PRESS RELEASE

European Regional Workshop of UNU - Satoyama Initiative in Florence

Title:
"Revitalizing production landscapes in Europe: travel and dialogue for people and biodiversity"

Organizer:
International Partnership for the Satoyama Initiative*** (IPSI)** Secretariat, United Nations University Institute for the Advanced Study of Sustainability (UNU-IAS)*

Host and co-organizer:
Fondazione Romualdo Del Bianco®****(Partner of IPSI) with its International Institute Life Beyond Tourism****** in head office; via del Giglio 10, Firenze

Co-Chairs:
Maurizio Farhan Ferrari (Environmental Governance Coordinator, Foresta Peoples Programme)
Naohisa Okuda (Director, Ministry of the Environment, Japan)

Date: 27th -29th May 2014

Venue:
- Auditorium al Duomo – Centro Congressi al Duomo
  Via Cerretani 54/r, 50123 Firenze
- Palazzo Coppini – International Meeting and Study Centre
  Via del Giglio 10, 50123 Firenze

* UNU: The United Nations University (UNU) is a global think tank and postgraduate teaching organization headquartered in Tokyo, Japan. The mission of the UN University is to contribute, through collaborative research and education, to efforts to resolve the pressing global problems of human survival, development and welfare that are the concern of the United Nations, its Peoples and Member States.

** IPSI: is a partnership made up of 155 member organizations dedicated to working together to realize societies in harmony with nature.

*** Satoyama Initiative was started through a joint collaboration between the Ministry of the Environment of Japan (MOEJ) and the United Nations University Institute for the Advanced Study of Sustainability (UNU-IAS: formerly the United Nations University Institute of Advanced Studies).

- Satoyama, the Japanese traditional agricultural landscape
An example of how harmonious human-nature interactions can sustain landscapes over prolonged periods is provided by one of Japan’s traditional agricultural landscapes – the satoyama landscape. Satoyama landscape is characterized by a mosaic feature of different land uses such as wo
In encounters without competition, respecting individual identities – 
Discovering the past together, working to build a shared future

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Grassland, paddy field, farmland, irrigation ponds and canals, and human settlements, which have been maintained in an integrated manner. Satoyama are where farmers grow rice, cut grasses to maintain soil fertility and feed animals, and use wood for fuel and as a house-building material, just to name a few of the associated production activities. These landscapes also play an important role as the setting in which a range of religious and cultural activities are conducted. High levels of biodiversity have been maintained in these mosaics of diverse habitats, which were shaped and sustained by appropriate human management such as coppicing and farming. The same spirit of harmonious human-nature interaction characterizes satoumi, coastal areas or seascapes, which also enjoy higher levels of productivity and biodiversity. These include sandy or rocky seashores, tidal flats, coral reefs, and seaweed beds.

Satoyama and satoumi have undergone significant changes since the middle of the last century, causing negative impacts on the sustainable supply of goods and services and on biodiversity. Factors contributing to these changes include rapid urbanization and industrialization as well as intensive and uniform production activities. Economic globalization and the decline of rural populations has brought about reduced use and insufficient management of satoyama, leading to changes in ecosystems formerly held in balance by appropriate management. This under-utilization of satoyama has been identified as the second crisis for Japan’s biodiversity among the four crises recognized in Japan’s National Biodiversity Strategy and Action Plan. Efforts are underway in Japan by diverse stakeholders including local communities, NGOs, and local and national governments, to conserve, revitalize, and rebuild satoyama and satoumi. While there has been growing understanding of the importance of satoyama and satoumi in Japan, it is also recognized that there are similar situations all over the world – knowledge and land use systems that have sustained ecosystem services and human well-being, and new challenges they are facing.

Realization of a society in harmony with nature

SATOYAMA Initiative, is an effort to think how you should do in order to review again the secondary natural environment that is being lost, and enhance the conservation and use in a sustainable manner, and that trying to act. It's a long-term goal to achieve through the maintenance and development (including agriculture, forestry and fisheries) socio-economic activities in line with the natural processes of "society in harmony with nature". By the use and management in a sustainable form biological resources, to preserve properly biodiversity as a result, human beings will be able to enjoy a stable future the blessings of various natural. Therefore, in SATOYAMA initiative, you re-examine from a scientific point of view and social in the region referred to as a "socio-ecological production landscapes", the way people relate to people and nature.

**** Romualdo Del Bianco Foundation
It is Partner of IPI since 2013.
For more than 20 years has been engaged in the contribution to the dialogue among cultures, especially among young people, for a sustainable development. The Foundation with its extensive network of international collaboration has given birth to a philosophy named “Life Beyond Tourism” for the enhancement of the journey which - well beyond tourism services and consumption - represents a tremendous opportunity to promote meetings , communication, respect for knowledge and cultural diversity, in a world that moves to ten billion inhabitants, a contribution to the UNESCO Convention, 2003 ( intangible assets ) and the UNESCO Convention 2005 ( promotion of the Diversity of Cultural Expressions ), emphasizing also the tremendous opportunities in the field trip by the UNESCO Convention, 1972 ( World Heritage). During the recent XVI Round Table of experts foiming rom 24 countries, the Foundation has presented in two volumes -600 pages in three languages, Italian, English and Russian - Life Beyond Tourism MODEL, MANUAL for its implementation – made with the co-operation of Prof. John Liberatore from the University of Florence and a member of the CIRT ( Interuniversity Center for Research on Tourism) - and the Journey CERTIFICATION, and delivered to the institutions, municipalities and universities which signed a Memorandum of Understanding with the Foundation for Life Beyond Tourism, including the cities of Kyoto, Krakow, Tbilisi, Domodedovo, Ivanova, Sarajevo, Lima, Callao, Wroclaw, Famagusta, Green Bay University Russian, U.S., Japanese , Polish , Azerbaijani, Armenian, Georgian, Belarusian and many others, in addition to the Italian Association of Sites by UNESCO, ICOMOS International Council on Monuments and Sites, Ministry of Culture of Azerbaijan, Ministry of Cyluura of Kyrgyzstan and others.

