**TERRITORIAL MANAGEMENT AND AGROFOOD SYSTEM PROMOTION**

**Perugia 19-20th August 2014**

Room A, Heritage Center of S. Peter, Perugia
Tuesday, 19th August 2014
15.00-19.00

Department of Agricultural, Food and Environmental Sciences
Perugia University
Research Unit of Applied Economics
in collaboration with

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 - Cocktail
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

(S42857-LLP-1-2013-1-IT-AIM-IC)

WORKSHOP

Societas

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

20th 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 thorough 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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(542857-LLP-1-2013-1-IT-AJM-IC)
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