



REGIONE
LAZIO



ITALIA

LA BELLEZZA UNISCE LE PERSONE

BEAUTY CONNECTS PEOPLE

الجمال يجمع الناس

Partner del Padiglione Italia a Expo 2020 Dubai

Lazio Region at Expo Dubai

The motto of Lazio Region for EXPO Dubai

CULTURE

is

Innovation, Sustainability and Wellbeing

Lazio - Eternal Discovery

It is not easy to describe the Lazio Region briefly. This is the region Rome belongs to and it is often easier to refer to the presence of the Eternal City than to engage in a deeper truth: Rome itself is an integral part of an area which encases many more millennia. Inside is the crucial witness of centuries and peoples inhabiting these lands even before the legend of Romulus and Remus was conceived.

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The cultural and historical heritage

Our area commands both cultural and historical attention due to and beyond Rome. There are hundreds of other towns and villages defining the local character. Each has its own origin, history, dialect, products and traditional produce.

Suffice it to think of our coastal towns, starting from Cerveteri and Tarquinia; on to Civitavecchia, which features the port of Emperor Trajan (108 AD) and the Michelangelo renaissance fort; Santa Marinella with its castle, Santa Severa; then ancient Ostia, where Roman insulae are still visible and the theatre is still open and in use; not forgetting Terracina, holding a Roman theatre in its old town as well as the temple of the Capitoline triad; on to Gaeta: here we experience the Anjou-Aragonese castle and mediaeval quarter, and Sperlonga with its maze of tiny streets.

Now we come to our art cities: Viterbo, the *City of Popes*, Tivoli, a stop on the Grand Tour which enraptured renowned personalities and artists (Goethe, Chateaubriand, Liszt, Turner); Civita di Bagnoregio, the “dying city” suspended in the Calanchi Valley; the Castelli Romani including the papal estate in Castel Gandolfo and the stunning square of Ariccia; Rieti, the Umbilicus Italiae at the foot of Mount Terminillo and crossed by the river Velino; Subiaco and the ancient monasteries of San Benedetto and Santa Scolastica; the abbeys of Fossanova and Casamari, unique Italian gothic Cistercian examples; on to Certosa di Trisulti including an incredible 18th century pharmacy; Anagni, famous also for the story of the slap involving Boniface VIII and Philip the Fair; the villages of the Monti Lepini with their old polygonal walls dating back to Roman times; Cassino’s famous abbey associated to the sad memory of the Gustav Line and the rationalist cities of Latina and Sabaudia which along with other original town centres represent a very significant architectural milieu. This land is made of hundreds of bell towers and it is criss-crossed by those routes not only connecting it to Europe but also to the East. They not only speak of faith but promote tourism, sport and wellbeing. Think of the via Francigena, the *cammino* of Saint Francis and of Saint Benedict.

Rome

Lazio is certainly also Rome. This city embodies the fascination of history, and its monuments still whisper the secrets of those living here two thousand years ago.

Rome is the Papacy, a Church gathering millions of faithful, the Vatican, the tomb of Peter and Michelangelo’s dome.

Rome is Bernini and Borromini, forever rivals in Piazza Navona, the centuries-old basilicas including St John, St Paul without the walls. Rome is the Capitol along with the equestrian statue of Marcus Aurelius; the Appian Way, the Colosseum, the Forum and the baths; it is EUR, the memory of an exhibition which never took place and the Palazzo dello Sport as well as *Nuvola* by Fuksas; it is the Auditorium by Renzo Piano and Maier’s envelope for Ara Pacis; it is the Tiber, which has written the history and the shape of the city.

Rome is the capital of Italy, the seat of government, embassies and the most important bodies, institutions and national and international organisations.

Rome is fashion and all great sporting and cultural events, drawing millions of visitors each year.

