Expo Milano 2015
Feeding the Planet. Energy for Life

Theme Statement
Non-Official Participants

KIP INTERNATIONAL SCHOOL

The KIP International School (Knowledge, Innovations, Policies and Territorial Practices for the Millennium Platform) is an independent organization that works to promote the territorial approach to human development, in support of national and local governments of different countries, supporting International networks of local development innovative experiences based on the dialogue between institutions, associations and the private sector, pursuing the MDGs together.

The KIP International School capitalizes on the knowledge and spread the results of the territorial human development programs carried out in collaboration with several agencies of the United Nations System. These initiatives, lead off with the PRODERE Program for the victims of the war in Central America (1989-1995), were adopted in more than 30 countries in Africa, Latin America, the Mediterranean, Eastern Europe and Asia. They have achieved results documented by United Nations organizations that have contributed to their execution.

The KIP School operates in collaboration of several international organizations, including the OECD, the European Union and several networks of stakeholders and practices, implemented in the countries mentioned by the territorial development programs. The KIP School has its headquarters in Rome at FAO and offices in Belgium, Colombia and Canada. For its participation in the Expo, the School intends to activate its Scientific Committee, chaired by Edgar Morin and composed by experts from prestigious universities and international organizations. For information about the history and activities of the KIP International School see the attached note or consult its website: www.kip-un.org; www.ideassonline.org; www.ilsleda.org; www.kipuniversitas.org.

For the participation in Expo 2015, KIP International School will establish partnerships with investors and sponsors interested to the Expo and working in nutrition, manufacturing, telecommunications and other sectors with a territorial approach.

Starting from the participation in Expo 2015, the KIP School and its partners will work for the launch of several joined initiatives in China and in other countries. In particular, it is planned to support territorial development processes in China, giving a priority to green economy and local natural resources valorisation, to design and implement high level training initiatives in collaboration with Chinese universities, to promote at international level Chinese technological and methodological innovations through the IDEASS program and support to know-how transfer projects in the interested countries.
The KIP International School goal is to present the integrated territorial and sustainable development approach as a way to offer effective solutions to the major nutrition problems and the challenges of the future that the Expo intends to face. The participation of the KIP School aims to involve visitors in a path of direct and deep knowledge of the many skilled experiences focused on the production and consumption of food in sustainable territorial development processes in many countries around the world. The Milan Expo is an opportunity for local players to meet: all of them are involved in these experiences based on the enhancement of natural and historical territory resources, productive cultures and local food. It will also be an occasion to spread these innovative practices in order to influence the national policy and the international debate on the strategic role of the territorial approach to development.

The current trends of economic development have generated massive phenomenon of abandonment of rural areas and of urban migration by populations in search of better conditions of life and income. These phenomena affect both the most industrialized countries and the developing countries all over the world and they generate the abandonment and progressive degradation of the territory resources, the loss of biodiversity and, in general, of the cultures and traditional knowledge. The previsions produced by prestigious international structures indicate that these urbanization processes will grow exponentially in the coming years, along with the negative impacts they cause. The future scenario appears increasingly characterized by large urban concentrations of population that depends on the countryside for their own survival and on the waste and degradation of the great natural resources that the territories of all countries could exploit to ensure not only healthy sustenance but a better quality of life. Transforming these future scenarios involves a major necessary challenge.

To make the neglected territory livable and attractive, it is necessary to act on a number of factors and issues: the promotion of local food production and other important sectors of the local economy; the mobility management; the production of renewable energy; the enhancement of cultures and local knowledge; the access to education at different levels by local populations; the access to quality health services; the access to modern communications services to provide information; marketing local products and so on. Experience shows that in order to actualize the processes of territorial development is necessary for local stakeholders to define future scenarios of development of their territory, to find strategies and initiatives to build and to get organized to work together. New forms of governance are indispensable: local governments and public administrations should work in a network system with enterprises, services, local community groups and universities. Experience also shows that these integrated development processes are not sustainable without the support of the policies and initiatives of national governments and international organization.

