

28 - 29 - 30
SETTEMBRE
2021

VALLE BREMBANA VALLE IMAGNA
VALLE SERIANA LAGHI BERGAMASCHI

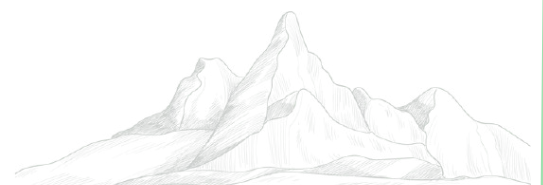


RURAL EXCELLENCES AND NEW BUSINESS STRATEGIES:

The new European policies for the transition towards sustainable and innovative models

Two years after the start of the project, an event to make the point of the situation and to address the theme of **innovation** from different perspectives. The first day dedicated to a conference in the territory of **LAG Valle Brembana 2020** to discuss the topics that will be part of the future development of rural areas in terms of **ecological transition**.

Afterwards two days of visits and debates in the territories of the LAG Valle Brembana 2020 and **LAG Valle Seriana & dei Laghi Bergamaschi** to enhance discussions and meetings between companies and operators of the six project partner LAGs.



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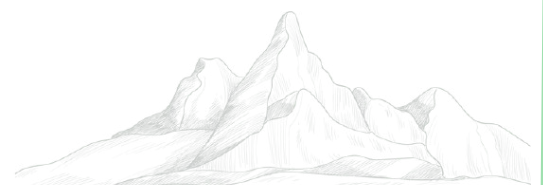


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agri - food

human

territorial



INNOVATION OPPORTUNITIES FOR RURAL AREAS IN THE ECOLOGICAL TRANSITION FRAMEWORK:

agri - food, territorial and human capital

A first day of conference that delineates the objectives achieved within the project and defines the future **development** possibilities for rural areas in the context of the new **European policies**.

A path that, from the local to the national and international level, focuses on the three main **resources** on which **future strategies** are based. The **agri-food capital**, a vital source of employment and opportunities for these areas, the **territorial capital**, intended as a system that, if properly managed, is able to create wealth and richness for the communities. Lastly, the **social capital** made of skills, experience and collective abilities. These are essential resources to face future challenges and implement a sustainable development of the territories.



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PROGRAMME



MORNING



Place: Casinò San Pellegrino Terme

H 9:15 AM

Institutional greetings and opening

Luca Personeni, Vice - President Valle Brembana 2020 LAG

Vittorio Milesi, Mayor San Pellegrino Terme

Jonathan Lobati, President Comunità Montana Valle Brembana

Roberto Facchinetti, President Comunità Montana Valle Imagna

Gianpiero Calegari, President Comunità Montana Valle Seriana

H 9:40 AM

JoIN: elements of innovation emerged in territories: innovation meaning in the project areas

Nicola Gallinaro, Director GardaValsabbia2020 LAG

Veronica Fanchini, Director Valle Seriana e dei Laghi Bergamaschi LAG

Video presentation of the project JoIN

H 10.15 AM

Rural areas: the new green policies as a driving force for territorial innovation

Patrizio Musitelli, Director Valle Brembana 2020 LAG

H 10.30 AM

The future of innovation: the stakeholders' point of view

Alberto Brivio, President Coldiretti Bergamo

Lucio Moioli, Secretary general Confcooperative Bergamo

Fulvio Adobati, Pro - rector delegate to territorial public institutions relationships

Università degli Studi di Bergamo

Camera di Commercio

Alberto Mazzoleni, Vice-President UNCEM Lombardia

H 12.00 AM

Innovation as a territorial driver: future perspectives

Fabio Rolfi, Councillor in Agriculture, nourishment and green systems Regione Lombardia

Moderator: Silvano Gherardi, Council Member Valle Brembana 2020 LAG

H 12.30 AM

Break





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AFTERNOON

TERRITORIAL INNOVATION IN A GREEN PERSPECTIVE:

