



The Foundation welcomes
the

UNU IPSI Satoyama Initiative

Regional Workshop in Florence

with all the Organizers and Participants

Dates: 27-29 May 2014

The Satoyama Initiative Regional Workshop in Florence

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*Revitalizing production landscapes in Europe:
travel and dialogue for people and biodiversity*

Palazzo Coppini and Auditorium al Duomo, Florence, Italy

Organiser:

IPSI Secretariat,

United Nations University Institute for the Advanced Study of Sustainability (UNU-IAS)

Host/ co-organiser:

The Romualdo Del Bianco Foundation with its International Institute Life Beyond Tourism

Concept summary (as of 8 May 2014)

Venue: Palazzo Coppini and Auditorium al Duomo, Florence, Italy

Organiser: IPSI Secretariat, United Nations University Institute for the Advanced Study of Sustainability (UNU-IAS) **Host/**

co-organiser: The Romualdo Del Bianco Foundation with its International Institute Life Beyond Tourism **Theme:**

Revitalizing production landscapes in Europe: travel and dialogue for people and biodiversity

Background and purpose:

In Europe, linkages between humans and nature have been close since ancient times. These linkages are important for conserving biological and cultural diversity. They play an important role in creating distinct landscapes which attract many visitors and bring attention to local foods and other products. However, production landscapes in Europe have been transformed by industrialization and demographic changes in rural areas. Recent impacts of globalization including globalized markets have weakened local production, land management, and cultural practices. To address these issues, residents of production landscapes have increasingly taken a strategy of accepting more travellers as a way to maintain their family farms, sell their local products, and revitalize their landscapes. This can provide valuable opportunities for communication both for visitors and residents, and for travellers to gain a deeper understanding of the local culture and traditions.

In view of this, the purpose of the workshop is to deepen understanding of the conservation and revitalization of socio-ecological production landscapes (SEPLS) in Europe using responsible and sustainable models of travel and dialogue, and to identify ways to further promote them in the future.

Discussion points (for small group discussions):

- (1) Key issues for SEPLS in Europe in light of the concept of the Satoyama Initiative.
- (2) Challenges and opportunities in promoting travel and interest in local traditions – and the products and services produced by these traditions – to promote sustainable management of SEPLS, creating mutual benefits for travellers and local residents.
- (3) Future actions in the European Region to promote SEPLS that are sustainable and will attract people, and lessons to be shared with other regions.

Co-chairs:

Maurizio Farhan Ferrari (Forest Peoples Programme)

Senka Barudanovic (Faculty of Science, University of Sarajevo)



The Foundation is dedicated to cultural rapprochement
since 1991
for a contribution to Sustainable Development



Travel for Dialogue for the Rapprochement of Cultures
Through Encounters, Communication, Knowledge, Conservation and Economy
to give birth to the Philosophy Life Beyond Tourism®
for a Sustainable Development



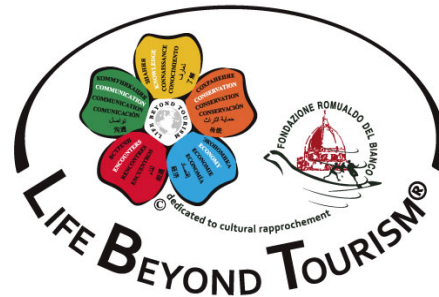
- **Travel for Dialogue: is a significant contribution to Rapprochement of Cultures**
- **The traveller is a potential builder of bridges among cultures**
- **The residents are the first communicators of the identity of the place, through encounters, communication, knowledge, conservation and economy: the petals of our LBT flower**

**All this to give birth to the fruit of this flower
the Philosophy Life Beyond Tourism
for Sustainable Development**



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IT HAS GIVEN BIRTH TO THE INITIATIVE



