



# **EXPLODING ENERGIES TO CHANGE THE WORLD**

**Proposal for the entity responsible for managing Cascina Triulza during  
Expo Milano 2015**

## **Abstract**



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## 1. Introduction

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Italy, host of the 2015 Universal Exposition, has one of the densest fabrics of organizations involved in self-organization and social innovation in the world. They are active in a range of fields and on different geographical scales, working to promote well-being and environmental protection, produce cultural events, conserve our material and immaterial cultural and artistic heritage, strengthen social cohesion and policies for young people, and promote interculturality and international cooperation.

Alongside these groups are thousands of other “high social, environmental and cultural value” concerns (e.g., social cooperatives, limited companies, consortiums) who work every day to reconcile fairness and efficiency while promoting environmental, social and economic sustainability. These firms have been active for years on the themes central to the upcoming Universal Exposition.

This commitment has always expressed itself through variously structured partnerships between the proponents, now taking form in a network of service sector businesses and organizations. Their credo is that cooperation is a requirement, and not a choice, in dealing with the complexity of the age we live in while attempting to minimize costs in the face of scarce resources and maximize positive impact on the environment.

It was natural therefore for many of the members of the network, from the moment Milan won its bid to host Expo 2015, to come together to discuss how to use the Universal Exposition as an opportunity for collaboration between the local and international voluntary networks and the sustainable economy and, above all, for dialogue and exchange between them and the institutions, business community and the general public.

The network presents itself as the ideal partner to Expo Milano S.p.A. to guarantee:

- 1) expression of the greatest plurality of viewpoints at Expo Milano 2015;
- 2) the active engagement of all stakeholders;
- 3) close synergy with the actions and experience of the local community;
- 4) a strong presence of foreign groups and their best practices;
- 5) greater media coverage of the event;
- 6) enrichment of content regarding sustainability and participant themes;
- 7) a legacy of huge symbolic and practical value

The network – which set up the Triulza Foundation in July 2013 – thus proposes an organic working partnership that will not be limited to the Cascina Triulza project. It will preserve the distinction between roles and responsibilities and promote the constructive criticism and readiness to propose alternatives that have always been the hallmark of the service sector's relationship with public institutions.

## 2. The Expo 2015 Theme

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This document describes the proposal for participation in Expo Milano 2015 by a network of service sector organizations (hereinafter Network). Their participation will take the form of management of Cascina Triulza, the Expo Site area dedicated to civil society. The proposal is titled: **“EXPIOdIng energies to change the world”** and is intended to further the overall objectives of the Universal Exposition.

The project specifically draws together the three pillars of the Expo Milano 2015 Theme:

- 1) *science and technology* – the Network intends to pay particular attention to the questions of food sovereignty, appropriate and affordable technology, energy efficiency;
- 2) *culture and society* – the Network intends to stress the importance of dietary education; information on healthy and sustainable lifestyles; art in its twin roles as performance and expression; equality of access to resources; encounter between cultures and traditions (interculturality);
- 3) *cooperation for development* – the Network intends to favour direct relationships with the world’s local communities, working together to address the problems of hunger and inequality, the crisis of the dominant cultural, economic and political paradigms, and the need to re-examine the current institutional forms of intervention (the Millennium Goals in particular) and put into practice alternative approaches, based on a new process.

The **“EXPIOdIng energies to change the world”** project, and its many expressions described below, touches on three of the thematic questions posed by Expo 2015.

- A) **“Abundance and privation: the contemporary paradox”**: The Network proposes to examine the current effects of and underlying reasons for the unjust and inequitable distribution of resources in the world today. It will represent civil society's ideas and proposals to resolving this cruel paradox.
- B) **“sustainable food = a fairer world”**: In light of its vision and daily practice in fair trade, the Network intends to re-examine the Millennium Goals, whose deadline coincides with Expo Milano 2015. Cascina Triulza will be a place of participation and inclusion in which to debate, enrich and promote a project for global development based on certain minimum standards of rights, access, sustainability and quality of life. The future development agenda must include among its goals the urgent need to respond to those who are directly affected by hunger, poverty and injustice, and the creation of a shared and inclusive process that can bridge the current North/South divide, and provide a balanced development model for the whole world based on universal respect for human rights. Expo Milano 2015 and Cascina Triulza can be one the key platforms for sharing and implementing this process.
- C) **“Taste is knowledge”**: Cascina Triulza offers an opportunity to think about the cultural and social value of mealtimes, a key occasion for coming together and dialogue. The aim is to develop the ability to look at the question of taste from different points of view, and raise the visitor's awareness of product quality, dignity of work, interculturality and sustainability, both locally and globally. The question of taste therefore becomes a question of justice and its added value.

