

INTERNATIONAL WORKSHOP

SUSTAINABLE INNOVATION IN FOOD SUPPLY CHAINS

THE CHALLENGE OF STAKEHOLDERS AND CONSUMERS INTEGRATION

The aim of the workshop is to provide the state of the art of the supply chain innovation for sustainable food. Two main perspectives are tackled: on the one hand, innovation in the configuration and management of the supply chain aimed at improving its sustainability; on the other hand, process, products/services and business models innovations developed in collaboration with the supply chain stakeholders – and particularly the consumers, aimed at increasing the sustainability of the food supply chain. The focus is also on social-psychological related issues. An EU representative will be present with rapporteur functions.

8 July, 2015 - IULM University
via Carlo Bo, 7 - Milano Sala dei 146

14.30 - 14.45
Welcome and Opening

14.45
Welcoming remarks

Giovanni Puglisi, Rector of IULM University

Gian Vittorio Caprara, President of the Scientific Committee of the European Congress of Psychology

Vincenzo Russo, IULM Member of the Scientific Committee for the Municipality of Milan for Expo

15.15 - 17.45
The state of the art on stakeholder involvement in food innovation and short cases presentation:
Moderator and Discussant:

Ricardo Garcia Mira, University of A Coruña; President International Association People-environment Studies

Raffaella Cagliano, School of Management Politecnico di Milano

Federico Caniato, School of Management Politecnico di Milano

Mauro Ferraresi, IULM University, Director of the Master on Management in Made in Italy

Marino Bonaiuto, Sapienza University of Rome, CIRPA Director, Italy; National Coordinator of BIOMOT ("MOTivational strength of ecosystem services and alternative ways to express the value of BIODiversity); STEP3 Director (Summer school on Theories in Environmental Psychology 2015)

Wesley Schultz, California State University San Marcos, USA; President Division 04 Environmental Psychology of the International Association of Applied Psychology

Linda Steg, University of Groningen, The Netherland; Past-President Division 04 Environmental Psychology of the International Association of Applied Psychology

17.45 - 18.00
Concluding remarks

