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ID 1654 | GEOGRAPHY OF ´´SUSTAINABILITY WITHIN URBAN FOOD STRATEGIES

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ABSTRACT: The whirling population growth that is affecting global cities is causing an enormous challenge to conventional resource-intensive food production and supply and the urgent need to face food security and sustainability concerns. Cities can be the starting points of these strategies and they need to strike a balance between the localization of their food chains, reconnecting food with its place of provenience, and the globalization and market pushes. Urban Food Policies or Food Strategies can provide an interesting path for the development of this new agenda within the imperative principle of sustainability. But which are the main components of these policies? Most the food plans include actions related to three main dimensions that falls within the umbrella of what the food planners call “food

sustainability" that are food security and equity, environmental sustainability itself and cultural identity and, at the designing phase, they differ slightly from each other according to the degree of approximation to one of these dimensions. An essential observation can be made about the relationship between these dimensions and geography. In statistical terms, the US and Canadian policies tend to devote a large research space to health issues and access to food; those northern European show a special attention to the environmental issues and the shortening of the chain; and finally the policies that, even in limited numbers, are being developed in the Mediterranean basin, are characterized by a strong territorial and cultural imprint and their major aim is to preserve local production and the contact between the productive land and the end consumer. This means that the relationships between food sustainability, public policies and the comparative study of the different cases are important in order to find solutions and ideas to future planning dispositions. Moving from these assumptions, my article, with primary and secondary data, would reflect on the current mapping of the Urban Food Policies, on the reasons why such priorities are located in those geographic areas and on the effectiveness of the practices they produce.

1 INTRODUCTION

The whirling population growth that is affecting global cities[1] is rising an enormous challenge to conventional resource-intensive food production and disclosing the urgent need to assure food security and respond to sustainability concerns. Even if it is a multi-scalar problem, cities are firstly required to deal with a practical challenge: setting policies, governance models, processes, and concrete territorial interventions to create sustainable food supply and distribution systems. Cities, in fact, can be the starting points of these strategies aiming at the re-localizing their food chains, reconnecting sites of food consumption with its production place, in spite of the globalization and pushes of the food market.

Within this landscape, the scientific literature is focusing on agro-food re-localization initiatives and on the idea of fulfilling cities' demand with local and environmentally sustainable products[2]. Coherently, several UFPs are adopted by urban governments in the attempt to limit the unsustainable provisioning of the city; they are oriented to a new geography of the food chain that gives birth to new food production practices. This increasing interest in UFPs is also consequent to the growing citizens' preoccupation about food quality.

Urban Food Policies, encompassing planning dispositions and governance processes, are contributing to a crucial international debate on sustainable, healthy and secure food provisioning of the city. Cities are therefore protagonists of a serious urgency (time is limited by the speed of population growth) and active agents in the creation and adoption of UFPs as answers to this urgency. Such policies are developed within rich and active political environments characterized by a dense local relational network and by rich international cooperation assuring important experiences sharing and transfer, as well as frequent fashion phenomena that risk to vacuum strategies and policies with respect to their initial goals.

Many UFPs are enabling and activating new food production practices, which are transforming land use and landscape production, and try to satisfy the initial objectives that have inspired the policies and strategies themselves. This explains why UFPs provide an interesting research field when challenged by the practices that they are activating and enabling in urban environments.

2 THE MAIN DIMENSIONS OF AN EFFECTIVE FOOD SYSTEM

What exactly do food planners mean by 'sustainable' food system? There are many different dimensions and sub-objectives that are stated in the general planning document as defining an effective food system, and what falls within the scope of the term 'sustainability' when dealing with food production and consumption systems. Strictly speaking, sustainability implies the use of resources at rates that do not

[1] FAO, 2014

[2] 2 Deverre C., Lamine C., 2009, Les systèmes agroalimentaires alternatifs. Une revue des travaux anglophones en sciences sociales, Economie rurale

exceed the capacity of the Earth to replace them[1]. In the objectives of these Food Strategies, an effective food system is encompassing a range of issues such as food security, health, safety, affordability, and quality; as well as the strength of the food industry in terms of jobs and growth; or still in terms of critical issues like climate change, reduction of biodiversity, water scarcity and soil pollution.

These exposed above are the main reflexive trajectories identifiable in the literature when exploring the dimensions of a food system, which are referred to at most when dealing of UFPs.