PRESENTATION OF NATIONAL AND INTERNATIONAL BEST PRACTICES

- H 02.30 PM **Opening message from the Rural National Network**
Raffaella Di Napoli, Referent of Rural National Network
- H 02.45 PM **AGRI - FOOD CAPITAL**
RESEARCH AND DEVELOPMENT OF SUSTAINABLE SOLUTIONS TO SUPPORT THE TERRITORY
François Berlinghi, President GAL Castagniccia Mare è Monti
Eric Bereni, JoIN project coordinator GAL Castagniccia Mare è Monti
International best practice: Mathieu Donati, Director Agrucorse

Carlo Ricci, Territorial Animation Referent Maiella Verde LAG
National Best practice: Annamaria D'Alonzo, Vice-president of Altino sweet pepper producers
Mario Nicola D'Alonzo, President of the Association for the protection of Altino sweet pepper
- H 03.45 PM **TERRITORIAL CAPITAL**
RETAIN A RESOURCE
Mireia Font, Director Alt Urgell – Cerdanya LAG
Eva Murcia, JoIN project coordinator Alt Urgell – Cerdanya LAG
International best practice: Andreu Culleré Monfà and Joaquim Pérez Riera, Tres Cadires

Gianfilippo Mignogna, Mayor of Biccari
National Best practice: Magda Latrofa, Vice-President Community Cooperative in Biccari
- H 04.45 PM **HUMAN CAPITAL**
SOCIAL AGRICULTURE AND RESEARCH FOR INCLUSION
Michel Dalmasso, President GAL Haute Provence Luberon
Catherine Seiler, JoIN project coordinator Gal Haute Provence Luberon
International best practice: Xavier Lemonde, Director UESS - L'Université Européenne des Saveurs & des Senteurs

Marco Bassetto, Director GAL Trentino Orientale
National best practice: Mario Leonardi, project "Tutti nello stesso campo"

Conclusion: Lucia Morali, President Valle Brembana 2020 LAG



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L'INNOVAZIONE
METTERADICI
2014 2020



innovation

short production chain

tradition



STUDY VISIT

TERRITORY NICHE PRODUCT:
FROM TRADITION TO
INNOVATION

EVENT RESERVED TO PROJECT PARTNERS

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METTERABO
2014 2020



Regione
Lombardia





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PROGRAMME

- H 09.00 AM Departure from San Pellegrino Terme - Transfer 40 minutes
- H 09.40 AM **MEDICINAL HERBS AND COSMETICS**
Visit to **Laboratorio Soluna Italia Srl** – Municipality of Averara
The visit will focus on the valorisation of officinal herbs for cosmetics and natural remedies. The raw material is coming from the LUNASOL garden, located 700 meters high where 100 medical officinal herbs are cultivated in a unspoiled area.
- H 11.00 AM Departure - Transfer 30 minutes
- H 11.30 AM **SPONTANEOUS HERBS FOR SALE AND VISITOR EXPERIENCE**
Visit to **Orto Botanico** – Municipality of Carona
The visit will focus on the drying room and the botanic garden, where the recovery of spontaneous and officinal herbs cultivation takes place. Special attention will be given to the design of a visitor experience and inclusivity.
- H 12.30 PM Departure - Transfer 20 minutes
- H 12.45 PM Lunch
- H 14.30 PM Departure - Transfer 30 minutes
- H 15.00 PM **OLD CULTIVATION RENOVAL FOR NEW FLAVOURS**
Visit to **Azienda Agricola Della Fara**
The visit will focus on the importance of tradition and the process of transformation of spontaneous herbs for derived products.
- H 16.00 PM Return and transfer to Valle Seriana for dinner



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METTERADICI
2014 2020





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PARTICIPANTS



MEDICINAL HERBS AND COSMETICS

Valle Brembana 2020 LAG

Gianfranco Goglio, Laboratorio Soluna Italia Srl

SPONTANEOUS HERBS FOR SAIL AND VISITOR EXPERIENCE

Valle Brembana 2020 LAG

Flavio Salvetti, Orto Botanico

OLD CULTIVATION RENOVAL FOR NEW FLAVOURS

Valle Brembana 2020 LAG

Paola della Fara, Azienda Agricola Della Fara

GAL Haute Provence Luberon:

