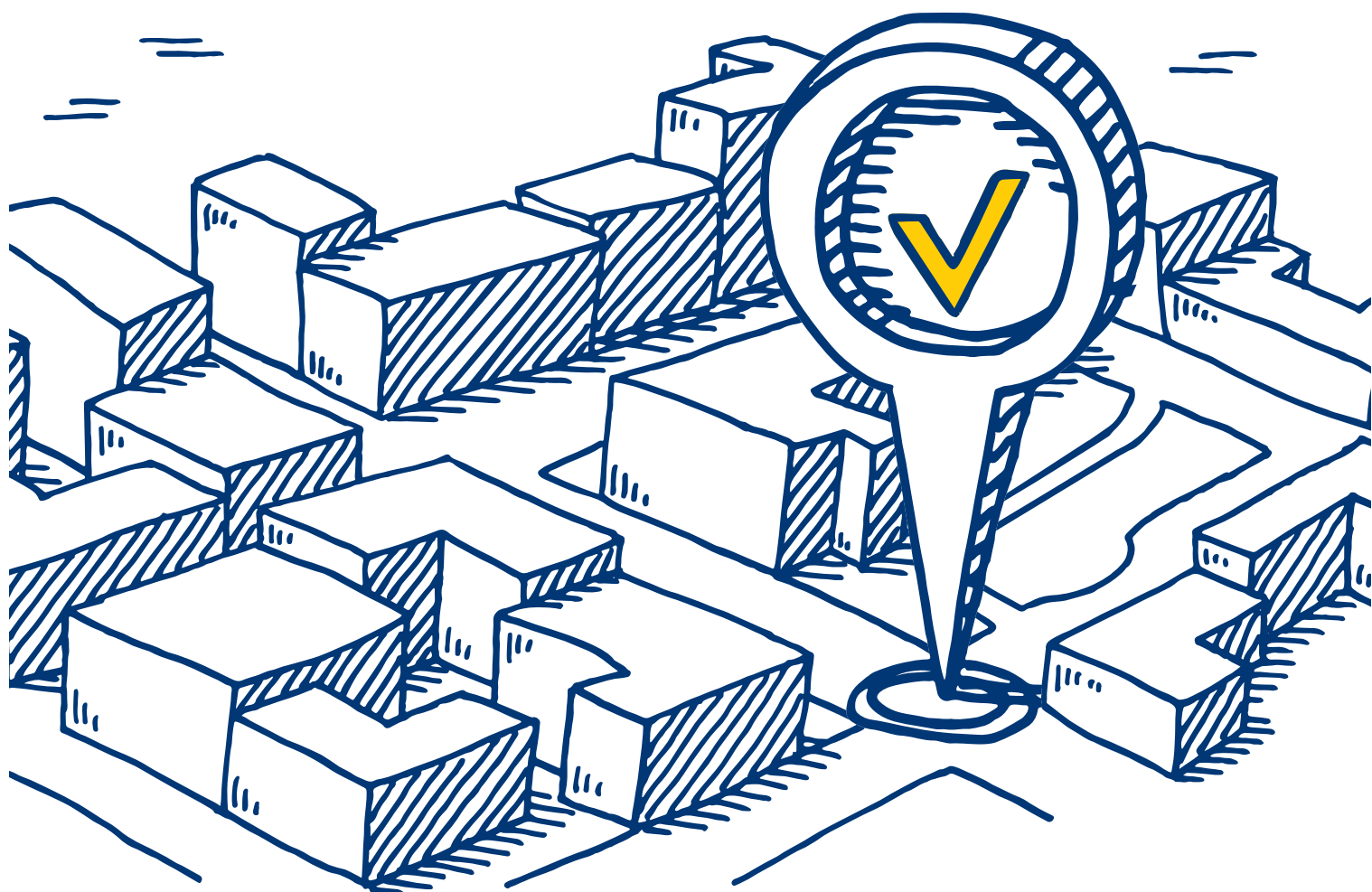


TERRAVIVA

INSIDE
EXPO
2015





INTRODUCTION

Introduction

“Seeing” goes beyond physical perception and it presumes that one emerges themselves in the reality, to perceive the nuances, the connections and relationships that help us reach the essential sense of

what we are seeing. This is the meaning behind this guide: to help you to “see” Expo 2015. We realize that amidst the clamor, colors, aromas, the surprises, wonders, things to read and take in — all of these elements that are part and parcel of such a large-scale event, fill our consciousness and make it hard to see the underlying reality, including the deepest meaning of the slogan “feeding the planet” — which is the central concept of this Exposition. The most important point, really, because all living things must eat and drink in order to live.

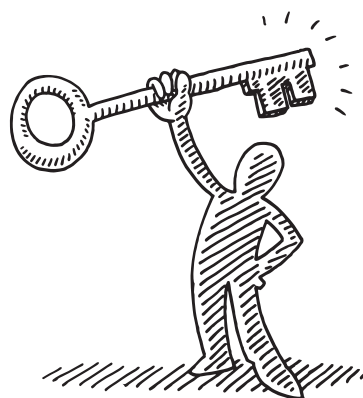
It is time to go and “see” what is behind Expo 2015’s ideas of nourishing the planet; meeting

the need for food, because having food and knowing how to manage it are not to be taken lightly. As it is, 800,000 people go hungry, while at the same time, many others are overweight.

It would certainly give us another chance to understand — and to assume responsibility for — everything that stands behind the simple act of eating, and how food is the conclusion of a long journey that starting from the land, requires the work of man, relationships of all kinds including commercial, economic and finance activities,

scientific research.

Our approach is that of ethical finance, and finding the path to comprehension of the role that finance has in facilitating access to food



for all of humanity. That means discovering whether finance is a tool of a person-oriented economic system or if it is an end in and of itself, a self-centered system that creates a financialization of the economy and of all of society's activities. The consequences of this process are: detachment from the so-called real economy and expansion of the financial sphere to more and more sectors, from food to essential services and many others. The situation is particularly serious when we realize that this process directly involves an enormous and ever-growing sector of the population, from small investors to workers, through investment funds and pension funds.

The future of humanity depends on our ability to promote and build an integrated vision of society, where labor, economy, finance and ethics walk hand in hand, re-establishing harmonic relations among them. In order to do this, society and especially government need to build a new generation of policies for finance. We have to stop the tendency that increasingly consecrates finance as the new world controller. We need a new culture of finance, and we think this is the task for Ethical Finance (Finanza Etica).

So Ethical Finance (Finanza Etica) is a lens for "seeing" the Expo. What is the basis for this proposal?

First of all, it's based on a concept of the financial market, not as an end in itself but as a means for reaching the common good; ethics has an important role in this approach as it sets forward principles and values that encourage using money not with the single goal of accumulating it for personal use, but for a general well-being that is as wide-spread as possible, helping people achieve their life projects, guided by fairness, solidarity, respect for the environment, and promoting the circular economy concept as opposed to the current linear economy approach.

Ethical Finanza (Finanza Etica), especially the Italian version of it appeared around the mid-1970s. Its values and principles were laid out in the publication of the Manifesto della Finanza Etica (Ethical Finance Manifesto) (Firenze, 1998), reference for all those persons and organizations that intend to apply it to their own activity. Ethical Finance gained recognition and was able to develop after the Manifesto was publicized.

The Banca Etica group adopted the manifesto and translated it into a coherent mission and vision, realizing that cultural transformation can happen only if the organizations that adopt Finanza Etica dialogue constantly with other organizations, becoming networks within the network in an attempt to give specific and fair solutions to the needs of communities, kee-

ping in mind that “our current reality has been given to us as a loan”.

Banca Etica, whose motto is “the greatest interest is the common interest”, steps forward as a facilitator of social promotion and transformation through credit and finance activities. Our guiding principles are: the primary importance of the person over the market, fairness and sobriety in production and distribution of wealth and in the use of resources, reciprocity, interdependency, co-responsibility, solidarity.