It is relevant to identify what sustainability is referred to in Urban Food Policies and which are its dimensions.

From a first exploration of the UFP literature, different dimensions appear to compose this concept which is far too complex and multifaceted.

Security. “Food security exists when all people, at all times, have physical, social and economic access to sufficient, safe and nutritious food which meets their dietary needs and food preferences.”[2] It can be defined as a bi-modal problem because both under nutrition and over nutrition affect a regular and healthy nutrition choice of the consumers and provoke chronic diseases. This problem is reinforced by reliance that consumers still have on highly processed food sourced from distant locations.[3]

Equity. Another important dimension in UFPs, connected to the first one, seems to be the equal possibility for all ages, sex, social class and ethnic group to access to healthy food. All the discussions on “biological” food, sold at non-affordable prices are now under the lenses of the food policy designers. Alternative Food Networks, such as Slow Food’s Terra Madre forum or the Otago Farmers Markets, described by Parkins and Craig in their article[4], illustrate some attempts to deploy the cultural value of land and the existence of a different network where farmers are somehow protected by global market with public incentives and consumers are provided with affordable and short-chain food, in a virtuous circle. Morgan and Sonnino theorized that also Urban Agriculture and the idea of re-localization of the food production might contribute to the affordability and the decrease of the prices of food.[5]

The current neo-liberalist and individualist market trend is affecting also food production/consumption and threatening the way of life of small production farms that made up a large part of the (at least European) productive campaigns, based instead on a strong sense of community and mutual support. To react, it is needed to integrate "community economies" in order to sustain bottom-up changes and recreate what Gibson-Graham calls “ethic of care”[6]. In this direction, other researcher are trying to understand the critical role of social capital for mutual benefit and of networks in the creation and resilience of alternative food systems[7].

Environmental impact. This dimension is one of the most delicate because the current food production system is challenged by the degradation and loss the agricultural land also related to loss in biodiversity,

[1] A resource-efficient Europe – Flagship initiative of the Europe 2020 Strategy, http://ec.europa.eu/. The flagship initiative for a resource-efficient Europe under the Europe 2020 strategy supports the shift towards a resource-efficient, low-carbon economy to achieve sustainable growth.

[2] Food security is a flexible concept as reflected in the many attempts at definition in research and policy usage. Essentially, food security can be described as a phenomenon relating to individuals. It is the nutritional status of the individual household member that is the ultimate focus, and the risk of that adequate status not being achieved or becoming undermined. The latter risk describes the vulnerability of individuals in this context. As the definitions reviewed above imply, vulnerability may occur both as a chronic and transitory phenomenon. Useful working definitions are described below. Food security exists when all people, at all times, have physical, social and economic access to sufficient, safe and nutritious food, which meets their dietary needs and food preferences for an active and healthy life. Household food security is the application of this concept to the family level, with individuals within households as the focus of concern. (Fao Corporate Document repository, 2013)

[3] Patel, R., 2013, The long green revolution, Journal of Peasant Studies 40(1): 1–63

[4] Parkins W., Craig G., 2009, Culture and politics of alternative food networks, Food, Culture and Society.

[5] Morgan K.J., Sonnino R.,2010, The urban foodscapes: world cities and the new food equation, Cambridge Journal of Regions, Economy and Society, pp.1-16

[6] Gibson-Graham J.K. 2006, A postcapitalist politics, Minneapolis, MN: University of Minnesota Press

[7] Sonnino, R., Griggs-Trevarthen C., 2013, A resilient social economy? Insights from the community food sector in the UK, Entrepreneurship and Regional Development25(3–4): 272–292.

water scarcity, and resources depletion[1]. Even if the scale of intervention of Urban Food Policies is quite limited, cities can make the difference because they are at the same time producers of a serious urgency and the key actors for developing a response.

Cultural identity. Embedded in the definition of “Food security” there is also the concept of "culturally acceptable", that means that a consumer must have the possibility to access to food that belongs to his traditions and history and satisfies his preferences[2]. Furthermore, cities that are now experimenting the reconnection with the traditional productive vocation of their lands (for example the case of Langhe e Roero recognition as wine producers by UNESCO Heritage) can pass through a process of recasting themselves on the territorial hierarchy, with a new identity[3].

3 METHODOLOGY

Urban Food Policies represent one of the most frequently discussed themes in the context of sustainable development and food security studies, even if currently a small number of cities concretely developed an active UFP.