Beyond Places

Rome is also home to the most prestigious theatre institutions (e.g. Argentina, Quirino, Eliseo among the historical theatres alongside the new Tor Bella Monaca and India ones), opera houses (Teatro dell’Opera) and music halls (Auditorium Parco della Musica). There is an abundance of public museums (Musei Capitolini,

Palazzo delle Esposizioni, GNAM, MACRO, MAXXI and more) and a great many private spaces (the stunning Galleria Colonna and Doria Pamphilj and the more recently opened Palazzo Merulana, Museo Musja, Museo Fendi and Rinocherintes to quote only a few). There are a whole host of art spaces and galleries in all districts. As we look to the creative and innovative humus of the city we mention among other events Festa del Cinema - of international renown - and other festivals: science, mathematics, diplomacy and the many events and fairs which stimulate the entrepreneurial and research world and appeal to innovation (Maker Faire), publishing (Più libri, più liberi), comics (Romics), cultural heritage (RO ME museum exhibition). Not forgetting great sports events: Formula E, Tennis at Foro Italico, the Rome Marathon and the upcoming golf Ryder Cup.

And beyond the capital city in every town and village, spaces and monuments reverberate with an intense and vibrant cultural life. Festivals and events take place year-round (Caffeina in Viterbo, the chilli pepper fayre in Rieti); theatre and music are also represented (the jazz festival in Atina) alongside historical re-enactments (Carpineto, Cori, Orte and many more) as well as devotional events (the Passion in Sezze) and hundreds of village fetes allowing locals and visitors to sample wine and food produce at accessible prices: chestnuts, roast pork, artichokes, bakery specialities, fine oils and traditional wines which have recently been acquiring a substantial following on national and international markets.

Environment and Landscape

Cultural wealth is associated with geographical uniqueness: the landscape changes constantly every few kilometres.

The Apennines mountain range frames the region along all its land borders: to the north-west as it slopes gently towards the Maremma plain and the Tiber valley which ends in Civitavecchia. Diagonally from north to south with the Abruzzo and Molise National Park with the Laga mountains and its peak (Monte Gorzano, 2,458 metres). Still in the south, a second mountain range travels parallel to the first one, though separated by the Latina valley where the rivers Sacco and Liri flow before they reach their estuaries in the Gaeta gulf.

This is the home of numerous volcanic lakes: Bracciano, Bolsena, Vico, Albano and Nemi and the plains torn from marshland in the 20th century: Agro Romano and Pianura Pontina with its coastal lakes. Finally the Tyrrhenian Sea with its coast stretching for more than 300km featuring Mediterranean dunes and promontories displaying centuries-old fascination: San Felice Circeo within the park of the same name and Selva di Circe, a rare example of a plain-forest in Italy; Terracina and its promontory with the Temple of Jupiter Anxur overlooking the Gaeta gulf and the Pontine islands which are perfectly visible in good weather: Ventotene, Ponza, Palmarola, Santo Stefano, Gavi and Zannone, made up of volcanic and sedimentary rock dating back more than 200 million years.

Ninety-eight designated nature areas are located in our region (three national parks, sixteen regional nature parks, four state nature reserves, thirty-one regional nature reserves, two natural marine areas, forty-two natural monuments including two marine areas). The total designated surface amounts to 240k hectares, equivalent to around 13.5% of total land area.

This environmental asset is made up of landscapes, archaeology and biodiversity. Lazio is one of the regions with the most biodiversity in Italy. It is home to 50% of all national flora and fauna, around 30k animal species and 3,500 plant varieties.

This region can be interpreted through its terroir systems which represent the entirety of its soul: Tuscia, Sabina, historical Ciociaria, Castelli Romani. Lepini, Ausoni, Aurunci, Ernici, Lucretili and Prenestini mountains, the Lucretili and Aniene...all of which have become over the centuries a home for tradition, knowledge and taste.

These are places where historical, cultural, environmental and anthropological aspects come together along with specific cultural identities making Lazio inimitable.

A competitive region

Not only is Lazio a region to be discovered in terms of its artistic and natural beauty and its millennia-old history. It is also a region of opportunity home to the most innovative enterprises and the most creative talent, from fashion to aerospace and other most advanced scientific endeavours.

