Sustainability and Responsibility in Business

PhD Workshop

Corvinus University of Budapest
May 20-21, 2011

The Slow Food Movement
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The Unsustainability of the Current Pattern of Global Development

Antonio Tencati
Slow Food: The Neo-Gastronomy

Antonio Tencati
Engines of Innovation: University of Gastronomic Sciences
Engines of Innovation: Terra Madre and Salone del Gusto

Terra Madre
The Food Communities Network

Terra Madre brings together those players in the food chain who together support sustainable agriculture, fishing, and breeding with the goal of preserving taste and biodiversity. Find out more about the Terra Madre 2010 event.

Help us strengthen the world’s largest network of food communities.

Salone del Gusto 2010

Salone del Gusto Internazionale
21-25 ottobre

Corinns
University of Budapest

Bocconi
Engines of Innovation: Slow Food Foundation for Biodiversity
Engines of Innovation: Cittaslow International

CITTASLOW NORWAY BROCHURE
The Norwegian members of Cittaslow – Eidskog, Levanger and Sokndal – has created a brochure that talks about Cittaslow and whether the individual municipalities.

In Evidence
3rd Cittaslow International Assembly 2010
Seoul/Sud Corea 25/29 June 2010
Registration form

Assembly official site
Engines of Innovation: The Wine Bank

Visit the Banca del Vino!
Engines of Innovation: Terra Madre Day

Our 7 Pillars

Terra Madre Day celebrations will raise awareness of the importance of "eating locally" and the right of all communities to maintain and build:
The Main Features of the Collaborative Enterprise

Competitiveness vs. Collaboration

<table>
<thead>
<tr>
<th></th>
<th>The Competitive Model</th>
<th>The Collaborative Model</th>
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</thead>
<tbody>
<tr>
<td><strong>Basic Motive</strong></td>
<td>Self-interest</td>
<td>Care about others and oneself</td>
</tr>
<tr>
<td><strong>Main Goal</strong></td>
<td>Maximizing profit or shareholder value</td>
<td>Creating values for all the participants in the network</td>
</tr>
<tr>
<td><strong>Criterion of Success</strong></td>
<td>Growth in monetary terms</td>
<td>Mutually beneficial relationships with the stakeholders</td>
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Source: Zsolnai, Tencati, 2010
Collaborative Enterprise and Slow Food

Terra Madre People_clip_8' version_english s...
Collaborative Enterprise and Slow Food

- **Slow Food** defends and promotes **good, clean and fair food**. Its philosophy is **based on three principles**: the small, the local, and the slow (Slow Food International, 2011; Tasch, 2008)

- **The purposes of these efforts are the following:**
  - Valuing typical traditions
  - Protecting and supporting local communities (Berry, 2001)
  - Shaping new connections and social networks among producers and co-producers
  - Bypassing brokers
  - Reducing transports
  - Safeguarding the environment
  - Promoting virtuous globalization through a network of neo-gastronomes and food communities
  - Ensuring the universal right to **buen vivir** (De Marzo, 2009)
  - Fostering a holistic idea of sustainable development
Collaborative Enterprise and Slow Food

Fast Money, Slow Money
Collaborative Enterprise and Slow Food

- The Slow Food experience shares the distinctive features of the collaborative model:
  - More balanced, democratic and broader governance systems
  - Multiple bottom line approach
  - Cohesive stakeholder engagement
  - Long-term perspective
  - Fitting into the environment