



MILANO 2015

EXPO MILANO 2015

Call for Best Sustainable Development Practices on Food Security

Expo 2015 S.p.A.

Sede legale: Via Rovello, 2
20121 Milano - Italy
T +39.02.89459400/499
F +39.02.89459492

Iscrizione Registro Imprese
di Milano 06398130960
P.Iva e C.F. 06398130960
R.E.A. 1890226 Milano
www.expo2015.org

1. FOREWORD

*"Sustainable development" is a process of change by which resource exploitation, investment targets, the orientation of technological development, and institutional change are brought into line not only with current needs but also with future prospects"*¹.

Sustainable development is universally perceived as the suitable definition for an approach that balances the wellbeing of humanity with that of the biosphere. This balance is the fundamental condition for "feeding the planet" and creating "energy for life" in the coming years.

For this reason, the call for *"Best Sustainable Development Practices on Food Security"* of Expo Milano 2015 will focus on projects that put into action the principles of Sustainable Development. The announcement is intended to collect, raise awareness and share experiences that have produced ameliorative effects, compared to the previous conditions, in their specific area. Moreover, Best Sustainable Development Practices (BSDP) at Expo Milano 2015 will be a window to stimulate a long-term effort to improve food security, universally recognized in the following terms: *"Food security exists when all people, at all times, have physical, social and economic access to sufficient, safe and nutritious food to meet their dietary needs and food preferences for an active and healthy life"*.²

This document intends to provide guidelines for participating initiatives, covering a general description and participation procedures.

2. BEST SUSTAINABLE DEVELOPMENT PRACTICES ON FOOD SECURITY – BSDP

This call is aimed at the recognition and the promotion of the visibility of Best Sustainable Development Practices (BSDP) on Food Security represented by , projects, policies, technological and scientific solutions, governance, know-how, services and products, related to the theme of Expo Milano 2015 *"Feeding the Planet, Energy for Life"*.

2.1 DEFINITION OF BSDP ON FOOD SECURITY

According to the definition shared by the international community, "Best Practices" are initiatives which have consistently shown results superior to those achieved with other means, and which are used as a *benchmark*. In addition, best practices:

- have a demonstrable and tangible impact on improving people's quality of life
- are the results of effective partnership between the public, private and civic sectors of society

¹ Report of the Brundtland Commission, Our Common Future, published by Oxford University Press in 1987.

² This definition is the main outcome of The World Food Summit of 1996.

- are socially, culturally, economically and environmentally sustainable through
 - lasting changes in policy and decision making
 - use of resources
 - management systems.

“Best Practices” are promoted and used as means of:

- Improving public policy based on successful results
- Raising awareness among decision makers and the public about potential solutions to shared social, economic and environmental problems
- Sharing and transferring knowledge, expertise and experiences through networking and learning.

Sustainable development is universally identified as “*Development that meets the needs of the present without compromising the ability of future generations to meet their own needs*”³.

Expo Milano 2015 will give particular visibility to those Best Practices that endorse the principle of sustainable development. In the coming years the world will be further confronted with the issue of “Feeding the Planet, Energy for Life”, thus the development and exchange of innovative approaches to common concerns will be central to this process. BSDP create an important venue for sharing information about how – in developed as well as in developing countries – international organizations, national and local governments, civil society, enterprises, academic institutions, etc. are addressing these issues and a powerful opportunity for sharing and learning.

Attention will be given to stimulating a long-term effort to improve the four facets on food security: food availability, food access, food use and the stability of the first three dimensions of food security over time.

- Food availability refers to having available sufficient quantities of food on a consistent basis.
- Food access refers to having sufficient resources, both economic and physical, to obtain appropriate foods for a nutritious diet.
- Food use refers to the appropriate use based on knowledge of basic nutrition and care, as well as adequate water and sanitation⁴.

2.2 BSDP ON FOOD SECURITY THEMES

Initiatives recognized as *BSDP* on food security will have to be in line with one of the following five thematic priorities:

³ Report of the Brundtland Commission, see footnote 1.

⁴ FAO Agricultural and Development Economics Division (June 2006). Food Security. ftp://ftp.fao.org/es/ESA/policybriefs/pb_02.pdf. Retrieved June 8, 2012.

1. Sustainable management of natural resources
2. Quantitative & qualitative enhancement of agricultural products
3. Socio-economic dynamics and global markets
4. Sustainable development of small rural communities
5. Food consumption patterns: diet, environment, society, economy and health.

For a detailed description of thematic priorities please see Annex I.