and its recent INTERNATIONAL INSTITUTE



To let the fruit of Life Beyond Tourism grow up



24/05/14



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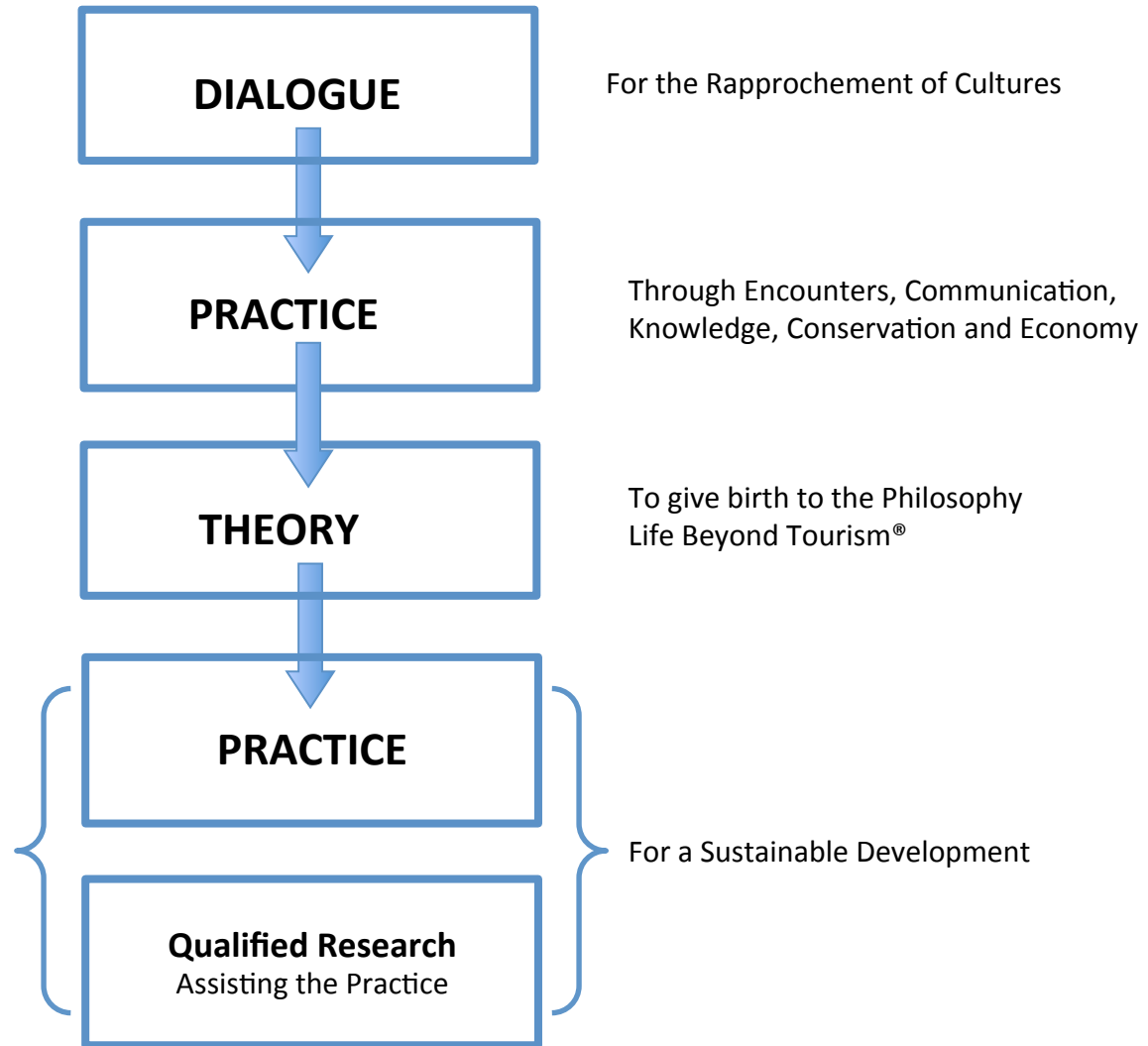


Foundation's Activity of International Students' Workshops

LIFE BEYOND TOURISM®
 Presentation of the theory in
 Baku 2007, Florence 2008
Declaration of Intents March 16, 2008

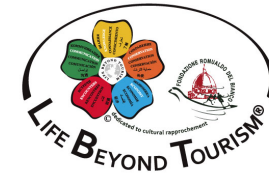
Virtual Platform
www.lifebeyondtourism.org
2014
 Model Ed. ".0" (.ORG / .NET)
 User Manual and Travel Certification
 for Dialogue

INTERNATIONAL INSTITUTE
LIFE BEYOND TOURISM®
To make it happen and for deeper understanding
(scientific body)





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Through Encounters, Communication, Knowledge, Conservation and Economy
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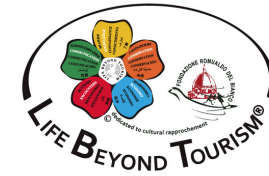
THE PRACTICE AND QUALIFIED RESEARCH HAS GIVEN BIRTH TO THE MODEL L.B.T with its Manual and the Certification of the trave

THAT IS AN OPPORTUNITY FOR:

- **Universities and Youth** – students, graduates, phds, researchers
- **Less Known local Cultural Expressions**
- **Self awareness** of the territories
to be independent with
Fund-raising for the **territories**
Fund-raising for NGO and GO
- **international organizations**
Fund-raising in the spirit of **sustainable development** not only capitalistic



Travel for Dialogue for the Rapprochement of Cultures
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ACTORS OF THE MODEL L.B.T.

