

## **Milano Food City**

Milano Food City - from May 4<sup>th</sup> to 11<sup>th</sup> - will show the metropolis's most delicious side! A week of appetising events will be held throughout the Lombardy capital to foster quality food and the culture of healthy nutrition in accordance with the MFC Food Policy.

Milan will stage major events, in-depth analyses and debates on food-related issues, such as the legacy of Expo 2015, along with show cooking, food tastings, presentations and convivial eating experiences to nurture healthy consumption, social inclusion and cultural exchange.

### **Events policy**

All events that intend to celebrate *Milan as a capital of good food* may be inserted in the Milano Food City schedule if they specifically adhere to one of the following topics:

Food is culture

Food is health

Sustainable food supply chain

Fight food waste

Scientific research

Food safety

### ***Date and location***

All the events planned from **4<sup>th</sup> -11<sup>th</sup> May** to be held in **Milan and the metropolitan area, Monza, Brianza and Lodi** will be taken into consideration.

### ***Priority***

The calendar schedule will be based on the criteria of inclusiveness and representativeness in accordance with the principles of transparency, impartiality, publicity, equal treatment, non-discrimination, fair competition and in accordance with current legislation.

Events with the following criteria will be given priority:

- free
- inspired by the “Food Policy di Milano guidelines 2015-2020”

- with international appeal and cultural integration
- favouring the enhancement of the city's social fabric (e.g. the involvement of municipal markets)
- created and produced specifically for Milano Food City
- economically sustainable (self-financed, public funding already requested, mixed public/private funding already established or sponsorships)
- those that present an adequate communication and promotional plan
- sponsored and/or supported by other public and private entities
- promoted and produced by groups or individuals even of a different nature.

### *Eligible subjects*

Events promoted and/or organised by the following bodies may be included in the schedule:

- individual and associated local authorities, other public bodies, organizations and associations that participate with the local authorities.
- organizations, associations, foundations and other social, cultural, educational, sporting, scientific, tourism and humanitarian organizations operating on a non-profit basis.
- entities, associations and organizations representative of socio-economic interests, professional associations and boards.
- individual or collective enterprises.
- universities and scientific, educational, sporting, economic and social institutions of national and/or international relevance.
- sovereign states, international organizations and related structures.

Individuals and freelancers, however, will be excluded from application for the events.

### *Mode of presentation and selection*

The events must be submitted by filling out the form on [www.expoincitta.com](http://www.expoincitta.com) using the **Milan Food City** reference category.

### *Concession of the Milano Food City licensing logo*

The promoters will acquire the right to use the **Milan Food City** trademark with the sole purpose of distinguishing the actual events. Furthermore, this logo can only be used in the communication of the event itself and not for other activities pertinent only to the promoter.