Besides these general thematic questions, the Cascina Triulza events and educational initiatives will also intersect with some of the Clusters proposed by Expo Milano 2015, offering an interpretation based on



fairness, justice and sustainability and, for the food industry, a strong emphasis of the principles of fair and ethical trade.

### 3. Development of the Theme

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“**EXPI**oding energies to change the world” is the theme statement which embodies the Network's activity at Cascina Triulza during Expo Milano 2015.

The term "energy" refers not only to thinking about the (environmentally and socially) sustainable use of the resources necessary to life, but above all to a desire to exploit the extraordinary force for change generated every day worldwide by the action of dedicated individuals and communities.

The primary energy source is therefore the human being and participation is the most efficient and effective catalyst.

To borrow a concept from physics, “energy” for us means “transformation” and “work”:

1. *transformation* understood as change to be pursued, designing the world of the future with a vision of human development based on fairness and sustainability which can alter and supersede the often inadequate, if not counter-productive, existing models;
2. *work* understood as the process of realizing this vision through a dialectical alliance between individual commitment and collective collaboration, so as to effectively realize the change envisioned.

“EXPI

oding energies to change the world” sets out to aggregate, integrate and promote the material and immaterial patrimony surrounding the themes of the Universal Exposition, which today is generated and safeguarded by civil society at the local, national and global levels. Within the cultural framework of Expo Milano 2015, the Cascina Triulza project moves in **four thematic directions**:

#### 1) Giving a voice to those who have none

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Goal: to give visibility and an audience to those who are excluded from the decision-making processes and main flows of information, despite their central stake in the debate, to raise awareness on the challenges associated with the theme of the Universal Exposition: the difficulties that many regions of the world face, beginning with the issues of food security/food sovereignty, access to food and resources and the unequal distribution of food and wealth.

Output: real-life stories of those who face the challenges of nutrition on a daily basis and construct bottom-up solutions based on the extraordinary capacity of local communities for self-organization. Thanks to the international ties among the Network organizations, these protagonists will be able to tell their own stories in first person, either by being physically present at Cascina Triulza or communicating via video links.

#### 2) A transformative experience

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Goal: to further awareness of global best practices and encourage their continued adoption by visitors and other stakeholders.

Output: make a concrete contribution to the adoption and dissemination of models practiced by civil society around the world, with particular regard to the following themes: food safety/food

sovereignty, education, rights, lifestyles, green economy, sustainable mobility, valorization of territory, responsible tourism, social inclusion, and protection of vulnerable people, especially in terms of food security. This will be achieved using approaches that combine performance, direct experience and construction of content, interactive and dialectic dialogue, effective and coherent use of augmented reality and gamification, etc. Particular attention will be given to the principles of appropriate and appropriable technologies, promoting innovation through the inventiveness, intuition and ability of ordinary people, which are fundamental development tools.

### **3) Encouraging conscious engagement and participation**

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Goal: recognize the value of relationships, leadership and civil activism as the road to social progress.

Output: the Network sets out to give visitors a place where they can learn, through hands-on experience, how they can play an active part in building a better future. Central to this effort will be the principles cooperation, voluntary work, ethical finance, social participation and learning to become citizens of the world. Within this rich panorama, and in spite of the tough economic climate and scarcity of resources, Italian civil society has succeeded in creating and furthering qualitatively significant and sustainable initiatives through active participation and a vigorous commitment to promoting the common good. These initiatives have contributed and continue to contribute to improving the social and economic conditions of local populations primarily through the construction of relationships among individuals, social groups and communities.

### **4) Dialogue on building the future**

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Goal: facilitate discussions and exchange of ideas between civil society and the major global decision makers with a view to questioning the failed socioeconomic paradigms and encouraging innovative and revolutionary approaches through inclusive multi-stakeholder decision-making processes. This fourth line of action addresses the need to develop and sustain dialogue between groups working to find new cultural and political paradigms (e.g., green jobs, new development indicators, food sovereignty) and between them and the local and international institutions, including the United Nations and the various specialist agencies that will be present at Expo Milano 2015 in Pavilion Zero.

