

MEDITERRANEAN DIET

LIFESTYLE FOR A SUSTAINABLE FUTURE

Paideia Campus, Castello dei Principi di Capano, Pollica (SA)
from November 16th, 2021

A week of celebrations for the recognition of the Mediterranean Diet as a UNESCO World Heritage, to be held during the Week of Italian Cuisine in the World.

On November 16, 2010 in Nairobi, 166 member states of UNESCO unanimously voted for the candidacy of the Mediterranean Diet, among the intangible heritage of humanity, on the basis of a proposal made by Italy, Spain, Greece and Morocco, as "*much more than a simple list of foods. It promotes social interaction, since the common meal is the basis of social customs and festivities shared by a given community, and has given rise to a remarkable body of knowledge, songs, maxims, tales and legends. The Diet is founded on respect for the land and biodiversity, and ensures the preservation and development of traditional activities and crafts related to fishing and agriculture in Mediterranean communities.*"

In this year that has seen Italy as a protagonist in the international dialogue and debate, for having hosted the G20 meetings, the UNFSS Pre-Summit and Pre-COP26, it is clear that it is more necessary than ever to evaluate the role of food as a link that connects all areas of human development. Following the events hosted, Italy now becomes the leader of the network of UNESCO Emblematic Communities of the Mediterranean Diet, taking the chair for the year 2022.

A concrete example of Integral Ecology, this healthy and sustainable lifestyle represents a solid starting point for an Integral Ecological Regeneration starting from the Mediterranean, it becomes a strategic asset for the recovery and restart of our country and the whole Mare Nostrum, and a model to concretely face the coming years, responding to the challenges of the sustainable development goals of the UN 2030 Agenda and the new European Farm to Fork strategy.

In view of the full exploitation of the knowledge and tradition of the Mediterranean Diet, the Centro Studi Dieta Mediterranea "Angelo Vassallo" of the Municipality of Pollica and Future Food Institute organize a day of meetings to celebrate the eleventh anniversary of the recognition of the Mediterranean Diet as UNESCO World Heritage Site. The event kicks off a week of activities, resulting in the VI Week of Italian Cuisine in the World coordinated by the Directorate General for the Promotion of the Country System of the Italian Ministry of Foreign Affairs, being fully in line with the theme proposed for 2021: "Tradition and Perspectives of Italian Cuisine: Awareness and Enhancement of Food Sustainability".

AGENDA

NOVEMBER 16TH

11.00 AM

Paideia Campus - Castello dei Principi di Capano, Pollica (SA) -

The speakers will speak from the Paideia Campus, located at Castello dei Principi Capano in Pollica, home of the Paideia Campus and the Centro di Studi della Dieta Mediterranea "Angelo Vassallo" and the event will be broadcast online.

The discussion will focus on the three areas of critical importance for humanity and the planet defined in the framework of the 17 UN SDGs:

- People, recalling the concept of a Humana Communitas hyperconnected around the Mare Nostrum, the sea that does not divide, but unites.
- Planet, the fundamental pillar that must be enhanced and brought to the center of the dialogue for Sustainable Development.
- Prosperity, the synergistic power that is created by the continuous relationship between man and territory, nature and culture.

11.00 AM - Opening: Integral Ecological Regeneration from the Mediterranean

- Sara Roversi, President of Future Food Institute
- Stefano Pisani, Mayor of the Municipality of Pollica
- Prof. Pier Luigi Petrillo, Vice-president of the world expert commission on the Unesco Convention on the Intangible Cultural Heritage

Institutional salutations

- Lucia Borgonzoni, Sottosegretario di Stato per la cultura (message)
- Giuseppe Ambrosio*, Direttore Generale Mipaaf
- Sen. Alfonso Andria*, Dirigente Ente provinciale del turismo di Salerno
- Tommaso Pellegrino*, President of the National Park of Cilento, Vallo di Diano and Alburni

The Mediterranean Diet affirms itself as a cultural and identity element to be celebrated as a lifestyle that focuses on the age-old relationship between man and environment, culture and nature.