In this work were analyzed cities that published an official document, objectives and timing of implementation and some of those that are part of the Milan Urban Food Policy Pact (MUFPP), an international protocol, engaging the largest number of world cities for the development of food systems, based on principles of sustainability and social justice[4].

It was necessary to use both the scientific and the gray literature, as much of the news about sustainable food strategies, implemented or part of bottom-up initiatives, derive from informal sources, such as newspaper articles, specialist magazines, networks of professionals and interviews.

During the analysis of the different dimensions that compose the concept of ‘food sustainability’, made through case-studies literature and official documents, it was detected that in many cases the Urban Food strategies start their genesis from a specific need or entry point, such as health or environmental problem, and then have to cope with more different issues, interdependent between them.

For this reason, were identified three main policy approaches that represent the orientation of these urban strategies at their first stage.

4 DIFFERENT POLICIES APPROACHES

Along with the literature review and following three main dimensions, were identified three correspondent policy approaches that start their vision from different entry points and different needs.

FOOD SECURITY AND EQUITY

The first, initially developed in the USA (New York City), Canada (Toronto) and UK (London) faces a context where the food industry impacts upon the economic, social or environmental aspects of the city life. Supplying this huge, demanding and competitive market it provides employment for many tens of thousands of people, who work in settings as diverse as world-scale retailers, niche manufacturers and contract catering companies. Together, these economic opportunities contribute to the success of these cities’ world-class economy.

[1] Sonnino R., Moragues-Faus A., Maggio A., 2014, Sustainable food security: an emerging research and policy agenda, International Jurnal of Soc. of Agr&Food, vol 21, n 1, pp. 173-188

[2] Opitz I., Berges R., Piorr A., Krikser T., Contributing to food security in urban areas: differences between urban agriculture and peri-urban agriculture in the Global North, Journal of the Agriculture, Food, and Human Values Society, 2015.

[3] Sonnino R., 2014, The new geography of food security: exploring the potential of urban food strategies, the geographical Journal.

[4] http://www.milanurbanfoodpolicypact.org/

However, as many are slowly becoming aware, there are problems associated with this abundance; and the City both contributes to, and has responsibility for, some of these problems.

Too many people are suffering from obesity and this generates a health cost problem that, for example in New York City, was tackled with a strong federal intervention.

Here the first studies on public health related to food unsustainability started during the Bloomberg's mandate (2002-2013), when the city of New York received a huge federal grant to be oriented on obesity and chronic diseases researches. These new public concerns were in line with the general trend of Western countries always more interested in food quality, food security and sustainability of production and consumption. Furthermore, the city needed to reduce its public costs and the large spread of junk food related diseases were calling attention on the "American unhealthy way" and filling the hospitals of new cases. Therefore, Bloomberg launched the campaign "New York City Obesity Task Force Plan to Prevent and control Obesity"[1]. Many actors both public and private activated and created connections in order to share knowledge and participate in the construction of scientific grounds on food sustainability and security, until the municipality created a body dedicated to research and development, the Nyc Food Policy Center[2].

Equally, the city of Toronto and London, in their programmatic documents, state as first objective the construction of a health-focused food system.

Connected to this first policy approach focuses on the social problem of equal access to food and on the economic one of a fair market for small holders/producers and consumers. Even this approach in clearly observed in the US and Canadian cities, such as New York and Toronto where were set different initiatives in order to facilitate people that are not able to exercise the choices enjoyed by the majority to be part of a just food system[3].

FOOD ENVIRONMENTAL IMPACT

This approach, widespread in other cities of Northern Europe and Canada, focuses on the environmental impact of food on the supply of organic and regional food in the public procurement and on a sustainable food transport and logistics system.

Basically, these cities are working on the re-appropriation of the land and on agro-food re-localization initiatives, based on the idea of fulfilling cities' demand with local and environmentally sustainable products[4].

The aim of developing a sustainable peri-urban agriculture, in this specific geographical area, implies an evaluation of the production capabilities of the lands and of the weather conditions and risks to employ many resources.

FOOD CULTURAL IDENTITY

The third food policy approach is moving its first steps in a context characterized by a deep cultural awareness of the importance of food history and tradition, such as the Mediterranean basin.