If we look at this region through the lens of international development we see a range of competitive advantages such as its position on the Mediterranean which is crucial for commerce and tourism thanks to the ports of Civitavecchia and Fiumicino (and the tourist ports of Riva di Traiano, Santa Marinella, Latina, San Felice Circeo, Anzio, Nettuno, Terracina, Gaeta and the islands of Ponza and Ventotene). A position strengthened by the presence of crucial infrastructure such as Fiumicino airport and the rail and motorway axes linking the region with the north and south of the country, a strategic portion on the Scandinavian-Mediterranean Corridor.

At the Region's centre we find Rome. The city represents one of the most relevant competition hubs in Europe.

Italy's capital is not only attractive as a tourist destination - there is more. This is confirmed by the high number of foreign-owned businesses taking up headquarters here, which is second only to Lombardy.

The University and research network

Rome is home to the largest university in Europe - La Sapienza - founded in 1303. In total the city hosts more than twenty higher education institutions including state and private, and sixteen international schooling establishments welcoming a total of 310k students. The entire regional university system is a byword for excellence. Its national positioning is well established, and its renown is growing internationally both in research fields and in terms of academic offering, as overseas rankings confirm. The network also comprises the prestigious conservatoire of Santa Cecilia in Rome, Ottorino Respighi in Latina and Licinio Refice in Frosinone as well as cinema and theatre schools including the Accademia Silvio D'Amico, the Gian Maria Volonté Scuola d'Arte Cinematografica and Centro Sperimentale di Cinematografia, the most renowned in Italy for this industry. Finally we come to the Accademia di Belle Arti in Rome and Accademia per l'Alta Formazione Artistica Musicale e Coreutica. A range of other training institutions are active in the field of fashion and design.

The regional research ecosystem is naturally linked to the academic world. It features a large number of public stakeholders and around 9k researchers. Lazio is the region with the highest concentration of bodies, laboratories and internationally recognised industries undertaking research in Italy including ASI, ENEA, ESA-ESRIN, INAF-OAR, INAF-ARTOV, INAF-Osservatorio di Monte Mario and Monte Porzio Catone, INFN, INGV.

Main Productive Sectors

In this context the *Regional Strategy for Smart Specialisation (S3)* is the main tool through which the Region, in line with EU and national policies, has identified the path to follow to reach full conversion of the economic system through a supply chain "able to transform the results of research and innovation into a competitive

advantage for our production systems so it may translate into a real increase of citizens' wellbeing¹".

Research and the productive world are called to cooperate in order to create innovative products and services and develop new enabling technologies in order to increase employment and improve the wellbeing of all citizens. The pillars of the strategy are: smart and sustainable industry, energy and environment, health, nutrition, quality of life, digital agenda, smart communities, intelligent mobility systems, tourism, cultural heritage and the creativity industry, aerospace and defence.

With specific reference to the internationalisation of our SMEs, S3 is now specifically articulated into eleven productive sectors.

Biosciences and life sciences is a specialisation with a highly international vocation. Alongside a very strong industrial arm featuring larger players, SMEs and innovative startups, there is also a research section to the highest international level which has brought about the presence of six state and two private universities and the creation of a Biosciences Technology District (DBT) in 2008.

Aerospace and security: our region is the chosen location for the most prominent international aerospace players in the sectors of electronics, avionic sensors, components and innovative materials for space as well as applications and satellite services. These operate as industry clusters and international cooperation projects. The presence of enterprises belonging to the entire value chain in this industry and the long productive tradition in this sector - Italian aerospace was born in Rome at the beginning of the 20th century - allows easy access to a very wide range of skills which guarantees the development of intense activity in terms of international exchange. This industry also boasts excellence in research with ten large international research centres, four faculties of engineering and a range of departments and degree courses on or around aerospace. All this brought about the creation of Lazio Aerospace Technology District (DTA) back in 2004 - the first of its kind in Italy.

Audiovisual, cultural industry and creative digital industry. The specialisation milieu of the creative and digital industries represents a crucial economic dimension. Within this realm feature digital audiovisual and cinema, music and digital publishing, internet and mobile. Lazio furthermore attracts around three quarters of all cinema productions funded in Italy.