3. PARTICIPATION PROCEDURES

3.1 ELIGIBLE CANDIDATES

Candidate initiatives should be realized through collaboration among at least 3 different organizations active in the following areas: social, economics, public and private, institutions, science and technology. The Parties of the initiatives should name one as *Lead Applicant*. The *Lead Applicant* should belong to one of the following categories:

- Governments (including bilateral aid agencies), local authorities/bodies, public agencies and their associations;
- Inter-governmental organizations and international agencies;
- Civil society organizations or networks (NGOs, associations, public or private foundations);
- Business community (SMEs, large enterprises, micro/social enterprises and their associations);
- Research and academic bodies;
- Public-private partnerships.

3.2 SUBMISSION OF PROPOSALS

Proposals must be submitted using the online *Application Form* available at the following address: <http://www.feedingknowledge.net>.

On 18th of February 2014, the deadline for Proposal submission has been postponed to **15th September 2014**.

Proposals should be submitted by the *Lead Applicant* only.

ATTENTION: Multiple submissions of the same initiative by two or more applicants will result in rejection of the Proposal.

3.3 ADMISSION CRITERIA

Proposals submitted by eligible candidates will first undergo an *admission check* carried out by Expo 2015 S.p.A.

Admission criteria are as follows:

1. Completeness of the Application

Applications not duly completed and/or with missing supporting material will be disregarded.

2. Coherence

Candidate initiatives should be in line with one of the 5 thematic priorities.

3. Collaboration

Candidate initiatives should be realized through proven collaboration among different organizations in the social, economic, political and/or scientific sectors.

Proposals that do not meet one or more of the above criteria will not be considered relevant as *BSDP* on food security. Proposals positively evaluated for admission will officially become “participating initiatives”. Expo 2015 S.p.A. will notify of admission the *Lead Applicant* of successful candidates by September 26th 2014.

3.4 EVALUATION CRITERIA

Participating initiatives (Proposals that successfully passed the admission check and have been confirmed as candidates by the submitting organizations) are sent to the *International Selection Committee (ISC)* by Expo 2015 S.p.A. for final evaluation.

This will be done according to the following criteria:

1. Innovation

The participating initiatives must be of innovative significance, including innovation in concept, process/product, institutional system, local/national/international policy and technology.

2. Social impact

The number and types of beneficiaries will be evaluated, as well as the impact of quantitative and qualitative values promoted by the project on matters such as: gender, employment, cultural heritage, local economic development, dispute resolution, human rights, social inclusion, integration.

3. Environmental impact

Initiatives should address the sound use of natural resources and their preservation, protection and sustainable use of biodiversity, completion of lifecycle, energy savings and renewable energy, low impact technology.

4. Concreteness

Initiatives should have a demonstrable and tangible impact on improving the food security of their beneficiaries and sustainability.

5. Transferability and replicability

Transferability and replicability of candidate initiatives will be assessed. Transferability is intended in term of approaches and results that can be transferred among developing countries, among developed countries, from developed to developing countries and vice versa.

6. Openness

Initiatives should be the result of collaboration among different regions, cultures, ethnic groups and languages (from both developed and developing countries).

7. Attractiveness

The capacity to inform and sensitize visitors will be considered, as resulting from the *Application Form* (which should be completed with information and materials in a story-telling approach).

8. Sustainability

Sustainability of candidate initiative results will be evaluated in order to ensure the maximum visibility of those initiatives whose achievements endure over time.

9. Dissemination

Originality in methodologies and tools used for the dissemination of initiatives results will be assessed.

For each criteria a score between 0 and 5 will be assigned.

4. FINAL EVALUATION

The evaluation of the initiatives will be done by *International Selection Committee* and will be based on a grid, containing the score for each of the above evaluation criteria.

The final evaluation grid and the list of the 15 selected *BSDP* on Food Security will be published on the Feeding Knowledge web platform by November 27th 2014.

The entire evaluation process will be cumulative and in line with the highest ethical standards.

Key elements will be:

- absence of conflict of interest for evaluators
- transparency and traceability of the process
- evaluation report for each Proposal with scores and brief comments
- consolidated evaluation report with statistics
- efficient and punctual evaluation.

5. AWARDS

All the *BSDPs* admitted as participating initiatives will be available on the Feeding Knowledge web platform.

The 15 *BSDPs* selected will benefit from:

- High visibility on the Expo Site and in Pavilion Zero
- Conferences and workshops to transfer the experience
- Possibility to disseminate specific promotional materials
- Repository on the Feeding Knowledge web platform.

The 15 Best Practices selected will be placed in Pavilion Zero, three for each sub-theme.

Among the three *BSDPs* selected for each thematic priority, one will become the subject of a movie produced by Expo 2015 S.p.A., the others will be illustrated in photo stories.

