



Mediterranean Forum



**MEDITERRANEAN
FORUM OF LOCAL
GOVERNMENTS &
BUSINESS**

The History

Mediterranean Forum

From the experience and vision of one of its founders, Matteo Redenti, the ***Mediterranean Forum of Local Governments and Business*** was founded in **2020**.

The *Mediterranean Forum* serves as a **facilitator of communication** between Local Authorities, Businesses, Associations, and Professionals. It operates as a smart Think Tank, a potential innovative Incubator and Marketplace, a data collector, and a pre-lobby. Above all, the *Forum* has been recognized as an **international bridge of institutional and business relationships**, with **patronages from major institutions** in Italy and beyond.

The Preview Magazine - the official online media outlet of the *Forum* - has been recognized as a media partner of the **«Mediterranean Day»**: the international event established by the *Union of the Mediterranean* in 2008.



The Vision

Mediterranean Forum

The **Mediterranean** region is becoming ever more **pivotal to the economies of Italy and Europe**, operating within a dynamic and **rapidly changing framework**.

The *Forum* aspires to establish itself as the first think tank dedicated to the **2030 Agenda** in the Mediterranean. With its focus shifting **from local to global**, it serves as a **catalyst for relationships** within and between territories, prioritizing the needs of three key stakeholders: Institutions, Businesses, and social enterprises.

The Preview Magazine stands as the official publication of the *Forum*, aiming to be the **premier source of quality content focused on the Mediterranean**. Supported by media partners across the region, it covers unique events and developments, providing comprehensive coverage of the entire area.

Patronages

Mediterranean Forum

THE PATRONAGES OF THE **FORUM** SINCE 2021



Partners

Mediterranean Forum

THE PARTNERS OF THE *FORUM* SINCE 2021



The Speakers (For a complete list, see <https://mediterraneanforum.com>)

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- **Natalia Bayona**
Executive director of the World Tourism Organization (UNWTO),
Director of the Innovation, Education and Investment Department of the World Tourism Organization (UNWTO)
- **Grammenos Mastrojeni**
Assistant secretary general of the Union for the Mediterranean,
Deputy Secretary General for Energy and Climate Action of the Union for the Mediterranean,
Coordinator for Environment in Development Cooperation and Head of the Science-Policy Interface of the
Italian Ministry of Foreign Affairs and International Cooperation,
Diplomat, lecturer, writer
- **Isabella Tovaglieri**
MEP in the 9th legislature of the European Parliament since July 2, 2019,
Member of the Committee on Industry, Research and Energy,
Member of the Committee on Women's Rights and Gender Equality,
Member of the delegation for relations with South Africa,
Associate of Tovaglieri Studio Legale Associato
- **Corinne Casha**
Deputy Director of Global Affairs at the Ministry of Foreign and European Affairs, Malta



The Panels (For a complete list, see <https://mediterraneanforum.com>)

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- **“Isola Dovarese between Art and Culture” (IT)** - 24 / 11 / 2023
Gianpaolo Gansi - Mayor of the Municipality of Isola Dovarese
Moderator: Laura Lerario - Forum of Local Institutions and Businesses of the Mediterranean

- **“Cultural, experiential and enogastronomic tourism” (IT)** - 24 / 11 / 2023
Matteo Redenti - Co-founder of the Forum of Local Institutions and Businesses of the Mediterranean - Writer
Antonio Barreca - General Director of Federturismo Confindustria
Stefano Bruno Galli - Adjunct Professor at the University of Milan
Marcello Astori - General Manager Zani Viaggi

- **“Aid to the tourism system” (IT)** - 15 / 12 / 2020
Stefano Tassis - Councillor for Tourism of the Municipality of San Pellegrino Terme (BG)
Paolo Corbini - Director National Association Città del Vino
Marcello Astori - General Manager Zani Viaggi
Roberto Micera - CNR ISMED
Yossi Wircer - Owner Hotel Development Europe
Arben Shkodra - General Secretary of the Albanian Manufacturer Union
Moderator: Filippo Grossi - Journalist

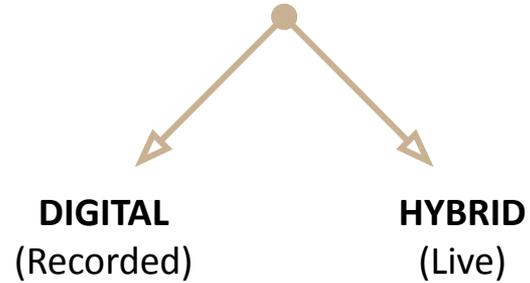


The *Forum* is an **annual** event divided into several thematic days, following the guidelines of the **2030 Agenda**.