This area of specialisation also presents synergies with that of **Cultural heritage and Technologies of Culture** which include technologies for preservation, restoration and promotion of cultural heritage. The Technology District for Cultural Assets and Activities (DTC) was created in 2008. It represents an engine for economic growth and competitiveness in the region and sparks off processes adding value to our cultural heritage through cooperation among scientific research centres, enterprises and local and national public administrations. International promotion of the audiovisual and multimedia industry along with audiovisual and digital technologies for the preservation and enhancement of its productions also allows for the fruition of the Rome and Lazio tourist offering. This happens through a diversification process underway across a range of services and experiences and at the same time by supplying resalable skills in a range of contexts and countries.

Agri-food: the Rome Agri food Centre (CAR) is one of the most important European centres for the commercialisation of fruit and vegetable produce and fisheries products. This logistics hub is highly

¹ https://www.agenziacoesione.gov.it/wp-content/uploads/2019/06/Strategia_Nazionale_di_Specializzazione_Intelligente_Italia.pdf

organised, technologically advanced and endowed with cutting-edge IT systems. It is able to integrate and coordinate production, trade, distribution, export, logistics, enterprises and services. CAR is one of the strong points in this industry and it features the highest quality products, a strong link with local producers and tradition, a strong pull towards innovation and the most stringent safety protocols. Furthermore, agriculture and regional agro-industry are ready for integration with advanced technology content (see aerospace, ICT, nanotechnologies, new materials and biotechnologies) able to guarantee highly innovative solutions such as precision agriculture and the production of plants and vegetables in complex environments (e.g. hydroponic cultures).

Our region also features small and micro enterprises which specialise in niche production - high quality and reduced quantity. Their inclination to innovation is sometimes hindered and their production does not allow them to tackle foreign markets. These businesses however certainly represent a great attraction for food and wine connoisseurship tourism on the local terroir.

Green and circular economy: the area of Rome and its province is at the highest level in Italy in terms of the absolute value of enterprises undertaking eco-investments over the last few years. Existing enterprises and research infrastructures and the region's own skills and experience enable it to compete in a range of international markets both in terms of technology transfer and in the offering of products, services and solutions. Moreover Lazio is home to the main national networks in the energy sector (ENEL, ENI, Terna, GRTN) and also the GSE - Gestore dei Servizi Energetici.

Economy of the sea: in the near future we will see a strengthening of the regional port system as an international cruise and cargo hub. This will benefit all related businesses: tourism, the fisheries supply chain and research, including nutraceuticals.

Fashion and Design: here we are able to capitalise on a solid tradition. The great fashion houses founded in Rome in the 40s of the last century include: Gattinoni, Sorelle Fontana, Valentino, Fendi, Capucci, just to mention a few. Today AltaRoma, investee company among others of the Rome Chamber of Commerce and Lazio Region and supported by ICE Agency is the engine of emerging Italian fashion through scouting and training activities. Its projects include Fashion Hub, Who Is On Next? and Showcase. It promotes new talent and emerging designers as well as small independent workshops which contribute to the wellbeing of Italian fashion as a whole.

The **Artistic artisan production and other value chains and productive areas of the region** should not be forgotten. The stonemasonry and quarrying industries boast an important tradition and thanks to new digital technology they are able to foster new crucial development opportunities.

Publishing: there is a recognisable publishing district in the region, counting 285 publishing houses, representing 17% of the national total and with more than 7,500 titles published annually. This in turn gives rise to the presence of all related jobs: editors, illustrators, graphic designers, translators, writers and booksellers. A weft of SMEs representing another aspect of the regional cultural heritage.

Finally, **Tourism.** Rome of course ranks first among the Italian cities in terms of arrivals (nearly 20mln per year) and number of guests (around 40mln per year) and the entire region offers a range of opportunities for development linked to terroir and to regional cultural, art and environmental attractions.

The regional strategy for sustainable development

To end our overview we must not forget to highlight how the Lazio region is currently optimally positioned to play a crucial role as a catalyst for the entire county. Even given the current economic crisis we are able to envisage a moment of change which must not be missed.

