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MILANO 2015

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NUTRIRE IL PIANETA  
ENERGIA PER LA VITA

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Civil Society Participant

# **EXPLODING YOUR IDEA! DESTINATION EXPO MILANO 2015**

**3<sup>rd</sup> INTERNATIONAL CALL FOR IDEAS TO DEVELOP  
THE CULTURAL PROGRAM FOR THE  
CIVIL SOCIETY PAVILION AT EXPO MILANO 2015**

## 1. FOREWORD

The hosting by Milan and Italy of the 2015 Universal Exposition on the theme “Feeding the Planet, Energy for Life” (hereinafter ‘Theme’) offers a unique opportunity for Italy and the global community to share ideas, promote common solutions and stimulate a public debate around the important issue of nutrition.

Expo 2015 S.p.A. is the operating company in charge of implementing Expo Milano 2015, a global event that will be held in Milan from 1 May to 31 October 2015. The event will see the participation of Countries, International Organizations, Civil Society Organizations (CSOs) and companies that will represent the Theme of Expo Milano 2015 through the organisation of stands, events, exhibitions, workshop and many other activities, in an area of 100 hectares (Attachment I). The Universal Exposition represents a great opportunity to give visibility to the tradition, creativity and the innovation, putting at the heart of the new global issues and challenges, the right to have a healthy, secure, sufficient and sustainable diet. All participants will be asked to develop, according to their own skills and expertise, the Theme of Expo 2015 as described in the Theme Guidance (Attachment II).

Expo Milano 2015 will be the first Universal Exposition to give civil society a significant, cross-disciplinary presence across the whole Expo Site, in recognition of the paramount importance of the contribution that national and international CSOs can make.

Italy, that will host the 2015 Universal Exposition, has one of the densest network in the world of organizations based on self-organization and social innovation. They are active in a range of fields at different geographical scales, from the promotion of healthy lifestyles and environmental protection, to the production of culture and the conservation of material and immaterial heritage, social cohesion and policies for young people, the promotion of interculturality and international cooperation.

Alongside these groups are thousands of other “high social, environmental and cultural value” concerns (e.g., social business, limited companies, consortiums) that daily work to combine equity and efficiency in a perspective of social, economic and environmental sustainability. These entities have been active for years in fields related to the Universal Exposition Theme.

The Universal Exposition represents a unique opportunity for partnerships among local, national and international civil society networks and above all an opportunity to meet and share best practice not only between participants but also with institutions, business communities and the general public.

## 2. CASCINA TRIULZA, THE EXPOSITION SPACE OF THE CIVIL SOCIETY

Cascina Triulza is the space on the Expo Milano 2015 site dedicated to and managed by CSOs. It is the only previously existing building inside the Site, a traditional old farmhouse typical of the Milanese countryside and part of the historic, architectural and environmental heritage of Lombardy. The space dedicated to CSOs will be restructured by Expo 2015 S.p.A.

Cascina Triulza is an architectural complex covering nearly 8,000 sqm. With 5100 square meters of open space, it is the largest exhibition area within the Site. Located approximately 700 meters from the west access, the main entrance of the site, it benefit a privilege location and size. The restoration and rehabilitation of the three buildings (former residence, former barn and granary) and open spaces began in September 2013 and will be completed by December 2014. At Cascina Triulza the Italian and international CSOs will be able to set up their own exhibition area and organise a rich program of events (labs, workshops, conferences, displays, shows,

performances and concerts) inside and outside the building, individually or in cooperation with each other, over the full 6 months Expo Milano 2015.

Cascina Triulza is therefore the gravitational hub of civil society activities, a place of identity, uniqueness and impact.

### 3. FONDAZIONE TRIULZA

Fondazione Triulza will manage the Cascina as a Non-Official Participant, gathering the requests and proposals of CSOs for Expo Milano 2015 in order to organise their presence at the Cascina Triulza over the 6 months of the Universal Exposition. The goal is to facilitate the encounter between different cultures, increasing the knowledge and the empowerment of citizens, especially for the younger people, to guarantee a warm and inclusive welcome to all, especially to the most disadvantaged.

For further information about Fondazione Triulza please visit [www.fondazionetriulza.org](http://www.fondazionetriulza.org).

### 4. OBJECTIVES

Fondazione Triulza proposes, together with Expo 2015 S.p.A., to put together and coordinate a broad program of events at Cascina Triulza ensuring:

- the greatest plurality of actors and implementation of the Theme “Feeding the Planet. Energy for Life”;
- the active engagement of all national and international stakeholders, having direct experience with the Theme;
- the adequate representation of the CSOs realities and experiences that demonstrate effectively the answers to the challenges highlighted by the Expo Theme.

Fondazione Triulza intends to create its cultural and artistic program through three calls of ideas. Fondazione Triulza has already closed the first two calls and the following is the third one.

