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***SustainEUorPlanet – Jean Monnet Chair Project***

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**presenta**

**SustainEUorPlanet Seminar in Bologna**

Mercoledì 30 aprile 2025, dalle 11:30 alle 13:30

Aula 15, 1° piano, viale G. Fanin 44, Bologna

***Opportunities for Italian  
Fruit&Veg beyond the EU  
borders***

**Dott. Simona Rubbi**

Responsabile Barriere Fitosanitarie e Nuovi Mercati,  
CSO Italy,  
Centro Servizi Ortofrutticoli

*Introduce e discute*

**Prof. Alessandra Castellini**

Università di Bologna

Membro del Gruppo di Ricerca di SustainEUorPlanet

**Dr. Simona Rubbi:** International relations manager of CSO Italy Simona Rubbi is in CSO Italy from 2003 and has a long experience on opening of new markets and SPS barriers and phytosanitary aspects, on quality issues with GI and different certifications as GLOBAL.G.A.P., and on management of different promotional programs on Internal market and Third Countries. In November 2020, she was elected as Chair of CGD on quality and promotion of DG Agri – EU COM, after 2 mandates as vice Chair. She is member on the Freshfel Europe Board.

**Prof. Alessandra Castellini:** Alessandra Castellini is Associate Professor of Agricultural Economics and Appraisal at the Department of Agricultural and Food Sciences (Alma Mater Studiorum – University of Bologna). She earned a PhD in “Agricultural Economics and Policy”. She teaches a Triennial degree (Principles of Economics - Economics of International Agrifood Markets) and Master's degree (Strategic Management). From 2018-19 she's been leading a Laboratory for master students about Business Creation and Entrepreneurship. Furthermore, she coordinates the module about “Agricultural Economics and Market” in a second-level Master about “Design and Management of innovative, sustainable and technologically advanced agricultural systems”, co-funded by the University of Bologna. Current research interests include the study of the agrifood markets and global value chains, technical-economic analysis of production systems also linked to circular economic aspects, the value chain mapping and evaluation. Furthermore, marketing surveys on the agrifood consumer's behaviour and the consumer's perceptions towards innovative foods. Regarding international trade, she's working on GI products and has recently completed the ARISE+ - Indonesia Trade Support Facility, funded by the EU. She has been involved in European projects, i.e. the H2020 project AgriFoodBoost (ended in 2024) and the Horizon Europe project ALLIANCE (2023-2025). Member of the University of Bologna Presidio della Qualità, Teaching section.

Vice-President of the Professional Association of Agronomists and Foresters of Bologna. She authored more than 100 papers.

**SustainEUorPlanet:** Il Progetto propone un'analisi interdisciplinare e critica delle politiche internazionali e dei quadri giuridici dell'Unione Europea finalizzati all'equità economica e sociale, al rispetto dell'ambiente, all'accesso all'energia pulita e ai beni essenziali, alla ricerca di sicurezza per superare le tensioni e le asimmetrie geopolitiche. SustainEUorPlanet ha un duplice scopo. Da un lato, offre un insieme di attività che prevedono la formazione di una classe dirigente e accademica di eccellenza, coinvolgendo funzionari dell'UE, nazionali e internazionali, politici, ONG, imprese e amministrazioni pubbliche. Dall'altro lato, il progetto della Cattedra Jean Monnet studia ed analizza il ruolo dell'UE come attore globale nel promuovere costantemente un'agenda di sostenibilità per le politiche commerciali, ambientali, energetiche e climatiche, evidenziando l'importanza della responsabilità degli operatori economici e la rilevanza che i cittadini dell'UE possono avere nel plasmare e far rispettare gli strumenti esterni dell'UE attraverso la partecipazione e la trasparenza. Altrettanta attenzione viene dedicata alla politica di sicurezza nel contesto dell'economia globale (si visiti la [pagina web](#) e l'account [LinkedIn](#) del Progetto).

**SustainEUorPlanet:** The Project proposes an interdisciplinary and critical analysis of the EU's international policies and legal frameworks directed to economic and social fairness, respect for the environment, access to clean energy and essential goods, while looking for security to overcome geopolitical tensions and asymmetries. SustainEUorPlanet has a twofold purpose. On one side, it offers a set of activities envisaging the promotion of a ruling and academic class of excellence, involving EU, national and international civil servants, politicians, NGOs, local businesses and public administration. On the other side, SustainEUorPlanet shows the leading role of the EU as a global actor in constantly promoting a sustainable agenda for trade, environment, energy and climate policies, highlighting the importance of economic operators' accountability and the relevance that EU citizens can have in shaping and enforcing EU's external tools through participation and transparency. Likewise, the Project focuses on political security policies in world economy. More information available on the [Project's website](#) and on [LinkedIn](#).