From natural beauty to cultural heritage; from creative and productive capacity to the fruition of culture; from agriculture to high-tech - all through the prism of sustainability. Production, consumption, sustainable management of resources, the rights of the weakest, gender equality, culture and skills development.

We can become an “**icon-region**”² region and we have all the necessary endowments to reach this goal. The regional strategy for sustainable development offers ambitious objectives and its outcomes are in line with national and EU programmes. Specifically the regional strategy for sustainable development places at its heart the wellbeing of each person. This is why attention has been focussed on some key sectors such as: fighting poverty, access to study, fighting climate change, circular economy, economy of the sea, smart cities and sustainable mobility.

These are all issues which can be shared in Dubai also through the initiatives taking place in the Italy Pavilion along with ASviS (Italian Alliance for Sustainable Development) and all those who will be at the exhibition. This is another reason why being at the DUBAI EXPO is crucial. Those who attend will be also able to share this new approach to development for a more just and sustainable growth of the planet.

A millennia-old tradition

The Lazio region has a great tradition with regard to the culture of wellbeing and the ingenuity which has allowed its development. It is almost superfluous to mention the great Roman spa systems and the majestic hydraulic works able to transport water feeding into them. Their traces are still present in the region’s landscape. Spas were spaces where care of one’s body was cultivated along with *otium*, a lifestyle made of reading, philosophical meditations, a taste for art, physical exercise, social and convivial life.

Over the centuries this care for both physical and mental wellbeing (*mens sana in corpore sano*, says Juvenal) has not waned. Without describing the entire history of healthcare in the region, we call to mind the fact that the earliest hospitals in Rome were active from the 8th century. The *Schola Saxonum* was instituted by INA king of Saxons in 727 to give hospitality to pilgrims reaching Rome to visit the tomb of the Apostle Peter. This *Schola*, after various phases of destruction and reconstruction, will come to represent, under the reign of Pope Innocent III, the heart of one of the most renowned hospitals in the world. The Santo Spirito Hospital of the Hospitaller Order, engaged in the care of the sick and abandoned infants is, so to speak, the beginning of our social and healthcare system.

Health and wellbeing

Nowadays this tradition of service and care continues following the achievements of the last centuries. This encourages us to see healthcare as a fundamental right for all.

If by health we mean a **complete state of physical, mental and social wellbeing and not just the absence of**

² Interviewed by Sole 24ore, Renzo Rosso speaks of Italy as an “icon country” during this transition phase

disease or infirmity³, this theme appears more than ever linked to the promotion of a sustainable development model integrating environmental, social and economic factors as promoted by Agenda 2030, underwritten by 193 UN members in 2015.

It is worth noting that recent studies highlight that human activity is the cause of the epidemics over the last century (from the Spanish Flu in 1918 to Covid-19). The main causes are: climate change and the loss of biodiversity, the exponential increase of consumption and commerce, the pressure of growing populations and the consequent ecological alterations which were previously unheard of.

The current pandemic therefore pushes us in the direction of a paradigm shift. GDP seems to be less and less adequate to measure reality in its multi-faceted components such as quality of life, the safeguard of the environment, air, water, the fulfilment of needs, access to education, culture and healthcare, safety and the boundaries which need to be imposed on production to reduce its impact on the ecosystem.

A new approach

With regard to the need to identify a new total and holistic approach to its policies, our region has decided to place sustainable development and wellbeing of each person at the centre of all its programmes⁴. This is based on the concept expressed by Enrico Giovannini as “transformative resilience” and on the principles of sustainability, circularity, holism, One Health and the struggle against social inequality (ASviS). It stems from the standpoint of total regeneration which does not see any juxtaposition between species inhabiting the planet, between north and south and among generations. As Oscar Di Montigny⁵ writes: *We are programmed for change [...] it is written in our genetics*”. Over millennia, humans and nature have had to adapt to the changes of the planet to survive. However today humans are called to choose change not only for their own survival, but for the survival of the planet itself.

Expo Dubai will probably represent the first great international opportunity to show if and how much we are able to understand change and to identify which development drivers need to be chosen for progress in order to overcome the crisis.