- Ambassadors of the Emblematic Communities of the Mediterranean Diet in Italy

12.00 AM - People: Mediterranean Diet, biodiversity and health

- Prof. Danilo Ercolini, Direttore del Dipartimento di Agraria dell'Università degli Studi di Napoli Federico II
- Mauro Minelli, Immunologo clinico, Fondazione per la Medicina Personalizzata
Mediterranean Diet and active senescence: the key role of a healthy microbiome

12.30 AM - Planet: Mediterranean Ecology for Regeneration

Mediterranean Diet means living according to nature, preserving that intangible cultural heritage that

reflects the set of values extremely contextualized and local, but still universal, to safeguard the biological and cultural heritage and develop resilience for the uncertain future that awaits the Mediterranean area.

- Marta Antonelli, Head of Research at BCFN, Researcher at CMCC - *online*
- Paola Migliorini*, President Agroecology Europe

1.00 PM - Prosperity: a Food Coalition for the Mediterranean

The Agri-food platform for the regeneration of iconic value chains of the Mediterranean Diet.

Keynote speaker: Maurizio Martina*, FAO Assistant Director General

1.15 PM - The Mediterranean Diet as a tool against rural depopulation and cultural desertification

Voices from the young generations - Associazione Italiana Giovani per l'UNESCO

- Ludovica Grompone, architetto e ingegnere, Direttrice del Museo Mig Mamei di Gioi
- Martina Bosone, Assegnista di Ricerca presso Istituto di Ricerca su Innovazione e Servizi per lo Sviluppo (IRISS) del Consiglio Nazionale di Ricerca (CNR) (TBC in presence)
- Angela D'Angelo, consigliere comunale di Ascea

1.30 PM - Closing

- Nicola Caputo, Assessore all'Agricoltura in Regione Campania.

Inauguration of the Mediterranean Food Lab

2.00 PM

Paideia Campus - Castello dei Principi di Capano, Pollica (SA)

For lunch, the official inauguration of the Mediterranean Food Lab, the new research and innovation laboratory based on traditional Mediterranean ecological knowledge. Traditional knowledge contains a priceless heritage of knowledge and understanding of the environment for sustainable management, which has survived millennia of development and has been strengthened by the contamination of the cultures that have traveled the roads and navigated the waters of Mare Nostrum. The Mediterranean Food Lab was created to safeguard this heritage and bring innovation to allow this body of knowledge to thrive in the future, so that it can be the starting point for sustainable development in the Mediterranean. The Mediterranean Food Lab was born as a spinoff of the Food Alchemist Lab, the research and development laboratory to support industry in the research, creation and prototyping of healthy and sustainable products, and becomes a capillary arm for research and development in the Mediterranean. In this way, thanks also to the collaborations between the various laboratories that will be established in the ecosystem of Paideia Campus in Pollica, it will be a real hub for research, innovation and creation of a community around the long forgotten Traditional Ecological Knowledge, in order to promote sustainable consumption and production of food in the Mediterranean area, planting its roots in an ancestral conception of the environment.

**Incorporating the Mediterranean Diet in the regional strategies
for the development of rural areas**

4.00 PM

Paideia Campus - Castello dei Principi di Capano, Pollica (SA)

The regional institutions and the mayors of the National Park of Cilento, Vallo di Diano and Alburni, are invited for a working session and dialogue between the regional and the local.

in the meantime

**A journey to discover the Mediterranean, from the birth of Western philosophical
thought to the definition of the Mediterranean lifestyle**

3.00 PM

Parco Archeologico di Velia (Ascea, SA),
Museo Vivente della Dieta Mediterranea (Palazzo Vinciprova, Pioppi, SA)

Cilento presents a cultural context rich in contaminations, vibrant and deep. A border between the Greek colonies of Magna Graecia and the indigenous Etruscan and Lucanian peoples, there are the remains of two great cities of the classical era, Paestum and Velia.

Elea, founded in the sixth century BC, then renamed Velia by the Romans, was the cradle of one of the most famous philosophical schools of ancient Greece, and is still the custodian of traces of the thought of Parmenides the "philosopher-physicist and philosopher-medicine" and his students Zeno and Melissus. A poem "On Nature" that reflects on being, the most authentic core of knowledge and knowledge of the world that can be considered the first real philosophical text in the history of Western thought and the conception of man in his environment.

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

Dinner - **Mediterranean Woven Tales: the story of Olive Oil**

8.00 PM

Paideia Campus - Castello dei Principi di Capano, Pollica (SA)

NOVEMBER 17th

Iconic value chains of the Mediterranean Diet

11.00 AM

Paideia Campus - Castello dei Principi di Capano, Pollica (SA)

The agri-food system of the Mediterranean region already faces several challenges, being a land extremely vulnerable to climate change. The main actors in agricultural landscapes are small local farmers, who play an essential role in preserving the biodiversity and agricultural wealth of the entire Mediterranean basin, as well as nurturing and safeguarding local ecosystems, natural resources and landscapes.

