

THE MILAN PROTOCOL OF WORLD EXPO 2015
CONVENTION ON 'FEEDING THE PLANET,
ENERGY FOR LIFE'

DRAFT FOR DISCUSSION

Introduction

The way in which resources are used and the speed at which renewable resources are being exploited are rapidly eroding the planet's capacity to regenerate the resources and environmental services on which our prosperity and growth depends. According to the recent Millennium Ecosystem Assessment report¹, humans have changed ecosystems more rapidly and extensively over the past 50 years than in any comparable period of time in human history, largely in an effort to meet rapidly growing demands for food, fresh water, timber, fibre, and fuel.

The great challenge faced by economies today is to integrate environmental sustainability within economic growth and welfare by decoupling environmental degradation from economic growth and doing more with less. Now is the time to move towards an energy and resource efficient economy. This is the only way to improve and safeguard the quality of life and well-being for present and future generations.

We, drawn by the theme "Feeding the Planet, Energy for Life" of the World EXPO 2015 in Milan, have come to realise that the links between people, the planet, and food need to be at the centre of our considerations, as they are the critical foundation of the sustainability of the earth and of humanity alike.

Climate change, agricultural productivity, water management, dietary habits, urbanisation, and population growth: the causes and consequences of these burning issues for our planet will ultimately depend on management of the food systems in socioeconomic and environmental frameworks, currently afflicted by three major global paradoxes.

First paradox - FOOD WASTE: Every year, 1.3 billion tons of edible food is wasted, an amount that represents one third of global food production, or four times the amount needed to feed the 868 million malnourished people worldwide.

Second paradox - SUSTAINABLE AGRICULTURE: A large portion of crop and food production is funnelled to animal feed or biofuels despite widespread hunger and malnutrition. Predictions foresee that global demand for biofuels will hit 172 billion litres in 2020, up from 81 billion litres in 2008, coinciding with an additional 40 million hectares of land converted for biofuel crops. A third of the global food production is used to feed livestock. Of the some 7 billion people on earth, 1 billion are without access to drinking water, which causes the death of 4,000 children each year. In contrast, 15,000 litres of water are needed for the production of a single kilo of beef.

Third paradox - HEALTHY LIFESTYLES: Today, for every malnourished person, two are obese or overweight: 868 million people are undernourished globally, while 1.5 billion people are obese or overweight. 36 million people perish annually due to undernourishment. In contrast, 29 million people die each year from diseases related to an excess of food.

¹ Millennium Ecosystem Assessment, Ecosystems and Human Well-being: Synthesis, Island Press, Washington, DC, 2005, pp. 1-6 (<http://www.millenniumassessment.org/en/index.aspx>).

The establishment of a sustainable consumption and production pattern that will reconcile the respect for the planet and the well-being of its people, requires global and complex interventions. Governments and Institutions have a strong responsibility to address the three paradoxes. Their action should take inspiration in the truth that the hunger of people should take precedence to the hunger of financial institutions. Excessive and harmful financial speculations on foodstuffs leads to market volatility and increase in food prices, which threatens the human right to food creating serious social and environmental damages.

Preamble

The Parties to this Milan Protocol gathered at the International Exposition Milan Italy 2015, hereafter “EXPO” under the auspices of the Bureau International des Expositions, hereafter “BIE”;

Submit the full text, issued this on this DAY of MONTH two thousand fifteen.