In this respect, particular significance will be given to the fact the Expo coincides with the deadline for the Millennium Goals.

## **4. Objectives**

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The Network will turn Cascina Triulza into a:

1. **Place of Identities**, i.e., a gravitational hub of local, national and global civil action during the period of Expo Milano 2015. This means:
  - a. effectively disseminating the Network's coherent vision of the theme at the centre of Expo Milano 2015;
  - b. facilitating participation in the Universal Exposition by representatives of Italian and foreign networks;

- c. encouraging self-organized participation by the actors in civil society who identify with the goals of the project;
  - d. optimizing the critical interchange among best practices and the creation of networks among players.
- 2. **Place of Uniqueness**, i.e., stress the structural, cultural and organizational points of distinction between the Network and the other offerings at the Universal Exposition to the various categories of users. This means:
  - a. enhancing not just its material patrimony, embodied in the architectural uniqueness of the Cascina, but especially the huge wealth of intangible assets that will be deployed;
  - b. creating an engaging, active, contemporary and enjoyable experience;
  - c. producing affordable, shared and attractive goods and services;
  - d. providing a friendly, relaxed people-oriented (as opposed to visitor-oriented) space.
- 3. **Place of Impact**, obtain tangible and enduring results that outlast the Expo itself. This means:
  - a. Generating/accelerating innovative and sustainable ideas that feed into the goals of the proponents and of the local community in general;
  - b. giving the various stakeholders the tools to make a positive change in their daily lives once the Expo is over;
  - c. creating structured internal partnerships between the networks and the individual groups involved in Cascina Triulza;
  - d. promoting continual exchange and dialogue between civil society and the institutions, business and citizens who will gravitate for different reasons around Expo 2015;
  - e. involve new or existing social enterprises in the development of certain activities.

## 5. Project Structure

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The truly innovative feature of the project consists in imagining and creating a pavilion that is at one and the same time physical and digital, compact and dispersed, capable of engaging members of apparently different communities: the visitors to Expo Milano 2015, the producers of (environmentally, socially and culturally) sustainable goods and services, the protagonists of the traditional economy, the international networks of civil society, local institutions, citizens of the areas adjacent to the Expo Site, schools and the international media, etc.

Originality, engagement and innovation will be the cornerstones around which we will design and create the exhibits and performances presented at Cascina Triulza, getting away from the tendency toward passive consumption that often characterizes major events such as Expos.

This approach will apply not only to the exhibits – which will stress the interactive and multisensory aspects – but also to performance, which will open a window onto a selection of quality international events and pathways of discovery and knowledge through play, music and painting, drama and other forms of artistic expression.



Lastly, the design phase of the Cascina Triulza operation will take into account the possible subsequent uses of the building, optimizing works and synergies to provide for a rapid and economical re-opening once Expo Milano 2015 has ended.

## **6. The Events**

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The Cascina Triulza program over the six months of Expo Milano 2015 will be packed with various events revolving around the theme statement “EXPLOding energies to change the world” and designed to enrich the visitor experience.

Service sector organizations, starting with the members of the Network and also including communities of practice, civil society organizations and individuals, will be the designers, actors and promulgators of this line of activity which is so strategically important for the success of the project. The goal is to turn Cascina Triulza into the central cultural hub for domestic and international service sector networks and, more generally, for all protagonists of the sustainable economy in Italy, over the six months of Expo and beyond. It will provide a physical and digital infrastructure and an operational and promotional organization, taking advantage of the exceptional numbers and thematic coherence of Expo Milano 2015.

## **7. Commercial Activities**

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Below is a list of the key services that will be delivered at Cascina Triulza during the six months of Expo Milano 2015.

### **7.1 Food service**

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Food is the central theme of Expo Milano 2015; so naturally a food service establishment cannot simply be a service to visitors, but must be conceived as a genuine installation capable of informing and educating the user. In the case of Cascina Triulza these facilities should be examples of innovative and sustainable food production, distribution, service and management.

The Cascina Triulza restaurant will serve good food at fair prices, with attention to issues such as a healthy organic diet, multiculturalism, seasonality, local produce, environmental and social sustainability, as well as fair employment, transparency, reduced emissions and responsible specifications.

Visitors who eat at Cascina Triulza will enjoy a full service that will also be an edifying and informative experience.

