

Call for cases

for the conference

Abnormal Exchanges. The nested markets for rural fragile areas

Rovigo (Italy), 2-3 March 2018

In the fragile rural areas there is an extraordinary diversity of environments, productions, cultures, animal species and agricultural varieties. They are localized and sometimes exclusive material and intangible resources, that have all the qualitative features to meet a growing market demand that seeks on diversity and specificity. More and more conscientious consumers look at the environmental, ethical, cultural, social characteristics that a product or service incorporates. A cheese can be purchased because it is tasty, fair, ecological, biodiverse, healthy and nutritious, even a guarantor of identity and solidarity. The same applies to other goods, such as energy, water, nursing relationships, and material culture. In order that these qualities emerge, the goods must be traded in markets that remunerate the value beyond the quality/price ratio. With these premises, fragile rural areas can make the exchange an *instrument of emancipation*: the purpose of the call for cases is to see if and how similar exchanges, which we call *nested markets*, are present in fragile rural areas. The poverty of these areas could be due to the lack of nested markets both because of dependencies on global, anonymous and poor quality goods, both because of the inability of these areas to recognize their resources and to value them by building nested exchanges with conscious consumers and / or other territories.

The case to be reported may concern:

- Exchange of environmental, cultural, agricultural, relational and care, crafts goods... that go beyond the relationship quality/price;
- cases of territorial solidarity between fragile areas and between fragile and strong areas, that occur in nested markets;
- creation of physical/virtual places of exchange and meeting spaces;
- trademarks, labels, brands and related marketing, in particular through communication and web-based tools;
- the variety of modes of organization and spatial dimensions of the exchange: between private individuals, small producers and families, within the Large-Scale Retail Trade or Small-Scale PDO circuits (small organized distribution); between producers and consumers; between South and North; between fragile areas and cities;
- public projects, protocols, or Public Partnerships (PPPs) and / or NGOs actions.

The case examples is reductive in relation to a call for cases that aims to bring out unpublished, little-known experiences, sometimes mistreated, but with good potential. A useful way to deepen the motives of the conference and to identify emblematic cases is to look at the [position paper](#) (in Italian though!). The [past editions](#) of the conference can provide additional insights to set the case study. A discussion and case selection tool is also the Facebook group "[aree fragili](#)".

The abstract (up to 2000 characters) in English or Italian describing the emblematic case must be sent by December 31, 2017 to Giorgio Osti (giorgio.osti@dispes.units.it) and Sara Morelli (areefragili.rovigo@gmail.com). The call is open to scholars, artists, administrators, public officials, grassroots operators, peasants, ecologists, social and for-profit entrepreneurs. To the authors of the accepted abstract by the 'reference group' we will offer on March 2nd dinner and the buffet on March 3rd. Travel and accommodation expenses can not be refunded, even if special cases are carefully evaluated. Acceptance of the abstract will be communicated by January 31, 2017.

Giovanni Carrosio, Daniela Luisi, Luca Martinelli, Giorgio Osti, Chiara Zanetti