[1] http://www.nyc.gov/html/om/pdf/2012/otf_report.pdf
http://www.nytimes.com/2013/03/13/opinion/mayor-bloombergs-anti-obesity-campaign.html
[2] http://www.nycfoodpolicy.org/
[3] http://tfpc.to/http://www.nycfoodpolicy.org/
http://www1.nyc.gov/site/foodpolicy/index.page
http://tfpc.to/
[4] Deverre C., Lamine C., 2009, Les systèmes agroalimentaires alternatifs. Une revue des travaux anglophones en sciences sociales, Economie rurale. people eat are homogeneous and standardized products, which come from a globalized non-place-based value chain.

In this region, the idea of concretizing a healthy and traditional food habit in a regulatory framework is relatively new and, for the moment, there are few examples of rising Urban Food Policy in France, Spain and Italy.

The main objective for all is to sustain the traditional agriculture and to rediscover the regional traditional recipes and products, reinforcing the re-connection between the food and the land of provenience. We can call this approach identity-based, because it aims to strengthen the regional food culture of the cities interested and recasting them on the territorial hierarchy, with a new identity based on a representative product.

This last group of policies tries to avoid what Ilbery and Kneafsey call "placeless foodscapes"[1], where the relationships between the food and the place where it is produced are broken and what most of

In all the approaches, the network is moving with a declared participatory approach and almost every month citizenship, non-governmental associations, researchers are invited to take part in public councils and to express their opinions in the field of food security and equal access.

One of the most active actor on the international panorama now is the city of Milano, that, starting from the signature of the Milan Urban Food Policy Pact (MUFPP)[2], is advocating an international protocol, engaging the largest number of world cities for the development of food systems, based on principles of sustainability and social justice.

This overview of examples of UFPs is aimed at capturing the most important contents and structures of the policies, the governance models and the most important imagined results and effects of the policies themselves.

5 FROM POLICIES TO PRACTICES. WITNESSES FROM THE CITIES

The three main policy approaches, briefly introduced before, result in many practices and initiatives, implemented in order to achieve the declared objectives.

Within the policies of the first approach, New York City food Policy strongly represents the relevance of food security and access for low-income families. The first lines of the Food Metrics Report of 2016 say:

"Food insecurity is the lack of access, at times, to enough nutritionally adequate food for an active, healthy life for all members of a household. Food insecure families may worry that food will run out before they have enough money to buy more, eat less than they should, or be unable to afford to eat balanced meals. New York City is committed to working towards a city where everyone has enough nutritious food to eat, through a range of initiatives in partnership with community-based and nonprofit organizations."[3]

To put in practice this aim, the city is running a program called Health Bucks that is a pioneering farmers' market incentive program that intended to reduce food insecurity among NYC residents by increasing access to and affordability of fresh fruits and vegetables through farmers' markets in low-income neighborhoods. Health Bucks was started in 2005 by the NYC Department of Health and Mental Hygiene (DOHMH). In partnership with local community groups, DOHMH District Public Health Offices (DPHOs) distribute $2 coupons — or "Health Bucks" — redeemable for the purchase of locally grown fresh fruits and vegetables at farmers' markets in the South Bronx, North and Central Brooklyn, and East and Central Harlem (DPHO areas). At farmers' markets accepting SNAP benefits via the EBT system, consumers have an added incentive. For every $5 in EBT purchases, an additional $2 Health Bucks coupon is provided, to be spent then or at a later time. Local community-based organizations (CBOs) in DPHO areas also distribute coupons directly.

[1] Ilbery, B. and Kneafsey, M., Producer Constructions of Quality in Regional Speciality Food Production: a Case Study from South West England , 2000, Journal of Rural Studies
[2] http://www.foodpolicymilano.org/en/urban-food-policy-pact-2/
[3] Food metrics report 2016

Data from the Food Metrics Report state that in some neighborhoods the redemption rate of these coupons was quite high and the city is working on collecting more specific data from the community-based organizations (CBOs) that are concretely distributing the Health Bucks coupons.

Another interesting example of the Security and Health-based policy approach is the Bristol Food Policy. In this case, the body deputed to the implementation and advocacy of the policy (The Food Policy Council[1]) published a specific and coherent aim:

"The aim of the Bristol Food Policy Council is to ensure that Bristol residents and visitors have access to Good Food. The Food Policy Council defines Good food as being: vital to the quality of people's lives in Bristol. As well as being tasty, healthy and affordable the food we eat should be good for nature, good for workers, good for local businesses and good for animal welfare.