Respecting the objectives embodied in the International Exposition theme, “Feeding the Planet, Energy for Life”;

Recognizing the Expo as a platform to confront and discuss the challenges and re-examine the relationship between humans, our planet and its resources;

Emphasizing that our situation is plagued and perpetuated by the aforementioned three global paradoxes;

Mindful of the pressure and threats on resources and humanity in each of these areas;

Understanding that such problems have global impact and are not confined to a single country or region, and that collaborative international efforts are required to dismantle the paradoxes and return balance to the relationship between humans and our planet;

Recalling and noting the relevant provisions in international, regional, and national legislation to protect and conserve resources and adopt actions in pursuit of sustainable development in the EU Water Framework Directive, the Roadmap to a Resource Efficient Europe, Millennium Development Goals to Eradicate Extreme Poverty and Hunger, Vienna Declaration on Nutrition and Non-communicable Diseases in the Context of Health 2020, Declaration by European Health Ministers with WHO against Non-Communicable Diseases;

Having discussed the unique capacity of humans to reject and rectify these injustices that prevent all persons from having freedom from hunger and ready access to food that is healthy, safe, and sufficient;

We declare and propose the following Protocol to move toward a civilization oriented towards creating a sustainable future for planet and people where both exist and persist in harmony.

Article 1: Scope of the Protocol

Each Party included in Annex 1, in striving to achieve more sustainable consumption and production patterns, shall implement and/or further elaborate policies and measures in accordance to its national circumstances.

Parties will provide regular reports and estimates of current progress in a transparent and verifiable manner;

The undersigned commit to review and attend to the current and emerging societal needs on the most important issues linked to food and nutrition.

Foreseen actions include:

a) Commitments

1. First commitment: Food Waste

Parties commit to a 50 percent reduction by 2020 of the over 1.3 billion tons of edible food wasted by implementing the following actions:

- a) Give priority to policies that aim to reduce food waste by addressing the **causes** of the phenomenon and follow a **hierarchy for the use of food**;
- b) Recognize the positive contribution of **cooperation and long-term food chain agreements** (between farmers, producers, and distributors) to allow for better planning and projections of consumer demand;
- c) Provide support to generate **awareness raising initiatives**, including from professionals in the food sector.

2. Second commitment: Sustainable Agriculture

Parties commit to limit global land conversion for biofuel production, while preserving the climate benefits of second generation biofuels from non-food crops. To this end the use of food-based biofuels should not exceed a limit of 5 percent within national renewable energy targets.

- a) Promote **sustainable forms of agriculture and food production** in light of climate change and respect of natural resources;
- b) Encourage appropriate agricultural reforms which will balance the proportion of land designated to **biofuels or animal feed** and food production;
- c) Set out a framework for **financial speculation** on foodstuffs, as a way to address the related price fluctuations and costs in food markets and create the conditions for better food security globally.

3. Third commitment: Healthy lifestyles

Parties commit to halt the rise in obesity prevalence, by implementing the following actions:

- a) Promote a culture of **prevention** on the role of nutrition for health including amongst vulnerable populations and encourage responsible and **healthy lifestyles**;
 - b) Encourage **physical activity** as a crucial component to a healthy lifestyle.
- b) Exchange of information, research, and best practices**
1. Each Party will cooperate with other parties to enhance the individual and combined effectiveness of policies and implications with regard to three central paradoxes;
 2. Parties shall take steps to share experience and exchange information on best practices policies, measures, and campaigns;
 3. Parties will pursue improvement of transparency and communication to enable comparison between policies;
 4. Together in intent and separate in country, Parties will consider ways to facilitate global and regional cooperation.

Article 2: Preparatory phase

Each Party included in Annex 1 shall design and implement no later than one year after the initial preparatory phase a national system capable of addressing the three commitments identified in Article 1.

During a preparatory phase that shall last no longer than 12 months, the Parties shall develop practices and policies that do not, individually or jointly, aggravate or perpetuate the current crises and shall contribute constructively to their abolishment, namely by

- a) Collecting and analysing knowledge and expertise to share pertinent and valuable information to other parties regarding but not limited to diet and consumption habits, agricultural practices, and food waste;
- b) Making available major opinions and national policy initiatives in food and nutrition, as well as prevailing recommendations, to improve life and overall wellbeing;
- c) Identifying the fundamental actions and policies in several sectors including the environment, science, and the economy;
- d) Defining a common methodology to measure results and progress.

