



ABSTRACT

Territorial Corporate Identity and New Food Paradigms, by Rosa Misso, Gian Paolo Cesaretti and Safwat H. Shakir Hanna

Abstract

The need to “feed the planet”, and especially to do so in a sustainable way, requires the ability of firms to “make themselves system” for the well-being sustainability by changing their paradigm of development and contributing effectively to the creation and maintenance of a Sustainability Oriented Territory (SOT): their territory. With this in mind, this paper examines the strategy of territorial corporate identity as strategic response of the “enterprise system” of a territory to a new food paradigm (identitary, sustainable and based on a not segmented approach to wellbeing) and as action carrier for the creation and maintenance of a SOT.

Anthropocentric Approach, Food Lifestyles and Well-Being Sustainability, by Maria Carmen De Angelis and Kateryna Kononova

Abstract

To pursue the Sustainability Empowerment, i.e. to permanently insert the Right to Well-being Sustainability in the GLOBAL SOCIETY, we need to change the current development model, too much oriented, today, to a trade vision. To reach such an objective, the consumer, should adopt, within its anthropocentric approach, lifestyles compatible with it. To this end, it calls for a “restructuring” and a fielding of New Paradigms functional to an Integrated Approach to Well-being.

Knowledge, Food Systems and Well-being Sustainability, by Irene Paola Borrelli and Zacharoula Andreopoulou

Abstract

The “Food system” needs suitable technical solutions to overcome the various restrictions of the well-being sustainability to proactively contribute to the achievement of Sustainability Empowerment In this context, the institutions involved in the creation of knowledge in its different forms should play a key role but it’s necessary to redirect the knowledge system to new behavioral models based on the interdisciplinarity and the real knowledge of the needs of the society The work, after a short analysis of the limitations of the segmented approach for Food System, focuses on the role of the knowledge system and puts forward some reflections about the features that should take to become a real lever of sustainability empowerment.



Global Well-Being Sustainability and Local Development Policies, by Immacolata Viola, Eva Maria Pfohl and Gavino Nuzzo

Abstract

To revive the global economy and bring it to sustainable strategies, we need a different model of development, a different model of society based on Sustainability Empowerment. In order to achieve to well-being sustainability, policies are needed of local development that can set all local systems and all stakeholders towards a segmented approach to well-being. In this context, it plays a key role, policy makers, and to take an integrated policy based on sustainability, in order to bring about a radical change of food systems. Today a policy that tends to respond more and more to the characteristics of an integrated policy based on sustainability is the new Rural Development Policy (RDP) 2014-2020.

The Sustainable Commodity Market, by Alberto Manelli and Arif Khurshed

Abstract

The dimensions that comprise the sustainable well-being include a product market that is efficient and capable, on the one hand, to assign to the object exchanged a price representative of its actual value, determined by the encounter between supply and demand; and, second, to allocate the resources available to maximize the satisfaction of operators in the market. In essence, the attainment of sustainable well-being has to pass through the creation of a market for agricultural commodities as “sustainable” in the sense of place which would create the conditions to give satisfaction to those who work.

Well-being Shift through Healthy Eating. From Organic Consumption to a Paradigm of Alternative Local Development, by Roberta Paltrinieri and Stefano Spillare

Abstract

Starting from the fact of the crisis of the current model of development, this work aims to propose an interpretive framework to the possibilities of alternative social development based on “critical consumption” and its ability to stimulate social capital, civic engagement and the shared responsibility. The assumption is the relationship and collaboration between consumers, between consumers and producers, as well as among all the other social stakeholders of the local context (businesses, government and associations). Thanks to the example of the alternative organic food supply chain (the so-called Alternative Food Networks), the authors examine the way in which consumers, farmers and civil society could



be involved in the creation of alternative models of understanding economic relations, now more focused on the concept of common good than based on the mere economic interest.

Food Poverty and Solidarity Networks in Italy, by Claudio Bellia, and Giuseppe Bonfiglio, and Carmela Adernò

Abstract

Among effects generated by the intense and prolonged financial, economic and labor crisis which has affected the economically advanced countries, we could also include on the one hand food poverty and on the other food losses and wastage that exist alongside the food system. The occurrence of Food Losses and Wastage assume different proportions in different regions of the world. According to FAO data, approximately 56% of Food Losses and Wastage occur in developed countries; the remaining 44% in developing countries. At the level of the final consumer in Europe we have a waste per capita of approximately 95-115 kg/year. What does it mean in terms of economic impact? From these data and questions, the present work describes the phenomenon of food poverty and solidarity networks, highlighting the role of AGEA and charitable institutions within the system of EU aid.

SWOT-AHP Dynamic Approach to Define Medium Term Strategies to Develop Forest Quality Chain and Forest Energy Chain in Tuscany, by Claudio Fagarazzi , Francesco Riccioli , Mario Cozzi, Severino Romano, Mauro Viccaro , Toufic El Asmar and Jean Pierre El Asmar

Abstract

The aim of the study is directed to define medium-long term political strategies that focus on the qualitative and quantitative improvement of the Tuscany wood productions, at the same time guaranteeing a profitability to the forest workers , as well as revitalization of the quality woods productions. The proposal approach is based on a dynamic SWOT-AHP analysis: the criteria of the analysis have been examined considering three different situations: the existing one, medium and long term scenarios. This integrated application led to the definition of extremely efficacious strategic analyses. In this case the formalization through a dynamic model, able to quantify the relevance of each component, gives to the final beneficiaries an exhaustive tool for territorial planning. Key words: dynamic SWOT, AHP analysis, wood production, participatory approach, governance of forest, forest chain.



Italian Agriculture in the Context of Climate Change: The Role of Irrigation for Sustainable Development of Rural Areas, by Fabian Capitanio, Salvatore Di Falco, Raffaella Zucaro and prof. David Zilberman

Abstract

The work starts from the analysis of the objectives of the new Common Agricultural Policy which provides a tight integration between the agricultural and the climate-environmental components and that identifies a proper and efficient management of water for irrigation as an important instrument for the protection of this resource and, at the same time, for the development of primary sector. After the evaluation of the importance of irrigation investments for the competitiveness of Italian agriculture, the report contains an overview of the impacts of climate change in agriculture and of the economic models to estimate such impact; then it reports an econometric analysis to estimate the role of irrigation for Italian agriculture. Data used came from the database FADN. They refer to observations at farms level for the period 1990-2010. The main results of the econometric analysis are that irrigation of fruit and vegetable crops is particularly relevant to the northeast of the country (with an increase in income estimated in the order of 14%), and, the relevance of the irrigation of arable crops is related to the whole country (even if the most important impact has been observed for the south of Italy and the islands where we observed an increase in income of about 12%). In the second part the paper analyzes irrigation management in the different river basin districts. The analysis, made by OTE, shows a different degree of efficiency of irrigation in relation to the main characteristics of crops areas: in the Padano district and in the district of Alpi Orientali, with reference to cereals and fruit, irrigation management seems to be characterized by a lower level of efficiency; same situation is presented in the district of Sicily with refers to the cultivation of cereals. A higher degree of efficiency and virtuous behaviors emerge with reference to horticulture, floriculture and fruit in the districts Appennino Meridionale and Appennino e Settentrionale.