

Prof. GIOVANNI BELLETTI, PhD

SHORT Curriculum Vitae

Born in (city), graduate in Economics at Pisa University in 1987 (110/110 cum laudis).

PhD in Agricultural Economics at the Scuola Superiore di Studi Universitari e di Perfezionamento "S. Anna", Pisa, 1991.

Full professor in Agricultural and agrifood economics at the Department of Economics and Management of the University of Firenze.

TEACHING AND ACADEMIC ACTIVITIES

He has held and holds numerous teaching and organizational functions within the Faculty of Economics of the University of Florence (now School of Economics and Management). Covered and cover many educational and managerial responsibilities at the University of Firenze.

From 2008 to 2014 is the Coordinator of the Master's Degree in Economics at the School of Economics and Management of the University of Florence; currently serves as vice-president of the same degree course.

He has held numerous courses at the University of Firenze, among them Economics of agrotouristic firm (6 credits), Degree course in Economics and business. In the current academic year (2019-20) he teaches the following courses at the School of Economics and Management of the University of Florence:

- Agricultural and agri-food policy (6 credits), Master's Degree in Economics (LM-56)
- Economics of the agri-food firm (6 credits), Degree course in Business Administration (L-18)
- Agrifood markets economics (3 credits), Master's Degree in Business administration.

Member of Doctoral school in Agrifood economics and Business and administration at the University of Parma, 2000-2013.

Visiting and teaching abroad:

- Visiting professor at the Universität für Bodenkultur Wien / University of Natural Resources and Life Sciences in Wien, lecture of the course "Origin food: governance and sustainability of Geographical Indications" (3 cfu) (october 2017).
- Lecturer, Stockholm Södertörns Högskola University (Sweden), "Valorisation of typical agrofood products by means of protected geographical indications", PhD students (May 2016)
- Lecturer, the Stockholm Södertörns Högskola University (Sweden), "Theoretical approaches and empirical studies CO2 labelling with regard to localisation of supply chains. The case of Italy", Doctoral Year 2 and 3 Level, 27 May 2012.

High-level training activities are carried out, inter alia, in the context of the IMRD - International Master of Science in Rural Development, co-ordinator Guido Van Huylenbroeck, Ghent University (B) since 2005; UNIDO (United Nations Industrial Development Organization) training programs (2012 and 2015); International Master of Science in Rural Development / ATLANTIS (since 2013); ILO – International labour organization (2016-2018). In particular at ILO took part as a teacher to the course "Promoviendo el desarrollo rural: el turismo sostenible y las cadenas cortas de suministro agrícola".

Coordinator of the following cultural and scientific agreements between University of Firenze (Dep. of economics and management) and the following Universities: Universidad de Lima (Peru) from 2012; Universidad Nacional Costa Rica (UNA) from 2012; Universidad de Caldas (Colombia) from 2017; Universidad Iberoamericana (Mexico) from 2018; Universidad Nacional de Mexico (UNAM) from 2018.

PARTICIPATION IN ASSOCIATIONS, ACADEMIES AND RESEARCH CENTERS

He belongs to the following scientific associations: SIDEA (Italian Society of Agricultural Economics) since 1992; EAAE (European Association of Agricultural Economists) since 1996; AIEAA (Italian Association of Agricultural and Applied Economics) since 2013.

It belongs to the following academies and research centers:

- member of the Steering Committee of the SYAL European Research Group (Systèmes Agroalimentaires Localisés) since 2012 (<http://syal.agropolis.fr/>)
- member of the Accademia dei Georgofili, from 2018.
- scientific director of the Laboratory of Agricultural, Agri-food and Rural Economics - LEAAR, at the PIN Didactic and Scientific Services for the University of Florence.

RESEARCH INTERESTS, COORDINATION AND PARTICIPATION

Main research fields are: Agricultural diversification with specific focus to rural tourism and agritourism; Economics and organisation of agriculture and agro-food system, farmers' collective action in agriculture and value chains; Alternative food networks and short supply chains; Quality issues in agro-food system with specific focus to origin products and geographical indications, rural dynamics and rural development policies; Connexions between rural tourism and valorization of agrifood products.

