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EXECUTIVE OFFICE OF THE SECRETARY-GENERAL
CABINET DU SECRETAIRE GENERAL

2 November 2009

REFERENCE:

Dear Ms. Moratti,

Thank you for your letter to the Deputy Secretary-General and for your kind invitation to her to be a Member of the International Advisory Board of the "Women and Expo" project of the Expo-Milano 2015. The Deputy Secretary-General is honoured by such a consideration.

As you can imagine, the United Nations has a set of Rules, Regulations and Practices governing such outside activities and affiliations on the part of its staff members. Particular scrutiny is of-course given to the Organisation's most senior staff given their roles and responsibilities and the potential for conflicts of interest arising therein.

Coupled with these considerations, there is also a heavy demand on the Deputy Secretary-General to participate in various such Boards and outside positions; given the busy calendar and existing commitments of the Deputy Secretary-General, fully meeting the anticipated obligations and expectations of additional external roles can pose some difficulty.

I sadly must inform you that the Deputy Secretary-General will not be able to accept your kind invitation to this role. I trust you will understand and kindly accept her regrets.

I wish you every best wish and success with the "Women and Expo" project.

Tuvako Manongi
Officer-in-Charge
Office of the Deputy Secretary-General

Ms. Letizia Moratti
Comitato di Pianificazione
Expo-Milano 2015
Milan

29-08207



2015



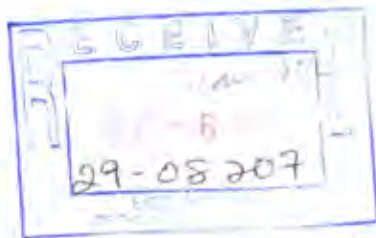
EPO



L'IMAGGIO - 31 OTTOBRE 2015 MILANO-ITALIA



BIE



FEEDING THE PLANET, ENERGY FOR LIFE
 NOURIR LA PLANÈTE, ÉNERGIE POUR LA VIE
 NUTRIRE IL PIANETA, ENERGIA PER LA VITA

Commissario Straordinario del Governo

Milan, 31st July 2009

Dear Ms. Migiro,

It is with the utmost pleasure that I am writing to you as I would like to draw your attention to a commitment to undertake and share with the joint collaboration of women leaders at national and international level.

As you might remember Milan's candidature for Expo 2015 was carried out under the title "Feeding the Planet, Energy for Life" and was based on the vast subjects of food and nutrition that must and can be dealt from various perspectives. Namely, I believe that a pivotal theme worthy of creating a specific project pertains to women and food.

I believe that female population is an economic asset barely explored, in spite of the major roles women have been recently acquiring in an increasing number of sectors, from large enterprises to public institutions, from research to technology.

Thus, the idea which arouse from all these considerations is to create a Women and Expo Project representing one of the main arteries of Expo 2015. It will aim at three fundamental objectives to reach by 2015: introduce a female component in all Expo 2015 themes, provide visibility to the high degree of excellence achieved by works in the fields of science and culture expressing women's intrinsic link with the theme of Expo 2015, create a meeting point where various organizations, institutions and enterprises operating with and for women gather together for exchange of ideas and experiences.

Asha Rose Migiro
 Deputy Secretary General
 United Nations
 3 United Nations Plaza
 New York, NY 10017, USA



Commissario Straordinario del Governo

The Women and Expo Project will co-operate with numerous international organizations, governments and non-governmental institutions, foundations, research institutes and universities to start projects in the fields of culture, science, economy, justice, health and education.

An International Advisory Board will be established to which a number of selected women leaders from various part of the world will be invited to participate. They will be the ones with national and international leadership role in public institutions, private companies, scientific and cultural organizations with strategic advantages in influencing opinions and behaviours of the female population and in supporting initiatives that will be held in the respective countries.

All these initiatives will culminate in the participation of this female universe in Expo 2015, which will house a Pavilion for Women, where, in line with the Expo philosophy, results of various projects implemented during the previous years will be presented and best practices will be shared.

For all these reasons I am convinced that your precious and outstanding experience would be an asset for the activities and projects which will be promoted and realised in the upcoming years. Thus, it would be a great honour for me if you could accept to become a distinguished member of the Advisory Board, giving your contribution to the creation of what I sincerely hope will become the Expo of knowledge and solidarity.