- Alessandro Schiatti, Founder I Love Italian Food
- Edmondo Soffritti, Rareche Cilento
- Consorzio di tutela della Mozzarella di Bufala Campana DOP
- Consorzio di tutela della Pasta di Gragnano IGP
- Consorzio di tutela del Pomodoro San Marzano DOP (TBC)

Convivium of the Mediterranean

1.00 PM

Paideia Campus - Castello dei Principi di Capano, Pollica (SA)

Mediterraneity as poetry in its sense of Poiesis, or creating. The creation of relationships around the same table, commensality, the most ancient social act. Local producers from the association "Rareche Cilento" will showcase their products, which hide ancestral and innovative farming practices. Farmers are the very guardians and custodians of the Mediterranean Landscape, they take care of the territory and preserve natural and cultural heritage.

The Mediterranean Diet as a tool for the sustainable development of territories

3.00 PM

Paideia Campus - Castello dei Principi di Capano, Pollica (SA)

- Isa Maggi*, National Coordinator, General States of Women
- Linda Carobbi, Co-Founder Associazione Nazionale Le Donne dell'Ortofrutta
- Gabriele Volpato*, PhD, Professor of "Food biodiversity and human ecology" and Human ecology and gastronomic heritage" at UNISG
- Rossella Galletti, Ph.D in Cultural Anthropology, University of Naples Suor Orsola Benincasa
- Antonio Pellegrino, Founder Social Cooperative "Terra di Resilienza"



POLLICA

PAIDEIA CAMPUS

Olive Oil: golden liquid of the Mediterranean Ecology

4.00 PM

Paideia Campus - Castello dei Principi di Capano, Pollica (SA)

- Linda Carobbi, Co-Founder Associazione Nazionale Le Donne dell'Ortofrutta
- Lorenzo Caponetti*, Permaculture and pig rearing at Agriturismo Casa Caponetti
- Maria Rosaria Trama*, Tenuta Colline di Zenone
- Giuseppe Cilento, Founder Cooperativa Nuovo Cilento

Antropocena

8.00 PM

Paideia Campus - Castello dei Principi di Capano, Pollica (SA)

An experiential dinner to learn about and re-evaluate the relationships that make up our food system. Anthropocene from field to table, to shape more sustainable, regenerative and inclusive agri-food systems.



NOVEMBER 18th

10.30 AM

Paideia Campus - Castello dei Principi di Capano, Pollica (SA)

**EIT Food Journalism Award Food Innovation and Sustainability:
Final Ceremony**

In a public sphere in which the issues of food, innovation and sustainability are more and more closely related, and from the commitment of those in the press, radio, TV and the Internet who continue to tell the story of this change by helping to fuel it, EIT Food has created the Italian Journalism Award on Food Innovation and Sustainability, to reward the voices of journalism that tell the story of food from the point of view of technological innovation and environmental sustainability.

The winners of the award, organized in collaboration with the Unione Nazionale delle Associazioni Giornalisti Agricoltura, Alimentazione, Ambiente, Territorio, Foreste, Pesca, Energie Rinnovabili (UNAGA), will be presented during the award ceremony at the Castello dei Principi Capano, home of the Centro Studi Dieta Mediterranea "Angelo Vassallo" of the Municipality of Pollica, as well as of the Paideia Campus, and will be streamed online on Future Food Institute channels.

The ceremony will be an opportunity to disseminate knowledge, best practices and testimonials on issues of technological innovation and environmental sustainability also by guests called specifically for the occasion.

11.00 AM - Opening: EIT Journalism Award

- Sara Roversi, President of Future Food Institute
- Lorena Savani, Program Innovation Manager CLC South of EIT Food [online](#)
- Geppina Landolfo, President of UNAGA Campania

Jury evaluation about the works

- Sonia Massari (5") [TBD](#)
- Duccio Caccioni (5") [online TBD](#)
- Tommaso Cinquemani (5") [online](#)
- Lorena Savani (5") [online](#)
- Alfonso Pecoraro Scanio (5") [online TBD](#)

Prize-giving

1.00 PM - Lunch with the Ambassadors of the Mediterranean Diet