Since 1990 has been involved and has coordinated many national and international research projects. Relevant institutional collaborations at international level included European Union, FAO (Quality and Origin program), IPI Swiss Federal Institute Intellectual Property, UNIDO (United Nations Industrial Development Organization); at national level MIUR, CNR, IRPET, CREA-INEA (Istituto Nazionale di Economia Agraria), IRPET e ARSIA, Regional and Local administrations.

Scientific coordination of international research projects:

- 2001-2004: "Development of Origin Labelled Products" (DOLPHINS). Concerted Action. V EU Research Framework (WP coordinator)
- 2005-2008: "Strengthening International Research on Geographical Indications: from research foundation to consistent policy" (SINER-GI), VI EU research Framework (WP coordinator)
- 2010-2011: "Monitoring and evaluation of the socio-economic and environmental impacts of Geographical Indications in Jamaica" - IPI Swiss Federal Institute Intellectual Property. Scientific co-coordinator.
- 2017-2021: ROBUST "Rural-Urban Outlooks: Unlocking Synergies", UE Horizon 2020 Research and Innovation action, Grant agreement 727988, Scientific coordinator UNIFI-DISEI, Linked third party to University of Pisa.

- 2019-2022: Coordinator of the Project “Networking knowledge, skills and competencies for an inclusive and sustainable territorial valorization of cultural heritage, origin products and biodiversity – SUS-TER”, EU Erasmus+ programme for Capacity building in Higher education, involving 8 European and Latin American Universities (www.suster.org).

Participation to international research projects (selection):

- 2001-2004: “Definition of a common European analytical framework for the development of local agri-environmental programmes for biodiversity and landscape conservation” (AEMBAC). Research Project. V EU Research Framework

- 2007-2008: Evaluation of the CAP policy on protected designations of origin (PDO) and protected geographical indications (PGI), London Economics

- 2012-2013: DG AGRI UE-ACP “Study on the potential for marketing agricultural products of the ACP countries using geographical indications and origin branding (ACP-AGGI)”, REDD (CH)

- 2012-13: DG AGRI UE-ACP. Tender n.AGRI-2012-EVAL-05. “Study on the potential for marketing agricultural products of the ACP (African, Caribbean and Pacific) countries using geographical indications and origin branding (ACP-AGGI) (2012-13)

- 2013-15: EXTERSIAL II Sistemas Agroalimentarios Locales y bienes públicos. Análisis y modelos de valoración de externalidades territoriales en denominaciones de origen de aceite de oliva (EXTERSIAL II) coordinator J. Sanz Canada (Consejo Superior De Investigaciones Cientificas – CSIC, Madrid)

- 2013-2016: Global and Local food chain Assessment: a MULTidimensional peRformance-based approach, (GLAMUR), Collaborative Project, VII EU Framework

- 2016-18: GI ADAPT Institutional conditions for the adaptability of quality standards of Austrian and Italian Geographical Indications. University of Natural Resources and Life Sciences (BOKU - Wien), project coordinator Marianne Penker (Österreichische Nationalbank – OeNB) (2016-2018)

- 2016-19: CERERE CEreal REnaissance in Rural Europe: embedding diversity in organic and low-input food systems, Horizon 2020, Local coordinator G. Stefani.