So far a few prominent women of international prestige have already agreed to be part of the Advisory Board: Ms. Viviane Reding, European Commissioner for Information Society and Media, Ms. Emma Bonino, Vice President of the Italian Senate, Ms. Stefania Prestigiacomo, Italian Minister of the Environment, Ms. Emma Marcegaglia, President of the Italian Confederation of Industries; Ms. Ngozi Okonjo Iweala, Managing Director of The World Bank, Ms. Valentina Matvienko, Governor of Saint Petersburg, Ms. Viviane Wade, President of the Foundation "Agir pour la Santé et l'Education" and spouse of the President of Senegal, Ms. Cherie Blair, President of the Loomba Trust and of the Cherie Blair

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Foundation, Ms. Geeta Rao Gupta, President of the International Centre for Research on Women, Ms. Jòsette Sheran, Executive Director of the World Food Program, Ms. Arzuhan Dogan Yalcindag, Head of the Turkish Industrialists' and Businessmen's Association.

I hereby enclose the "2015: Women and Expo" concept paper which may be useful to better understand this initiative in the framework of the Expo 2015 project.

I am truly convinced that we can give birth to a fruitful and long lasting collaboration if we join our efforts to create a first Expo in history where women will have a crucial role in contributing to its overall success.

Please accept, dear Ms Migiro, my warmest regards.


Letizia Moratti



"2015: WOMEN AND EXPO"

1. INTRODUCTION

In March 2008, the city of Milan won a successful bid to host the Expo 2015 as part of the traditional World Expositions. The theme of the Expo, which was developed on the principles of sharing and exchange among different countries, cultures and traditions, is **"Feeding the Planet, Energy for Life."**

The issue of **Food and Nutrition**, foreseen by the Milan proposal have since become headline news. Such a vast subject must be dealt with from various angles. One of these is the theme of women and food. We believe it is such a central aspect of nutrition that it deserves to be represented at the Expo by a major project.

Women are most often those who feed their families and in many developing countries they represent over half of the agricultural workforce. They are at the heart of reproductive health, of the prevention of epidemics, and of population growth. Everywhere, in the poorest segments of population, women and children are especially vulnerable to poverty and famine. They also have the least access to education, making it even more difficult for them to escape poverty. Traditionally, the female population has been a vastly underused economic asset, especially in poor countries. Yet, in recent years, women have proved to be particularly successful in micro enterprises, many of them operating in the food and agricultural sector. Last but not least, women are increasingly acquiring major roles in fields ranging from large enterprises to public institutions, from research to technology. Women are finally able to give significant contributions to all fields, playing a particularly important role in feeding the planet. It is a task that promises to be one of the world's greatest challenges of the upcoming years.

With Expo Milano 2015 "Feeding the Planet, Energy for Life" Milan and Italy want to help people around the world to meet those challenges. Expo, through women's engagement, wishes to give a contribution in building a World where everybody will have the right to have enough and safe food and also benefit from a more rational use of energy as a renewable source for agricultural development.

Milan-Italy Expo 2015 aims at becoming an opportunity to launch scientific, educational and humanitarian concrete projects in partnership with different developing and emerging Countries, identifying and defining their educational and training needs as well as their demands for improved food production, water availability and a safer environment. Women from all over the World could help identify fields of cooperation in order to develop concrete projects and, through the fundamental tool of microcredit, lead off to the empowerment of women, giving them the right equity and dignity as entrepreneurs. In this sense, Expo will act in compliance with the Millennium

Development Goals, with particular reference to the ones concerning gender equality and maternal health.

2. WOMEN AND EXPO 2015

The year 2015 will be a prodigious finishing line for the **Millennium Development Goals**. It will not only be the year when the EXPO will occur, but it will also be the crucial moment when all preparatory projects will bear their fruits, hopefully contributing to the overall success.

The Women and EXPO Project will constitute **one of the main arteries** of EXPO 2015 and will include several component projects. Each of these will be conceived, promoted and implemented in the run-up to 2015 with the involvement of participating countries. Expo 2015 will not only represent the culmination of this six-year collaboration but also the launching pad for further, even more ambitious, projects.

The Women and EXPO Project will be integrated with the other EXPO initiatives by explicitly highlighting the female component, ensuring that the authoritative female voices are given room for expression. The aim is to draw the attention to a part of the population which often still struggles to be heard, and to influence decision-making that directly affects it.