The Mediterranean Forum since 2021:

-  - **170 panels** transmitted.
-  - **150 speakers** hosted, from **12 nationalities**.
-  - **193 countries** represented.
-  - **67 countries** that followed us.
-  - Over **4.000 viewers**.
-  - Over **33.000 users**.

The *Forum* has **two Formats**:



The stages of the *Digital* format:

1. Creation of the *Virtual Panel* and *online* invitation to individual participants;
2. *Connection* on the platform;
3. *Recording* of the event;
4. *Broadcasting*.



Formats - *Hybrid*

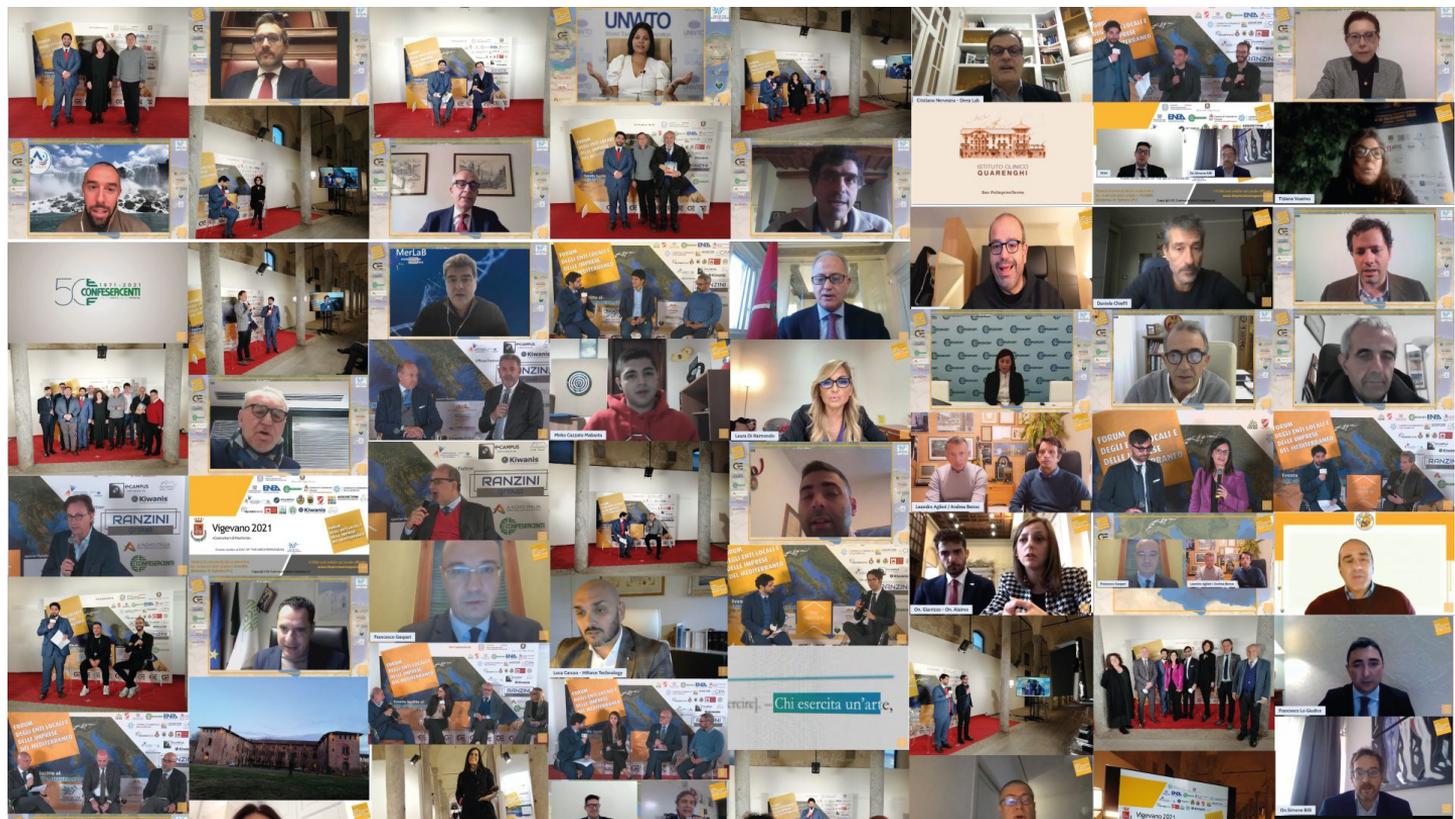
Mediterranean Forum

The stages of the *Hybrid* format:

1. *Scenography* construction;
2. *In-person* intervention of participants, guests *in the hall + in connection*;
3. *Live* broadcast of the event.