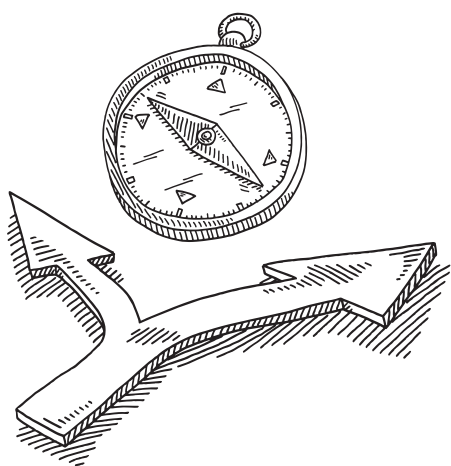
Banca Etica dedicates its resources to a sustainable developmental model that focuses on human and social growth and respect for the environment and natural resources. Its main goal is to overcome the dichotomy between economic production and environ-

mental protection, in a project that harmonizes economic objectives with the efforts to protect our natural heritage.

Banca Etica sustains a non-violent approach to the use of money in order to prevent that the use of it as a form of power becomes reason for conflict, abuse of power, violence.

Actors of Ethical Finance today, especially in the context of the themes of Expo 2015, need to make feasible and effective proposals in order to overcome the contradictions of the current finance system and to ethically and sustainably take it back to a correct dimension of social living, and concern for the future of our planet.

The Expo in Milan puts an entire world on two streets (the Decumano and the Cardo, baselines for Italian cities). It is in the perfect position to open a long, hard discussion about the state of our Earth and how now more than ever it is ruled by bad economy and by bad finance, especially in terms of managing environmental and food resources. As Vandana Shiva (coordinator of the Terra Viva Manifesto and collaborator of Banca Etica) pointed out in a recent article (www.huffingtonpost.it/vandana-shiva/expo-2015-spreco-corruzione-_b_6150046.html) “Expo will have meaning only if the participants are committed



to working for the democracy of food, for the conservation of biodiversity, for the defense of farmers and their families and all those who put food on our tables”, if not, “the risk is Expo becoming a frenzy of financial and industrial colonization, rather than a real answer to the true causes of hunger”,

The result of this is that all of us, citizens of the world, must commit to “seeing without merely looking” at what surrounds us – for ourselves and for future generations

Riccardo Milano

IF FREEDOM OF ENTERPRISE WINS OVER THE COMMON INTEREST

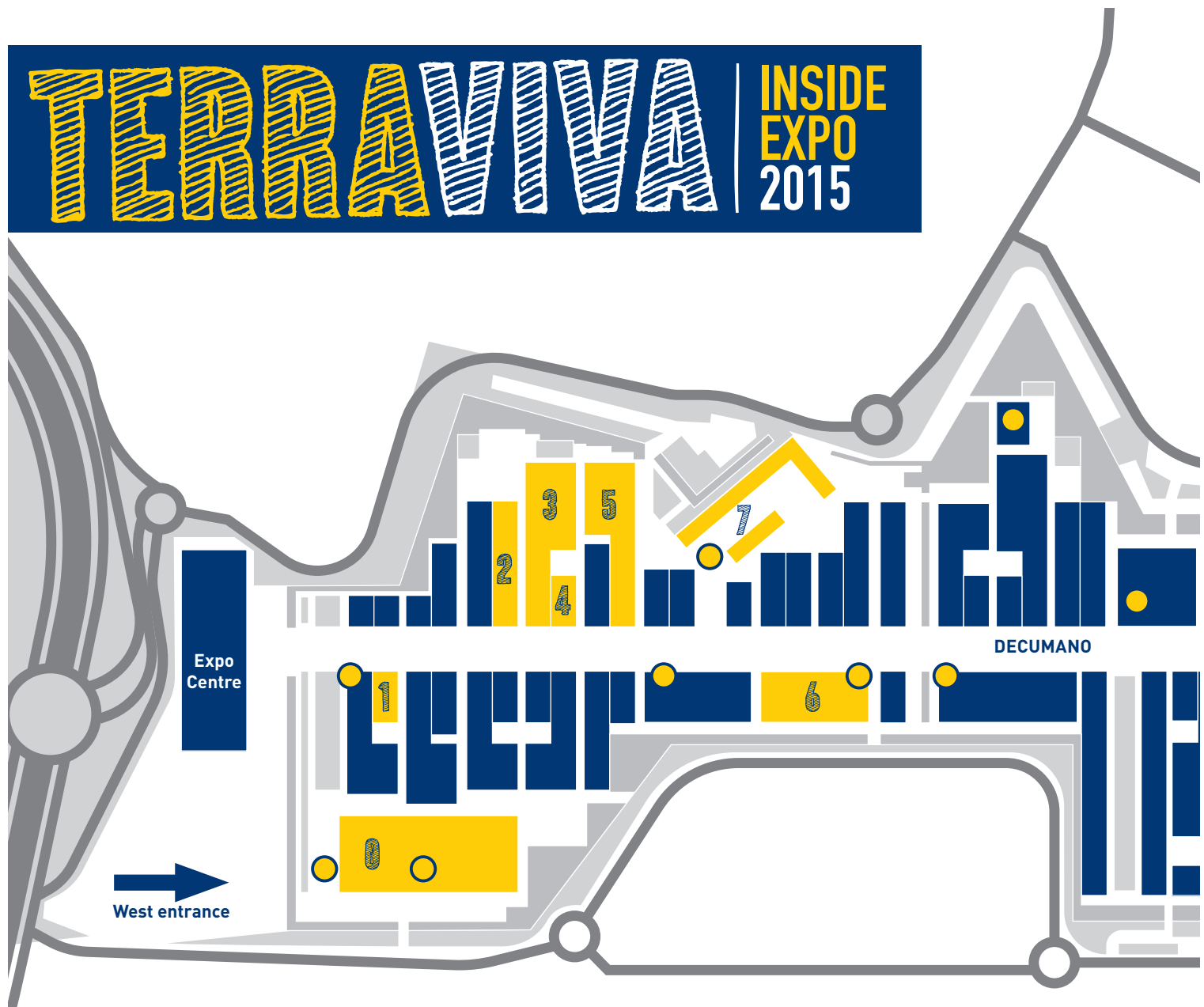


the future of the Transatlantic Trade and Investment Partnership (TTIP) treaty might allow companies to open expensive lawsuits against countries in order to defend their profits. This is a serious threat for national governments in environmental and health related areas (Valori 116 Feb 2014 pag. 31).



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INSIDE
EXPO
2015



0

Pavilion Zero

2

Angola

4

Save the Children

6

Cocoa and
Chocolate
Cluster

8

Netherlands

1

Caritas
Internationalis

3

Brazil

5

South Korea

7

Cascina
Triulza

9

United Kingdom



10 Future Food
Dist. Coop

12 Don Bosco
Network

14 Japan

16 World association
of Agronomists

11 Austria

13 Germany

15 Biodiversity
Square

17 Biodiversity
Park

● UN installation
"Zero Hunger
Challenge"

TERRAVIVA

at

EXPO

The TERRA VIVA manifesto

When presenting the “TERRA VIVA” Manifesto at Cascina Triulza, the civil society pavilion at Expo, Vandana Shiva spoke about the importance of the land as fundamental for life,

and the pressing need to regain the land’s fertility and guarantee biological and cultural diversity: a clear and radical cry for a new model for governing the food system, and Expo can be leveraged as an opportunity to give strength and visibility to this process.

But time is running out, we need windfall change. The current economic model is destroying the processes that sustain life, pushing species to extinction, ecosystems to collapse, destabilizing the climate.

The economy has been placed above society in order of importance, outside of democratic control; international companies’ interests get priority over the needs of persons and

communities. Real production has been replaced by the abstract multiplication of money.

Less democracy and more economic imbalance bring with them dangerous instability, along with an increase in poverty, hunger, and unemployment.

For the first time in the history of humanity our future as a species is no longer certain: climatic catastrophe, conflicts and wars are pushing us towards ecologic, economic and social collapse.

The changes brought in the last 200 years of land management have transformed the biosphere, causing the disappearance or conversion to other uses of 70% of the plains, of 50% of the savannah, of 45% of the temperate deciduous forests, of 27% of the tropical forest biome. These phenomena have caused 20% of the overall emissions of carbon dioxide. By 2030 the earth’s surface area dedicated to urban development will have grown to 1.2 million square kilometers, an area of about the size of South Africa, three times the urbanized area in the year 2000.

