



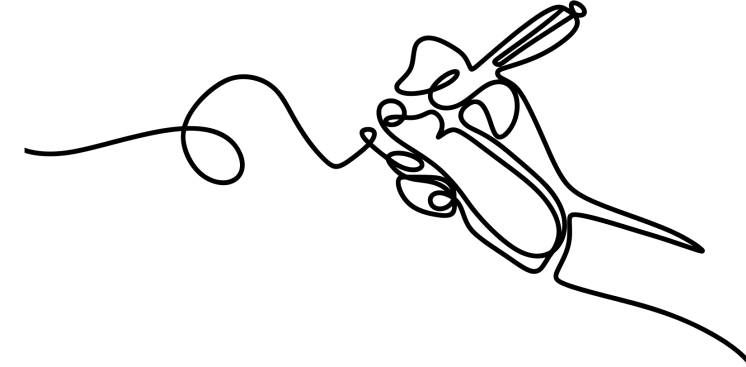
Sustainable food production in South Tyrol



Schools beyond regions and borders 2023-2024

Plenary Meeting Trento

Alexej Barbiero, Philipp Matzoll and Lisa Rauch



Our school

WFO “Franz Kafka” in Merano, South Tyrol, Italy

Highschool focused on Business Studies, Information Technologies, Finances, Marketing and Global Economy and languages



WFO “Franz Kafka” in Merano, South Tyrol, Italy

- right in the city center on the Piazza Teatro
- nearly 500 students between 14 and 19 years old
- **Year 1 and 2** are nearly identical for all the students
 - General Business
 - Business and Sports
 - Business and languages (Spanish)
- **Year 3-5 students choose a new focus area**
 - Finance and Marketing
 - Business and IT Global Economy and

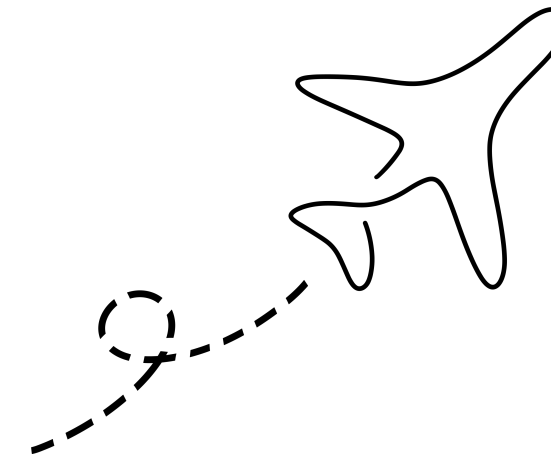
Spanish





Our focus area-Global economy and Spanish

- global economies and languages
- German, Italian and English
- **new foreign language Spanish**



hello  OLÉ

Main subjects are:

- international relations
- legal and business studies
- business administration and geopolitics
- Spanish 3h per week

CIAO



Entrepreneurship-Week



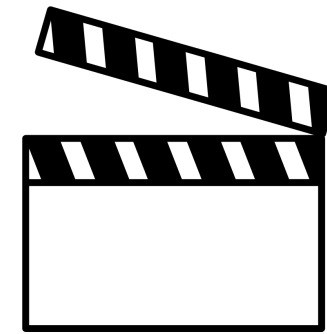
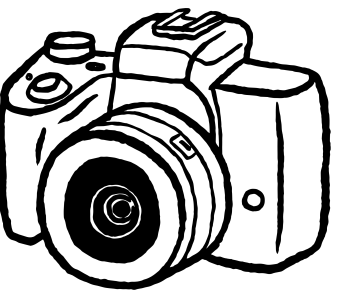
- very important week during the school year
- **students work on projects and topics of their choice**

Our class topic: El mundo hispano -

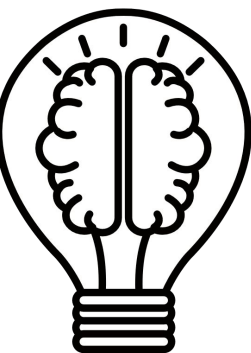
economia, comercio, marketing y cultura

- food and cooking of typical dishes
- import/export of food from Latin America to Europe
- marketing and publicity of Spanish and Italian products





Import/export of food from Latin America to Europe



IDM and South Tyrol

- important partner in branding of the South Tyrolian name
- different areas of expertise:
 - Marketing
 - Innovation
 - Internationalisation
 - Digitalisation
 - **Sustainability**



--> making South Tyrol the most desirable sustainable living destination in Europe



Sustainability in viniculture in South Tyrol

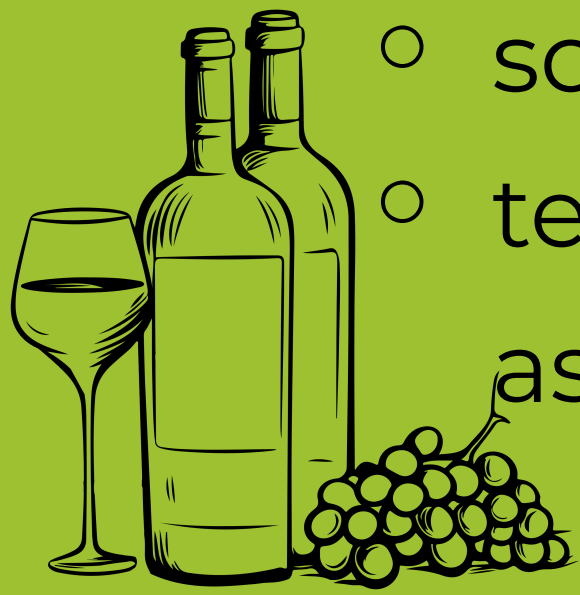
- wine industry is very important
- made big steps