LOCAL AUTHORITIES

country
region
city

INTERMEDIARIES

agencies
touristic operators
local operators

RESIDENTS

TRAVELERS

FOR A TRAVEL CERTIFICATION THAT GUARANTEES A MUTUAL RESPECT BETWEEN THE
TERRITORY AND ITS RESIDENTS AND VISITORS



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 Through Encounters, Communication, Knowledge, Conservation and Economy
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HERITAGE COMMUNITY

Cultural and Natural Heritage

www.lifebeyonddtourism.org

The screenshot displays the website's interface with the following elements:

- Header:** Search bar, user login fields (username/email, password), and social media icons.
- Navigation:** ABOUT US, WHAT WE DO, SPONSORSHIPS, WHAT YOU CAN DO, WHO PARTICIPATES, COMMUNITY.
- Main Content:**
 - Left Column:** "LIFE BEYOND TOURISM NO PROFIT PORTAL" description, "GENERAL ASSEMBLY 2014 YOUTH PARALLEL EVENT" announcement, and "CULTURAL SNAPSHOTS" section.
 - Right Column:** "LIFE BEYOND TOURISM INTERNATIONAL" with filters for Countries, Cities, Businesses, and Institutions. Includes a "PRIVILEGED PARTNER OF" section for the 2014 General Assembly in Italy-Florence and a "CALZATURE // PASSI ATTRAVERSO IL TEMPO" advertisement.
- Search Section:** "SEARCH A PLACE AND START TRAVELLING WITH LIFE BEYOND TOURISM!" with a filter for "SELECT LOCATION" showing 1629 points of interest, 431 events, 52 businesses, and 264 institutions.
- Map:** A world map with various location markers and a search input field below it.
- Footer:** "THE WORLD OF BUSINESSES AND INSTITUTIONS LIFE BEYOND TOURISM" and "LATEST REGISTERED USERS" section.



JAPANESE GARDEN



KYOTO KIMONO YUZEN



KAWASHIMA THICK CURTAIN



KYOTO KIMONO YUZEN



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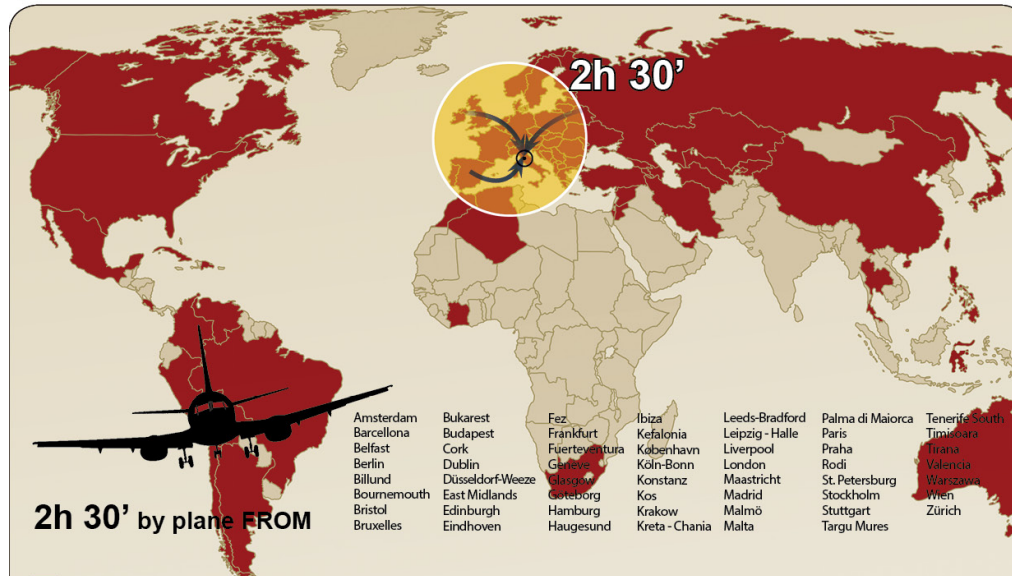
HEAD OFFICE

The International Institute Life Beyond Tourism® is located in
Palazzo Coppini, Florence
To guarantee the possibility of encounters with Europe