-70%

Plains

-50%

Savannah

-45%

Temperate
deciduous
forests

-27%

Tropical
forest
biome

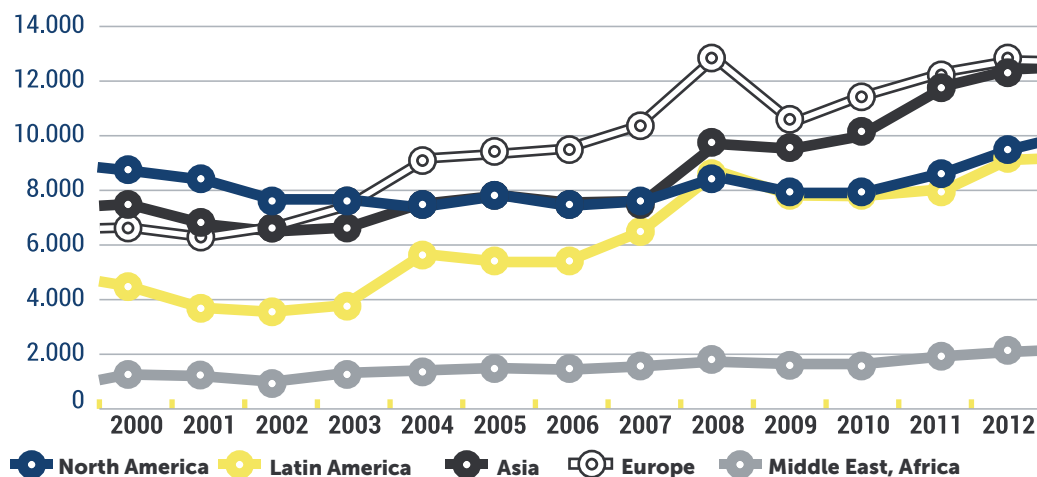
POISONING THE EARTH: A GOOD DEAL FOR THE FEW

Multinational food firms have been trying to convince public opinion for decades that the only farming model possible and economically sustainable is that based on chemicals, petroleum, pesticides, synthesized fertilizer.

"You need to increase production to combat world hunger", is the going justification. Actually, while "generalist" journalists underestimate the facts, official statistics tell a completely different story: they depict a world that is poisoned by the excessive use of pesticides, which incidentally have not created a decrease of hunger in the world. The only sure piece of data is the uncontrolled growth of their use (double, in just over ten years in Europe and United States). This trend makes manufacturers happy; they spend millions in lobbying to convince governments that this is the right course of action. And yet real life experience says the opposite is true: Barilla, world leader in pasta, along with Università Cattolica of Piacenza and Life Cycle Engineering of Turin, showed that while using less fertilizer, production increased by 20%: 1,3 tons more produce per acre, with a savings of €57 per ton (approximately 30%).

SALES OF PESTICIDES BY MACROAREA

SOURCE: FAO STATISTICAL YEARBOOK 2013; PJILLIPS MCDUGALL LTD; EPA PESTICIDES INDUSTRY SALES AND USAGE 2006 AND 2007
MARKET ESTIMATES



We can choose a different way, one based on global citizenship and sharing, focusing on regenerating resources and promoting a circular economy that constantly reinvests the wealth produced; as opposed to the current linear economy that uses the logic of extraction and exploitation.

In 2015, the United Nations proclaimed the "International Year of Soils" in order to inform public opinion about the crucial role soil plays in food safety, in the fight against climate change, in providing essential ecosystem services, in the efforts to reduce poverty.

New agriculture, biological and with the central role of women, gives an important contribution to this development, producing energy instead of consuming it, slowing the growth of the greenhouse effect. It reverses the schemes of recent decades: instead of consuming energy it produces it. As a matter of fact, biological methods produce two tons CO₂ per acre per year: this is enough to slow global warming by 2°C.

We need a new covenant that recognizes that we are soil: we come from soil, we are sustained by soil. Taking care of the soil is the most important thing farmers can do.

The twentieth century was dominated by a model of industrial agriculture derived from

chemical technologies designed for war times and based on fossil fuels; this model is responsible for the loss of 75% of water, soil and biodiversity. It has contributed to increasing unemployment and the greenhouse effect. That form of agriculture is not aimed towards feeding the world but towards production and commodities, with 80% of the cereals being transformed into biofuel or feed for animal farms.

New agriculture insures fair prices to farmers, makes sure they stay on their own land and produce food for their own communities. It employs a circular method that prioritizes soil regeneration, favors resiliency, sustainability, justice and peace. It's a new concept of democracy and freedom based on the circular economy and on the growing role of community, where my freedom starts there where yours begins and it includes the freedom of the Earth and all living things.

-75% Of water, soil and biodiversity

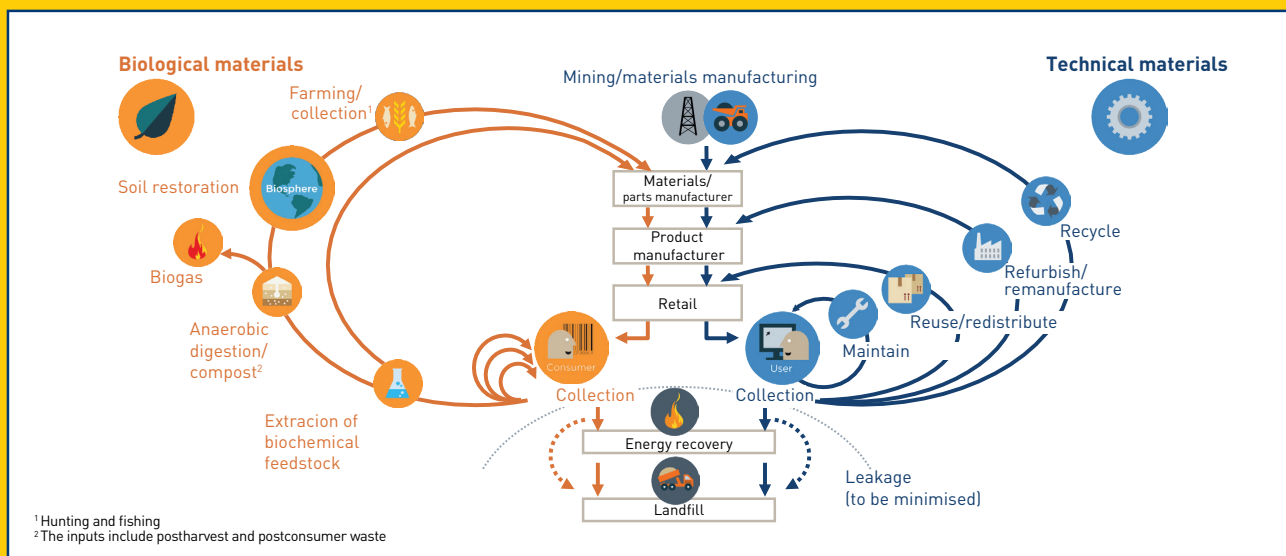
Increasing unemployment

Greenhouse effect

80% Of cereals into biofuel and feed for animal farms

A NEW ECONOMIC MODEL FOR A CHANGING CLIMATE

There is a need to go change the “linear” production model (which considers raw materials resources to be extracted, transformed, used and then disposed of) to a new paradigm, the circular economy. This new approach is careful about reusing materials and respects the life cycle in order to minimize the raw materials consumption. While there have been jumps forward and brusque interruptions in the process of change, the transition is within reach and it offers advantages for everyone: citizens (in terms of employment), companies (cost reduction) and the environment. In Italy and in Europe, legislation regarding the circular economy is on the rise. And for once, the scientific community is supporting this new approach. As it is, we can no longer procrastinate the fight against climate change: the United Nations’ Intergovernmental Panel on Climate Change (IPCC) published a particularly disturbing report last year: global warming will produce more and more food uncertainty: scarcity of drinkable water, massive exoduses of entire populations and conflict. And “the probability of serious, extensive and irreversible impact grows as a function of the phenomenon’s intensification”. The study, which analyzes more than 12 thousand scientific publications, Experts point to the need to keep global warming contained within an average of 2° C as compared to preindustrial levels. As of today that figure has already grown by 0.8°C. At this rate, it could arrive at plus 4° C.



Our picks.

Give me content, I'll lift the world.