We need to begin from where we are, and fully exploit the resilience of our land, the potential our region has in terms of knowledge, research, innovation, culture, landscape and environmental resource assets. Not forgetting social ones. It is correct to say that people are the first drivers of change - especially women and the young.

The Concept of Culture

It is crucial to restart from the concept of **culture** in its broadest sense: knowledge systems, values and behavioural models, practical, social and spiritual activities qualifying a people and a community. A wealth of cognition and experiences acquired through study and representing the main theme of our participation to

³ WHO - World Health Organization

⁴ DGR n.792 dated 5/11/2020 A new horizon for socio-economic progress - Guidelines for sustainable development and reduction of inequality. Public regional and European policies 2021-2027

⁵ Oscar Di Montigny is the founder of the BYE – BeYour Essence cultural movement and of “spherism”. This stems from the principle that every individual acts for the good of everyone in their sphere of influence. The new paradigm should no longer be “mors tua, vita mea” but “vita tua, vita mea”

EXPO which holds together innovation, sustainability and wellbeing.

Culture should be also understood as “medicine”, a regenerating factor and a strategic lever to promote the wellbeing of individuals and communities⁶.

Culture is directly linked to human development and it is by definition a resource for every person and for society. More so today because the current pandemic limits our view, compresses our perceptions, hinders direct interpersonal relationships.

Facing these limitations are culture, research and knowledge, scientific and technological research, all those “inventions” which are a part of our day to day life and allow us to feel less alone, to connect to our nearest and dearest all over the world and will allow us at the end to defeat the pandemic.

Thinking about our region and starting from that principle which should guide our steps in the next few years - the [wellbeing of each person](#) - the challenges awaiting us concern the complexity of our time, the survival of the Anthropocene⁷, this new geological era in which the Earth’s environment is strongly conditioned in its various aspects by human action. This is mainly visible through the increase of CO₂ e CH₄ in the atmosphere⁸. At EXPO Dubai our region is therefore called to represent the complexity of our times which we hope will be, as we write, “post-pandemic”. To show the world what network and connection it is able to evoke. Such network not only requires innovation, imagination and creativity. The world has changed, and so much more is called for.

The role of women and young persons

If culture is the centre around which innovation, sustainability and wellbeing revolve, women are the engine. Not only because the Covid-19 virus was first isolated by a female team⁹, but because most doctors and nurses are women. And women have borne the brunt of looking after children and the elderly in this time¹⁰. Women have been more penalised by the pandemic, but those states guided by women have been the ones with the best results in the struggle against the it¹¹.

Women and young people working for a new economy with a view to building a future with a lighter impact,

⁶ This emerges from a 2019 study by the WHO – World Health Organization

⁷ The term Anthropocene was coined in 2000 by the Dutch chemist and Nobel laureate Paul Crutzen, whereas the symbolic date 16 July 1945 is the result of a research carried out by an international group of scholars belonging to the Anthropocene Working Group

⁸ Our fossil energy system releases large quantities of carbon dioxide and methane into the atmosphere; it generates climate change and increases acidity in oceans; meat-based diets destroy our primary forests, give rise to the desertification of seas, eliminate biodiversity; the industrial production system based on obsolescence promotes waste of raw materials and non-renewable natural resources; the urban dwelling model produces cities not conducive to quality living, and so on (research and innovation to reach climate neutrality and to overcome the Anthropocene)

⁹ Maria Rosaria Capobianchi, Director of Uoc Virology Laboratory and Director of the Department of Epidemiology, preclinical research and advanced diagnostics, Concetta Castiletti, biologist in charge of Uos Emerging Viruses

¹⁰ Nicola Zingaretti *Gender equality must be a central objective of the Recovery Fund. For Italy, this is a chance for radical change. To truly promote female employment requires system-wide vision, policies freeing up women’s time and also investment in social infrastructure transforming social setup as it is now*