Thanks to its activities, completed or in progress in many countries, the KIP School recognized the importance of multiplying efforts to exploit the numerous and qualified local development experiences that too often remain isolated and poorly understood.

The general objectives of the initiative are focused on stimulating the dialogue between innovative practices on the themes of the Expo and parliamentarians, politicians and, more
generally, decision makers who shape policy development, with proposed reforms, laws, regulations and initiatives arisen from successful practices that could be spread with great advantage to the quality and sustainability of development. They want to spread the territorial approach to development, showing how much beneficial it is because it links together all the sectorial components and because it effectively combats the fragmentation and dispersion of resources. It is showed how the activation of the social actors and the dialogue with local institutions and public administrations produce virtuous effects on the quality and sustainability of development and social cohesion.

During the six months of the Expo, the KIP School will organize exhibitions and events, with the participation of networks of local actors, with whom it collaborates in over 30 countries, including authorities, institutions, associations and enterprises, universities. The aim is to extend networks and influence policies and practices in favor of territorial development based on sustainable production and consumption of food, on the valorization of natural resources and heritage (agricultural practices, food, landscape, culture, crafts, eco-tourism).

The educational dimension will be ensured in particular through the following ways:

- through screenings, brochures and other multimedia products, they will spread data about the major contradictions between abundance and deprivation of food, including the poverty of large sections of the population and the waste of resources that remained unused in many territories;
- practices and methodological and technological solutions hosted in the stands will be presented in their universal dimensions, to highlight the characteristics of reproducibility in other contexts and encourage stakeholders to use them;
- the stands in the thematic itineraries will be animated by the authors of methodological solutions and innovative technology, to provide visitors with a guide to the path of knowledge; the stands will be combined with photo exhibition, products, technologies, brochures and videos related to the theme;
- the successful experiences presented in the Pavilion will come from different developing and developed countries with which the school collaborates, to highlight the global dimension of the problems and focusing on how the innovative solutions come from different contexts.
- visitors will be involved in networking activities supported by the School, through exhibitions and thematic meetings organized in the direction of a future support to their practices for the innovative solutions application;

All materials produced for exhibitions and those resulting from the thematic meetings during the Expo, will be compiled into a final document which will then be provided to all participants, in order to serve as a guide to the practices- that can be encouraged.

The exhibition of the Pavilion aims to involve those visitors who are engaged in the institutions, administrations or local and national public bodies; in local authorities active in issues of sustainable development; in networks and professional associations involved in the processes of development (economy, town planning, health, education, environment, agriculture, energy, environmental engineering etc.); producer associations, cooperatives and small and medium enterprises operating in nutrition and sustainable territorial development; networks of local structures that promote the development and networks of organizations working in the field of economics and social inclusion of disadvantaged people in the local productive activities; students and teachers of universities and schools; associations working in international cooperation and decentralized cooperation.
The Pavilion also more directly involve a large number of actors of sustainable development working in collaboration with the KIP School and who will be invited to present innovative experiences in the stands and in the meetings and discussions that the school intends to organize during the Expo. In particular, the participants that the KIP school intends to involve are:

- representatives of more than 400 regional and local authorities in the North and South of the world that have established development partnerships on issues of sustainable territorial development in the context of the practices supported by the School. International networks of regions and local bodies will be involved (Committee of European Regions, FOGAR, FISPMED, COPPEM, UCLG, Local Global Forum), and also, the network of Local Democracy supported by the United Nations Democracy Fund (UNDEF);
- inventors of innovations and representatives of innovative practices promoted by the IDEASS program of the KIP School, from different countries around the world; participants in the work of guidelines production of the OECD Green Growth and poverty reduction, on which the Kip School has worked;
- 60 representatives of Local Economic Development Agencies supported by the school through the KIP program ILSLEDA; they also operate in 25 developing countries in Latin America, Africa, the Balkans and Asia;
- representatives of the regional development agencies, operating in European territories and associated with the Network Eurada;
- Representatives of the Business Innovation Centres, operating in European territories and associated with the EBN Network;
- representatives of LAG (Local Action Groups) of the Territorial Pacts and Financial Economic Development operating in Italy;
- representatives of the international networks operating in the social economy in Europe and Canada;
- teachers and researchers of Universities, specialized Centers and actors of experiences known as Development Laboratories, supported by the Universitas Programme of the KIP School, who are discussing to revamp the curriculum of their courses (degrees, diplomas, masters) and to give future frameworks several development internships, apprenticeships and work placement opportunities for young people;
- Representatives of the Governments with which the school collaborates directly (Senegal, Tunisia, Albania, Mexico, Colombia) to support national policies for the development, and territorial representatives of governments of countries that will be affected by significant partner networks of the School.