There was a crowd of Banca Etica members in the audience listening to Vandana Shiva, Luigi Ciotti and Ugo Biggeri. The Banca had promoted the TERRA VIVA Manifesto. Many members were on hand

to verify the possibility of a critical discussion of the themes and ideas that make sense of this year's Universal Expo. There were many doubts, as a matter of fact, particularly about the intention to bring to fruition the Expo motto "Feeding the Planet".

The idea was to identify which pavilions could be theatre to proposals, emotions, and experiences around this theme and present them to the public in such a way that visitors could reflect on the current condition of planet earth and understand what sort of actions could be undertaken in order to affect real change.

This project is not carried out by professional guides but by normal people who ask them-

selves what they can do in order to inspire hope for the future, fully aware as they are that the Terra Viva Manifesto is presented inside an event that seems like an enormous Theme Park.

The search for this content began—physically—with the launch of Decumano: one and half straight kilometers, as wide as a tennis court, covered by wide tents, to protect against sun and rain, to the right and left a long string of

pavilions.

After having examined the entire area, volunteers visited and analyzed the pavilions, filled out forms and shared opinions about everything and in the end they came to the conclusions that you will find here in our proposal.

PAVILION ZERO (www.expo2015.org/en/pavilion-zero), is immediately visible as soon as you enter the western entryway. On its façade the words: Divinus Halitus Terrae. The pavilion has twelve exposition halls:

- 1) The world's archive: this welcomes guests into what appears to be a great bookshelves as large as an entire building. Instead of books there are drawers that contain every type of sensory experience, to live and remember.
- 2) Human trades: is a short film that talks about hunting, agriculture, animal husbandry; through the practice of these trades, man dialogues with the world.
- 3) Conquering nature: an enormous tree pokes through the roof. The world is above all Nature.
- 4) The taming of plants: projections of fruits and vegetables organized by color and seeds in illuminated displays.
- 5) The taming of animals: farm animals and fish reproduced life-size. Raising animals, cultivating the land, building one's home, building community. The world is culture.
- 6) Cuisine, theatre of the world: Men and women consume and share food around a table. The table and food seen as unifiers of continents: The great Pangea.
- 7) Tools of the trade: the tools humans use to modify their world.
- 8) The economy: harvest, transport, preserve, transform. An enormous jar that preserves food.
- 9) From rural to Industrial: A large model that shows the transformation of the landscape caused by urbanization and industrialization.
- 10) Speculating on food: 500 screens transmit the fluctuation of prices of goods, data on consumption and the advertising that influences behavior. The kingdom of speculation.
- 11) Catastrophe: at the center of the hall is a mountain of waste food, waste as a way of living. From a small window the great tragedies of humanity spread onwards.
- 12) Search for a new balance. World landscapes that are positive examples of illuminated agriculture and industry.

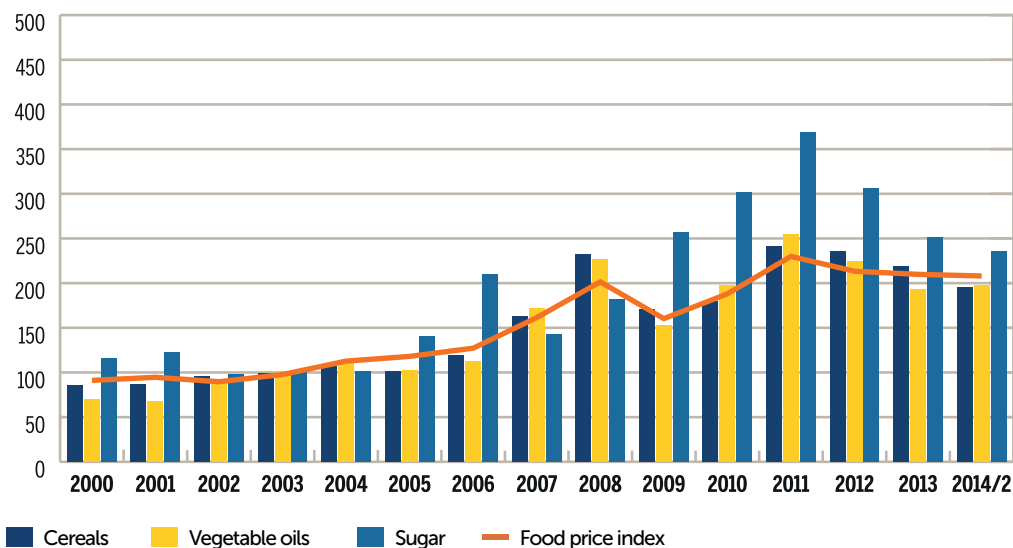
Il Pavilion Zero is home to the "Stele" who explain through storytelling, how one of the UN's main missions is to *give to all people the right to safe and nutritious food in order to conduct a healthy and productive life, without compromising the needs of future generations.*

The last hall in the pavilion presents the 18 best cooperation initiatives selected out of 740 projects that entered into international competition. The competition was launched by Expo as a part of Feeding Knowledge Program. It produced 18 best practices that should be adopted as a point of reference and development model for all countries, for the environmental, social, production, technical and scientific areas.

THE WEIGHT OF SPECULATION CRUSHES AGRICULTURE

multinational corporations control 75% of the cereal market and 90% of the wheat market: the French firm Dreyfus and the US companies Archer Danils Midland, Bunge Limited e Cargill. All together they reach 345 billion dollars in sales yearly, much more than the GNP of countries like Greece and Ireland. This situation testifies to how food has become a mere business where enormous conglomerates threaten independence and the future of small producers around the world. To add to this, there is finance speculation has contaminated the agriculture market, too (futures contracts on raw materials are a 1.9 trillion dollar business): not work in the fields or the laws of supply and demand, but international stock exchanges dictate prices. Pushed by public opinion – both the European Union and the United States are trying to limit speculation on food commodities. The Mifid directive and the Dodd-Frank Act are examples of this effort. But the transformation of legislation into practice must means overcoming powerful lobbies.

AGRICULTURAL COMMODITY PRICES 2000-2014



SOURCE: FAO, FOOD PRICE INDEX MARCH 2014, WWW.FAO.ORG

Next we come to the **CARITAS** (www.expo2015.org/en/caritas). The central theme here is sharing and redistribution of resources with the slogan “Divide to multiply. Breaking bread”. The only way to combat world hunger and solve the problems connected to food uncertainty is to redistribute resources in a fairer manner.



A significant installation in the pavilion is “Energy” 1973 work by Wolf Vostell: a Cadillac, symbol of unchecked consumption, surrounded by bread that it is wrapped in newspaper, primary needs that correct and heal in order to create internal equilibrium.

SUGGESTIONS FOR READING

Agrochemical Giants attack Europe
(Valori 114 pag 31)

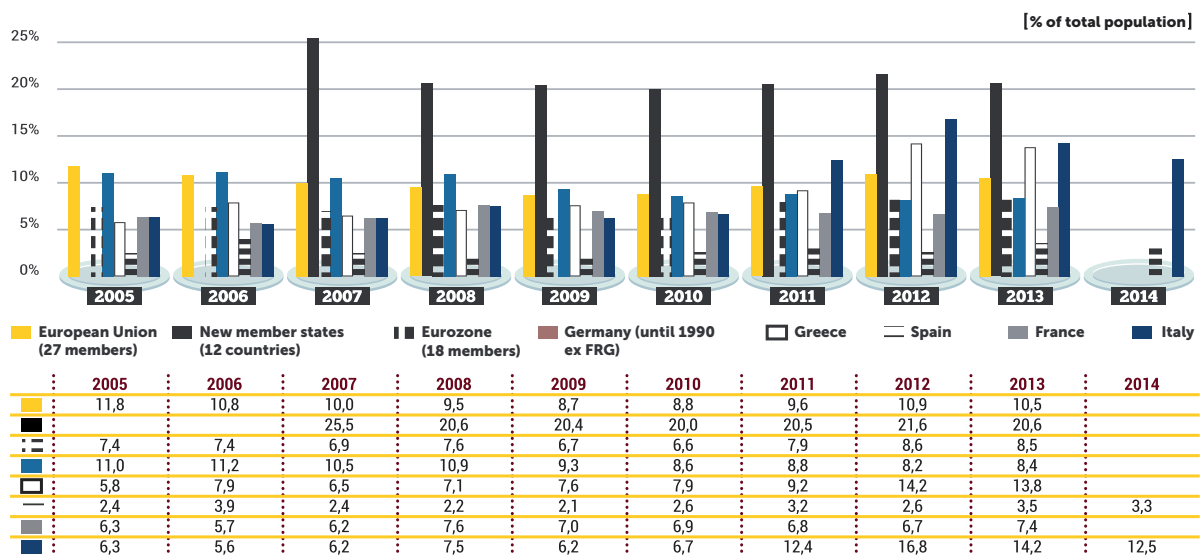


Too much food in too few hands
(Valori 115 gen 2104 pag 31)