Rémi Pulverail, Eden Ecosystem
Benoît Cassan, Eden Ecosystem

GAL Castagniccia Mare è Monti:

Muriel Crestey, Sarl Realia

Alt Urgell - Cerdanya LAG

Andreu Culleré i Monfà, Tres Cadires
Joaquim Pérez i Riera, Tres Cadires



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METTERADICI
2014 2020



youth

entrepreneurship

education

GAL
Valle Seriana
e Laghi Bergamaschi

JOIN
Job, Innovation & Networking
in the rural area

WORKSHOP

WHICH FUTURE FOR RURAL AREAS?

YOUTH, EDUCATION AND SUPPORT TO ENTREPRENEURSHIP

Entrepreneurial innovation is essential to enable rural businesses to seize **emerging opportunities** and overcome **new challenges** such as responding to climate change, digitisation, new market demands. However, the innovation potential of rural areas is often underdeveloped due to deficiencies in entrepreneurial skills or structural factors such as the lack of economies of scale and agglomeration. On this third day of workshop we want to first think, through a comparison between different national and international case studies, on the possibilities of creating an **environment favourable to entrepreneurship** in which the local community can find education, skills, network to be able to transform with courage their creativity into **opportunities for growth**. The afternoon will instead focus on the **exchange of experiences** by young entrepreneurs from different territories: an **interactive moment** designed to be an incentive not only to those who will present their experience. but also to those who dream, for themselves and for future generations, a prosperous and rich future of opportunities.

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PROGRAMME



MORNING



Place: Hotel Milano, Castione della Presolana

GOOD PRACTICES AND INTERNATIONAL EXPERIENCES

09.00 am - **Opening and Institutional Greetings**

Angelo Migliorati, Mayor Castione della Presolana
Giampiero Calegari, President Comunità Montana Valle Seriana
Adriana Bellini, President Comunità Montana Laghi Bergamaschi
Remo Morzenti Pellegrini, Rector University of Bergamo
Alex Borlini, President Gal Valle Seriana e dei laghi bergamaschi

09.30 am - **The new challenges of territories and communities**

Marco Bussone, President UNCEM Nazionale

09.45 am - **Round table - Practical actions and projects to support young people and young entrepreneurship in our LAGs**

Chiara Tisat, LAG Valle Seriana e dei laghi bergamaschi
Elena Viani, LAG GardaValsabbia2020
Marta Ratti Carrara, LAG Valle Brembana2020
Eric Bereni, LAG Castagniccia Mare è Monti
Mireia Font, LAG Alt Urgell Cerdanya

10.45 am - **Coffee Break**

11.00 am - **Youth, Education and support to Entrepreneurship in rural areas: international experiences and positive externalities**

Federica Burini, University of Bergamo
Noemi Canevarolo, Environment Area Cariplo Foundation
Francesca Campora, Edoardo Garrone Foundation
Jordi Paris, Concontactiva
Cristiano Arrigoni, Bergamo Sviluppo
Elena Adobati, Confcooperative Bergamo / CSA Coesi





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Place: Agriturismo Larice,
Clusone



AFTERNOON

STORIES OF YOUNG ENTREPRENEURS

01.30 pm - **Networking Lunch**

02.30 pm - **Visit to the farm**

03.30 pm - Paolo Valoti, 'Young entrepreneurs in the mountains' award edition 2021 - Project of education and sustainability 'Save the Mountains - we save the mountains and their cultural heritage' - CAI Bergamo

03.45 pm - **Interactive Round table - Stories of young entrepreneurs from rural areas**

Elena Arrighetti, Davide Arrighetti, Placat (LAG Valle Seriana e dei laghi bergamaschi)