Through participation in the Expo activities, these players will:

- deepen their knowledge on Expo 2015 themes visiting all the pavilions, participating in meetings organized by the KIP School and its involved partners, establishing collaborations, partnerships and alliances for development;
- strengthen collaboration networks already supported by the School and establish active collaborations with the players from China;
- give their contribution to the general reflections and platforms for the future that will be defined in the meetings organized by the School during the Expo.

Thematic itineraries
The itineraries of the KIP Pavilion will focus in particular on the following two general topics proposed by the Expo: Sustainable Food = Fair World and Wealth and deprivation: the paradox of contemporary world.

The itinerary **Sustainable Food = Fair World** will be developed highlighting successful practices from different countries of the world, methodologies and innovative technologies, innovative territorial governance policies that ensure abundance of food for the population while safeguarding biodiversity, protecting traditional knowledge and cultures, developing technological modernization based on local knowledge and capable of generating new attractive jobs for the younger generations.

The itinerary will be developed through thematic exhibition stands presenting successful practices, methodologies and technologies that contribute to the construction of sustainable development processes at the local level. Through a monthly rotation of the showed experiences, using two stands for each theme, it will be possible to present at least 80 innovative experiences during 6 months. The itinerary includes the following exhibition route.

**Local governments for sustainable development.** In these stands: excellence practices supported by local governments to promote and manage integrated and sustainable development process, with the active participation of all the local actors- such as the Bio-districts practices, which bring together all the key players of the area (local governments, public administrations, organic farms, health and education services, hotels and catering facilities, universities, research and innovation facilities) to promote biological production in those processes that enhance the set of local resources. There will be also presented the experiences of the ten most virtuous cities for green and inclusive urban development that will participate in World Urban Forum 2014 in Medellin, organized by the KIP School among others.

**New sustainable technologies for green economy.** In these stands: innovative technological solutions adopted by businesses to improve cultivation and food production processes in a sustainable manner; to promote basic agricultural mechanization; for alternative energy production; for recycling and waste recovery; for the management of environmental resources (water, soils, environmental engineering). The realization of these stands will be possible thanks to the innovators who already participate in the IDEASS program and other innovators mobilised by the KIP Pavilion Project.

**Production and services systems based on participation.** In these stands: successful experiences of production and management services systems, which consider the direct participation of the population. There will be presented the experiences of cooperatives excellence in the fields of food production and marketing of goods; experiences of partnership between producers and consumers; km zero marketing systems; experiences of production and distribution of alternative energy systems, or waste recovery ones, managed with cooperative arrangements or community stockholding; the experience of ethical purchasing groups.

**Local services to support agricultural, green and inclusive development.** In these stands: practices of the 60 Local Economic Development Agencies operating in 25 countries in Africa, Latin America and Eastern Europe with the support of the ILS LEDA program and excellence facilities practices operating in European countries territories (Agencies, Local Action Groups, territorial Pacts, Business Innovation Centres). These structures, managed thanks to the participation of public, private and associative actors of the area, play a key role in providing technical assistance and access to credit for small producers in agriculture, energy, craft, culture and services.
**Research Centers and Universities.** In these stands: successful experiences of research centers and universities in support sustainable territorial development processes: studies and production of catalogs on biodiversity resources of the territories (plants, medicinal plants, flora and fauna); studies and creation of local seeds banks; studies on the preservation of environmental resources; collaboration with industry for the local products improvement; studies on the technologies of traditional crafts, with a view to their recovery and modernization in order to create educational paths for young people; training for undergraduates and post-graduates on integrated sustainable territorial development.