THE PARADOX OF A HUNGRY WORLD WITH AN EXCESS OF FOOD

Hunger is not only a problem of food. There is a combination of causes (economic, financial, social, political) that when mixed together produce a deep rooted problem that is far from being eradicated. While on the one hand, global statistics show that there is a slow, very partial improvement (800 million people suffer hunger in the world), other analyses show that malnutrition is on its way back in Europe. More than 50 million European citizens (Eurostat) cannot afford two consecutive meals with meat, fish or vegetarian equivalent. The situation seems even more unacceptable when we consider the data that shows how the food produced in the world is sufficient to feed more than the current inhabitants of the Earth. So the blame needs to be directed towards inequality. The connection between hunger and social injustice was theorized and demonstrated 17 years ago by the Indian Nobel economist, Amartya Sen. The problem is intensified by financial speculation on food commodities that inflate food prices making food inaccessible for many. Finally there's food waste: 1.6 tonnes of food get wasted along the journey from the field to the table, a value of 400 billion US dollars; at fault consumers and a food chain that needs radical reform.

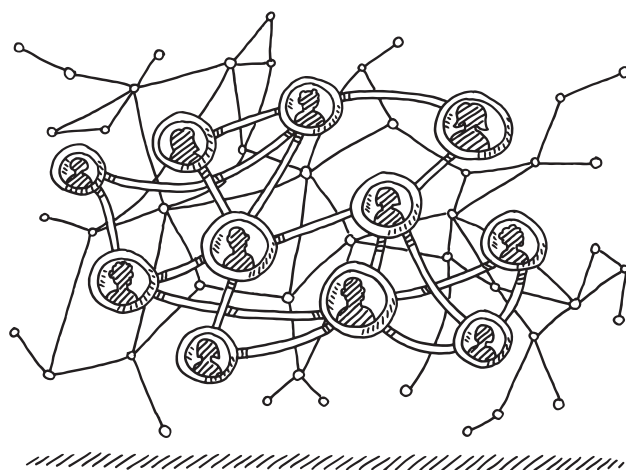
POPULATIONS UNABLE TO AFFORD A MEAL WITH MEAT, FISH, CHICKEN OR A VEGETARIAN EQUIVALENT EVERY SECOND DAY
SOURCE: EUROSTAT



The next Pavilion is **ANGOLA** (www.expo2015.org/en/participants/countries/angola); the first message that strikes you is the central position of women, guardians of tradition and an active figures in society: from work in the fields to production and preparation of food, from the role of the mother as main hub of the family to her role as educator. The faces of many women, more or less famous, come to together in an imaginary baobab tree, symbol of the nation, whose roots sink into the ground and branches rise towards the sky. This image is opposite a gigantic, auto-celebrative photo of president Dos Santos, in office for decades. As you proceed through the pavilion, you see the productive activities that make the basis for the country's economy: agriculture, fishing, animal husbandry, beekeeping, and rich cuisine that reflect the encounter of local and international cultures. It's interesting to observe the depiction of a market in seeds and finished products that shows tradition as it mixed with and integrates with the future.

Next is the **BRAZIL** pavilion (www.expo2015.org/en/participants/countries/brazil) its first noticeable element is a gigantic network of rope suspended high overhead, that suggests several meanings: the mix of cultures and traditions that live in the country but also the interdependence among those experiences, of individuals and groups, where each ones

conditions and progress are influenced by the other. Inside, visitors are met by a 56 meter



long video wall, and the video it projects. On the opposite wall there are five digital terminals that tell the tale of Brazilian agricultural and zoo technical products and other central themes: bioenergy, biodiversity, CO2 reduction, biological agriculture. The art show "Alimentario" is dedicated to art and to the building of a food heritage.

LANDGRABBING

Around the world millions of acres of fertile land that give sustenance to entire communities are falling under the dominion of multinational corporations who are always looking for resources their own countries no longer have.

This is history repeating a dramatic period. Between 1770 and 1830 the British Parliament voted in 3,280 laws (called the Enclosures Acts) to legalize the privatization of lands that until then had been managed by local communities: 2.4 millions of acres of fields, swamps, woods were fenced off and made available to few privileged _____.

And now, history is repeating itself: a new form of Enclosures Acts is being enacted with even more damaging effects con due to the growingly destructive power of certain technologies and to the continuously growing demand for resources. Multinational corporations, supported by public monies have begun buying up the lands of small farmers (who, on a global level produce 70% of the food we consume) causing a new massive wave of stripping of the poor. For example in India, forced abandonment of homes and debts are at the base of a malaise that led to more than 291 thousand suicides since 1995.

REJUVENATING THE SOIL

One of the steps that could be taken to help heal the planet, while at the same time taking on the current employment crisis, is creating constructive work opportunities in the recovery of land and revitalization of soil – inspired by the experience of the Civil Service Conservation Corps during the New Deal in the United States – financed by the principle “those who pollute, pay”.

SOCIAL IMBALANCE AND CONFLICT ARE ON THE RISE

The connection between environmental damage and social inequality and conflict is alarming. The percentage of percentage of wealth in the hands of the 1-percent of the world's wealthiest went from 44% in 2009 to 48% in 2014. The assets of the world's 300 richest people amount to 524 billion dollars, exceeding the overall total of the GNP of the 29 poorest countries. The overall worth of the top 85 richest people equals that of 3.5 billion people.

Further, according to data collected by the Convention for the fight against desertification, that analyzed a period of 60 years, 40% of domestic conflict is connected to tension borne of the control of natural resources. And in 2007 80% of major armed conflicts happened within ecosystems that are vulnerable due to a lack of water. For example, before the outbreak of tensions in Syria in 2011, the country had suffered an extremely serious and prolonged drought with a massive loss of crops, followed by economic and social collapse. The extremist movement Boko Haram developed in an area of major ecological crisis, near lake Chad, reduced to a shadow of what it once was: in many areas of Northern Nigeria Muslim shepherds are in conflict with Christian farmers for the control of the dwindling water resources. There are similar situations in Mali and Sudan.

THE BATTLE IS NOT LOST

Bio agriculture helps fight erosion and soil impoverishment. According to the UNCCD (United Nations Convention to Combat Desertification) we could revitalize 2 billion hectares of degraded terrain: this operation would mean the absorption of 3 billion tons of carbon per year. That's 30% of the carbon produced by burning fossil fuels.

Our journey through Expo continues with a visit to the **SAVE THE CHILDREN** village (www.expo2015.org/en/participants/civil-society-or-organizations/save-the-children); interactive, multisensory installations help visitors understand what it means to be a child born in a context of poverty and emergency. The village's slogan is "Be the Change", and that's what it asks of visitors. Having identified with a poor child, the visitor (born in Mozambique, Ethiopia, Syria, Liberia, India or Nepal) "experiences" their life; learning about the life conditions and difficulties these children experience daily, starting from poor nutrition. The visit ends in an area dedicated to emergencies that projects the visitor in an emergency situation – health emergency, climate, or war – that brings them to reflect on what real children live through in these contexts.

Farther down on the left of the Decumano, is the **SOUTH KOREA** pavilion (www.expo2015.org/en/participants-countries-republic-of-korea). Visual stimuli provoke thought about our own nutrition habits, starting from the their connection to life expectancy, well-being and health. What should we eat? How should we eat? How long can we continue eating in a sustainable manner? These are the questions that the Korean philosopher Hansik tries to answer; by saying we should choose intelligent foods that respect many factors: seasonality,

colors and a balance of ingredients. All of this is displayed visually through a performance of mechanical arms that turn 360°.