¹¹ <https://scienze.fanpage.it/le-leader-donne-stanno-affrontando-la-pandemia-meglio-degli-uomini-lo-conferma-uno-studio>

curated by Professors Supriya Garikipati of Liverpool University and Uma S. Kambhampati of Reading University. Out of 194 countries studied, only 10% (around 20) are led by women. Success in the struggle against the pandemic is due to the fact that women are able to adopt a more democratic and participatory style of leadership and tend to have better communication abilities

one which is inclusive and leaves no one behind. There are many initiatives of Lazio Region aimed at female empowerment. For youth, on the other hand, both the university network and the regional research system as well as the training system in general can play a crucially attractive role through an offering geared towards those professions linked to healthcare - doctors, nurses and lab technicians - for which Lazio universities are known and respected; and towards other scientific and humanities studies whose quality is recognised internationally (physics, mathematics, engineering and archaeology).

Sustainable economy

The economics we wish to tend towards is sustainable and creative. It aims for process innovation, to preserve raw materials and to safeguard those natural resources which cannot be renewed (air, water, soil). Through its Green Deal¹², Europe itself has indicated the path to follow, by choosing a strategy for a sustainable and competitive growth, a fair and inclusive transition promoting the efficient use of resources, a clean and circular economy aiming to rebalance biodiversity and to reduce pollution. *Green and circular economy* are smart specialisation fields. We are already among the main players in our national borders and beyond.

Within the Green Deal framework, the EU has been promoting the *Farm to Fork* programme. A journey from producer to consumer for a healthier agriculture, nourishing products, high quality and contained costs. All generated via methods respectful of nature. This new agriculture will contribute to the circular economy, limiting waste and utilising resources in a better way. Our region has a long tradition of sustainability in the farming field and produces excellent products, often niche ones. At Expo Dubai we will showcase our centuries-old knowhow in this realm from field to table also through the creativity of our starred chefs which will enable all to appreciate genuine regional products.

The knowhow of our region is not only linked to traditions but also to new technologies, to the *Space Economy* allowing us to travel towards Mars and to calculate the irrigation requirements of a plot so that water is not wasted and that crops receive the correct irrigation.

The space economy also means safety and safeguarding. Satellite systems in constant orbit around the planet allow us to assess risks deriving from natural catastrophes, for example, and to monitor river flooding and any hydro-geological imbalance.

Our knowhow is also visible in all the important and prestigious productions of the *creative industry: cinema, AV, fashion and design*, whose value is acknowledged throughout the world.

Concerning the emerging theme of cities and inner areas, one of our top architects, Mario Cucinelli, states that *Italy is the greatest smart city in the world* and that we already live in the city of the future. Our old towns are a model of smart land use: history, culture, nature certainly represent an element of tourist attractiveness, but the added value at present is given by the quality of life. The Rome Foundation has recently created the *Emanuele* village in the Sabine Park¹³. It is aimed at Alzheimer sufferers, and it is correct to state that all our inner areas would be ideal places to promote healthcare tourism alongside traditional

¹² https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_it The objectives are: To cease generating net greenhouse gas emissions by 2050. Economic growth should no longer be associated with resource consumption. No person and no place should be neglected.

¹³ <https://www.villaggioemanuelefmemanuele.it/>

and sport tourism. Wellbeing and recuperation can come to fruition thanks to the progress of telemedicine. We will ensure that in Dubai these less-known aspects are featured as they stand out thanks to the presence of cultural and natural beauty, the tradition of food and wine connoisseurship, festivals, fetes and fairs and a welcoming social milieu. All this is truly attractive and adds value to life.

Concerning cities proper, the architect of the Vertical Forest Stefano Boeri states when speaking of Rome that though chaotic, this is the model of a city to look to with its green belt, woods and many urban parks. Garbatella, according to Boeri, *is the most stunning idea of a periphery ever created* (but we knew this already!).

If Rome today can become a model for a smart city, the challenge in Dubai for all our region is to bring tourists and investors to Lazio. Of course, investments in services will need to take place, but we have a range of trump cards to play.

Our area and our cities possess the fascination of history and of our creative culture: fashion, enterprise, food, shows, great sporting and historical events like the 2025 Jubilee.

Our region truly does represent the space where culture is innovation, sustainability and wellbeing. Ready to travel towards the future through innovative startups technology and AI, with women and young people championing the journey.