Customizable for different paying venues
(Companies, Institutions, Associations, etc...)





The Official Broadcast

The Preview Magazine

In December 2020, *The Preview Magazine* was born as an officially registered editorial. Originally conceived as the *Forum's* media outlet, it has since evolved into a **high-quality online broadcast platform**.

The Preview Magazine operates as an **OTT** (over-the-top) service, capable of significantly impacting networking, outreach, and engagement efforts. Since 2022, *The Preview Magazine* has established itself as a **media partner** with various local governments.

With aspirations of becoming a premier broadcast source across the Mediterranean region, *The Preview Magazine* aims to set the standard for quality content.



The Preview Magazine since 2020:

-  - **1000 published articles and videos.**
-  - **Medium-high target** audience.
-  - **67%** of followers are **managers** and **owners**.
-  - Over **4.000 users**.
-  - Average of **11,6 page views per session** per user.
-  - Interviews with **high-profile standards** and **qualitative information**.

Expò GLOCAL - The territorial tool

The mission of **Expò GLOCAL** is to address the **needs of various territories**, ranging from small villages and municipalities to cities, by offering the necessary tools to maximize networking opportunities.

Offered services:

- **Expò del Borgo**; a permanent exhibition space affiliated with the *Forum*, designed to serve as a central hub for services within and towards the village, while also welcoming stakeholders from across the Mediterranean region.
- **Training courses**, designed to create fresh opportunities for "new entrepreneurs," empowering them to bolster the local economic framework and to combat the issue of small-town abandonment.
- **Direction** among *local stakeholders* capable of making each action effective and inclusive.
- **CET** Tourism Ecosystem Creation.
- **Recording studio and airing** of panels on the *Forum* channels + *The Preview Magazine*, but also for local businesses.

Companies from the territory will have a *display space* in a dedicated area.
The other spaces will be offered to companies from **partner territories**.

Events, exhibitions, meetings will take place within the area throughout the **whole year**.

B2B and mini **Coworking Space** for businesses, professionals, associations.
Whether they are residents of the Borgo, or temporary visitors, the facility will be *their office in the Borgo*.





. In **2021**, GE developed a **territorial management model** based on **new economic and social paradigms**. Founder Matteo Redenti authored a volume titled "**CCM: The New Territory Management Model**", with a foreword by economist and university **professor Antonio Mele**. This model, known as *CCM* (City Cooperative Management), was implemented in San Pellegrino Terme starting from 2021.

The development of *CCM* led GE to establish an operational director's table comprising **key territorial entities** such as the Percassi Group, San Pellegrino Acque-Nestlè, Zani Viaggi, QC Terme, and Quarenghi Clinic. Additionally, GE organized an international photographic exhibition, showcased in Krakow at the Italian Institute of Culture, in collaboration with the Italian Embassy in Warsaw and the City of Krakow, alongside various targeted initiatives. This strategic direction enables GE to gain **direct insights into the needs and the investment opportunities within the territories.**

- **The goal** of the *Expò* is to regenerate, enhance, and give relationship tools to territorial realities; inspired by the philosophy of *City Cooperative Management*.
- **The users** of the *Expò* are companies, institutions, associations, tour operators, young people, freelancers, tourists, cultural workers and professionals.
 - **The advantages** of the *Expò* are:
 - Having a **permanent space** can bring a *continuum of visitor flows* that will have a spillover effect on the local tourism and accommodation economy.
 - Making available the **media network of the *Forum + The Preview Magazine***: a **facility** that the area can use to create *new opportunities for synergy* with *Institutions* from other countries and *with the public*.

One tool, for all associations, businesses and professionals.