To underpin this aim the FPC have agreed 3 principles:

Good for people – everyone should have access to information, training and resources that enable them to grow, buy, cook, and enjoy good food.

Good for places – the public and policy-makers should support and value food enterprises who promote local jobs, prosperity and diversity, and treat workers well.

Good for the planet – food should be produced, processed, distributed and disposed of in ways that benefit nature.These elements to underpin all food related work in the city Green Capital 2015[2] food priorities Building on the Bristol Good Food Plan the Green Capital 2015 food priorities are:

- Promoting healthy, affordable & sustainable food to the public
- Increasing access to affordable good food
- Making food growing/production visible across the city
- Scaling-up urban agriculture
- Encouraging healthy eating in schools
- Reducing wasted food
- Transforming catering & procurement"[3]

Even if it is relevant the mention of the city as Green Capital 2015, it is still guiding the principle of healthy food in the food policy. In this direction, the city implemented a pilot to offer Bristol inhabitants that are patients with long-term health conditions, access to community kitchens and nutritional advice – for example a ten-week course designed for people diagnosed with heart disease or diabetes.

Furthermore, the municipality directly funded Buzz Lockleaze, a community shop selling affordable fresh produce to the local community and encouraging healthy eating through training, workshops and volunteering.

Both in the NYC and the Bristol case, the focus on healthy food comes for a more general and historical problem of the city with the public health costs and with the spread obesity of their populations

In the environmental issues approach, addressed to reduce the food miles of the urban food system, many cities are implementing the promotion of peri-urban agriculture and of the growth of green belts, like for example Amsterdam food strategy that developed the Green Metropolis Plan[4] to preserve and develop the green areas in and around Amsterdam and is implementing many programs in the public canteens to improve the consumption of food produced locally and less invasive for the natural environment.

[1] The rationale for establishing a Food Policy Council is to create a high-level strategic grouping combining the different elements of the food system (including production, processing, distribution, retail, catering, consumption and waste disposal) with the common objective of achieving a healthier, more sustainable and resilient food system.
[2] The Bristol method, How to become a more sustainable food city. Bristol 2015 European Green Capital. https://www.bristol2015.co.uk/method/
[3] http://bristolfoodpolicycouncil.org/
[4] www.ccre.org/docs/amsterdam_food_strategy_vermeulen.ppt

Canada too, and, in particular, the city of Vancouver is demonstrating a strong interest in the "food print", the ecological footprint of food[1], that is the impact on the environment of the steps that constitute the food chain, from the production to the final consumption and include the depletion of different natural resources.

The first objective of the food plan is to increase the consumption of "local" food and its definition of "sustainable food system" is oriented on the preservation of the environmental well-being.

"According to our City of Vancouver mandate, The Vancouver Food Policy Council works to help improve food sustainability in Vancouver, where food is local

Why local and sustainable food? Seeking to increase local and sustainably produced food means:

- reducing or eliminating pesticides, fertilizers and hormones
- ensuring safe and fair working conditions for farm workers
- providing humane conditions for animals
- protecting and enhancing habitat and biodiversity
- and reducing energy consumption and polluting emissions in food production, processing, distribution and waste management.

Just and sustainable food system The City of Vancouver defines a just and sustainable food system as one in which food production, processing, distribution, consumption and waste management are integrated to enhance the environmental, economic, social and nutritional well-being of our city and its residents"[2]

Therefore, in 2009, on the eve of hosting the 2010 Winter Olympics, Mayor Gregor Robertson declared Vancouver's goal to be the Greenest City in the World by 2020. Building on a comprehensive city sustainability plan that includes targets for zero carbon, zero waste, and healthy ecosystems, urban agriculture and sustainable food systems emerged as a foundational plank in the city's greening strategy. Local food is one of 10 key action areas identified in Vancouver's Greenest City 2020 Action Plan, with a goal to increase city-wide neighborhood food assets by a minimum of 50% over 2010 levels (City of Vancouver 2010). In the 2013 Vancouver Food Strategy, the City of Vancouver made advancing urban agriculture (including community gardens and urban farming) one of its top five priority action items for advancing a just and sustainable food system in the city (City of Vancouver 2013). From the City's point of view, urban agriculture can contribute to the availability of local food through farmers markets, Community Supported Agriculture programs, community gardens, school cafeterias, and community centers. Urban agriculture initiatives may also contribute to the green economy and the advancement of public education and food literacy related to food production, processing and consumption in Vancouver[3].

