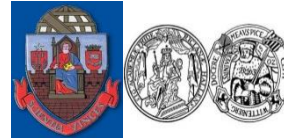









Department of Agricultural, Food and Environmental Sciences  
Perugia University

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

in collaboration with



M MICHIGAN  
ROSS SCHOOL OF BUSINESS

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

 <b>Regione Umbria</b> Assessorato all'Ambiente	 <b>Consiglio dell'Ordine Nazionale dei Dottori Agronomi e dei Dottori Forestali</b>	 <b>Collegio Nazionale dei Periti Agrari e Periti Agrari Laureati</b>
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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



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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.

**-Prof.ssa Loredana Colledol**, Sindaco di Refrontolo(Treviso)

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

16.30-*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



Department of Agricultural, Food and Environmental Sciences  
Perugia University

Research Unit of Applied Economics

## Summer Laboratories of Applied Economics



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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)

**WORKSHOP**

# *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**

*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*

### **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**

**14:45-15:30**

**Paulo Gouveia**

Copa-Cogeca

**Global Cooperative Policy**

**15:30-16:15**

**Dr. Mauro AGOSTINI**

*Head of Sviluppumbria  
Umbria Development Agency*

**16:15-16:45**

***Coffee break***

17:00-17:30

**Chrysoula Mourfi,**

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

17:30-18:00

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

**Workshop Conclusions**

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### Contact Persons

#### **Course coordinator**

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#### **Organizing Committee**

Dr.ssa Luisa Paolotti

Dr. Francesco Diotallevi

Dr. Gabriele Chiodini