

The contribution of the EU to Expo 2015 on the theme "feeding the planet"



MILANO 2015
FEEDING THE PLANET
ENERGY FOR LIFE



European Union

Official Participant

Guy Van den Eede
David Wilkinson
EU Commissioner General for
Expo 2015

Expo Milano 2015

"Feeding the Planet, Energy for Life"

from 1 May to 31 October 2015

'For the European Union, Expo Milano will be both a platform to reach out to our citizens and for a more interactive approach to policy development'

*José Manuel Barroso, President of the European Commission,
at the Expo Launch Event in Monza on 7 July 2013*

2015: target year for the MDGs, decision on new SDGs

MDG 1: Eradicate Extreme Hunger and Poverty

Target 2. Halve, between 1990 and 2015, the proportion of people who suffer from hunger

Indicator	State of the Art
Proportion of population below minimum level of dietary energy consumption	decrease from 18.7 % in 1990–1992 (1014.5 Mio of 5.3 Bio) to 11.3 % in 2012–2014 (805.3 Mio out of 7.1 Bio)

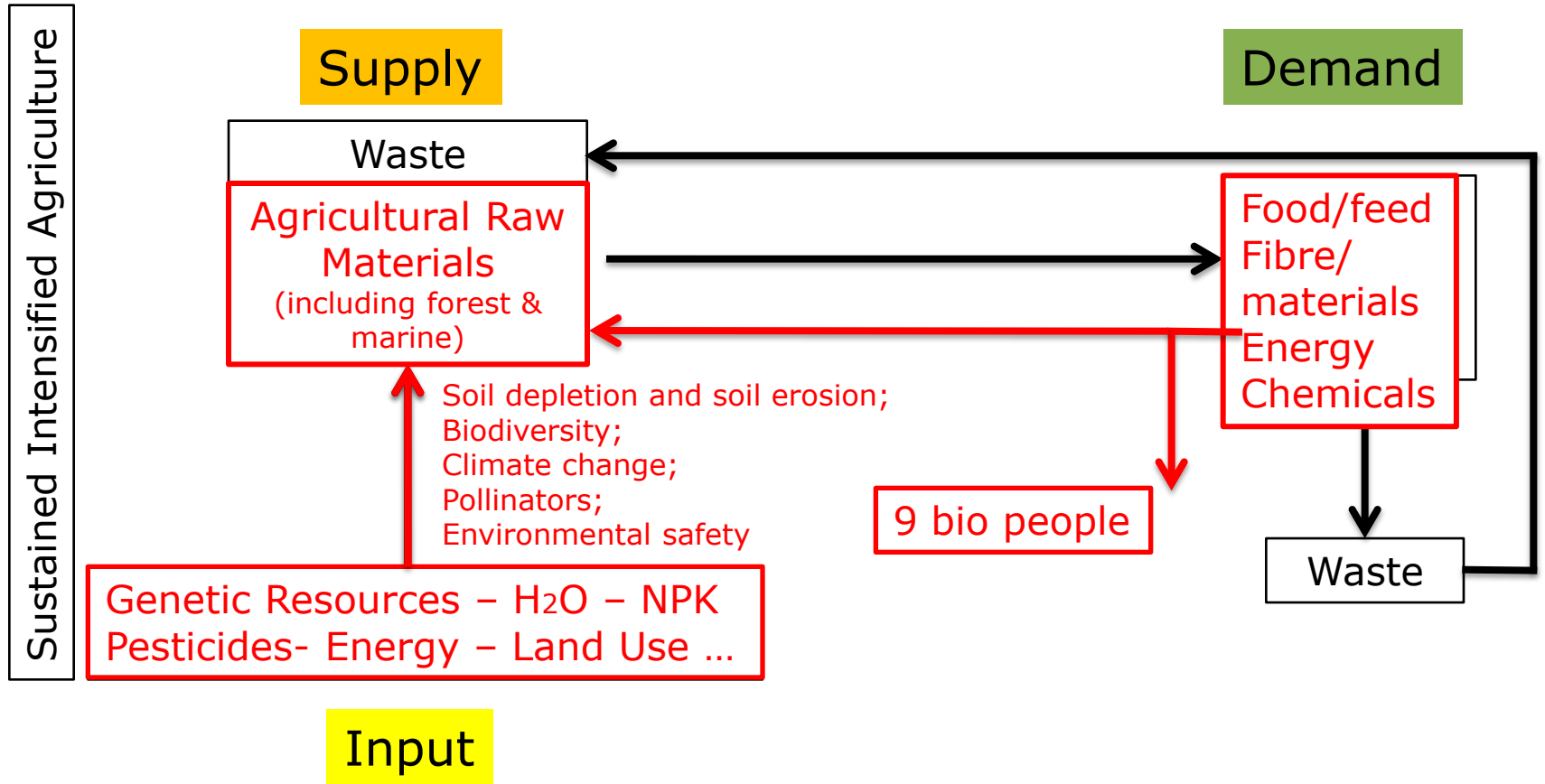
- While MDG1 one will be met only with an enormous effort, the proposed SDGs aim to end Hunger and all forms of malnutrition by 2030