Scientific coordination of national research projects (selection):

- “La riforma dell’OCM dell’olio di oliva: valutazioni degli effetti potenziali e delle opportunità per l’olivicoltura toscana”, Dipartimento di Scienze Economiche dell’Università di Firenze and ARSIA (Agenzia Regionale per lo Sviluppo e l’Innovazione nel Settore Agricolo e Forestale della Toscana), 2002-2003;

- “La valorizzazione dei prodotti tipici su base territoriale: problemi e opportunità nell’impiego di denominazioni geografiche e marchi collettivi” (Research Unit of Firenze), funded by Ministero dell’Università e della ricerca, PRIN 2004;

- “Il vivaismo nella provincia di Pistoia”, Osservatorio provinciale per la programmazione strategica della Provincia di Pistoia, anni 2006-2008

- “ARIA - Azioni Regionali per l’Etichettatura Ambientale”, scientific coordinator of the research unit Dipartimento di Scienze Economiche dell’Università di Firenze, 2009-2011

- “Analisi comparativa dell’impatto ambientale di contenitori per il latte fresco pastorizzato”, scientific

coordinator, Tetra Pak Italiana spa, Centrale del Latte di Firenze, Pistoia e Livorno spa e Pin scrl Servizi Didattici e Scientifici per l'Università di Firenze (2011-2012)

- "Posizionamento dei prodotti trasformati derivanti dal germoplasma animale autoctono sui mercati nazionali ed internazionali inerenti il bio territorio della Provincia di Grosseto", "VAGAL/Valorizzazione dei genotipi animali autoctoni", European Union, "Marittimo" programme, 2007-2013 (2012)

- "Analisi socio-economica e territoriale delle attività di allevamento bovino nell'area del Mugello", Laboratorio di economia agraria agroalimentare e rurale presso PIN Prato, Integrated supply chain project "Caratterizzazione agro-ambientale, socio-economica e territoriale del latte del Mugello – CASET Mugello" (2013-14)

- "La valutazione degli effetti della protezione giuridica delle indicazioni geografiche", Regione Toscana and Laboratorio di Economia Agricola Agroalimentare Rurale (LEAAR) PIN Prato (2013-14).

- "PROMETEA - PROMozione della Multifunzionalità dEl seTtorE Agro-turistico", Regione Toscana, Direzione Generale Competitività del sistema regionale e sviluppo delle competenze (2017-2019).

Direction and participation to Research Programs specifically related to rural tourism:

- 2019-2022: "Networking knowledge, skills and competencies for an inclusive and sustainable territorial valorization of cultural heritage, origin products and biodiversity", EU Erasmus+ programme for Capacity building in Higher education, involving 8 European and Latin American Universities (General Coordinator).

- 2017-2021: ROBUST "Rural-Urban Outlooks: Unlocking Synergies", UE Horizon 2020 Research and Innovation action, Grant agreement 727988, Scientific coordinator UNIFI-DISEI, Linked third party to UNIFI .

- 2017-2019: "PROMETEA - PROMozione della Multifunzionalità dEl seTtorE Agro-turistico", Regione Toscana, Direzione Generale Competitività del sistema regionale e sviluppo delle competenze (2017-2019).

- 2010: study on the system of classification of agritourism farms in Tuscany.

- 2003: ricerca "Studio in tema di legislazione regionale riguardante l'agriturismo" aiming at the definition of Tuscan law on agritourism, ARSIA (Agenzia per la Ricerca, lo Sviluppo e l'Innovazione in Agricoltura – Regione Toscana).

LECTURES AND PAPER PRESENTATIONS:

Participation in conferences and seminars at national and international level, and among these 31 invited lectures by scientific societies and international institutions, and 25 peer-reviewed lectures and paper presentations at international conferences and seminars.

SCIENTIFIC PUBLICATIONS:

Author of 211 scientific publications at national and international level (MIUR publication catalogue), as follows:

- 42 articles in journals, of which 14 ISI and / or Scopus and 28 in peer-reviewed journals.

- 10 scientific monographs or treatises

- 5 books as editor

- 30 contributions in conference proceedings, including 3 registered in the ISI and / or Scopus database, 19 peer-reviewed
- 99 contributions in volumes (chapters or essays)
- 24 research reports and other products

Bibliometric indicators (June 2019, source Scopus): H-index 8; Total citations 308.