During the 6 months of the exposition, *BSDPs* will become alive through the participation of their leaders who will be testimonials of Expo Milano 2015 around the world; at least three of them, for each of the 15 *BSDPs* selected, will have the opportunity to expose their stories within the Expo scenario.

Successful candidates will be notified via the *Lead Applicant* by November 28th, 2014 and will have to confirm their participation to Expo 2015 S.p.A.

6. SELECTION COMMITTEE

An International Selection Committee (ISC), composed of high representatives and scientists will be responsible for the final evaluation of *BSDP* on Food Security.

LIST OF ANNEXES

Annex I (Sub-theme description)



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ANNEX I

Description of Thematic Priorities

THEMATIC PRIORITY 1: SUSTAINABLE MANAGEMENT OF NATURAL RESOURCES

Single-minded natural resource management approaches could hamper sustainable development and jeopardize food security. Areas with limited natural resources are particularly vulnerable, and this problem is exacerbated especially where population growth rates are high. Climate change effects are already taking their toll as many regions of the world become drier and hotter, imposing considerable negative impacts on crop production, biodiversity, ecosystem services and overall environmental sustainability. Pressures on natural resources are expected to increase notably over the next decades, putting food security at risk. Even in the most optimistic scenarios, many countries of the world cannot meet the goal of being self sufficient in agricultural production and hence food-safe. Such countries will continue relying heavily on food imports. Initiatives related to this sub-theme should address issues linked to the scarcity of natural resources, in particular: water, land, climate change, biodiversity, and energy.

THEMATIC PRIORITY 2: QUANTITATIVE AND QUALITATIVE ENHANCEMENT OF AGRICULTURAL PRODUCTS

The quantitative and qualitative enhancement of agricultural products through the adoption of sustainable farming practices requires access to and sharing of knowledge on key elements of crop production and post-harvest phases. Such knowledge should be backed by specific actions on the harmonization and the

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standardization of techniques, protocols and implemented measures from farm to fork. In order to ensure sustainability, such actions should focus on environmentally friendly and cost-effective methods. Thus, initiatives addressing this sub-theme should be related to the planning and/or implementation of agricultural practices that are able to enhance crop production without impacting negatively on the environment and community livelihood.

THEMATIC PRIORITY 3: SOCIO-ECONOMIC DYNAMICS AND GLOBAL MARKETS

This sub-theme is focused on issues related to all social and economic variables that impact on food. Indeed, socio-economic trends are quickly, profoundly and simultaneously impacting on food security in many regions. Demographic growth, urbanization and consequent encroachment on productive agricultural land are strong determinants of food demand growth and concentration, which determines an increasing gap between food demand and supply. Widespread unemployment, mainly among young people, and gender discrimination exacerbate difficulties in accessing food. In addition, dependence on international markets and the recent global financial crises produce further consequences on food affordability and accessibility. This scenario is worsened by restrictions on exports of food staples such as rice and wheat, and by high volatility of prices. Initiatives related to this sub-theme should address these issues, proposing effective solutions that will endure through time.

THEMATIC PRIORITY 4: SUSTAINABLE DEVELOPMENT OF SMALL RURAL COMMUNITIES IN MARGINAL AREAS

This sub-theme is associated with small rural communities, which still represent a large share of the world population. The activities of these small rural communities have an impact on environment and societies beyond their particular geographical confines. These communities frequently face important threats in the form of population increase, access to markets, and natural resource degradation, all of which tend to undermine their livelihoods. Networks are the main asset on which communities can rely to reduce their vulnerability. Networks could take the form of norms and rules agreed and applied within the communities and/or addressed to external actors for the management of natural resources, for education and research, for accessing markets and value chains. Networks also provide social and economic benefits to community members, strengthen social cohesion, and increase productivity and food security. Initiatives related to the establishment and/or support of small rural community networks, and the understanding of the surrounding political and institutional context, can provide important lessons to decision makers for promoting the sustainable development of small rural communities.

THEMATIC PRIORITY 5: FOOD CONSUMPTION PATTERNS: DIET, ENVIRONMENT, SOCIETY, ECONOMY AND HEALTH

Modern agri-food systems fail to address the problem of food security. Fundamental changes in the way food is produced, processed, transported and consumed are indispensable for achieving food and nutrition security for present and future generations. Food production and consumption patterns are major factors in the decrease of biodiversity, degradation of natural resources, and climate change. Moreover, there is a growing body of evidence on the impacts of unsustainable and inadequate diets on health and their social and economic implications. Thus, initiatives related to this sub-theme should pertain to the following: research activities to assess the environmental, economic, social, cultural, health and nutritional sustainability of current diets; creative, holistic and cross-sectorial policies; cross-disciplinary and integrated approaches; innovative collaborative and participatory projects involving governments, civil society, academia and actors in the food production chain.