### 5. PARTICIPATION IN THE CALL

#### 5.1 Proponents:

All national and international CSOs working for cooperation and solidarity and public authorities are welcome to answer to the call: **EXPLODING YOUR IDEA! Destination Expo Milano 2015.**

Public, regional and local authorities, as well as national and international governments can respond to the call for ideas by collaborating with CSOs.

For-Profit entities who have not cooperative/ethical can respond to the call for ideas only if in partnership with one or more CSOs.

Organizations not formally constituted by written deed, political parties and individuals are excluded.

#### 5.2 Guidelines for proposals

Proposals must be sent as described at the point 6.1.

They must:

- develop the Theme “Feeding the Planet, Energy for Life”;

- align with the ethical standards shared by Fondazione Triulza, Expo Milano 2015 and Expo 2015 S.p.A.<sup>1</sup>;
- encourage public engagement (by its associate members, Expo visitors, the media);
- include a plan outlining the economic and financial sustainability of the proposal<sup>2</sup>.

The proposals should take into account the functional layout and costs of the spaces and auxiliary services of Cascina Triulza set out in the price list attached (Attachment III).

The proposals must be coherent with the Universal Exposition context and the events must conform to the Expo Milano 2015 general regulations. The Cascina Triulza's cultural program and proposed events will, in any case, be subject to assessment and approval by the Cascina Triulza Management Committee made by representatives of Expo 2015 S.p.A and Fondazione Triulza.

Furthermore, the proposals must be coherent with:

- the Expo Milano 2015 main Theme
- the Cascina Triulza's project management developed by Fondazione Triulza and agreed with Expo 2015 S.p.A, entitled "EXPLOding energies to change the world" (Abstract enclosed - Attachment IV)
- the great importance placed in the context of Expo Milano 2015 to the extraordinary force for change generated every day in the world , from the leadership and participation

Fondazione Triulza invites proposals that clearly and convincingly:

- are original, attractive and unconventional in content and form;
- are coherent with the overall Cascina Triulza cultural proposal;
- are international in scope through agreements with foreign CSOs and the participation of qualified delegations;
- contain elements designed to further the development of the "EXPLOding energies to change the world" project beyond the six months of the Universal Exposition;
- do not have an exclusively promotional/advertising character.

For illustrative, yet incomplete purposes, here is a list of events that will contribute to the development of Cascina Triulza's cultural program:

- Workshops
- Seminars
- Conferences
- Conventions
- Guided entertainment
- Concerts
- Shows
- Performances
- Exhibitions
- Film and video projection
- Art/technology installations, etc.

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<sup>1</sup> Organizations whose proposals for the cultural program are accepted, when signing the participation contract, must sign a self-certification form provided by Fondazione Triulza in which they declare compliance with its ethical standards.

<sup>2</sup> If requested by the proponent, the Foundation may consider supporting the project through a letter of approval/partnership to include with the request for public or private funding (competitions, public notices, etc.)

Organizations may present more than one proposal envisaging the integrated use of several spaces.

## 6. HOW TO TAKE PART

### 6.1 Submitting proposals

The participation form (Attachment V) and the attachments to this call can be downloaded from our web site [www.fondazionetriulza.org](http://www.fondazionetriulza.org).

The call is also available on [www.expo2015.org](http://www.expo2015.org).

Organizations must send the participation form and the participant's Articles of Associations to [fondazionetriulza@pec.net](mailto:fondazionetriulza@pec.net).

For this call for ideas, there is no deadline and it will remain open until the end of Expo Milano 2015 or until the exhibition spaces and times will be available.

Proposals will not be accepted if:

- presented by an entity not included among the admissible proponents described at 5.1;
- the form is incomplete or obligatory attachments are missing.

For further information please write to: [programma.culturale@fondazionetriulza.org](mailto:programma.culturale@fondazionetriulza.org)

### 6.2 Assessment of proposals

Fondazione Triulza will take in consideration all proposals received, will assess their conformity to the guidelines and will submit them to the Cascina Triulza Management Committee, which will also examine, verify and approve them by checking they conform to the general Expo Milano 2015 regulations.

In order to guarantee both the best visibility for all organizations and a harmonious program of events at Cascina Triulza, the Fondazione may suggest new solutions to integrate the proposals received. These will be submitted to the proponents and subsequently assessed by the Cascina Triulza Management Committee.

Fondazione Triulza will notify the CSOs of the acceptance of their proposals, starting the Cascina Triulza's Cultural Program adhesion process, that will end with the signing of a participation contract by the proponents.

Adhesion to the Cascina cultural program will be completed with the signing by the proponents of a participation contract.

Organizations that sign the participation contract by 31 december 2014 will ensure the immediate payment of a 30% deposit of the full amount due, until all spaces and time slots are taken. The balance due shall be paid by 31 January 2015.

Organizations that sign the participation contract after 31 december 2014 will pay 100% of the amount in a single settlement.

Inclusion of the proposal in the Cascina Triulza cultural program will only be guaranteed with the signing of a participation contract. Without this contract the requested spaces and time slots cannot be guaranteed.