**Science and technology organizations to support local development.** In these stands: excellence experiences of science and technology structures, directed to local development players. These experiences illustrate the fundamental role of supporting local producers to improve production methods taking advantage of technological advancement that characterizes the present world. The importance of technological innovation will be highlighted, when applied to the improvement of traditional knowledge and when based on cultures and existing technological capabilities. There will be also presented the experiences of traditional knowledge and innovations in the country, as the basis for the beginning of technological improvement processes, innovative knowledge spread and appreciation of local creative abilities.

**Women and sustainable agriculture.** In these stands: experiences from in many countries of the world where women play a leading role in the preservation of traditional agriculture and its modernization for the future. Methods and the products of women's businesses will be presented, not only in agricultural and organic products, but also in natural dyes in and high quality crafts in general. There will be also introduced the experiences of local services to support women entrepreneurs, providing with technical assistance and access to credit.

The itinerary Wealth and deprivation: the paradox of contemporary world will be developed presenting, through various multimedia documents, significant data illustrating the major contradictions between realities characterized by the abundance and waste of food and realities characterized by the poverty and insufficient food. There will also be presented significant data about the great streams of migration and urbanization of the population, compared to the great natural resources degradation in abandoned areas that could be enhanced to feed the planet in a sustainable way.

These issues will form the background for the discussion meetings organized by the KIP School during the exhibition, aiming to establish future collaborations platforms for the promotion of sustainable territorial development. These meetings will involve the participants in the Scientific Committee of the KIP School working in UN agencies and other hi-grade members, already involved by the Expo Organization.

In particular, the following meetings are provided:

- Promotion of the International Network of territorial Bio- districts, coordinated by AIAB (Italian Association of Biological producers that will involve at least 20 countries, including Italy, France, Austria, Germany, Brazil, Argentina, Tunisia and Senegal, which have already expressed an interest in adopting these new methodologies. During the meeting, the Network will be established and it will define the operating platform for future work, with the support of all the passionate partners.

- Promotion of an Action Platform between the International network of 60 Local Economic Development Agencies for the promotion of local food cultures, green
development and of the social economy for the inclusion of groups in poverty in local supply chains.

- Promotion of an international Master project for integrated and sustainable territorial development, linking universities that already participate in the KIP School activities and its territorial laboratories, and others Universities interested in it.
- Establishment of a common platform of work involving the governments of the countries which the KIP School works with, to promote policies and integrated and sustainable territorial development initiatives that provide for the enhancement of local agricultural production, activating all the national competent actors and the international support.

Architecture and Technology

Project approach

The concept approach referring to the definition of the project lines of the pavilion stems from a deep reflection on the subject “Feeding the planet, energy for life”. The project approach aims at highlighting the connection between those choices that are more typically linked to composition and the message that could arise, confirm or increase in the imaginary of the final user from a visual reading of those very choices.

In other terms, since the very first introductive phases of the project, we have aimed at focusing on the relationship between form and architecture, and its function, as well as on the communicative effect of this latter. For this reason, we have decided to choose a composing way that is quite pronounced and is referred to a form that is declaredly organic. Sinuosity of curves, lightness of skin and semantic coherence, these are formal elements of great semantic importance. What is high is detached from the floor in an increment as a natural element, even if declaredly anthropic, locating itself with the earth hosting it, in a formal and direct dialogue. A dialogue that, in metaphorical terms, recalls the importance of the earth, as a primary and basic source of all the alimentary resources of the planet.

Technological and structural matrix

The structure of the pavilion is made up of a reticular matrix defining a sort of highly technological skeleton, which can build a porous and transpiring diaphragm dialoguing with the external environment, according to and in relation with the surrounding parameters coming from the climate framework of the context. This skin can modulate its adaptability in order to make its internal comfort sustainable and adapt to the surrounding built space. These expedients are vocationally aimed at reducing the environmental impact that such a project choice could determine on an operation this important. In these terms, the technological aspect and the structural choice do not only constitute an operation finalized to the achieving of the performing requisites of the project and contractual matrix, rather they meet the need of a reduction of the environmental impact that the built context represents in the global outcome of the earth.