The Women and EXPO Project, like the other EXPO 2015 initiatives, will address issues faced by women in different parts of the world with their specific geographic, environmental, social and cultural characteristics thus stimulating a genuinely useful international debate.

The Women and EXPO Project aims to achieve three fundamental objectives at the 2015 Expo :

- Ensure that awareness of women's issues is a part of all Expo 2015 projects;
- Highlight the excellent work of women in fields connected to Food and Nutrition and make public the results of the collaborative projects launched in the six years running up to 2015;
- Create a forum in which various organizations, institutions, and enterprises operating with, and for women, can exchange ideas and experiences.

In order to attain these objectives, we will build an international project which will attract the participation of women from various countries. As well, the project will avail itself of microcredit which has proved to be one of the fundamental tools to realize female empowerment. It will mobilize organizations and enterprises where women are the key focus of their missions. It is essential to have the involvement and support of women leaders at the national and international levels, who would be in a position to influence decisions, behaviours, and public opinion worldwide.

All these initiatives will culminate in the participation of this female universe in Expo 2015.

Expo 2015 will house a **Pavilion for Women** where the results of various projects, implemented during the previous years, will be presented and where best practices will be shared. The Pavilion for Women will be conceived as a focal point where a wide variety of initiatives such as conferences, shows and events will take place, and host high-level speakers addressing women's issues. These initiatives will be connected with other Expo 2015 projects, so as to ensure that they too have a well-balanced approach to women's points of view, contributions and participation.

3. THE PROJECT

The Women and Expo Project will be a component within the operating company organizing Expo 2015. It shall avail itself of general services common to all projects, including accounting, procurement, legal advice, communication, audit services etc. The Women and Expo Project will participate in all coordinating meetings and be a catalyst for a harmonious integration of the female component in all other initiatives.

An international **Advisory Board** will be established. Its composition will reflect a variety of geographical areas, races and cultures. This should ensure that the diverse aspects of the Expo 2015 main theme are taken into account, as well as different cultural and economic realities.

Selected women leaders from various parts of the world will be invited to participate in the Advisory Board. They will have national and/or international leadership roles in public institutions, private companies, scientific and cultural organizations with strategic advantages in influencing opinions and behaviours of women and in supporting initiatives that will be held in their respective countries.

In brief, the Advisory Board will contribute to the success of the Women and Expo Project with their suggestions, influence and sponsorship. Their initial role will be to discuss and adopt a **Plan of action**.

For the next five years, an **annual event** will be planned in a specific region or continent. These annual events should highlight women's voices on a subject related to the theme of Expo 2015, and examine issues specific to their geographical area. These events can also be connected to various cultural, scientific, social, economic, institutional events featuring female talent in a variety of fields such as cinema, art or photography. The events will help to galvanize the attention and energy of women in each geographic zone to the Expo 2015 and its theme.

These events will be an occasion for creating partnerships and launching collaborations and creating the projects that will be presented at the Expo 2015 - projects that will cover a variety of issues from training to micro enterprises, from health to gastronomy, from medicine to education. Subsequent annual events will also be a forum for sharing results and best practices of current projects.

A **Steering Committee** will be established annually in Italy composed of prominent Italian personalities willing to sponsor the international programme for that particular year through their patronage and network of relations.

In addition, the presence in Milan and in Italy of various ethnic groups with a dominant female presence, constitute a patrimony of ideas, competences and experiences that could contribute to the success of co-developed projects.

The Women and Expo Project will define the contents of the Pavilion for Women, stimulate international participation, define and activate side events at the Expo 2015, in close collaboration with the other functions and projects of the Expo 2015 Programme.

A non exhaustive list of projects highlighting women's issues and which could be undertaken immediately include :

- **Culture** : annual awards for all kind of art (music, literature, visual art etc.);
- **Science** : specific focus to be defined by the general scientific committee;
- **Economy** : best practices in agro-food micro-enterprises;
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- **Education** : access to both primary and secondary levels.

If, in 2015, the Women and Expo Project succeeds and if, in turn, Milan will be perceived as the **"city friend of women"** and finally, if Expo 2015 will be the **first Expo in history where women will have a leading role**, then all these will undoubtedly contribute to the overall success of Expo 2015 "Feeding the Planet, Energy for Life".



2015



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