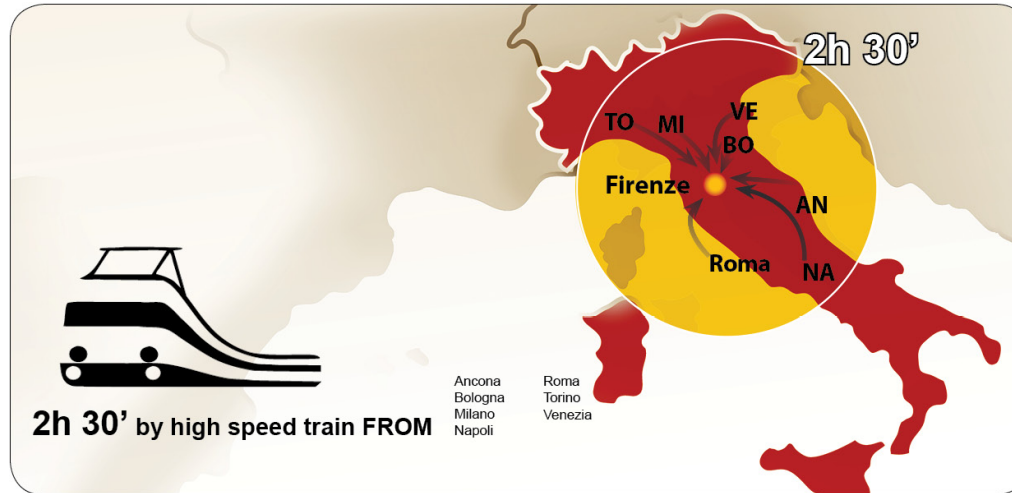




INTERNATIONAL INSTITUTE LIFE BEYOND TOURISM®
 Your encounters with Europe
 in Florence
 Auditorium al Duomo, Palazzo Coppini, I.C.Lab*

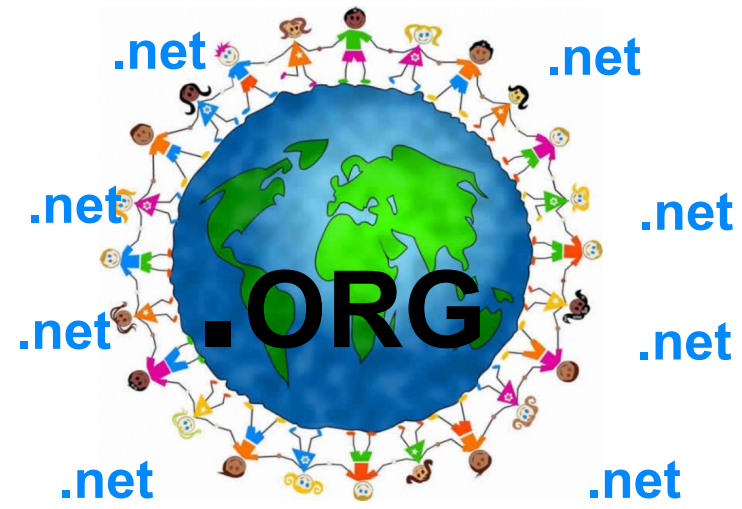
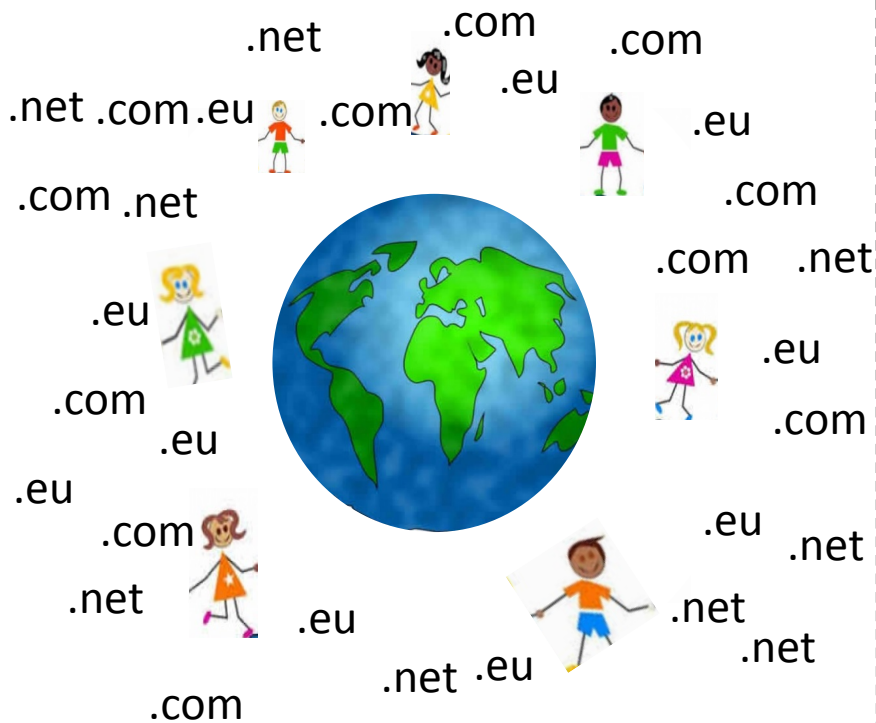
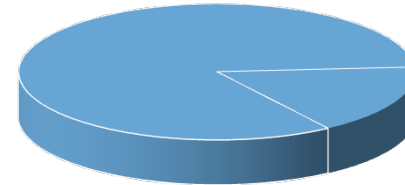
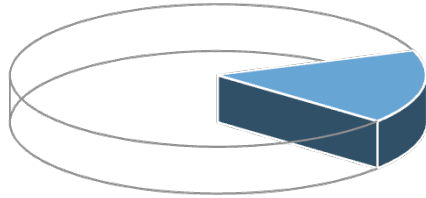