Another theme that is demonstrated is fermentation, a basic concept of Korean cuisine that is affected in a great jar called "Onggi", "that breathes and absorbs energy from the Earth". The preservation of traditional Korean culinary techniques is based on the ancient Korean belief that views nature not as an object to be dominated but as an ailment that must be understood and treated with respect. With this premise, nature itself is the answer to the global problem of nutritional resources and environmental impact.

Finally we can stop into the **COCOA AND CHOCOLATE CLUSTER** (www.expo2015.org/en/explore/clusters/cocoa-and-chocolate), where there is the exhibition space of **FAIRTRADE** (www.expo2015.org/en/fairtrade-international) where you can buy Fairtrade chocolate. Fairtrade Italia will hold events, encounters and activities to create awareness among consumers about the economic, social and environmental impact of food production in developing countries. The pavilion tells the stories of thousands of food workers in Asia, Africa e America Latina through the central theme of empowerment (supporting personal and community growth, self-development and independence). These stories show

how Fairtrade works to put farmers at the center of concerns of the distribution and sales chain, in order to give value to their role in the defense of human rights and the environment, and for improving working conditions.

Next stop: installation **UN "ZERO HUNGER CHALLENGE"** (www.expo2015.org/en/the-uni-ted-nations). The UN's theme at Expo focuses on the slogan "Zero Hunger Challenge – United for a Sustainable World." Scattered around the Expo grounds, visitors will find eighteen different areas dedicated to the UN, clearly recognizable by their logo of a big, blue spoon. These multimedia installations give testimony to the UN's efforts around the world to end hunger and assure our planet's sustainable development through videos, photos, infographics and maps.

In front of the Cocoa Cluster, to the left of the Decumano, somewhat hidden from view, we come to **CASCINA TRIULZA** (www.expo2015.org/en/the-triulza-farmhouse) run by the **Fondazione Triulza**, a network of organizations and institutions dedicated to creating a civil society based on fairness and sustainability, in defense of human rights and natural heritage, to further a culture of world peace and cooperation, promoting ethical and inclusive economic models. The Triulza Foundation was formally constitu-

ted on July 23, 2013 (to see the list of founding members and other information, go to www.expo2015.org/en/participants/non-governmental-organizations/fondazione-triulza).

La Cascina is an area sponsored by national and international civil society third sector organizations for presenting and exhibiting their activities/experiences/ideas/proposals. The space is also dedicated to debates aimed at understanding how to ensure that the Expo slogan actually comes to represent a concrete and continuous commitment to a better future. This is why different initiatives are presented daily, and some exhibitions are temporary. For a complete schedule of events, go to cascina.fondazionetriulza.org and click on: **partecipate** – discover the calendar of events.

Banca Popolare Etica, a member of the Foundation, is exhibiting at the Cascina, providing an ATM.

BANCA POPOLARE ETICA

a different way to handle money

Banca Etica is a public, cooperative bank, operating in Italy and Spain. Founded in 1999 by a plethora of socially committed organizations and citizens, the bank's principals are rooted in the tenets of Ethical Finance:

- transparency
- participation
- sobriety
- efficiency
- attention to non-economic consequences of economic actions.

The shareholders of this democratic, apolitical and non-denominational bank work together through specific participatory processes to further its development, with particular focus on remaining committed to their mission statement. The decision-making process during the shareholders' meetings is based on the principle of "one person, one vote." In addition to deliberating about the management of the institution (voting on the budget, administrative relations, etc.) and electing Board members and auditors, the shareholders are also called upon to nominate the components of the Ethical Committee, in charge of supervising the bank's ethics.

Shareholders' participation is also furthered by the collaboration of more than 70 groups of partners active throughout the territory involved in promoting ethical finances, strengthening the bank's roots and its capacity to meet the demands for ethical banking imposed by the local communities.

Banca Etica uses the savings deposited to finance people and organizations that develop sustainability projects in the sectors of social cooperatives, environmental protection, and fair-trade economies. All financing provided to juridical persons by the bank are published on the bank's website.

Banca Etica is present in Italy and Spain, organized into 5 territorial Areas: Northeast, Northwest, Central and South in Italy and e Area Spain.

For more information:

Italy: www.bancaetica.it/idea-and-principles - Spain: www.fiarebancaetica.coop

Getting back on the Decumano, we see a long sequence of brightly colored, interesting-looking stands, but they seem to provide nothing more than promotional marketing for tourism, products and national identity. One thing all these stands have in common is plenty of food: freshly cooked, virtual, printed, wrapped in plastic, packaged, purchasable (not cheaply) but lacking any clear indications of the production/transformation/distribution process behind it.

Walking about 500 meters further along the Decumano, we come to the **NETHERLANDS** (www.expo2015.org/en/participants-countries-netherlands), under the slogan: **Share, grow, live**. It almost seems like an amusement park: big, multicolored fun-fair tents and kiosks of all sizes, lots of neon lights, no real entranceway, but easily recognizable by its huge, lit-up signs showing a spotted cow and the word "Holland". The Imagine Different stand is particularly interesting, even though it may leave the visitor who has a different idea of what is meant by "food" and "Earth" feeling somewhat perplexed. The goal of its sponsors is to demonstrate how essential it is that we come up with new solutions for preserving life on Earth for the future, on a planet already overpopulated and running out of natural resources.

Opposite this on the Decumano is the pavillion of **THE UNITED KINGDOM** (www.expo2015.org/en/participants/countries/united-kingdom). It appears like a massive beehive surrounded by greenery. In fact, the structure's design was inspired by the vital role of bees in our ecosystem. Visitors can stroll through a fruit orchard (in a trench) nestled in a field of wildflowers, created so as to create the illusion of seeing them from the vantage point of the bees. The center of the structure is dominated by a steel sphere, representing a busy, pulsating hive, buzzing with a lighting system which, connected to a real beehive, reproduces the movements of the bees (not very visible by day).

Behind the United Kingdom, heading east, we come to the **FUTURE FOOD DISTRICT** (www.expo2015.org/en/future-food-district), the "Supermarket of the Future" where you can buy food just like in any normal Coop Supermarket.

One particularly innovative feature is the addition of display monitors providing otherwise hidden important information about the food: where it comes from, what it contains, the environmental impact of its production, its nutritional value. Such precious information is difficult to come by in a "normal" supermarket, but could influence purchasing choices.

Back on the Decumano, on the other side of the Cardo, we come to Piazza Italia and from here, about a hundred meters to the west, is the **AUSTRIA** pavillion (www.expo2015.org/en/participants/countries/austria): a 560 square meter wood that produces oxygen for the 1800 visitors per hour, composed of a variety of species ranging from mosses and shrubs to 12-meter tall trees. Air is the center of attention, besides the sights; there are also scents and aeriform substances for visitors to notice as they inhale.

In front of the Austria pavilion, we find the **CASA DON BOSCO** (www.expodonbosco2015.org/site/en); a structure conceived as a home/school to highlight the various forms of education. A meeting place where people coming from all five continents come together to discuss human rights, health, caregiving, proper nutrition and commitment to social welfare.

Just past that, remaining on the left side of the Decumano, is the **GERMANY** pavilion (www.expo2015.org/en/participants/countries/germany). One of the most interesting at the Expo, it is rich in intelligently displayed content. The slogan "Fields of Ideas" underscores the importance of making proper use of the main natural resources (water, soil, climate, biodiversity) to feed a sustainable future. Other images invite the visitor to reflect on how modern

technology can serve us to live in harmony with the environment. It is a journey through the basics of nourishment, divided into six differently themes areas. The trail culminates with a show: "Be(e) active", where the visitors experience a flight over Germany through the eyes of two bees.

The next pavillion we come to is that of **JAPAN** (www.expo2015.org/en/participants/countries/japan), still on the Decumano; once inside, the visit strictly conducted in groups and lasts about an hour.

The general theme is "Harmonious Diversity." The country has a rich "culinary culture" inspired by the wisdom of nature and at the same time reflecting the mastery of their artisan traditions. The display expressing the relationship with nature is particularly intriguing in the second room, where a show of projected images, sounds and mirrors represents the passage of the seasons.