The use of recycled materials able to minimize the environmental debt as well as our energetic consumption, an accurate analysis of the resources bringing to a maximum involvement of passive strategies and use of materials minimizing heat absorption, must not be only a means of making the best of the energetic performances of the shell, but must also constitute, thanks to their teaching and divulgating aspects and the echo of such an event, a virtuous lesson to the use of science and technology for a better environment quality.

From a technological point of view, the pavilion exploits the possibility of project making through tools of “form finding”, that is a topologic optimization of the matter: form is already characterized and allows an optimization of the used matter. This approach shifts the
philosophy of Expo in the optic of waste reduction and an optimization of technological and formal choices.
The pavilion will be created in a metal structure with a digital control cut, giving birth to a shape allowing a wide formal freedom controlled by a precise and punctual structural analysis. It is made up of box-structured elements intertwining in a synergic way in order to give birth to a fluid form. Parts are in variable resistance stone paper, devised in a parametric way, that is in a way that variations in their shape are controlled during the project making phase by a mathematic algorithm allowing their direct production through digital control machines.

*Interactivity and flexibility*

A second, non negligible aspect as regards the definition of the architectural setting of the pavilion, has to be addressed as regards the modes of interaction between built structures and final user. Driving and confirming the building choices, the building is as a shell accompanying the user in a path of knowledge and comprehension of a specific final message. A spatial form that is being sprung, therefore, in order to ease the passage of dynamic driven fluids, in their riding, from sinuous and organic forms, must recall the nature of earthly objects.

This mode of using is aimed at building a direct relationship between architecture and its final users; the form of what has been built becomes a part of the visiting and knowledge experience of space of the visiting people. Such fluidity not only makes it easier for the visitor to go through it, but is a basic element tearing down architectural barriers, taking over, in this way, important metaphorical contents.

The high grade of permeability that has been thought for the internal spaces of the pavilion is now an accompanying means as well as something pulling down physical barriers but also the mental barriers that might come between the visitor and the subject-theme that is to be confronted through the visit in the pavilion. A declared openness, both physical as mental, is therefore introduced through the relationship between space concept and divulgation of science and knowledge.

Such flexibility is not only aimed at overcoming barriers, but also at implementing the performance level of the manufacture in terms of its very function. It is, in fact, something aiming at standardizing and extending the possibility of adapting built space to the different activities hosted in the course of the six months of life of the pavilion. Given the multiple and variable nature of the activities that will take place in it, such as temporary exhibitions, small events or media performances, such events will be held in a modifiable shell, able to be adapted and renewed from time to time, meeting the special need required at every new event.

Directly connected to the permeability and practicability of the work of art, is the research for a reinforcement of the relationship between internal and external space to the pavilion. A study, as complete as we could do, as to the functional organization of the access areas to the pavilion is linked to the will to convey to the visitor a certain idea of liberty in movements and route choices. In this sense, a formal study of the relationship with the external shape of the pavilion’s space is rather necessary. We have therefore thought very important creating streams and routes interacting with the external space, aiming at establishing a direct connection with the viable system of the Expo area as well.

*Function/form relationship*

The architectonic- composing shape of the pavilion has its roots in the will of finding a clear resonance between shape, function and – not last – conveyed message. The chosen
architecture bears the weight of conveying a message, of representing the vision of the institution that has determined the more general subject themes proposed by Expo. A diaphragnostic architecture, which is flexible, and which finds it being not only in the need of reducing physical and knowledge barriers as regards the specific subject, but also building an attractive pole able to focus public interest in the forms of sustainability of a country’s culture.

