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|--------------|-------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-------|-----------------------------|
| Monday 19    | Urban Food Systems                                                                                          |                                                                                                  |       |                             |
| 09:00        | Welcome                                                                                                     | Cinzia Franchini – Research fellow UNIPR                                                         | 30m   | Laboratorio Aperto di Parma |
| 09:30        | Urban Food Systems                                                                                          | Cristina Sossan – Project manager, Education area, Food Policy Unit, City of Milan               | 1h30m | Laboratorio Aperto di Parma |
| 11:15        | Case study 1<br>The biodistrict: organic food for local consumers and local food business                   | Filippo Arfini – Professor UNIPR                                                                 | 1h30m | Laboratorio Aperto di Parma |
| 14:30        | Case study 2<br>European Regenerative Organic Center                                                        | Dario Fornara – Research director, Davines Group                                                 | 2h    | Davines                     |
| Tuesday 20   | Advancing Sustainability                                                                                    |                                                                                                  |       |                             |
| 09:00        | Designing the City for Social Sustainability                                                                | Emanuele Ortolan – Research Fellow UNIPR                                                         | 1h30m | Laboratorio Aperto di Parma |
| 10:45        | Sustainability of the agrifood system                                                                       | Davide Menozzi - Associate Professor UNIPR                                                       | 1h    | Laboratorio Aperto di Parma |
| 11:45        | Sustainability by a nutritional point of view                                                               | Beatrice Biasini - Assistant Professor UNIPR                                                     | 1h    | Laboratorio Aperto di Parma |
| 14:30        | Case study 3<br>Barilla, the first food company in the world for reputation in the 2024 Global RepTrak® 100 | Andrea Belli - Head of Italian Media and External Relations, Barilla Group                       | 1h15m | Accademia Barilla           |
| 15:45        | Case study 4<br>Città Slow International                                                                    | Pier Giorgio Oliveti - Secretary General of Cittàslow                                            | 1h15m | Accademia Barilla           |
| Wednesday 21 | Food Tourism and Local Development                                                                          |                                                                                                  |       |                             |
| 09:00        | Welcome session                                                                                             |                                                                                                  | 30m   | Laboratorio Aperto di Parma |
| 09:30        | Place branding                                                                                              | Felipe Garcia - President & CEO of Visit Tucson                                                  | 1h30m | Laboratorio Aperto di Parma |
| 11:15        | Cultural and gastronomic tourism - over tourism                                                             | Eduardo Seijo - Focal Point of Mérida, City of Gastronomy UNESCO                                 | 1h30m | Laboratorio Aperto di Parma |
| 14:30        | Case study 5<br>Food Museums of the Province of Parma                                                       | Mario Marini - Chair of Food Museums                                                             | 1h30m | Laboratorio Aperto di Parma |
| 15:45        | Case study 6<br>Parma City of Gastronomy                                                                    | Massimo Spigaroli and Carlotta Beghi - Chair and Focal Point of Parma, City of Gastronomy UNESCO | 1h30m | Laboratorio Aperto di Parma |
| Thursday 22  | Wellbeing and communities                                                                                   |                                                                                                  |       |                             |
| 09:00        | Collective impact for health and wellbeing                                                                  | Wendelin Slusser - Professor UCLA                                                                | 1h30m | Laboratorio Aperto di Parma |
| 11:00        | The built environment                                                                                       | Richard Jackson - Professor Emeritus UCLA                                                        | 1h30m | Laboratorio Aperto di Parma |
| 14:30        | Case study 7<br>Giocampus Project                                                                           | Perla Degli Innocenti - PhD student UNIPR                                                        | 1h15m | Campus                      |
| 15:45        | Case study 8<br>OnFoods Project                                                                             | Damiano Callegaro - PhD student UNIPR                                                            | 1h15m | Campus                      |
| Friday 23    | Culture and Creativity                                                                                      |                                                                                                  |       |                             |
| 09:00        | Welcome session                                                                                             |                                                                                                  | 30m   | Laboratorio Aperto di Parma |
| 09:30        | Designing the cultural city                                                                                 | Daniel Laven - Professor Mid Sweden University                                                   | 1h30m | Laboratorio Aperto di Parma |
| 11:15        | Cultural and creative industries – local and regional development perspectives                              | Wilhelm Skoglund - Professor Mid Sweden University                                               | 1h30m | Laboratorio Aperto di Parma |
| 14:30        | Case study 9<br>Artificial Intelligence for project management                                              | Davide Acerbi - Digital Marketing Consultant                                                     | 2h30m | Laboratorio Aperto di Parma |
| Saturday 24  |                                                                                                             |                                                                                                  |       |                             |
| 09:00        | Closing session                                                                                             |                                                                                                  | 1h    | Laboratorio Aperto di Parma |
| 10:00        | Organized gastronomic tour of Parma city center                                                             |                                                                                                  | 2h    | Parma City center           |