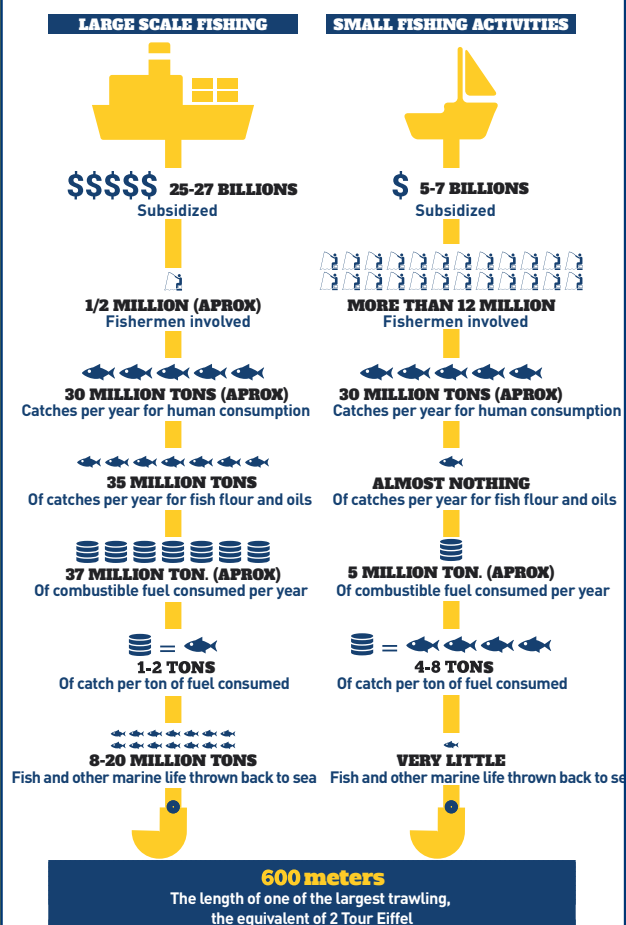
The following room contains a wealth of material dealing with environmental and nutritional problems where the visitor can work on an interactive program exploring possible solutions.

At the end: a gastronomical show in a virtual restaurant complete with (real) chopsticks.

OCEAN GRABBING: A COMPLEX AND LITTLE-KNOWN PLAGUE

«Ocean grabbing, in the form of agreements that damage small fishing businesses, undeclared catches, incursions in protected waters, and distraction of resources from the local populations, is as much of a threat as land grabbing». This is the authoritative outcry of Olivier De Schutter (little-known to the general public and often to those entities who should be thinking of possible solutions), oftentimes special speaker at the United Nations on the right to nourishment. The newest frontier for pressure groups, entrepreneurs with no scruples and criminal organizations is the transformation of oceans into a source of speculation and unregulated profit. It is a complex phenomenon. There are many factors to consider: besides the most visible and prosecuted aspect (the impoverishment of fishing resources that is bringing on the loss of numerous animal species), we have to keep in mind unsustainable fishing methods (large scale activities that damage small fishing businesses and create four times as much pollution), offshore gas and petroleum extraction that endanger coral barriers and the systematic reduction of the rights of coastal communities. The confused and faulty laws on the subject only make things worse (it's difficult to regulate and control that which happens in the open sea...).

WHAT FISHING?



THE VALUE OF SOIL

The combined area of lands that have been abandoned due to environmental degradation caused by non-sustainable practices (erosion, depletion of groundwater supplies, contamination from pesticides, over-use) is equal to the entire land surface of the United states and Canada together (2 billion hectares) and larger than the land area currently being used for agriculture globally.

The expansion of entropized land significantly reduces the quantity of fertile soil available to man, with consequences that are becoming ever more evident. One hectare of soil, in fact, contains 15 tons of living organisms, 1.5 kilograms per square meter. The significance of such data should not to be underestimated since the world's soil holds a great deal more carbon than what is found in the atmosphere. Weakening the soil puts the climate stability at risk. And yet, over the last few decades this fact has been largely ignored. Fertile soil has been eroding at speeds of between 10 and 40 times its capacity to regenerate. We lose 24 billion tons of humus (fertile soil) a year, whereas to reconstruct a 2.5 centimeter layer would take about 5 centuries.

FAMILY FARMS

The "family farming" model seems to be the most adapted to an agricultural philosophy based on the principles sustainability and is a great opportunity for getting local economies and communities back on their feet. 2014 was declared the United nations Year of Family Farming. It was discovered that 70% of the food consumed today is produced on family-run farms.

At the end of the Decumano, next to Collina Mediterranea, we come to **BIODIVERSITY SQUARE** (www.expo2015.org/en/projects/slow-food) run by the people from **Slow Food**.

A wide open space proposing some very interesting content with great simplicity, the structure is comprised of three modular, wooden buildings laid out in triangular housing:

- The exhibition: Discovering biodiversity
- The tasting: Slow Cheese and Slow Wine
- The meetingplace: Slow Food Theater
- The Slow Food vegetable garden

The exhibition, specifically aimed at children, hosts a huge hourglass measuring the countdown to the extinction of biodiversity, gigantic representations of industrially-produced food, photographic explanations of different systems of production, the Food Tree and lots more. The section dedicated to tasting is particularly efficient for “tastefully” understanding the value and significance of biodiversity; each week you can taste (for a fee) a rotating selection of four kinds of cheese accompanied by two kinds of corn-meal crackers and a glass of wine chosen from among the 200 labels available.

VALORI

ITALY AND BIODIVERSITY

Italy is the European country with the greatest wealth of biodiversity, it is number one for number of flower species, it has 58,000 animal species (one-third of the EU) and 9,000 moss and lichen varieties (half of the European total) (Valori n.120).



FOOD TRADE

For information about the production and sale of food, read:

SUGAR (Valori 124 dic 2014/gen 2015)

SOIA (Valori 123 nov 2014)

CACAO (Valori 122 ott 2014)

GRAIN AND RICE (Valori 121 set 2014)

EXOTIC FRUIT (Valori 120 lug-ago 2014)

MILK (Valori 119 giu 2014)

MEAT (Valori 118 mag 2014)

Beyond Collina Mediterranea, heading north, we reach the pavilion belonging to the **WORLD ASSOCIATION OF AGRONOMISTS** (www.expo2015.org/en/news/waa-world-association-of-agronomists-pavilion-is-inaugurated--global-farm-2-0-will-sprout-new-ideas-for-the-farms-of-the-future) where the **Global Farm** project is being presented. The association proposes the formation of a global agri-business company that would bring together food-production ideas and projects that would safeguard local identities while remaining eco-sustainable: from biodiversity (presented with a rather dubious link to GMOs) to productivity, from local development to food waste, from social responsibility to climate change. The agronomist plays a pivotal role in the WAA-AMIA/CONAF project, with emphasis on businesses' social responsibility to spread the notion of sustainable development and territorial diversity.



Our journey could not help but end at **BIODIVERSITY PARK** (www.expo2015.org/en/explore/thematic-areas/biodiversity-park).

An ideal place to get to know more about the world of Italian **organic food** and **biodiversity**, and should you be hungry, to sample some morsels of organic cuisine.

This 8500m² area, divided into two pavilions and a theatre, serves to showcase Italian environmental, agricultural and agribusiness excellence. There is also an exterior pathway leading through representations of five different natural landscapes, typically found in Italy: the Alps, the Apennines, the Padana plain, the high Tablelands and the Islands. Each landscape is characterized by specific plants and various evocative trails to make you feel like you are really in touch with nature. In the Biodiversity Pavilion, through a multimedia pathway, you can visit eight different environments which tell the story of agriculture and biodiversity the richness of our planet. In this same pavilion you can find a daily promotion, run by Guide del Parco, with images and information about the unique beauty of 23 Italian National Parks. Next to this is the pavilion dedicated to Natural and Organic products, where the best of organic produce can be seen and handled. (www.federbio.it/english).

THAT ASSET CALLED “NATURE”

Park, Non-resident visitors, Spending per non-resident visitor, Impact of spending of non-resident visitors, employed, Income from work, Added Value, Product

Not such a bad business: Investing in natural parks is an advantage, not only in terms of the environment, but also of the economy. In Italia, the 871 protected areas that dot all of the regions and coasts, have a guaranteed return of 11 billion euro, just counting the income provided by tourism, and without razing the resources the land has to offer. If we calculate the income of the 756,000 companies that have popped up in the protected areas, we could add another €34.6 billion, or 3.2% of the overall national income (on a territory that is 5% of the peninsula).