Alberto Boem, Profetica (LAG GardaValsabbia2020)

Giulia Santelli, Oter - Orobie Tourism, Experience of Real (LAGValle Brembana2020)

Nicolas Sisson, Canyon Isula (LAG Castagniccia Mare e Monti)

Marc Ibós, Oriol Aldomà, Imperfectus (LAG Alt Urgell Cerdanya)

05.30 pm - **Debate**

06.00 pm - **Conclusions & Closure**

Moderator: Filippo Servalli, Councillor for Social and Labour Policy - Family - Education, Comunità Montana Valle Seriana



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L'INNOVAZIONE
METTERADICI
2014 2020

Regione
Lombardia



THE PROJECT

JOIN

JOB, INNOVATION & NETWORKING IN RURAL AREAS



www.join-leader.com



The transnational cooperation project "JOIN", of which the Gardavalsabbia2020 LAG is the leader, aims to be the bearer of stimuli and reflections on the broad theme of innovation in rural businesses.

Through the consolidation of the already existing local networks and the contamination between different territories it is intended to achieve a greater and new knowledge of the dynamics of work at territorial level, in order to strengthen exemplary experiences already in place and to develop support tools for the benefit of operators.

The project develops on two interconnected levels and according to an open communication model precisely to meet the primary need to be an activator and generator of new creativity: at international level with a set of common actions planned for all partners; at local level with the organisation of specific actions to be developed in the individual territories of the partner Lags.

OBJECTIVES

In order to strengthen the exemplary experiences already active on the territory and to develop support tools for the operators themselves, the project has identified several specific actions that will meet the following operational objectives:

- Deepen the knowledge about the resources on the territories - in particular the most innovative business realities
- Encourage exchange and contamination between rural areas.
- Activate new services and experiences on a local scale
- Stimulate the creativity and territorial identity of the world of work.

PARTNER

Lead partner: LAG GardaValsabbia2020
LAG Valle Seriana e dei Laghi Bergamaschi
LAG Valle Brembana 2020
LAG Haute Provence Luberon
LAG Castagniccia Mare e Monti
LAG Alt Urgell-Cerdanya

GAL GARDA
2020 VALSABBIA



GAL
Valle Seriana
e Laghi Bergamaschi

LEADER
2014-2020
Gruppi d'Azioni Locali Haute Provence Luberon

CONSORCI GAL
Alt Urgell - Cerdanya

CASTAGNICCIA
MARE e MONTI



PSR
2014 2020
LOMBARDIA
L'INNOVAZIONE
METTERADICI

Regione
Lombardia



ESSENTIAL INFORMATION

SUBSCRIPTION

In order to subscribe it is necessary to:

- Follow this [LINK](#)
- Fill the form with the data required
- Select the event
- Confirm to be provided with Green Pass

NORMATIVE ANTI-COVID

The event will take place in full compliance with anti-covid regulations.

In compliance with current government regulations, places are limited, reservations are required and access to the premises is allowed only to those with a Green Pass that will be required upon entry.

The use of personal protective equipment will also be mandatory. Body temperature can be detected at the entrance. Access will be prevented in case of temperatures above 37.5 °. The seats will be arranged in such a way as to ensure an interpersonal distance of at least 1 meter both frontally and laterally.

LOCATION

28th September 2021 - Casinò Municipale San Pellegrino Terme

Viale della Vittoria, 53, 24016 San Pellegrino Terme BG

Free parking : Piazzale Dante | 1 KM
Piazzale Rosmini | 1,1 KM
Via Preganello | 1,9 KM

Parking fee: Viale della Vittoria | 100 M

30th September 2021 | Morning - Hotel Milano, Castione della Presolana

Via Silvio Pellico 3, 24020 Castione della Presolana BG

Free parking on the premises and nearby

30th September 2021 | Afternoon - Agriturismo Larice, Clusone

Via Valeda, strada per San Lucio, 15, 24023 Clusone BG

Free parking nearby