****International Institute Life Beyond Tourism®
The Foundation has recently created the International Institute Life Beyond Tourism, whose first director is Prof. Emma Mandelli, which uses the homonymous portal nonprofit www.lifebeyondtourism.org wanted by the Foundation to explain and spread the message LBT and to make it own contribution to World Peace. International study courses will be held in Florence by the Institute which will be a qualified meeting point in Italy for international institutions which intend to get in touch with over 500 institutions and universities that are part of the Foundation's network in 80 countries on 5 continents. The seats will be available Palazzo Coppini, 'where thinking', Auditorium al Duomo, ‘where to meet’, International Creativity Laboratory (ICLab) in the course of completion, ‘where do'

Background and purpose of event:

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In Europe, linkages between humans and nature have been close since ancient times. These linkages are important for conserving biological and cultural diversity. They play an important role in creating distinct landscapes which attract many visitors and bring attention to local foods and other products. However, production landscapes in Europe have been transformed by industrialization and demographic changes in rural areas. Recent impacts of globalization including globalized markets have weakened local production, land management, and cultural practices. To address these issues, residents of production landscapes have increasingly taken a strategy of accepting more travellers as a way to maintain their family farms, sell their local products, and revitalize their landscapes. This can provide valuable opportunities for communication both for visitors and residents, and for travellers to gain a deeper understanding of the local culture and traditions.

In view of this, the purpose of the workshop is to deepen understanding of the conservation and revitalization of socio-ecological production landscapes (SEPLS) in Europe using responsible and sustainable models of travel and dialogue, and to identify ways to further promote them in the future.

The Romualdo Del Bianco Foundation and the International Institute for Tourism Life Beyond Florence

This meeting UNU-IPSI strongly advocated by the Foundation in Florence opens the possibility to keep in our city one of the next General Assembly of the United Nations - Satoyama Project; This would help to further affirm our city as an international center for the study of themes that are strongly linked to the history, culture and tradition of our country for sustainable development in the relationship between man with his productive activities and the natural environment.

Over the past two years, the Foundation has promoted or contributed to several initiatives, among which we mention the most important at the international level:

- The celebration of the 40th Anniversary of UNESCO in September 2012, which led to the “Charter of Florence on the landscape”, now a reference point for the international community of experts in the field,
- UNESCO "Meeting periodic monitoring on the focal points for the World Heritage in the Mediterranean Area ", next to the City of Florence Historic Centre Bureau, September 2013
- The 18th General Assembly of ICOMOS (International Council on Monuments and Sites), with more than 1,500 experts on heritage conservation that will meet in November 2014 in our city
- The Steering Committee of UNU - Satoyama Initiative, May 2014.

Finally, it is worthy to remember that today the Foundation with the International Institute Life Beyond Tourism are proudly engaged in a campaign to sensitize the international community on an issue that is particularly strategic for our city: the traditional hospitality as a means to promote dialogue between cultures.

At present, more than 200 institutions of higher ranking and research have joined this campaign, opened until June 30, aimed to present to the Director General of UNESCO Irina Bokova following targets:

1. The presentation of the MODEL Life Beyond Tourism “travel for dialogue”, the MANUAL and its CERTIFICATION “Ed.0” as a practical contribution of the Foundation at the service of the International Community;

2. A proposal to UNESCO for a year dedicated to “Traditional Hospitality”, in support of sustainable tourism and intercultural dialogue;

3. The opening of a continuing dialogue with the Foundation Romualdo Del Bianco and its International Institute Life Beyond Tourism to allow reflection on the issues that relate to the safeguarding of Intangible Heritage of Humanity within the “Concept of Traditional Hospitality in Intercultural Encounters” and support capacity building in this field through the Network Partners.
Con Anna Maria Betti la FIDAPA BPW è a fianco della Fondazione Romualdo Del Bianco e del suo Istituto Internazionale Life Beyond Tourism, nell’auspicio di contribuire allo sviluppo di queste relazioni internazionali per il dialogo tra culture e la pace nel mondo.

Reference:
- Life Beyond Tourism in summary, www.lifebeyondtourism.org
- The Declaration auspices that the Foundation and its "International Institute Life Beyond Tourism" have prepared to submit to UNESCO, to which also Michael Turner and Sue Millar have given their adhesion over 200 subjects, including individuals and institutions.

The portal between the events: Declaration of UNESCO for Auspices: Join International Signatories List
-The MODEL (MANUAL CERTIFICATION and the trip) Life Beyond Tourism (Volume I / Volume I and 1/2 extract) in three languages, English, Italian and Russian Event: 16th International Round Table of Experts of the Foundation (8-9 March 2014)

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EXHIBITION OF PAINTINGS Artist Mary Privitera
Palazzo Coppini

together with the UNU initiative, and always inspired by the theme of the nature, in the Palazzo Coppini a virtual exhibition of painting "Nature" by Maria Privitera will open to the public Monday, May 26th at 10:00 am and will continue until Wednesday, May 28th at 10:00 to 13:00 hours and 14:00 - 17:00 - Free admission.
The works will be displayed in screen in the hall of the Palazzo Coppini Tsuji together with poems by the artist, both in Italian and in English.

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