Patronages

Expò GLOCAL

THE PATRONAGES OF THE *Expò GLOCAL* :



The Strategy

Mediterranean Forum

The **Mediterranean Forum of Local Governments and Business** was established as an organization with the aim of solidifying its position as the **first decentralized and digital think tank for the Mediterranean 2030 Agenda**.

For the year **2024**, the Forum plans to host **four panels each month** featuring **distinguished experts**. Additionally, **branches of the Forum** will be established in **three Mediterranean countries**. The Forum's operations are sustained by various **parallel services** that facilitate sustainable activities and foster growth.

These services include:

- Advertising (ADV);
 - Sponsorship;
- Brand Reputation Management;
 - Marketing Services;
 - Matching Activities;
 - Lobbying;
- Information on Public Funding and Tenders;
 - Internationalization Support.

Mentions

Mediterranean Forum



L'Associazione sostiene il FEIM con il proprio petrolio e la partecipazione ai lavori

Ripartire il Mediterraneo al centro del dibattito politico ed economico: creare un network operativo tra enti locali, imprese, associazioni e professionisti. Sono questi gli obiettivi del **FEIM - Forum degli Enti locali e delle Imprese del Mediterraneo** che Confesercenti sostiene con il proprio petrolio e la partecipazione ai lavori.

Nel Castello Sforzesco di Vigevano e in diretta streaming, dal 24 al 29 novembre il Forum affronta alcuni temi cruciali per l'economia del Nord dell'area inferomiana, che da sola vale il 20% del Pil, mondiale. Dalle smart cities allo sviluppo del turismo locale ad esperienza, dalla gestione dei rifiuti al verde urbano al modo di abitare e finanziarsi. UE ed enti UE, dalla responsabilità sociale d'impresa alle politiche di ricerca e sviluppo fino alla tecnologia con un focus particolare su realtà aumentata e intelligenza artificiale.

CONFESERCENTI con i suoi 50 anni di storia e la sua esperienza sul territorio, è lo spazio affidario delle giornate del Forum con gli interventi di **Chiara DiCiccapila**, Responsabile Area Legislativa Confesercenti



Lunedì 22/11/2021

Appuntamenti:

XVI edizione del Festival Delle Scienze di Roma - Il tema dell'evento, che si svolge all'Auditorium Parco della Musica, sarà SFIDE e sarà dedicato alla relazione tra società ed economia, alla salute, alla medicina, all'Universo e allo Spazio, alle scienze della vita, alla Tecnologia e innovazione con 200 eventi organizzati live e streaming. Parteciperanno scienziati di fama mondiale, filosofi e intellettuali. ENEA partecipa all'evento con l'organizzazione di tre eventi su economia circolare, frontiere dell'energia e l'uomo nello spazio (fino a domenica 28/11/2021)

Mercoledì 24/11/2021

Appuntamenti:

Forum degli Enti Locali e delle Imprese del Mediterraneo - Il forum, anche in diretta streaming, sarà un'occasione di incontro tra enti locali, imprese, professionisti e associazioni dei Paesi che si affacciano sul Mediterraneo e scaturisce dalla volontà di far nascere sinergie, intese, scambi che possano ridare all'area del Mediterraneo il meritato valore. Parteciperà l'ENEA (fino a domenica 28/11/2021)



Mediterranean Forum



Start date: 11/24/2021
 End date: 11/24/2021
 Country: Italy
 City: Vigevano

Il Forum ha l'intento di far tornare il bacino del Mediterraneo valano per l'intera Europa e di creare uno strumento efficace per l'area EuroMed, con l'obiettivo di favorire l'interscambio di buone pratiche e avviare nuove ed innovative sinergie. Il Forum ha come mission quella di creare un network operativo e sistemico tra di Enti Locali del Mediterraneo, da



Il Forum degli enti locali e delle imprese del Mediterraneo si svolgerà dal 24 al 28 novembre a Vigevano con ospiti della politica, dell'economia e del terzo settore. L'evento.



Start date: 11/28/2023

End date: 11/28/2023

Country: Italy

The II Edition of the Forum of Local Institutions and Businesses of The Mediterranean will be held on 28 November 2023 on the occasion of the "Day Of the Mediterranean". established by the UPM – Union for the Mediterranean.

The event will take place completely online from 09.30 am and will be streamed on the digital platform "The Preview Magazine", the official web editorial of the FEIM.

Useful links



- www.mediterraneanforum.com



- www.thepreviewmagazine.com



- www.gecolo.net