What is at stake?

- How to ensure a **sufficient, safe, nutritious and sustainable food supply** for all mankind?
- Providing sufficient food, energy and water for all while **managing climate change and using less fossil fuel**:
 - World population could hit 9 billion by 2050
 - Use appropriately land, water, fertilisers, pesticides, and herbicides
 - Manage increased urbanisation and changing diets
 - Valorise ocean resources

Bioeconomy Flow Chart

2050



The Expo theme is at the crossroads of several EU policies

- Agriculture and fisheries
- Development Cooperation
- Health, safety and nutritious food
- Food waste and losses
- Food fraud and counterfeiting
- Industry, tourism and trade
- Environment and climate
- Energy and transport
- Science, research and innovation

Three Objectives for the EU participation

Take advantage of the platform provided by Expo to:

- Foster **corporate communication**
- Develop a reference for **policy making** related to the Expo theme
- Contribute to the agenda for **growth & jobs**

EU Visitor Experience – a new way of communication

**EU Theme: “Growing Europe’s future
together for a better world”**

The aim is to **better engage the public**, especially young visitors, explaining that **global food security can be achieved through good co-operation** involving science and food production

EU Exhibition Exterior | Queue





EU events calendar

- Around 200 scientific, public and stakeholder events planned
- Involvement of EC policy DGs, Parliamentary Committees and MS experts
- Calendar is based on one key topic per week
- Events participants range from 50 to over 1000.

Steering Committee

Steering Committee of the EU scientific programme for Expo 2015 launched on 21st March 2014



Chairman: **Franz Fischler**, 11 Experts of high repute:
Jo Swinnen (BE), Joachim von Braun (DE), Hannelore Daniel (DE),
Maria Helena Saarela (FI), Béatrice Darcy-Vrillon (FR), Peter Heffernan
(IR), Claudia Sorlini (IT), Esther Kok (NL), Ewa Jakubczyk (PL),
Katarina Hedlund (SE), Tim Benton (UK)

Role of the Steering Committee

- political importance of the Expo theme
- central role of research & innovation in tackling worldwide food challenges
- ensure that the European Union takes the opportunity offered by the platform of Expo 2015 "to establish its role as a key player in this global debate" (COM(2013) 255 final)

Expected contributions

- a recommendation document with European priorities for research, development & innovation
- guidance on the draft programme of events
- organisation of complementary activities

7 Research Themes covered

1. Sustainable intensification: improving yields whilst reducing the environmental impact
2. Rural development and managing the rural environment for all ecosystem services
3. Fostering food quality in European production
4. Managing food in an increasingly globalised food system
5. Providing food in a way that is equitable for all people
6. Reducing food loss and waste, and finally:
7. How can we eat healthily and sustainably?



**Thank you for
your attention!**

Contact: eu-expo-2015@ec.europa.eu

Or follow us:

Website: europa.eu/expo2015

Facebook:

facebook.com/EUExpo2015

Twitter: [@EUExpo2015](https://twitter.com/EUExpo2015)