisan, pizza chef and Ambassador of the Mediterranean Diet

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Giovanna Voria, Farmer Chef and Ambassador of the Mediterranean Diet

The following producers of local excellence will also be present to bring their testimony:

Vittorio Rambaldo, Alici di Menaica (Anchovies from Menaica)

Antonio Longo, Azienda Santomiele

Silvia Chirico, Tenuta Chirico

Massimo Ambrosio, Fattoria Ambrosio

Giuseppe Pagano, Azienda agricola San Salvatore 1988

Luigia Soffritti, Azienda agricola La Petrosa

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Welcome at Boot Camp!

Monday, September 7 - Inspiration	
9 AM - 10 AM	Breakfast
10 AM - 1 PM	Sara Roversi - "Food for Earth": a toolbox for earth regeneration Claudia Laricchia - Future Food for Climate Change Program Andrea Carapellese, <i>Expert of international cooperation - Innovation for Mediterraneo</i> Gianni Lorenzoni, <i>Unveiling Dormant Resources</i> Professor Emeritus, Università di Bologna - Honorary Professor, City University London
1 PM - 3.00 PM	Thematic Food Experience
3.00 PM	Valeria Deon, Mediterranean Diet - <i>The perfect balance between Health and Environment with the contribution of Barilla - "Good for the people. Good for the planet"</i>
3.30 PM	Riccardo Valentini , <i>Professor at Università degli Studi della Tuscia; strategic consultant at Fondazione CMCC (Centro Euro-Mediterraneo sui Cambiamenti Climatici - Euro-Mediterranean Center on Climate Change)</i>
3.50 PM	The Prosperity Thinking Approach Matteo Vignoli, Food Tradition and Innovation UNIBO, Director Open Innovation Program at Almacube - Co-founder at Future Food Institute Chhavi Jatwani, Lead Designer at Future Food
5.30 PM	BREAK
5.45 PM	<i>Meet the founders - featuring innovative projects enabling and preserving the med lifestyle</i>
6.00 PM	Pino Coletti, <i>Authentico - traceability</i> Alberto Cartasegna - <i>Founder & CEO Miscusi</i>
7 PM	Community Dinner Dinner with special guest Mark Brand - food experience/ community dinner, the power of food. He is one of North America's foremost social entrepreneurs. With eleven businesses under his belt, he exemplifies a new form of leadership that encompasses good in every step. He is determined to breathe new life into our struggling and disjointed communities through his advocacy, convenings & social impact business models. Along with overseeing the 5 organisations under MB Inc, he leads his A Better Life Foundation in Canada, the United States and Mexico and is a Stanford University fellow, Professor of Innovation and Design Thinking, and has served as executive chef for the American Refugee Committee and Pope Francis's Climate Challenge. As a certified Integral Facilitator & Mediator, he helps to unstick groups facing deep challenges through design. At the center of all of this work is helping us see ways to help each other in meaningful and long lasting ways with the theory, "there is no US & THEM, only US".

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Tuesday, September 8

[Castle of Pollica](#) (Castello Principi Capano)

10 AM - 10.30 PM	The European strategy for a sustainable future Opening with Antonio Parenti , Head of the European Commission Representation in Italy
10.30 AM - 10.45 AM	Cristina Petracchi - Head of FAO e-learning Academy
10.45 AM - 11.45 AM	CLIMATE SHAPERS IN ACTION
12.00 PM - 12.30 PM	WATER
12.30 PM - 12.45 PM	Vincenzo Belgiorno , Director of EIC (Ente Idrico Campano) Discussing the role of sustainable water management Prof. Andrea Segré , Italian agronomist and economist, professor of international and comparative agricultural policy at Università di Bologna and President of Fondazione FICO
12.45 PM - 1.00 PM	BIODIVERSITY Rodrigo Barrios , Campaign Manager Food Forever Initiative (Crop Trust)
1 PM - 3.00 PM	Lunch Break
3.00 PM - 4 PM	PATHWAY TO 2030 Raffaele Maiorano , President GFAR - Innovation for Mediterraneo Michele Bonanno - Founder and Editor in Chief of Impakter Sustainable platform
4.00 PM - 4.30 PM	CLIMATE SHAPERS IN ACTION
4.30 PM - 6 PM	ETHICS, INNOVATION AND SUSTAINABILITY Don Andrea Ciucci , Philosophy (PhD), Theology (BST), Bioethics Pontificia Accademia per la Vita Mario Ubiali e Andrea Bariselli , - Founders of Thimus
8 PM	Dinner - Lemon Grove

