



KEYNOTE SPEAKER

Marta
Cortegano
Independent
Consultant

MANAGEMENT OF FARMING, FOOD AND FORESTRY SYSTEMS & VALORIZATION OF THE TERRITORY

Valorization of the territory and use of endogenous resources

Challenges and Opportunities

Context approach

- 1. Rural Territories vs Rural Depopulation**
- 2. New farmers and New Ruralities**

Challenges and Opportunities

Product based approach

- 3. Value Creation based on endogenous resources**
- 4. Knowledge and Knowledge transfer**
- 5. Product and Process Innovation on agri-food**

Challenges and Opportunities

Governance approach

6. Territorial Governance and Organizational Innovation

7. Localized Agri-Food Systems

Challenges and Opportunities

Protection and conservation approach

8. Biodiversity, Natural Resources Conservation and Ecosystem Services