### **7.2 Welcome**

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The idea of welcome is central to the “EXPLOding energies to change the world” project, both in coherence with the intrinsic principle of inclusiveness, and due to the temporary nature of Expo Milano 2015. Cascina Triulza will take great care to welcome everyone, especially those facing additional challenges – people with disabilities, children, the elderly.

And this care must not stop with the visit to Expo Milano 2015, but shall extend to questions of accommodation and mobility outside the Site.

### **7.3 Other services**

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Cascina Triulza will also offer additional services designed to promote the broadest participation using innovative tools and methods to improve the quality of life. Solutions will be found to facilitate the day-to-day experience of visitors to Expo Milano 2015 and intensify relationships between them and the various small communities that will have the opportunity to meet each other over the 6 month period.

#### **A) Nursery/Crèche**

A cosy and protected space for children four and under and somewhere for parents to feed their babies away from the crowds.

#### **B) Offices and Co-working**

An office space available for rent by the hour available to all Expo stakeholders who need a temporary workstation or work space where they can network and build partnerships between voluntary groups, sector professionals and the various members of staff at the event.

#### **C) Market**

A market for informed consumption and sustainable lifestyles – small producers and businesses offering products and services that respect quality, the environment and human rights. A steadily growing social economy that must be represented at Expo Milano 2015.

## **8. Sustainability**

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The Network's vision unites structural themes with other issues – environmental, social, cultural and economic – relating to sustainability.

The Network intends to ensure that environmental and social criteria are observed in the choice of installations, materials and equipment, facility use, food service, event organization and the production and distribution of complimentary items. These practices will be published online to serve as a form of information and education for the public as well as a model to be followed for future events.

## **9. The Expo Territory**

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Our vision of the space set aside for civil society to represent the theme of the Universal Exposition cannot but extend beyond the confines of the Expo Site itself.

Cascina Triulza will assume the role of the central hub of an extended geographical network comprising numerous different places where the theme of Feeding the Planet, Energy for Life is represented. This central role envisaged for Cascina Triulza effectively extends civil society's exposition space and responds to the need to amplify the opportunities for visitors to enjoy a life-changing experience and encourage their direct and active engagement.

This vision of a widely distributed Expo is perfectly consistent with the Expo 2015 Theme and very much in line with the approach of the Network organizations and their stakeholders. These groups have long been active in bringing processes and resources to bear on these ideas and intend to continue working long after the Expo to implement the most stimulating and far-sighted best practices.



The space made available to civil society to represent the theme Feeding the Planet, Energy for Life goes beyond the confines of the exhibition site to reach many places that the Network views as potential areas for representation of the theme by our organizations, with Cascina Triulza as the central hub.

## **10. Legacy**

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It is important to highlight that the initiatives that will be promoted during the course of the Universal Exposition and in the months leading up to it are intended to lay the groundwork for Cascina Triulza's continued role well beyond 31 October 2015.

The project, to which a specific Network working group is dedicated, is to make Cascina Triulza and its material and immaterial patrimony – its symbolic and operative role in favour of the service sector worldwide, the experience and community created over the 6 months of Expo Milano 2015, and the creation of value-added services – one of the key legacies of the Universal Exposition.

The aim is to be a hub where international networks can develop their ideas, proposals, experiments and schemes around the Theme; a point of reference for the local area during the crucial post-Expo period of transformation. Fondazione Triulza not only boasts open, pluralistic, non-profit governance, but also the management experience of the team from Expo Milano 2015 and, with an eye to long-term sustainability, income from activities connected with the “EXPLOding energies to change the world” project.

## **11. Ethical Standards**

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The Network intends to adopt strict ethical, environmental and social criteria in determining which entities may work with Cascina Triulza as a whole and with the individual organizations involved in the program as sponsors, financial partners, or suppliers of goods and services to be served or sold. Positive and negative scores will be given on aspects such as governance, human rights, the environment, and stakeholder relations.

As regards the entities working directly with Cascina Triulza to produce the activities on the program, the Network will require a signed self-certification that they meet the applicable criteria.

## **12. Transparency**

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The Network is determined to ensure the maximum transparency possible for the organizational and project management processes both inside and outside the Network.

For this reason strategic decisions will be communicated and discussed with all entities involved in the project, whether founding members of Triulza Foundation or the Exponiamoci Association. Similarly, all available and suitable channels will be exploited to communicate the progress of all Cascina Triulza plans and activities.