Interaction technologies

The attempt to open up and simplify the articulation of internal spaces is on the other hand accompanied by a high grade of technological complexity of the exhibition’s spaces. The conformation of this pavilion is built around a flourishing range of technological devices with divulging and connective aims. On the one side, the will of offering a wide choice of digital interfaces able to open virtual connections with the external space, with the other activities on going in the exhibition and, more in general, with the internet. On the other side there is a will to use the popularizing power of image to gradually achieve the spreading of information and suggestions able to stimulate the interest and curiosity of the visitor to the subject. In other terms, we think equipping the internal spaces of the pavilion with a series of interactive diaphragms offering the final users the opportunity to virtually connect to a net which might be external to the physical spaces of the pavilion. This high grade of interactivity which is being created between visitor and subject theme allows moreover to make the visiting experience an integral part of the building process of the contents of the exhibition. And, as a matter of fact, it is the final user himself who chooses, through the technological interfaces at his disposal, which connection channels he might activate and re-address back to the specific activity which is being taking place in that specific thematic ambit. In these terms, it is technology itself the vehicle through which the collective and individual experience of the users’ basin of building and increasing knowledge, thanks to the interactive entertainment and involvement of the individual.

Exhibits and Active Content

In order to organize the exhibition’s structure meeting the requirements of Expo, we have decided to prepare two main modes of conveying contents: one aims at exposing through in more traditional way, with static and fixed structures; while the other one involves temporary and dynamic events taking place into the pavilion. This latter option is aimed at meeting the needs expressed by Expo, needs responding to the calling of creating a dynamic and interactive context into a series of interconnections on a wider scale referred to the whole exhibition: the object is that of developing the potential of this space creating an environment for interaction between the two extreme ends of the popularizing project: exhibitors and visitors. This last way of conveying contents, expressed in a form of performance (a few of the events will be debates, discussion and also entertainment shows), will be accompanied by restoration services. In these terms, also the divulging operation of the subjects pertaining the food patrimony which is a part of the culture of origin of a certain place will be able to become an event able to involve the user in a real interactive experience. Such activities will have to involve local food producers, expert nutritionists and renowned people representing the local identity.

With the aim of adequately hosting the activities of the KIP School, the Pavilion will have to feature an exhibition area with the aspect of an undivided area, only including technological installations of interactive platforms that will serve the exhibition’s aims and will help identifying the 14 thematic areas, 2 for every of the 7 subjects of the itinerary “Sustainable food = equal world”. The creation of these routes is also functional to a monthly shifting of the installations related to the different ambits.
On the other hand we foresee to create a few permanent stands (a minority) realized as a simple technological platform and aimed at hosting the areas related to the divulgation of Chinese culture. Preparing such a spatial and technological set-up gives an idea of the great and remarked will, on more than a front, to put an accent of the communicative power and to insert in an interactive context the visitor’s experience. Another basic component, as anticipated in the contents of Architecture and technology, is referred to the high grade of digital interfaces in the pavilion. Tools for images projection will be linked to the possibility, through digital doors, of creating a real time connection between the visitor and the offer of contents of the exhibition’s routes.

**Commercial Activities and Food Services**

The catering activity is an integral part of the Pavilion cultural itinerary and it is focused on the promotion of typical products of concerned territories. The space used for this function includes eateries combined with information on products and on the concerned cooking and food cultures. This information will be provided through a panel’s exhibition containing advertising photos of products and dishes, informative texts about products and their history, informative texts on areas of origin, organizations involved in production and promotion. A particular emphasis will be placed on the promotion of products local brands, as this strategy is gaining ground in developing countries and it is contributing to the preservation of local food production, promoting permanent supply chains in territories that are able to deal with the domestic and international markets. Visitors will thus be attracted not only by the activity but by the complex of the proposed cognitive itinerary and the staff that will enliven the Food & Beverage section will also be a guide to the knowledge path. The dining space will be equipped with high-impact advertising images.

A permanent restoration point will be managed by companies from China, for the promotion of typical products of the territories involved. Another permanent restoration point will be managed thanks to the help of AIAB (Italian Association of Organic Producers), which coordinates the network of Bio-territorial districts in Italy. In this space, typical organic products from the Bio districts territories can be tasted.

There will also be organized permanent exhibitions of typical products from the territories of the 60 Local Economic Development Agencies participating in the Expo. In this space, it will be given a strong emphasis on the promotion of local products brands. There will also be a specific space for the promotion of innovative activities from the Economic Development Agency of the Department of Morazan (El Salvador) to develop local products marketing in Salvadorian communities settled in the United States.