Article 3: Guidelines for the commitments of Parties

For each commitment, Parties shall take the following guidelines into consideration:

1. First commitment: Food Waste

Parties will endeavour to reduce current food waste by 50 percent by 2020. United in this goal, Parties will seek a common definition and methodology to quantify food waste to help harmonise food waste monitoring and practices. With regard to specific commitments:

- a) Parties shall give priority to avoiding food losses and waste by addressing their root causes, before directing focus to how best to dispose of waste. Therefore waste reduction initiatives should respect a **hierarchy**, namely:
 - Prevention;
 - Reuse for human consumption;
 - Animal consumption;
 - Energy production and composting.
- b) Parties shall endeavour to address the issue at every stage in the food chain, from producers to consumers to create a fully **informed chain** of actors wherein all have a responsibility in helping to reduce food waste:
 - Analysis to address the gap in knowledge regarding the shortcomings of the food supply chain from a resource efficiency perspective, with particular regard to production and distribution stages;
 - Cooperation between farmers as well as long-term vertical food chain agreements to allow for a better planning of consumer demand, both quantitatively and qualitatively;
 - Trainings for professionals in the food sector and for packaging designers, to incentivise the processing industry to market products that encourage households to reduce food waste;
 - Education of consumer on the use-by and best-by dates of food products which have proved to be confusing for consumers, to food consumption planning, storage and preservation, and to the preparation of food leftovers.
- c) Parties shall engage in immediate **awareness raising** measures to reduce food waste, including:
 - Analysis of the perceived value of food at the household consumption stage and of the socio-economic impact associated with wasted food;
 - Development of reporting mechanisms and platforms to deliver data on food waste and assessment of progress made, including the pooling of best experiences and practices to encourage smart usage of the resources involved and nurture initiatives which prove effective
 - Incentive-based approaches given the emergency of the situation, including targets for food waste prevention and collection at local or national levels.

2. *Second commitment: Sustainable Agriculture*

- a) Parties shall engage in the promotion of **sustainable agriculture**, understood as the efficient production of safe, healthy and high quality agricultural products, in a way that is environmentally, economically and socially sustainable, by protecting the natural environment and its resources and mitigating climate change, by improving the social and economic conditions of farmers, employees and local communities, and by safeguarding animal welfare for all farmed species.

Parties shall advocate for productive and resource-efficient farming that is adapting to climate change and able to mitigate its most negative impacts.

Parties shall encourage equitable and sustainable access to natural resources and their management.

- b) Parties shall revise their use of **biofuels** in congruence with sustainability as an essential condition for their long-term viability and for public support, given the potential adverse effects of biofuels on food prices, the global food supply and access to food particularly for poor families and climate change mitigation.

Parties shall endeavour to limit the portion of biofuels from food crops in national renewable energy targets to 5 percent.

Parties shall investigate the merits of relaxing or suspending biofuels mandates especially at times of agricultural price pressures.

Parties shall endeavour to review the allocation of the supply of food for animal feed considering food security and access to food as primary concerns.

- c) Parties shall endeavour to increase transparency on the food market and work on a regulatory framework for **financial speculation** on food commodities in the food market.

Parties shall pressure regulators to introduce caps on the number and size of bets speculators can make, in order to curb excessive speculation, as well as to improve transparency by ensuring that all futures contracts are cleared through regulated and transparent exchanges.

Parties shall endeavour to limit the amount of food commodities that can be traded. This involves familiarising banks, pension funds and insurers with the issue, so that they might phase-out and refrain from speculation in financial products based on staple foods. Such speculation threatens the human right to food.

3. *Third commitment: Healthy Lifestyles*

- a) Parties commit to facilitate **scientific research** on nutrition topics in reference to eating patterns and their impact on health and to disseminate their findings, including on the association between people's diets, levels of physical activity and the onset of chronic diseases and on the metabolic and endocrine effects related to international guidelines for a healthy diet, such as the Mediterranean model.

