

Project Management Report from Milan



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INTRODUCTION

The official opening of Expo 2015 is almost upon us, less than a month and starting from May 1st Milan will become the world reference point for the main global event of 2015.

In this issue I have decided to devote a special edition to the event, taking a different perspective with respect to what normally the mass media described to us.

In recent months we received a lot of information about the exhibition areas and what we can see in the pavilions of each country. On the opposite, we know very few about all the projects that have been launched in parallel and that will be the legacy for the future.

In the next few pages I will introduce some of the major projects, sharing some highlights from each.

I wish you good reading and I invite you in the next six months to come to Italy and visit Expo in Milan!!!

WE-Women for Expo



The first project of which I want to talk about has as its central theme the women. WE-Women for Expo is a project launched in collaboration with the Ministry of Foreign Affairs and International Cooperation and the Mondadori Foundation.

WE-Women addresses the theme of nutrition and sustainability by placing female culture at the heart of a Expo. We know that all women are repositories of practices, knowledge, food-related traditions.

Thanks to the project, the women from participating countries will have the chance to speak about nurturing the body, and nurturing freedom and intelligence; the global sustainability will be achieved through a new alliance between food and culture, and that the creators of this new approach and new pact for the future will be ordinary women.

As a way to engage women from all around the world, one of the key initiative is an invitation to share a recipe for life, a dish that holds particular emotional value, that is more than anything a story.

Read more at: <http://www.expo2015.org/en/progetti/we-women-for-expo>

Laboratorio Expo

This second project is called Laboratorio Expo and is an educational project that brings together some of the most respected opinions in the world of research and academia. This initiative is addressed mainly to students, the public and government bodies, and will study issues tied to the main themes of the exhibition.

The project has created a network between the academic community in Milan and the Lombardy region, as well as other national and international bodies. Once again by participating in this project is an invitation to reflect on food and sustainable development.



In addition during Expo there will be some dedicated meetings and educational initiatives for the public with the aim to explore specific topics. The final goal of the project is to draft a statement with recommendations for a **more sustainable future**.

Read more at: <http://www.expo2015.org/en/project/laboratorio-expo>

Feeding Knowledge and the Best Practices



Another very interesting project is **Feeding Knowledge and the Best Practices**. More than a project this is a real program for cooperation in research and innovation on Food Security. The main partners involved in this initiative are the Mediterranean Agronomic Institute of Bari and Milan Polytechnic.

Knowledge development and sharing are the best routes for identifying real solutions for food security that really meet the needs of developing countries. This is key principle on which the project is based.

One of the main targets of Feeding Knowledge is therefore to create a network of experts focused on research, innovation and transfer of knowledge for food security, and building a set of Best Practices in Sustainable Development. Thanks to a technological platform and many opportunities for interaction between researchers and key figures from academia and the political world, the project has been able to grow.

Read more at: <http://www.expo2015.org/en/project/feeding-knowledge>

Childrenshare, children and sharing



Childrenshare is a project in collaboration with the Fondazione MUBA's Museo dei Bambini di Milano (Children's Museum of Milan), a fun educational program, designed to involve all those who want to participate in Expo 2015!

During the whole duration of the exhibition, at the Children's Museum in Via Besana, a rich program of activities will be offered, including the main themes of Expo, such as nurturing as a value and a resource, and food as education and culture.

Every week the foundation will launch specific themes in order to offer inspiration to families, educational organizations and associations who want to be involved in the project: pictures, drawings and narrative from the table and at the table, to share and to experience.

Read more at: <http://www.expo2015.org/en/projects/childrenshare--children-and-sharing>

School Project

Although all the projects are very interesting, from my point of view I think this is a real core one. School Project is an educational initiative, aimed to involve all the schools in Italy and elsewhere. The project has been developed in collaboration with the Italian Ministry of Education, local universities, research institutes, and the Italian Pavilion at Expo.

In 2015 more than two million students will visit the exhibition: a special program of initiatives has been designed for them with the aim to stimulate ideas and projects on the expo's theme: Feeding the Planet, Energy for Life.

So what better place than a school to talk about nutrition, food security and sustainability? For many children and teenagers, food education starts in the classroom.

Our youngest generations will be the future leaders, so it's very important to engage them, through meaningful experiences, to ensure they become informed and

responsible citizens. The goal of the project is therefore to bequeath knowledge, experiences, along with cultural and technological values to future generations.



The project will start in Italy at first and will also involve schools based. The journey begins with a classroom project and culminates with a visit to Expo Milano 2015, where students will explore the Expo's themes.

Read more at:

<http://www.expo2015.org/cs/Satellite?c=Project&childpagename=EXPO%2FProject%2FEXPOLayoutProject&cid=1397727452808&packedargs=d%3DTouch&pageName=EXPOWrapper>

Made of Italians

For our compatriots living abroad, and all the other people worldwide who have their roots in Italy, visiting Expo in 2015 will be an exceptional opportunity to restore contact with their roots, while participating in this unique event.

Made of Italians is a program aimed to offer a unique experience of visiting their land of origin, or that of their parents or ancestors, either for the first time, or as return visitors.

As we have shared in all the projects described so far, Expo has as one of the main theme the best of Italian tradition: **Food as Culture**.



made of italians
TRAVEL - SHOPPING - EXHIBITIONS - DINING - EXPO TICKETS

This specific initiative will provide visibility to tradition, creativity, and innovation in the food sector, with the right to healthy, safe and sufficient nutrition for the entire planet being at the core of the debate.

The Italians living abroad can take advantage of promotions and discounts to visit Italy, and plan time to see Expo Milano 2015. The customized services and exclusive experiences offered by the Made in Italian initiative are designed to make this return to their origins an even more exciting experience.

Read more at:

<http://www.expo2015.org/cs/Satellite?c=Project&childpagename=EXPO%2FProject%2FEXPOLayoutProject&cid=1392227835974&packedargs=d%3DTouch&pagename=EXPOWrapper>

WAME & Expo2015



Finally, we have now come to the last project, although there are others which are not included here. The **WAME (World Access to Modern Energy)** is an initiative not only focused to increase public awareness on the extent and consequences of the exclusion of a large share of the world's population from energy access, but also to highlight experiences that focus on this problem.

Nowadays more than 1.3 billion people, corresponding to almost 20% of the world's population, have no access to electricity, and at the same time around 40% of the world's population, are without clean cooking facilities.

This lack of access to "modern energy" has a dramatic impact on human health, sanitary services, primary education and many other basic needs. So WAME has selected a number of projects to highlight the efforts being made to bring energy services mainly in Asia, Africa, as well as Latin America. NGOs, enterprises, and government bodies have been invited to contribute by publishing implemented projects and sharing their experiences for finding new solutions.

Read more at: <http://www.expo2015.org/en/projects/wame---expo2015>

About the Author



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Luca Cavone is a Consultant at JMAC Europe, the Consulting firm of the Japan Management Association. He is mainly focused to support companies in Innovation Management and Product Development Projects typical of R&D and Marketing areas, with an interdisciplinary background of the business processes. In JMAC Luca follows also the study and development of project management methodologies based on the application of Lean Thinking approach. Before joining JMAC he worked several years in the Aerospace industry. Since 2009 Luca has been actively involved with the International Project Management Association (IPMA); at that time he was between the founders of the Young Crew Italy and was appointed as first chairman. In 2011 he left the position to join the Young Crew Management Board, where he's currently Head of Membership and Responsible for the Young Project Manager of the Year award. Since 2010 Luca is also a member of the Executive Board of IPMA Italy. Luca is an international correspondent for PM World in Italy; he can be contacted at luca.cavone@tiscali.it.