Full list of publications: <https://www.unifi.it/p-doc2-2017-200052-B-3f2a3d2f332a2c-0.html>

Some recent publications:

- Scaramuzzi S., Belletti G. e Biagioni P. (2020), "Integrated supply-chain projects and multifunctional local development: the creation of a Perfume Valley in Tuscany", *Agricultural and Food Economics*, 8, 5.
- Sacchi G., Belletti G., Biancalani M., Virginia Lombardi G., Stefani G. (2019), The valorisation of wheat production through locally-based bread chains: experiences from Tuscany, *Journal of rural studies*, Volume 71, October 2019, Pages 23-35
- Quiñones Ruiz X.F., Forster H., Penker M., Belletti G., Marescotti A., Scaramuzzi S., Broscha K., Braitto M., Altenbuchner C. (2018) "How are food Geographical Indications evolving? – An analysis of EU GI amendments", *British Food Journal*, <https://doi.org/10.1108/BFJ-02-2018-0087>
- Sanz-Cañada J., Belletti G., Lagoma C. (2018), "Politics and territorial governance of food consumer groups in the district of Lavapiés, Madrid", *AGER - Journal of Depopulation and Rural Development Studies*, 25, pp. 65-97, DOI: 10.4422/ager.2018.16
- Belletti G., Marescotti A., Touzard J.M. (2017), Geographical Indications, Public Goods and Sustainable Development. The roles of actors' strategies and public policies, *World Development*, Vol. 98, pp. 45–57
- Quiñones-Ruiz X.F., Penker M., Belletti G., Marescotti A., Scaramuzzi S. (2017), Why early collective action pays off: evidence from setting Protected Geographical Indications, *Renewable Agriculture and Food Systems*, 32(2), pp 179-192, doi:10.1017/S1742170516000168
- Quiñones-Ruiz X.F., Penker M., Belletti G., Marescotti A., Scaramuzzi S., Barzini E., Pircher M., Leitgeb F., Samper-Gartner L.F. (2016), Insights into the black box of collective efforts for the registration of Geographical Indications, accepted for the publication, *Land Use Policy* 57, 103-116
- Belletti, G., Chabrol, D., & Spinsanti, G. (2016). Échapper au piège «qualité–exclusion» dans les indications géographiques: réflexions sur le cas du poivre de Penja. *Cahiers Agricultures*, 25(5).
- Marescotti A., Belletti G. (2016), Differentiation strategies in coffee global value chains through reference to territorial origin in Latin American countries, *Culture and History*, 5(1), 14 pp., doi: 10.3989/chdj.2016.007.
- Oostindie H., Van Broekhuizen R., De Roest K., Belletti G., Arfini F., Menozzi D., Hees E. (2016), Sense and Non-Sense of Local-Global Food Chain Comparison, Empirical Evidence from Dutch and Italian pork case-studies, *Sustainability*, 8(4), 319; doi:10.3390/su8040319.
- Belletti G., Canada-Sanz J., Marescotti A., Vakoufari H. (2015), Linking protection of Geographical Indications to the environment: Evidence from the European Union olive-oil sector, *Land Use Policy*, 48, 94-106.

