

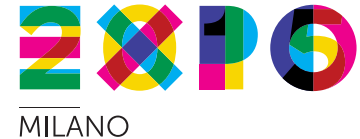


Expo Milano 2015 and Future Internet: a challenging opportunity.

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Expo Milano 2015



In 2008 the city of Milano has been awarded by the International Bureau of Expositions (BIE), the International Organization based in Paris and participated by more than 155 Countries, the honor and the challenge to host the Universal Exhibition in 2015.



Conceived in the middle of XIX century as consequence of the Industrial Revolution, the Event has been for decades a prestigious stage where innovative scientific discoveries, technologies, new products and processes were presented to the general public. At that time the power of science and technology was reflecting the upbeat mood experienced by humankind, in terms of its material well being and its power to change the world. Since then and up to the last decades of the 20th century “development” has been the credo and the target both in industrialized and underdeveloped countries, no matter if always new performances were achieved thanks the exploitation of nature and biodiversity.



At the end of the sixties, following a in depth reflection on the limits of development, proposed by the Club of Roma and imposed by the limited availability of resources, a new crucial topic was



added to the global socio-political-economic debate: sustainability. How to grant it became the new key topic in a continuously changing scenario.



It is clear that each Expo, a kind of expression and “mirror” of its contemporary society, needs profound updates and changes to keep afloat as a global successful event capable of fostering the dissemination of knowledge and innovation, compulsory conditions to promote our Planet’s sustainability, along with respect, responsibility and the creation of social capital.

The Organizer and the Participants by focusing on the main’s expo dimensions (innovation, education and cooperation) while developing the theme “Feeding the Planet, Energy for Life”, will use a number of clusters of tools (e.i. information, edutainment, best practices etc.) and exploit as much as possible individual, institutional, networking knowledge and experiences already available at global level on the theme itself and related issues.

In organizing its Expo, Milano 2015 is placing great emphasis on **sustainability** and **technological innovation** of the entire event: from the design of the Exhibition Site and its implementation, logistics and mobility, food and beverage systems, waste management, procurement to the final “Exhibition”, with its showcases and events.



Expo Milano 2015 has bestowed special importance from the very beginning of the candidature process upon the concept of sustainability; the theme itself embodies such a commitment as it focuses on the relationship between nutrition and economic development, availability of resources and social equity.



Technological innovation is at the heart of Expo Milano 2015 and will play a strategic role both as a “building brick” of the exhibition and its services, and in making the “visitor experience” new, unique and unforgettable.



Taking into account the approach followed by the organizer in designing and implementing the Expo 2015, a forward-looking event able to analyze societal trends, set up new scenarios, identify potential breakthroughs fostering better information and allowing decision makers to highlight their choices, the role played by ICT including the Internet domain for granting the success of the entire operation is self-evident. ICT is a potent tool for contributing to sustainability and I am sure that Milano 2015 will offer an excellent opportunity to show concrete results and solutions in this respect.





Feeding the Planet, Energy for Life

Milano May 1° - October 31° 2015