The identity-based approach promotes and sustains the "traditional production" or a production that preserve the old traditions related to food. Many initiatives can better explain this trend, like Slow Food organization (SF) an international movement founded in Italy and operating in many countries, on all continents. It started in 1989 by launching a campaign that focuses on "Good, Clean, and Fair" food28. One of SF's operative tools is the Slow Food Foundation for biodiversity whose primary goal is the preservation of old traditions linked to food, with the specific aim of preserving the diversity of locally grown crops and traditional crop management systems. Over the years, the foundation has developed several projects; one of these is the Slow Food Presidia project, which started in 1998. The holistic vision that characterizes the SF approach is not limited to the environmental, social, and economic aspects of sustainable development;rather, while taking them into account, it tries to define a more complex pathway to preserve the existing breadth of knowledge for future generations.

There are not many examples of food policies that have a high level of approximation to this dimension, but it is possible to say that the tendency of the food plans based in the Mediterranean basin and, in particular in Italy, are strongly promoting a sort of "geographical belonging of food" and giving attention to cities and regions as cultural cradles of specific foods.

[1] http://wwf.panda.org/about_our_earth/teacher_resources/webfieldtrips/ecological_balance/eco_footprint/
[2] http://vancouver.ca/people-programs/vancouvers-food-strategy.aspx
[3] http://vancouver.ca/green-vancouver/greenest-city-action-plan.aspx 28 PETRINI C., FURLAN C., HUNT J., SLOW FOOD NATION: WHY OUR FOOD SHOULD BE GOOD, CLEAN, AND FAIR, 2005, RIZZOLI.

Such as the territorial food plan of Pisa, that made the food, its symbolic capital, its cultural and economic implications, a development lever for rural areas and characterization for the regional food system[1].

This is probably explicable with general social and cultural factors of these areas, where the different populations are deeply anchored in the food culture.

6 CONCLUSIONS

Cities all over the world are facing many familiar challenges, the unsustainability of the current food systems that are supplying our tables are a common obstacle. Most of the Urban Food Policy or, more in general, Food Strategies are focusing their efforts on the dimensions of food security and accessibility, environmental sustainability and cultural identity of the food. But the specific accent that every plan is putting on one of these issues, as more relevant than the others, is oriented and mediated by their local context. Urban food systems and politics inevitably depend on the features and circumstances of a city, including: historical and cultural factors, strength and basis of the local economy, geographical setting and natural resources, infrastructure, and societal and political factors, such as governance structures and the strength of the state and of civil society. Consequently, UFPs take different forms around the globe. Each one is dependent on its local context, which determines the aims, objectives and actions that are appropriate and achievable.

Finally, there is not a common model of “sustainable food system” nor a common set of tools or planning disposals that a city can implement to achieve this goal, but many different examples of good practices and wise public bodies that are trying to accommodate the new trend, considering the social, historical and geographical context and the local need of their regions.

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ID 1677 | WORLD EXHIBITION AS A TOOL FOR THE PROMOTION OF HEALTHY AND LIVEABLE CITIES: CASE STUDY MILAN, ITALY

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1 INTRODUCTION

Mega-events, such as world and international exhibitions, the Olympic Games, other sports and cultural events, are intrinsically complex processes. Their planning, organisation and realisation require the engagement of a large number of people and financial resources for the successful realisation of the event. In addition, the success of the event depends on numerous social, economic, political, spatial and other factors that are often unpredictable and can significantly increase effects of the event that can be recognised in long-term on the local, regional and national level.

While hosting mega-events, the attention of a large number of people from all over the world is focused on this specific event that has its own specific roles in the realisation of that event. According to Maurice Roch (2000) mega events involve combinations of political and economic elites, together with cultural elites and professionals that are operating within and between urban, national and international levels, and working together to produce the event and to manage their effects. They can be conceived as temporary “cultural and physical bridges” between elites and the people. In mega-events people are active members of international cultural movement and they are involved in international communication that is taking place.

Compared with other mega-events, world and international exhibitions last the longest and attract the greatest number of visitors. For the purpose of the exhibition, the most suitable site to meet all set-up parameters and for which it is desirable to conceive the long-term use is chosen. For every exhibition, the specific topic is set to which all participants correspond with the conception of their pavilion and presentation.

The exhibition topic is always in line with global trends and promotes the technology, science and progress towards the concepts of sustainable development.