



# ANNEX 1

## International Scenario

### EXPO2015

Expo 2015 is an extraordinary opportunity to offer visibility to tradition, creativity and innovation in the food industry and to find solutions and projects for the right to a healthy, safe and sufficient diet for all the planet.

Expo 2015 is the occasion to 'show' the culture and role of the Italian project to relaunch Made in Italy as well as to enhance territories, landscape and local culture.

In this scenario creativity is one of the key resource to find new innovation paths and solutions of product-system, communicative tools and services which can allow the visitors, tourists and local communities to use these excellences.

Moreover, Expo shall put sustainability, responsible use of resources, hospitality and enhancement of local cultures at the centre of many events. In this context, Milan shall be at the centre of these events, but all the Lombard system shall find an harmonic relation with the town through new services, events, models of hospitality, and new forms of mobility, able to make this opportunity the starting point of a regional change path.

### EUROPE 2020

Europe 2020 is the European Union's ten-year growth strategy. The aim is an intelligent growth through more effective investments in education, research and innovation; a sustainable growth, strengthening the metabolism of a low-carbon economy; and a fair growth, stressing the creation of new jobs and the reduction of poverty.

The strategy is based on five ambitious targets concerning employment, innovation, education, poverty reduction and climate/energy:

1. Employment: 75% of the 20 - 64 year-olds to be employed;
2. R&D: 3% of EU's GDP to be invested in R&D;
3. Climate Change and Energy Sustainability: greenhouse gas emissions 20% lower than 1990; achieving 20% of energy from renewables; 20% increase in energy efficiency;
4. Education: reducing the rate of early school leaving below 10%; at least 40% of 30-34 year-olds completing third level education;
5. Fighting Poverty and Social Exclusion: at least 20 million fewer people in or at risk of poverty and social exclusion.