

Thursday May 5<sup>th</sup> 2016

CONVENTO SAN DOMENICO MAGGIORE - Sala del Capitolo, Vicolo San Domenico Maggiore, 18 - Napoli

# *Presentation of the White Paper of the* **MEDITERRANEAN** **DIET**

UNESCO, in 2010, registered the Mediterranean Diet in the Representative List of Intangible Cultural Heritage of Humanity. This act recognized the cultural and social value of the Mediterranean diet and its sustainability and required a clear commitment to the applicants (Cyprus, Croatia, Greece, Italy, Morocco, Portugal and Spain) for specific measures for its protection.

The Italian Ministry of agricultural food and forestry policies has therefore started a process to define a strategy aimed at developing and enhancing the Mediterranean Diet to be shared with institutions of other countries involved in the UNESCO dossier.

In continuity with the initiatives already implemented on the subject last year and culminated at Expo 2015, the conference is an opportunity to present the first stage of this path: a document that lays the basis for a White Paper on the Mediterranean Diet, where the framework for actions to be taken is tracking. In particular, the preliminary document that is presented today wants to provide some food for thought on which the discussion of subjects and institutions involved can start, focusing on the intangible nature of the Mediterranean Diet and the relationship between Mediterranean diet and rural areas.

The event takes place at the end of the year of the Italian Presidency of the group of Mediterranean countries involved and at the 'hand-over' to the Portuguese Presidency. The day is divided into a session that illustrates location and content of the White Paper and, after a presentation and tasting organized by the Association of Neapolitans Pizzaiuoli, in a panel discussion among stakeholders.

THE  MEDITERRANEAN DIET



**mipaaf**  
ministero delle  
politiche agricole  
alimentari e forestali





# SCHEDULE

Thursday May 5<sup>th</sup> 2016

11.00 a.m. Presentation of the White Paper on the Mediterranean Diet UNESCO

Welcome **Luigi De Magistris**, Mayor of Naples  
**Rosa D'Amelio**, Chairman of the Campania Regional Council

Introduction: **Emilio Gatto**, General Director for the promotion of agro-food quality and of horseracing, MiPAAF

Presentations: **Pasquale Giuditta**, MiPAAF Manager and Coordinator of the Intergovernmental Network of the Countries of the Mediterranean Diet  
**Carla Abitabile**, Researcher CREA-Center of Policies and Bioeconomy  
**Elisabetta Moro**, Professor of Cultural Anthropology, University "Suor Orsola Benincasa" of Naples  
**The Representatives of the seven Countries** of the Network of Mediterranean Diet UNESCO and of the Emblematic Communities  
**Francesco Caruso**, Advisor for the President of the Campania Region (International Relations and Unesco)

2.00 p.m. TASTING - Cloister of the Convent  
Neapolitan Associations of Pizzaiuoli and "The Art of the Neapolitan Pizzaiuoli" as candidate for the UNESCO Representative List of Intangible Cultural Heritage

4.00/6.00 p.m. Round table "Mediterranean diet between preservation and enhancement: what prospects?"

Coordinator: **Luciano Pignataro** (journalist)

Speakers: **Salvatore Parlato**, Commissioner of CREA  
**Niola Marino**, Director of MedEatResearch (Centre for Social Research on the Mediterranean diet), Univ.Suor Orsola Benincasa, Naples  
**Pier Luigi Petrillo**, Full Professor University of Rome Unitelma Sapienza and Unesco Legal Advisor to the Minister of Agriculture, Food and Forestry Policies  
**Amedeo Lepore**, Assessor of the Campania Region (Productive Activities)  
**Roberto Moncalvo**, President of Coldiretti  
**Sabrina Capozzolo**, Member of the Italian Parliament  
**Francesco Alfieri**, Advisor to the President of the Campania Region (Agriculture and Fisheries)  
**Luca Bianchi**, Head of Department of competitive policies, food quality, horse racing and fishing, MiPAAF