- Belletti G., Marescotti A., Brazzini A. (2014), "Collective rules and the use of protected geographical indications by firms", *International Agricultural Policy*, n.1, pp.11-20
- Belletti G., Marescotti A. (2013). Potenzialità e limiti delle iniziative di filiera corta. *PROGRESS IN NUTRITION*, vol. 15 n.3, p. 146-162, ISSN: 1129-8723
- Galtier F., Belletti G., Marescotti A. (2013), "Factors Constraining Building Effective and Fair Geographical Indications for Coffee. Insights from a Dominican case study", *Development Policy Review*, 31(5)
- Belletti G., Neri T. (2012), "Impatto ambientale di modelli alternativi di produzione-distribuzione-consumo e possibili forme di etichettatura", *Agriregionieuropa*, Anno 8, Numero 30, settembre 2012, pp. 44-47
- Belletti G., Casabianca F., Marescotti A. (2012), "Local food quality and local resources", in: Arfini F., Macini M.C., Donati M., "Local Agri-food Systems in a Global World: Market, Social and Environmental Challenges", Cambridge Scholars Publishing, Cambridge
- Belletti G., Marescotti A. (2011), "Origin products, GI special protection schemes and rural development", in: Barham E., Sylvander B. (Eds.), "Labels of Origin for Food. Local Development, Global Recognition", CABI International, Cambridge (USA), pp.75-91
- Vandecandelaere E., Arfini F., Belletti G., Marescotti A. (a cura di) (2011), "Linking people, places and products. A guide for promoting quality linked to geographical origin and sustainable geographical indications", FAO-SINERGI, Rome (available also in French, Spanish and other languages). <http://www.fao.org/ag/ags/ags-division/publications/publication/en/c/41350/>
- Belletti G., Berti G. (2011), "Turismo, ruralità e sostenibilità attraverso l'analisi delle configurazioni turistiche", in: Pacciani A. (A cura di), "Aree rurali e configurazioni turistiche. Differenziazione e sentieri di sviluppo in Toscana", Franco Angeli, Milano, pp. 21-62, ISBN 978-88-568-4874-8
- Belletti G., Marescotti A., Simoncini R. (2011), "Il turismo rurale naturalistico nell'area del Parco delle Foreste Casentinesi", in: Pacciani A. (A cura di), "Aree rurali e configurazioni turistiche. Differenziazione e sentieri di sviluppo in Toscana", Franco Angeli, Milano, pp. 103-152, ISBN 978-88-568-4874-8
- Tregear A., Arfini F., Belletti G., Marescotti A. (2007), "Regional foods and rural development: the role of product qualification", *Journal of Rural studies*, 23, pp.12-22
- Belletti G., Brunori G., Marescotti A., Rossi A. (2003), "Multifunctionality and rural development: a multilevel approach", in: Van Huylenbroek G., Durand G. (eds.), "Multifunctional agriculture. A new paradigm for European agriculture and rural development", Ashgate, Aldershot, pp.55-80

Some publications specifically related to rural tourism:

Special attention has been paid to the theme of rural tourism, given the particular role that this activity can play in the territorial development processes of marginal areas and in the management and valorization of territorial resources. Some publications specifically related to rural tourism are the following:

- Belletti G., Berti G., Brunori G., Marescotti A., Rovai M. (2013), "Is rural tourism sustainable? A reflection based on the concept of 'rural tourism configurations'", in: Figueiredo E., Raschi A. (Eds.), "Fertile Links? Connections between tourism activities, socioeconomic contexts and local development in European rural areas", Firenze University Press, Florence, pp.93-104
- Belletti G., Marescotti A., Simoncini R. (2011), "Il turismo rurale "naturalistico" nell'area del Parco delle Foreste Casentinesi", in: Pacciani A. (A cura di), "Aree rurali e configurazioni turistiche. Differenziazione e sentieri di sviluppo in Toscana", Franco Angeli, Milano, pp.103-151
- Belletti G., Berti G. (2011), "Turismo, ruralità e sostenibilità attraverso l'analisi delle configurazioni turistiche", in: Pacciani A. (A cura di), "Aree rurali e configurazioni turistiche. Differenziazione e sentieri di sviluppo in Toscana", Franco Angeli, Milano, pp. 21-62, ISBN 978-88-568-4874-8

- Belletti G., Berti G., Marescotti A., Romei P., Rovai M. (2011), "Per una politica di sviluppo sostenibile del turismo rurale", in: Pacciani A. (A cura di), "Aree rurali e configurazioni turistiche. Differenziazione e sentieri di sviluppo in Toscana", Franco Angeli, Milano, pp.239-262
- Pacciani A., Belletti G., Marescotti A., Neri T. (2007), "L'agriturismo in Maremma. Dinamiche e prospettive", Laboratorio di ricerche economiche "Dinamiche del sistema agro-industriale e del mondo rurale della Maremma", Quaderno n.2, giugno

Firenze, April 20, 2020