Parties commit to address gaps in the **food system governance** in different national contexts, including:

- Consumer-friendly nutrition information to promote healthy choices;
 - Increase food and health literacy among population;
 - Economic incentivizing to promote healthy eating;
 - Accounting for socioeconomic inequality in homes, schools, hospitals, workplaces and schemes to encourage healthy eating in these settings;
 - Advertising and marketing to children for high energy, saturated fats, trans fatty acids, free sugars or salty foods;
 - Support surveillance, monitoring, evaluation and research the population's nutritional status and behaviours.
- b) Parties shall develop a **physical activity** strategy for different age groups at local and community level in conjunction with high risk diet information. Programmes shall be formulated with a long-term horizon to allow interventions to have the necessary impact on targeted populations.

Parties shall encourage the creation of public-private initiatives to bridge the knowledge gap on the relationship between diet and health, especially with regard to the years of childhood and adolescence.

Article 4: Establishment of a Governing Body and Secretariat for the Protocol

The governance of the Protocol is overseen by a Governing Body elected and nominated by the fellow signatories to the Protocol. The duties of this body include:

- a) Acting as depositary of the Protocol
- b) Transmittance of any draft amendments to all Parties six months prior to prospective adoption
- c) Gathering of information regarding the methods for implementing Party commitments regarding particular success, failure, and progress. This includes overall effects of the measures taken as well as the estimated cumulative impact on the three paradoxes
- d) Routine distribution of information on measures adopted by the Parties, taking into account the differing circumstances, responsibilities and capabilities of the Parties.

1. Promote and guide the development and refinement of comparable methodologies to determine best practices for the most effective implementation of this Protocol.
2. Seek to utilize and reincorporate external information and services from cooperative competent international organizations, nongovernmental and intergovernmental bodies.

The Governing Body and Secretariat is elected for a term of two years. The body shall be replaced in case of need to cede duties or if resignation is demanded by a majority of the Parties. The Governing Body and Secretariat shall be replaced by an additional member elected by and from amongst the remaining Parties of the Protocol.

Article 5: Provisions for Joint Action with Parties External to Protocol

The Protocol Parties acknowledge that external parties including non-governmental organisations, civil society and industry bodies may be helpful cooperative partners for joint action. The Protocol encourages these projects, as these partners are stakeholders and advocates for the common goal. Only by addressing the paradoxes together and from several angles can Parties effectively fight the crisis. Therefore Parties acting in the framework of and together with regional or international organizations are free to continue to fulfil commitments established in those partnerships independent from the Milan Protocol.

Parties maintain however an obligation to inform: Parties must inform other Parties as to the terms of the agreement (duration, participants, and goals) and update routinely, especially to discuss fruitful or failed practices so that other Parties may benefit from knowledge and experience acquired. This ensures that positive developments and methods can be shared across the Protocol Parties and identifies potential partners for the common goal.

Article 6: Amendments

Any individual Party or group of Parties may propose amendments to the Protocol text.

Proposed amendments shall be communicated to Governing Body and Secretariat of the Protocol which will transmit the proposed change to the Parties. Amendments are tabled for a minimum six months before being eligible for adoption.

Amendments are adopted by consensus. If efforts at consensus are exhausted, amendments can be adopted by three-fourths majority vote by the Parties. Each Party disposes of one vote.

Amendments enter into force 90 days after adoption via consensus or vote.

Article 7: Withdrawal Clause

At any time in the three year from the date of entry into force of this Protocol, any Party may withdraw from this Protocol via provision of written notification Secretariat and Governing body of the Protocol.

Article 8: Protocol Entry into Force

The Protocol shall be open for signature and therefore acceptance or approval by **participating states** at EXPO Milano 2015 under the auspices of BIE. It shall be open for signature throughout the course of the Exposition from DAY of MONTH two thousand and fifteen to DAY of MONTH two thousand and fifteen in Milan.

The Protocol is open for accession beginning with the day following this signature period, DAY of MONTH two thousand fifteen.

Signatures

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ANNEX – SIGNATORIES

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