Network Fondazione Romualdo Del Bianco / International INSTITUTE Life Beyond Tourism - 79 countries 240 cities
Albania (Shkoder, Tirana, Vlore), **Algeria** (Boumerdes), **Armenia** (Yerevan), **Argentina** (Buenos Aires, Rosario), **Australia** (Sidney), **Austria** (Vienna, Innsbruck, Salzburg, Graz), **Azerbaijan** (Baku), **Belarus** (Brest, Gomel, Minsk), **Belgium** (Gent, Bruxelles, Antversa, Gembloux), **Bosnia & Herzegovina** (Sarajevo), **Bolivia** (La Paz), **Brazil** (Recife, San Paolo), **Bulgaria** (Sofia, Varna), **Canada** (Quebec), **Chile** (Valparaiso), **China** (Beijing, Nanjing, Gifu, Shenyang), **Colombia** (Bogota), **Costa Rica** (Cartago), **Cote d'Ivoire** (Abidjan), **Croatia** (Zagabria, Dubrovnik, Spalato, Opatja), **Cuba** (Habana), **Czech Republic** (Ceske Budejovice, Prague, Liberec, Brno, Tabor, Cesky Krumlov, Olomouc, Jihlava, Kutna Hora), **Cyprus** (Famagusta), **Denmark** (Copenhagen), **Dominican Republic** (Santo Domingo), **Estonia** (Talin), **Finland** (Turku, Rovaniemi, Helsinki, Tampere), **France** (Montpellier, Lyon, Paris), **Georgia** (Batumi, Kutaisi, Tbilisi), **Germany** (Frankfurt, Konstanz, Aachen, Berlin, Munich, Karlsruhe), **Greece** (Athens, Thessaloniki), **Hungary** (Budapest, Esztergom), **Japan** (Chiba, Tokyo, Kyoto, Kobe, Nagoya, Osaka), **Jordan** (Amman, Irbid), **India** (Shubaneswar), **Iran** (Kerman, Isfahan), **Indonesia** (Jakarta), **Ireland** (Cork), **Israel** (Jerusalem, Netanya), **Italy** (Florence, Naples, Rome, Milan, Turin, Reggio Calabria, Venice, Pisa, Benevento, Genoa, Pescara), **Kazakhstan** (Almaty, Chimkent), **Kosovo** (Pristina), **Kyrgyzstan** (Bishkek), **Latvia** (Riga), **Lithuania** (Vilnius), **Macedonia** (Skopje), **Malta** (Valletta), **Mexico** (Mexico City), **Moldova** (Chisinau), **Montenegro** (Podgorica), **Morocco** (Casablanca), **Nederland** (Delft, Rotterdam), **Norway** (Oslo), **Palestine** (Gaza), **Peru** (Trujillo), **Philippines** (Quezon City), **Poland** (Warsaw, Cracow, Gdansk, Torun, Bydgoszcz, Szczecin, Lublin, Lodz, Gliwice, Poznan, Torun, Wroclaw), **Portugal** (Porto), **Romania** (Bucharest, Cluj Napoca, Sibiu, Timisoara), **Russia** (Altay, Archangelsk, Astrakhan, Barnaul, Cheyabinsk, Ekaterinburg, Ferapontovo, Irkutsk, Ivanovo, Kazan, Khabarovsk, Kirov, Kostroma, Krasnoyarsk, Moscow, Nizni Novgorod, Novosibirsk, Orenburg, Penza, Petrozavodsk, Rostov, Samara, Saratov, St. Petersburg, Tambov, Tjumen, Tomsk, Tver, Ufa, Ukhta, Ulanovsk, Vladikavkaz, Vladimir, Vladivostok, Volgograd, Voronezh, Yalutorovsk, Yaroslavl), **Serbia** (Belgrade, Novi Sad, Subotica), **Slovakia** (Banska Bystrica, Banska Stiavnica, Bratislava, Kosice, Trnava, Nitra, Presov, Zvolen, Ruzomberok), **Slovenia** (Ljubljana), **South Africa** (Pretoria), **Spain** (Valladolid, Valencia, Madrid), **Sweden** (Goteborg, Dalarna), **Switzerland** (Zurich), **Syria** (Homs), **Taiwan** (Taipei, Yunlin, Hsinchu), **Thailand** (Bangkok, Sukhothai), **Turkey** (Ankara, Edirne, Balikesir, Istanbul, Izmir), **Turkmenistan** (Ashgabat), **Ukraine** (Kiev, Odessa, Lviv, Kharkiv, Dnipropetrovsk, Doneck), **United Arab Emirates** (Sharjah), **United Kingdom** (Birmingham, Edinburgh, Glasgow, London, Manchester), **United States of America** (Ann Arbor, Columbus, Drexel Hill, Eau Claire, Green Bay, Greencastle, Los Angeles, Philadelphia, Pittsburgh, Sacramento, San Francisco, Washington), **Uzbekistan** (Tashkent), **Vatican City**, **Venezuela** (Caracas)