Wednesday, September 9 - Aspiration

[Castle of Pollica](#) (Castello Principi Capano) and [Museo della Dieta Mediterranea](#)

Starting at 5 AM	Lecture in the Field discovering the Mediterranean Icons Dairy Products
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Tenuta Chirico

Tenuta Chirico is an innovative cheese farm, also producing biofuel. Milking and cheesemaking. Tenuta Chirico is a family-run agricultural and livestock farm located in the Municipality of Ascea, near the Archaeological Park of Velia, the ancient city of Elea, a land favored by the philosophers Parmenides and Zeno. The air you breathe in the lands of the Tenuta Chirico is that of the hills of Mediterranean scrub, typical of the Cilento, Vallo di Diano and Alburni National Park, oily with myrtle, lentisk, wild fennel and broom. The place will be the setting for a hand-on experience on the sustainable production of milk and cheese, learning how green and circular economy can lead the way in preserving traditional food heritage

Small Fisheries

Alici di Menaica di Donatella Marino

Alici di Menaica is a small family-run company that deals with the processing and sale of fish products and local fish preserved and processed according to ancient traditions.

There is an ancient fishing technique, once widespread on all the coasts of the Mediterranean, which survives in a few places in Italy. One of these is Cilento, in particular in Marina di Pisciotta, a small village on the coast, halfway between Velia and Capo Palinuro.

It survives thanks to a group of fishermen - no more than seven or eight boats - who go out to sea at night with boat and net (both are called menaica or menaide, formerly minaica).

The "menaica anchovies" are fished on days of calm sea, between April and July: you go out at dusk and spread the net blocking their path offshore. The net selects them based on their size, capturing the largest and letting the small ones pass. Nervous and darting, anchovies, once trapped, quickly lose most of their blood. With the strength of the fishermen's arms the net is pulled into the boat and, delicately, the anchovies are extracted from the meshes, one by one, removing the head and the entrails. Then they are placed in wooden crates and - very importantly - neither ice nor other types of refrigerant are used for transport. The anchovies must be processed immediately: first they are washed in brine and then placed in terracotta jars, alternating with layers of salt. Then begins the seasoning, which takes place in the so-called "magazzeni" (warehouses), cool and humid rooms where once, before the port was born, even the boats were sheltered. Here the anchovies must mature, but without drying too much, for at least three months. Salted menaica anchovies are distinguished by their pale flesh that tends to pink and their intense and delicate aroma, which makes them absolutely unique.

They are eaten fresh or salted, raw or cooked. Many recipes are very simple, such as the salad of raw anchovies, just whitened with lemon and seasoned with oil, garlic and parsley, or the anchovy sauce, excellent on spaghetti and very fast: just fry the anchovies with a little oil, cherry tomatoes, garlic and chilli. More complex, but always based on a few ingredients: the "inchiappate" (open anchovies, stuffed with goat cheese, eggs, garlic and parsley, floured, fried and cooked in tomato sauce), the "ammollicate" (split anchovies, seasoned with breadcrumbs, garlic, oil and parsley), "cauraro" which is made with potatoes, broad beans, anchovies and wild fennel.

In this Med Experience, Vittorio Rambaldo (owner of the processing workshop of Alici di Menaica Donatella Marino) will guide the participants to discover this ancient tradition.

Cereals, Legumes

Passeggiate Botaniche (Botanical Walks)

The Botanical Walks take place in woods, meadows and cultivated fields to discover the Officinal Plants that grow spontaneously. The use of herbs, in the Mediterranean tradition, is based on a very broad, philosophically and ecologically, concept of prevention; on maintaining health; on the local ecosystem as medicine, food as medicine and on the care relationship, on "taking care" in the long term. It is an integral part of the Mediterranean cultural identity, what we now call the Mediterranean Diet, recognized by UNESCO as an Intangible Cultural Heritage of Humanity.