Similar results are confirmed from the data collected in the United States. Their network of national parks is one of it's kind in the world (their area covers more surface than Italy and Switzerland combined):

The US Congress estimates that for every dollar invested, \$10 are earned for the national budget for a total of 27 billion dollars per year. Very few sectors have comparable returns on investment.

Park	Non resident visitors	Non resident visitors spending (\$000)	Impact of non resident visitors spending			
			Jobs	Labour income (\$000)	Value added (\$000)	Product (\$000)
Grand Canyon NP	4.421.352	453.641,3	6.010	225.593,2	381.343,5	574.714,9
Yellowstone NP	3.341.357	396.352,3	5.594	164.260,6	270.769,2	470.933,5
Yosemite NP	3.696.789	373.489,6	5.097	159.765,9	281.241,6	487.053,8
Zion NP	2.769.253	149.672,2	1.825	75.300,7	123.411,4	190.531,5

Between the fleeting and reality: a call for research

At the end of our visit you can see how we suggested visiting a limited number of pavilions of the many that make up this Universal Exposition. Fully aware of our own limitations, we specifically chose those that

we thought would offer stimulus for thought about the Expo theme “Feeding the Planet”. We chose pavilions that were in line with the values of ethical finance and some that promoted different visions and approaches. It’s obvious that each choice we made came from our own point of view and from a collection of values that we believe in and we tried to lower that into the context of Expo, trying to do something useful. But it isn’t easy: we need to find that balancing point between the constant search for the essence of things and the “lightness” and the “glitter” that the context of Expo somehow demands. What’s left is a strong impression that the

general approach is to emphasize fleeting consumerism rather than “nourish” the mind and the spirit of the visitor. We would have expected greater commitment on the part of the participating countries to make new proposals and present new ideas and to cooperate together to give meaning, tangibility and hope to the slogan “Feeding the Planet, Energy for Life”.

It’s only fair that we describe the main criteria that we used in our interpretation of this Universal Expo, so we’ll illustrate them here briefly.

We didn’t omit some countries even though they do not satisfy all of the sustainability parameters. For example, we suggested visiting the Angola pavilion even though in Angola human rights are not sufficiently guaranteed (source: Amnesty International Report), as well as the South Korea, Japan and Brazil pavilions, even though they all have the death penalty in place (for Brazil only in the case of martial law).

We members actually keep this parameter

well in mind, as a matter of fact it is one of the most important reasons that convinced us to contribute to the constitution of Banca Etica and Etica sgr (for more information on the criteria Etica sgr adopts in the choice of investible funds, see box on next page).

We also suggested pavilions that have content that we do not agree with, like the Netherlands. This for us is a useful provocation to reflect and analyze: the Imagine Different stand, presents alternative solutions to climate degradation especially as regards scientific research (mainly in genetics) promoting its own technical, Made-in-Holland, applications. We are glad to point this out and suggest visiting it exactly because the Netherlands is a unique case, that mustn't be trivialized. It is a country that has very little land for growing crops as compared to the population density; it has reacted to natural adversity with impressive works of water defense, gaining land from the sea in a constant collective commitment. It was an international trade leader as early as 1600 with the Dutch East India Company and is to this day one of the most important export-import countries for the control of raw materials and foodstuffs. It is headquarters to many important agro-food companies. There are ample elements present in the stand to leave the visitor perplexed: it's a mixture of cultural tradition, commercial realism and careful cynicism, or so it seems.

International Social Watch Report

www.socialwatch.org

UNDP Human Development Report (United Nations Development Programme)

hdr.undp.org/en/content/rapporto-sullo-sviluppo-umano-2013

Amnesty International Report

www.amnesty.org/en/latest/research/2015/02/annual-report-201415/

Freedomhouse Report

freedomhouse.org/report/freedom-world/freedom-world-2015#.VXE18tLtmko

Oxfam Report

www.oxfam.org/en

"Discover the brand" Initiative of Oxfam Italia

www.behindthebrands.org/en

FAO

www.fao.org/news/story/en/item/292577/icode/

THE ANALYSIS OF SUSTAINABILITY OF SOVEREIGN STATES BY ETICA SGR

The distinguishing factor of the investment funds established and promoted by Etica SGR is the adoption of Investment strategies that are sustainable and responsible. So they identified a precise list of environmental, social, and governance criteria to be examined in the evaluation. The sustainability analysis of countries sets out two levels of evaluation:

1. Negative selection: countries that do not respect human rights or whose legislation includes the death penalty are eliminated.
2. Positive selection: the analysis is based on environmental, social and governance indicators that give a final score of socio-environmental responsibility.

Some examples of governance indicators are: level of individuals' possibility to participate in politics, index of corruption, legality, participation of women in politics and in the economy. Important aspects of the social realm are: the percentage of GNP destined to education and health, index of distribution of wealth and quality of life.

The indicators used to analyze the environmental aspect are: changes in the use of fertilizers, analysis of changes in forestation, respect of the objectives for CO2 emission reduction, according to the Kyoto agreements.

Other indicators like defense expenditure as a percentage of GNP and the ratification of agreements against the production and proliferation of arms round up the analysis of a country in terms of sustainability and responsibility.

With the list of the pavilions we chose and with our thoughts about them, we'd like to help the visitor navigate through a dispersive context, where the inevitable need to stupefy and attract doesn't necessarily tie in with the content and topics in loco. We've tried to offer some stimuli and interpretation clues so the visitor can read deeper into that which is on display. We hope to have managed this, at least in part. We think it's important for us to suggest further reflection through reading the **Terra Viva Manifesto**, and the magazine **Valori** (starting with the many side boxes along the text of this guide). These are two instruments though which we wanted to give our contribution to the themes of Expo 2015 – while studying the various reports that numerous international organizations redact each year on the theme of socio-environmental sustainability, respect for human rights and the extension of political rights (see link in following box). We hope that through this journey of personal searching, each of us will acquire more awareness and more strength to contribute to wide-ranging cultural change that is indispensable for a healthy relationship with sustainable and fair food systems and to contrast the sellout of the Earth and stop the unchecked appropriation of previously public resources.

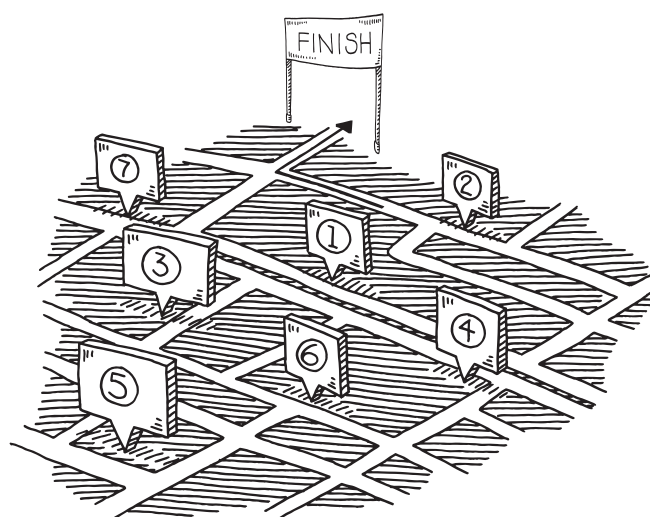
We would like to thank the following people for their work and for the collaboration of

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And finally thank you to Andrea e Riccardo who contributed to the writing and to Sabina and Francesca for their constant support.

Maurizio Bianchetti

Referent for Soci Banca Etica – Area Nord Ovest



INSIGHTS

For further consideration on critical consumer, fair trade, public finance, alternative economy, ethical finance; click here:

www.cnms.it/index.php
www.bilancidigiustizia.it
www.sbilanciamoci.org
www.equogarantito.org
www.economiasolidale.net
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www.weconomy.it
www.inaise.org/?q=en
www.gabv.org
www.febea.org
www.ifat.de/en

TOUR

Inspired by the Manifesto Terra Viva members of Banca Popolare Etica propose some visits, accompanied by volunteers, within expo and, on different dates, in collaboration with DES and Buon Mercato some routes between the farms of Parco Agricolo Sud Milano.

For further details and application:

www.bancaetica.it/dentro-expo

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