







The Mountain Week -EXPO MILAN 2015 How to join the initiative

Following the interest expressed within the Alpine Convention and on the basis of the programme of the Italian Presidency 2013-2014, the Italian Ministry for Environment Land and Sea has promoted the organization of the "Mountain Week", in order to celebrate the role of the Mountains for food sustainability in the framework of EXPO 2015.

The "Mountain Week" has been conceived like a unitary agenda including events dedicated to the Mountains and related to the topic of EXPO Milan 2015 "Feeding the Planet, energy for life".

Several Institutional bodies and international organizations already joined the initiative of the Mountain Week: the Governments of the Alpine Countries, the Permanent Secretariat and the Observers of the Alpine Convention, the Mountain Partnership, the Presidency and the Secretariat (held by UNEP ROE-Vienna, observer to the Alpine Convention) of the Carpathian Convention as well as other stakeholders at different administrative levels, including the private sector and the civil society.

How to participate:

- Every Institution or Organization that is planning to organize an event related to Mountains' role in the EXPO Milano 2015 topic can request to include it within the Mountain Week' programme.
- > The event could take place into a Pavilion at EXPO 2015, in other places of the city of Milan or in the territory of the organizing Institution.
- The core period of the "Mountain Week" will be between the 4thand the 11thof June 2015, however events organized in different periods can be included into the Mountain Week initiative.
- > The Pavilions of mountain Countries can support the Mountain Week initiative also without planning a specific event, in this case the supporting Pavilion will be required to expose the "Mountain Week" logos during the period 4-11 June 2015.
- > Requests for jointing the Mountain Week Initiative can be submitted, to the Italian Delegation of the Alpine Convention (represented by the Italian Ministry for the Environment Land and Sea) and to the Secretariat of the Mountain Partnership (for the members of the Mountain Partnership only).

What to participate to the Mountain Week initiative means:

- > Each event included within the "Mountain Week" will be communicate through a logo and a unitary "visual identity".
- > It will be planned a communication strategy through an ad hoc mix of media and the development of a dedicated web site (i.e. www.mountainweek.net) to communicates the events included into the programme (for the first draft of the programme see ANNEX 1) and to guide EXPO's visitors along an ideal mountain path through the Pavilions;
- > thematic and identity connection through the initiatives of the "Mountain Week" based on the scientific research will be evaluated and promoted by the organizers.
- Every Pavilion of Mountain Countries supporting the Mountain Week initiative will receive a flag with the Mountain Week Logo to be exposed during the period 4-11 June 2015.

Launched by the Italian Ministry for Environment Land and Sea and approved by the Alpine States on the occasion of the XIII Alpine Conference (21th of November 2014)









ANNEX 1 Mountain Week draft programme

Event	When /where	What	First promoting Institution
Opening Mountain Week "Mountain Cooperation for Food: initiatives in the Alps, the Carpathians and other mountain regions"	4 June 2015 Biodiversity Park	Open debate on the role of cross-border cooperation among mountain territory for the promotion of local excellences	Italian Delegation of the Alpine Convention – Italian Ministry for Environment. UNEP Vienna SCC, Carpathian Convention, FAO-Mountain Partnership.
Alpine Huts	German Pavilion	Educational itinerary in the German Pavilion, including an exhibition and some discussions on the role of the Alpine Huts as ideal place were to get in touch with traditional mountain food and cuisine	German Delegation of the Alpine Convention. Club Arc Alpin
Energy Forum	8 June 2014 – Swiss Pavilion	Debate on the role of Energy for the mountain food productions and the Alpine farming sector	Swiss Delegation of the Alpine Convention
Alpine Day	9 June 2014 - German Pavilion	Meeting of the Alpine Ministers of the Agriculture and discussion on mountain farming and the thematic Protocol to the Alpine Convention	German Delegation of the Alpine Convention
Safe environment for safe food	TBC	Event on the connection between beekeeping and CO2 emissions effect on food quality	Slovenian Delegation of the Alpine Convention
The action of the Mountain Farming Platform of the Alpine Convention		Presentation of the work and achievements of the platform on Mountain Farming of the Alpine Convention especially in terms of labelling of high-quality mountain products and production processes	Permanent Secretariat of the Alpine Convention
Alpine music heritage		Concert of Alpine bands from different countries playing together	Alpine City of the Year
Deep Mountain Agricultural Landscapes		Exhibition of photos of mountain rural landscapes from the Alps and the Carpathians	Italian Delegation to the Alpine Convention Secretariat of the Carpathian Convention - UNEP
Experiencing and reflecting another mobility in the Alps		Presentation of projects dealing with sustainable mobility experiences in the Alps	CIPRA International
Climate Changes and Food	TBC	Meeting on the Climate Change challenges and its relation with rural development	Czech Presidency of the Carpathian Convention
"Selling the mountain excellence: labels, marketing and internationalisation of mountain farming products"	11 June 2015 Biodiversity Park	Talk show on food excellences with tasting of mountain products. Possibility to show poster, photo exhibitions and other multimedia channels.	Italian Delegation of the Alpine Convention – Italian Ministry for Environment. UNEP Vienna SCC, FAO, Carpathian Convention. Alpine territorial bodies and institutions.