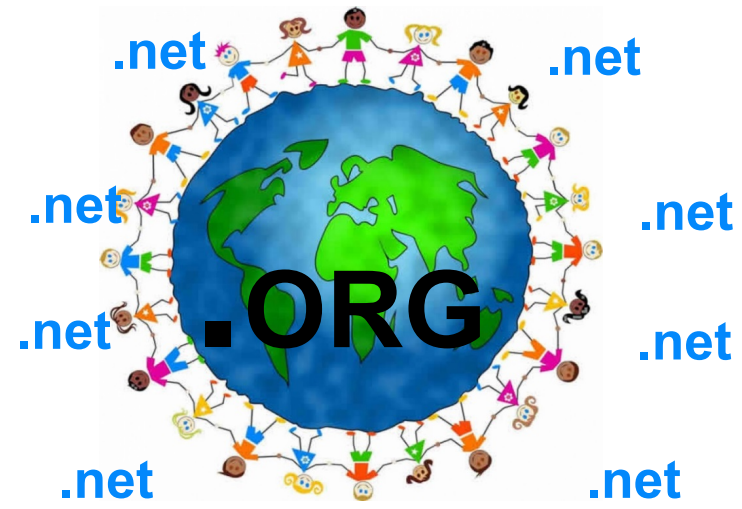
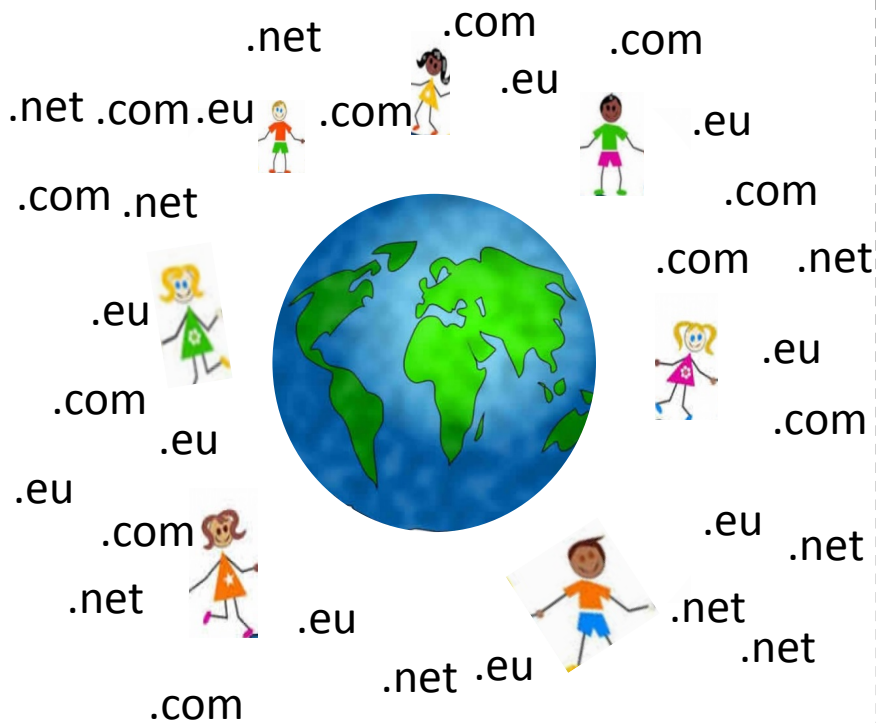
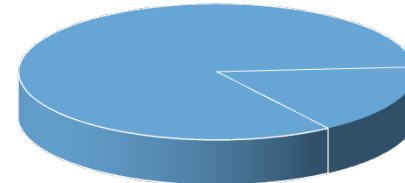
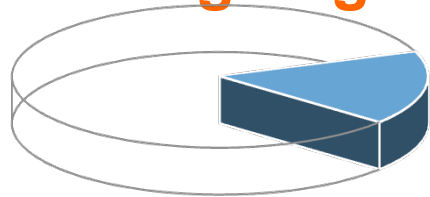


