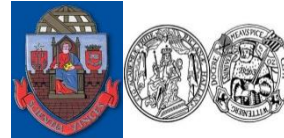









Department of Agricultural, Food and Environmental Sciences  
Perugia University

## Research Unit of Applied Economics Summer Laboratories of Applied Economics

in collaboration with



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| <br><b>International Summer School in Sustainable Management and Promotion of Territory</b><br>SIS- SMPT | <br><b>STATE TECHNICAL AGRICULTURAL COLLEGE "A. CIUFFELLI" OF TODI-IT</b> | <br><b>ALUMNI ASSOCIATION OF AGRICULTURAL COLLEGE "A. CIUFFELLI" OF TODI - IT</b> | <br><b>CENTRE FOR THE RURAL AND AGRICULTURAL DEVELOPMENT PERUGIA UNIVERSITY-IT</b> | <br><b>ASSOCIAZIONE SCIENTIFICA E CULTURALE biosphera</b><br>Scientific and Cultural Association |
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## TERRITORY MANAGEMENT AND AGROFOOD SYSTEM PROMOTION

Perugia 19-20<sup>th</sup> August 2014  
Room A, Heritage Center of S. Peter, Perugia

Tuesday , 19<sup>th</sup> August 2014  
15.00-19.00



Department of Agricultural , Food and Environmental Sciences  
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International Summer School in Sustainable Management and Promotion of Territory -SIS- SMPT

## SUSTAINABLE MANAGEMENT AND PROMOTION OF TERRITORY

Chairperson , Adriano Ciani

15.00-Registration

15.30-Inaugural Ceremony

**-Prof. Francesco Tei**, Director Department of Agricultural , Food and Environmental Sciences Perugia University

**-Dr. Silvano Rometti** , Ministry for Territory , Environment and Tourism of Umbria Region

**-Dr.ssa Fernanda Cecchini**, Ministry of the Agriculture of the Umbria Region.

16.00-*Lectio Magistralis*, **Prof. Baltazar Andrade Salguerino Guerra** ,University of Santa Catarina do Sul , Brazil , *Territory, Energy and Sustainable Development*

16.00-*Lectio Magistralis*, **Prof. Mihaly Laszlo Voros & Prof. Pal Guban**, Edutus College , Budapest , Hungary, *Local food & rural gastronomy as driving forces in tourism developments – Examples from Hungary*

17.00-**Dr. Andrea Chioini** , Tgr - Rai Umbria, *The information and communication for the Sustainable Management and Promotion of Territory..*

17.30-Coffee Break

17.45- Discussion

18.15- Conclusions , **Dr. Andrea Sisti**, President of the National Council of Order Agronomist Doctors and Forestry Doctor

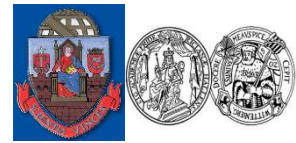
18.30 -Coktail



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The objective of the Workshop is to stimulate a debate among scholars and stakeholders about the conceptualization of multilateral and collective arrangements (producers organizations, association of producers, collective contractual frameworks, collective brands, PDO, GDO) and cooperatives and their role in the governance of the agricultural products and food markets. A special attention will be devoted to the enforcements mechanism and collective goods relationships. The outcomes of the Project Research activities will be presented and discussed in order to integrate the emerging common beliefs and perception in the light of the scientific achievements about the governance modes in European AgriFood Supply Systems

# Societas

THE ECONOMIC OF GOVERNANCE IN AGRI-FOODS  
SUPPLY SYSTEMS: THE ROLE OF THE COLLECTIVE  
AGREEMENTS AND COOPERATIVES

20<sup>th</sup> August 2014

Dept of Agricultural, Food and Environmental Sciences,  
University of Perugia  
San Pietro Historical Structure  
Perugia



With the support of the LLP programme of the  
European Union

## Contact Person

### Course coordinator

Prof. Gaetano Martino  
Office Phone: (+39) 075 5857135  
Mail: [gaetano.martino@unipg.it](mailto:gaetano.martino@unipg.it)

### Organizing Committee

Dr.ssa Luisa Paolotti  
Dr. Francesco Diotallevi  
Dr. Gabriele Chiodini

*Prudence on the other hand is concerned with the affairs of men, and with things that can be the object of deliberation. For we say that to deliberate well is the most characteristic function of the prudent man; but no one deliberates about things that cannot vary nor yet about variable things that are not a means to some end, and that end a good attainable by action; and a good deliberator in general is a man who can arrive by calculation at the best of the goods attainable by man. Nor is Prudence a knowledge of general principles only: it must also take account of particular facts, since it is concerned with action, and action deals with particular things*

Aristotle, *Nicomachean Ethics*  
H. Rackham, Ed., VI, 7-8, 1141b, 8-17

University of Perugia Jean MONNET Project  
*Governing and Organizing the Agri-Food Supply Systems in the  
European Union Countries: Institutional Environments, Governance  
Modes and Policy Patterns*  
(542857-LLP-1-2013-1-IT-AJM-IC)

## **Opening**

**Prof. Franco Moriconi**  
Rector of the University of Perugia  
9:00-9:15

**Prof. Francesco Tei**  
Head of the Dept of Agricultural, Food and  
Environmental Sciences  
University of Perugia  
9:15-9:30

**Francesco Marangon**  
President of the Italian Society of Agricultural  
Economics  
**Presidential Addresses**  
9:30-9:45

## **Collective governance and Regulation: researches and experiences**

**Introduction**  
**Prof. Tommaso Sediari**  
University of Perugia  
9:45-10:00

10:00-10:30 **Prof. Joseph Toth**  
*Corvinus University of Budapest, Hungary*  
Value creation in open way along the food  
chain in the Hungarian SMEs

10:30-11:00 **Prof. Gonzalo Caballero**  
*University of Vigo, Spain*  
New Institutional Economics and  
Transaction Cost Politics

### **Coffee break**

11:00- 11:30 **Prof. Luigi Cembalo,**  
*University of Naples, Italy*  
Development and Management of  
Collective Action in Bio-energy chain  
through contract farming

11:30- 12:00 **Prof. Carlo Russo,**  
*University of Cassino, Italy*  
PDO consortia as collusive agreements:  
implications for optimal design

12:00- 12:30 **Prof. Francesco Contò,**  
*University of Foggia, Italy*

12:30- 13:00 **Dr. Giuliano Polenzani,**  
*Head of the Department "Support to  
the Farmers and the Agro-food chains"  
Regional Government of Umbria*  
Comparing experiences in constructing  
value chains: Italy, new EU Member  
States and Israel

## **CONCLUSIONS**

**Prof. Mario Prestamburgo**  
13:00-13:30  
*Lunch*

## **Governance and Regulation: conceptual frameworks and evidences**

**Chair**  
**Prof. Tommaso Sediari**  
University of Perugia

**Keynote Lecture**  
**Norbert Hirschauer**  
*University of Halle*

**Smart Regulation and the governance of  
AgriFood Sector**  
15:00-15:45

**Paulo Gouveia**  
Copa-Cogeca  
**Global Cooperative Policy**  
16:00-16:45

**Dr. Mauro AGOSTINI**  
*Head of Sviluppumbria  
Umbria Development Agency*

### **Coffee break**

16:45-17:15

**Chrysoula Mourfi,**  
*Swedish University of  
agricultural Sciences*  
The governance of Agricultural  
Cooperatives: evidence from  
literature review

17:15-17:45

**Prof. Gaetano Martino**  
Concepts of Governance:  
evidence from the Delphi  
Analysis

### **Workshop Conclusions**

University of Perugia Jean MONNET Project  
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