Cilento is one of the most important reserves of biological biodiversity and cultural diversity in the entire area of the Mediterranean basin. The biological complexity, which today we find in Cilento is the result of a long evolutionary history between Nature and Man. Man, with his millenary traditional activities, such as agriculture and pastoralism, has contributed to shaping natural landscapes and ecosystems, creating an

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	extraordinary system of balances. A precious biodiversity, therefore, which with its presence instructs us, giving us the indications to plan a sustainable future. It is no coincidence that the Cilento, Vallo di Diano and Alburni National Park is the first, in the whole area of the Mediterranean basin, to be included in the prestigious list of the UNESCO MAB (Man and Biosphere) program and to receive the qualification of World Heritage Site. Monte Stella (1131slm), considered the geographical and spiritual fulcrum of the "ancient Cilento", also called Monte Cilento, contains a place of very varied beauty, rich in naturalistic, historical and artistic references. Around it there are urban settlements of very ancient origin, which arranged in a belt accentuate the particular centrality of the relief. Azienda Agricola La Perzana The 'Azienda Agricola La Perzana was born in August 2013 in Stio, from the life project of two young Neapolitan graduates, Andrea and Sarah, who after 10 years of studies and travels around the world decided to return to the countryside. After graduating in Turin, they felt the need for a life with other rhythms, in line with those of Nature and the Human Being; urban life no longer belonged to him. So they moved to Stio, where Andrea's grandmother came from, where they have 3 hectares of land in the Perzana area. The activity from which they chose to start was beekeeping: Andrea participated in a course organized by the A.L.P.A. and bought the first 3 hives. He then participated in a tender from the European Agricultural Fund for Rural Development (F.E.A.S.R.) which allowed him to create a beekeeping laboratory.
8 PM	Dinner, sharing and reflection at the Castle

Thursday, September 10

[Castle of Pollica](#) (Castello Principi Capano)

10 AM - 1 PM	Culinary Responsibility Developing recipes for the future: CAT Approach - Regenerative Kitchen Prof. Peter Klosse - The TASTE Academy.
1 PM - 3.30 PM	Thematic Food Experience
3.30 PM - 6 PM	Innovation is a cooperative effort Hackathon warm up - Tools and Teams Chhavi Jatwani - Design and Innovation lead at the Future Food Network with international experience in Food Design and Prosperity Thinking.
6 PM	Hackathon Kick-off Hackathon - How can we implement feasible strategies, models and ideas that will keep preserving the Mediterranean Diet not only as a food course, but also as a tangible lifestyle balanced with human and Planet health? In order to collect all the inspirations and the hands-on experiences and transform them in Human-Nature centered solutions, the participants of the boot camp will split into teams and will be guided by the Future Food team of mentors and facilitators into hacking the cultural heritage and the

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local consciousness on food and making them approach to social and environmental Prosperity.
Challenges designed by: Google, Barilla, Pollica Municipality.

Friday, September 11 - Action

[Castle of Pollica](#) (Castello Principi Capano)

9 AM - 10.30 AM	Inspiring Pills <i>Meet the founders - featuring innovative projects enabling and preserving the med lifestyle</i> Davide Maggi , CEO, Le Cesarine <i>Meet the founders - featuring innovative projects enabling and preserving the med lifestyle</i> Andrea Bruno e Daniele Bruttini founders of Quomi
10.30 AM - 1 PM	Team working
1 PM - 2 PM	Thematic Food Experience
2 PM - 6 PM	Team working
6 PM - 10 PM	Food Experience

Saturday, September 12

[Castle of Pollica](#) (Castello Principi Capano)

9 AM - 1 PM	Team working
1 PM - 2 PM	Thematic Food Experience
2 PM - 3 PM	Hackathon Projects' Evaluation and Awarding Jury members - Ylenia Tommasato e Martina Sibioli, Barilla
5 PM - 7 PM	Closing Ceremony Sara Roversi - Future Food Institute Stefano Pisani - Sindaco Di Pollica Prof Peter Klosse - Founder Taste Research Andrea Malservisi - Barilla
7 PM - 10 PM	Closing Event Mark Brand Lido a Pioppi

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