* I.C.Lab - Intercultural Craft Lab

In our globalized world We need a change of view



And this view is given by the Life Beyond Tourism Model in which the territories are strongly and deeply involved in explaining and communicating their own identity and with the incomes of tourist services remaining on their territories and not going to international companies through outsourcing



24/05/14

In conclusion:

LIFE BEYOND TOURISM is a philosophy that wants to contribute to educate the masses to Sustainable Development of the International Community that is moving towards 10 billion inhabitants.

For this the Foundation considers the Dialogue among Cultures as imperative:

1 - PEACE is indispensable for Sustainable Development

2 - INTER-CULTURAL DIALOGUE is strategic to contribute to Peace in the World .

3 - HERITAGE - natural and cultural - is a strategic element for Intercultural Dialogue

4 - The KNOWLEDGE and respect for CULTURAL DIVERSITY (tangible and intangible) are essential for Intercultural Dialogue .

5 - TRAVEL is a strategic tool to gain extraordinary AWARENESS and RESPECT for the Diversity of Cultures for a deep understanding of the visited place with its values and its traditions.

La Fondazione il 8 marzo 2014 ha presentato a Firenze

. il MODELLO LBT,

. il suo MANUALE di applicazione pratica e

. la CERTIFICAZIONE di qualità del viaggio per la conoscenza e il dialogo

Thank you !

24/05/14

INTRODUZIONE a LIFE BEYOND TOURISM by FRDB

LIFE BEYOND TOURISM è un orientamento che vuole contribuire a sensibilizzare le grandi masse ad uno **SVILUPPO SOSTENIBILE della Comunità Internazionale che si sta muovendo verso i 10 mld di abitanti.**

Per questo la FRDB ritiene fondamentale il **DIALOGO** tra **CULTURE** e per questo Dialogo ha previsto prima l'orientamento **LBT** e il Portale per la sua applicazione che si esplicita in una logica come segue :

- 1- **La PACE** è imprescindibile per uno **Sviluppo Sostenibile**.
- 2- **II DIALOGO INTERCULTURALE** è strategico per contribuire alla **Pace nel Mondo**.
- 3- **II PATRIMONIO** -naturale e culturale- è elemento strategico per il **Dialogo Interculturale**
- 4- **La CONOSCENZA e il RISPETTO della DIVERSITA' CULTURALE** (tangibile e intangibile) sono fondamentali per il **Dialogo Interculturale**.
- 5- **II VIAGGIO** -con la conoscenza del Patrimonio con i valori e le conoscenze del luogo visitato- è uno strumento strategico straordinario per acquisire **CONOSCENZA** delle realtà e **RISPETTO** per la **Diversità delle Culture**

La Fondazione il 8 marzo 2014 ha presentato a Firenze

- . il **MODELLO LBT**,
- . il suo **MANUALE** di applicazione pratica e
- . la **CERTIFICAZIONE** di qualità del viaggio per la conoscenza e il dialogo

PER LO SVILUPPO SOSTENIBILE
il MODELLO L.B.T. per l'applicazione pratica sui territori
contribuisce a tre punti fondamentali

- ALLO SVILUPPO SOSTENIBILE :
con “Il Patrimonio per il Dialogo tra Culture”

Oltre la Tutela e Valorizzazione, la possibilità, con il viaggio, di FRUIZIONE DEL PATRIMONIO CULTURALE PER CONTRIBUIRE AL DIALOGO TRA CULTURE; quindi la Convenzione UNESCO 1972 è vista quale potente opportunità per la diffusione e l'applicazione delle Convenzioni UNESCO 2003 (patrimonio immateriale) e 2005 (diversità delle espressioni culturali), come chiesto da IRINA BOKOVA con la proclamazione -da Almaty- del decennio 2013 – 2022, per il Rapprochement of Cultures.