2030 Alto Adige Wine Agenda

↙

- **sustainability in all its facets**

- ecology and economics
- social and cultural aspects
- technology and regional aspects



Wineries:
200

Employed in the wine industry:
10.000

White wine production (2019):

62 %

Red wine production (2019):

38 %

Winegrowers: around **5.000**

Area under cultivation:

5.500 hectares (13,700 acres)

Elevations:

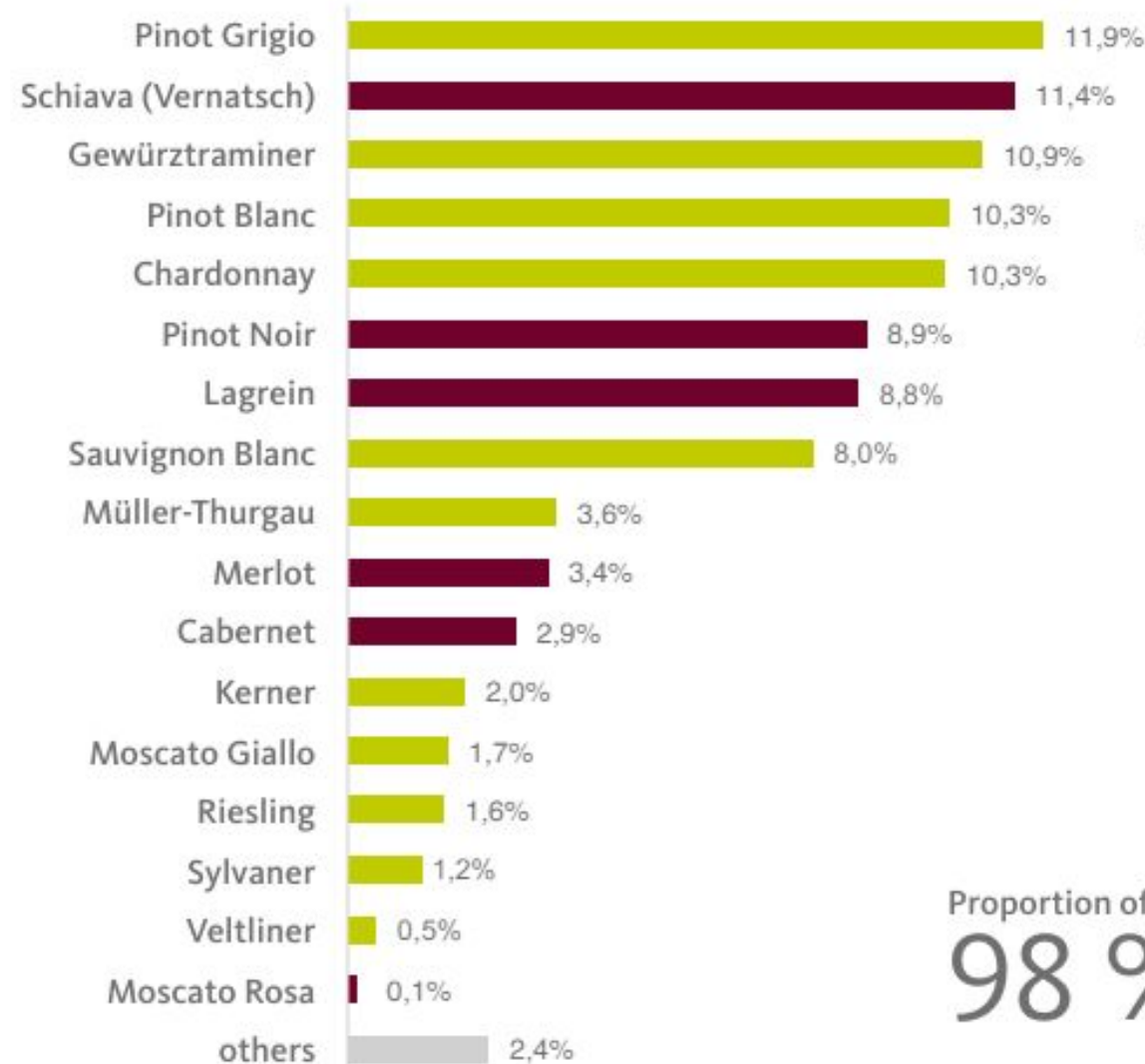
200 to 1.000

(600 to 3,300 ft.) above sea level

Days of sun per year:

300

Current percentages of grape varieties:



Bottles per year (still wine):

40.000.000

Bottles per year (sparkling wine):

400.000

Proportion of DOC wines in the production:

98 %

Organic cultivation:

7 %

Average area per grower:

1 hectare (2.5 acres)



Winery of Caldaro

- first Italian wine producer and first cooperative to be awarded FAIR'N GREEN's Certificate for Sustainable Viticulture (2018)

Holistic approach to viticulture:

- ecology- reduction of carbon emissions, greater biodiversity...
- economics- fair wages of the workers...
- sociology- social commitment, marketing...

Certificate has strict policies on:

- work in the company (as employer and employees)
- work in the vineyards and winemaking
- marketing and selling of wines





Thank you for
your attention