- ALLA COMUNITA' INTERNAZIONALE :
“Sensibilizzando Istituzioni, Amministrazioni, Residenti,
Viaggiatori, Intermediari” ai valori dei luoghi

- AL PATRIMONIO :
con un “Supporto Economico al Patrimonio dei Luoghi”

ISTITUTO INTERNAZIONALE LIFE BEYOND TOURISM



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In the Foundation and its International Institute we arrived to the concept that in a globalized world the term tourism may be a seriously dangerous, wrong term. Because with this concept generally people confuse the term “I have been” with “I have known” !

Starting from this concept of mistake that represents a great risk for the international communication, we prefer to renounce to the term tourism, that is all over the world connected with consumerism services, using the term “Travel and Dialogue” or travel to dialogue for a contribution for a sustainable development of humanity”. In this the traveller and the resident assume a great responsibility in the international communication: they assume a mission in their life at world wide level.

Therefore with Travel we want to valorise, at mass level, the sensibility towards the knowledge of diversity of cultures, that means a widespread sensibility towards respect and increasing sensibility and increasing personal commitment for a growing esteem of this fundamental value.

For sure the travel and the hospitality on site by the residents, well oriented to exhibit their own lifestyle, is the best than consumerism tourist services

In this way it will be possible to get the knowledge not from a flat picture of the place but with the practice, living and trying the local experience of life.

This means that the period of staying has to be strictly correlated to what and how much one wants to know.

As in a SPA you need a minimum of staying for the recovery of your health, a number of days has to be defined for the “course” for an approach to the respect of the place with its diversity.

In conclusion the more the visitor arrive to be conscious of the difficulties of knowing the diversity of cultures the more the experience will be rich.

A short note

In Italy Tuscany region is daily talking regarding sustainable tourism; in the same time the Tuscany Region approved a plan for the development of the Portual Area of Livorno to receive more cruise ships; this means that fast tourism –that is not sustainable- is promoted from the Tuscany Region itself and in the towns nearby as Forence, Lucca, Pisa and landscapes as Val D’Orcia (WH as Florence) will be more crowded day by day by tourists which mobility will be only around 5 hours. This means that all the landscape, the territory and the commercial activities will be contaminated by this new polluting tourism. Another example is the plan “m³ zero” for the development of Florence for tourism.

Come i petali del fiore di LBT,

– Firenze vista come città degli INCONTRI, della COMUNICAZIONE, della CONOSCENZA, della CONSERVAZIONE e dell'ECONOMIA,
quindi

– Firenze un esempio pilota di città per il dialogo tra culture per il rispetto della diversità delle espressioni culturali

– Firenze città di Pace,

– Firenze come esempio pilota di *città laboratorio* per contribuire allo SVILUPPO SOSTENIBILE in questo condominio Terra che si sta avvicinando a 10 mld di abitanti !

Questa è la Missione che la Fondazione vede in Firenze e non solo per Firenze stessa, ma esempio per il mondo.

Ecco su questi termini la Fondazione Romualdo Del Bianco e il suo Istituto Internazionale Life Beyond Tourism sarebbe ben lieta di poter avviare una stretta collaborazione con il Rotary per portare con un Rotary Club tematico, da Firenze, verso il mondo questo messaggio.

Lo strumento che abbiamo avviato è il portale Life Beyond Tourism e per la sua messa in pratica abbiamo presentato il Modello LBT e per esso il Prof. Giovanni Liberatore dell'Università di Firenze e membro del CIRT (Centro Interuniversitario per la Ricerca sul Turismo) ha steso il Manuale di Applicazioni pratica sui territori ed ancora la Fondazione ha predisposto la Certificazione per il viaggio per il Dialogo. MODELLOLBT, MANUALE e CERTIFICAZIONE è quanto quanto intendiamo utilizzare come piattaforma virtuale per rappresentare le realtà internazionali interessate a interpretare e comunicare se stesse per favorire scambio di conoscenza e contribuire ad un movimento per il rispetto della diversità delle culture. Un portale che è stato concepito per metterlo a disposizione della Comunità internazionale. Uniamo la Dichiarazione di Auspici che andremo a presentare a breve all'UNESCO.