

EUROPEAN CURRICULUM VITAE FORMAT



PERSONAL INFORMATION

Name **MARESCOTTI ANDREA**
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Web-site <http://www.andreamarescotti.it>
Nationality Italian
Date of birth 03.12.1963

WORK EXPERIENCE

- Dates (from – to)
- Name and address of employer
- Type of business or sector
- Occupation or position held
- Main activities and responsibilities

From 2001 (current position)

University of Florence, Dipartimento di Scienze Economiche (Dept.Economics).
Via delle Pandette, 9 – 50127 Firenze (I)
tel. ++39 055 437 4570 - fax ++39 055 437 4905

University

Associate Professor, Agricultural and agri-food Economics

High Education

Lecturing at the Faculty of Economics, University of Florence (I): Agricultural Economics,
Agro-food economics and policies, Rural Economy

Courses: Economia dell'Impresa Agro-alimentare (Italian) and Agri-Food Economics (English) at
Florence University

Visiting and teaching abroad: Lecturer, Stockholm Södertörns Högskola University (Sweden),
“Valorisation of typical agrofood products by means of protected geographical indications”, PHd students
(May 2016)

Research activity

Topics:

- Origin product and geographical indications: marketing strategies, evaluation of the effects of the protection of geographical indications
- Marketing of agri-food products, valorization strategies of quality food.
- Quality standards and labels in agri-food system;
- Short food supply chains : farmers' markets, consumers' groups, direct sales
- Agri-tourism, rural tourism, food and wine tourism
- Agribusiness, supply-chain analysis, Coordination mechanisms between firms;
- Agricultural and rural policy evaluation;

Participation to international research projects:

- 2019-2022 SUS-TER - Networking Knowledge, Skills, and Competencies for an Inclusive and Sustainable Territorial Valorization of Cultural Heritage, Origin Products, and Biodiversity (Erasmus+ Program of the European Union)
- 2017-2020 GI-ADAPT - Institutional conditions for the adaptability of quality standards of Austrian and Italian Geographical Indications (Boku University, Wien, and University of Florence, Italy)

- 2017-2021 ROBUST - Rural-Urban Outlooks: Unlocking Synergies (European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 727988)
- 2016-19: CERERE Cereal Renaissance in Rural Europe: embedding diversity in organic and low-input food systems, Horizon 2020.
- 2013-2016 GLAMUR "Global and Local food chain Assessment: a Multidimensional performance-based approach". Collaborative Project FP7-KBBE.2012.2.5-03, coordinator Han Wiskerke (Wageningen University, Olanda).
- 2013 DG AGRI UE-ACP "Study on the potential for marketing agricultural products of the ACP (African, Caribbean and Pacific) countries using geographical indications and origin branding (ACP-AGGI)"- Tender n.AGRI-2012-EVAL-05.
- 2012-13: DG AGRI UE-ACP. Tender n.AGRI-2012-EVAL-05. "Study on the potential for marketing agricultural products of the ACP (African, Caribbean and Pacific) countries using geographical indications and origin branding (ACP-AGGI) (2012-13)
- 2010-2011: "Monitoring and evaluation of the socio-economic and environmental impacts of Geographical Indications in Jamaica" - IPI Swiss Federal Institute Intellectual Property. Scientific co-coordinator.
- 2007-2008: Evaluation of the CAP policy on protected designations of origin (PDO) and protected geographical indications (PGI), London Economics
- 2005-2008 SINERGI "Strengthening International Research on Geographical Indications: from research foundation to consistent policy", STREP, VI EU
- 2004-2006 GENEDEC "A quantitative and qualitative assessment of the socio-economic and environmental impacts of decoupling of direct payments on agricultural production, markets and land use in the EU" , VI EU Framework
- 2002-2004 TRUC "Transforming Rural Communication". Accompanying Measure, V EU Framework
- 2000-2003 DOLPHINS "Development of Origin Labelled Products". Concerted Action, V EU Framework
- 2001-2004 AEMBAC "Definition of a common European analytical framework for the development of local agrienvironmental programmes for biodiversity and landscape conservation". Research Project. Coordinator: IUCN, V EU Framework

As responsible or participant, he has taken part to many national and regional research projects also as advisor to the local policy makers. A selection:

- 2018-2019 "PROMETEA - PROMozione della Multifunzionalità del settore Agro-turistico", Regione Toscana, Direzione Generale Competitività del sistema regionale e sviluppo delle competenze (2017-2019).
- 2013 Fabrica Europa – Scientific responsible of the research project del progetto "Innovative solutions for local farms in Grosseto Province"
- 2010-2012 - PRIN 2008 Scientific responsible (since 1.11.2012) of local research Unit University of Florence DSE of the national research project "Globalization and re-localization in production-consumption relationships: scenarios, effects, policies", Ministry of University funded project
- 2010-2011 SECOPART. Scientific responsible of the local research unit University of Florence DSE of the research project "Participatory approaches for the analysis of socio-economic effects of coexistence between organic, conventional, and GMO cultivations", Tuscan Region funded project
- 2009-2012 fruit production in Pisa province – Local Unit scientific responsible "Fruit production and market in Pisa Province, Tuscany: valorization of landraces and new marketing chains", Tuscan Region funded project
- 2009-2010 Fair prices – Scientific responsible of the research project "Price settings in agri-food farmers' markets in Tuscany", Tuscan Region funded project
- 2009-2011 TURRU. Research project "TURRU – Rural areas and touristic configurations: opportunities and good practices", Tuscan Region funded project
- 2004 Typical products - "Valorization of typical products: problems and opportunities in using protected geographical indications" (Research Unit of Firenze), Ministry of University funded project;
- 2003 Toscana Agriturismo – Scientific responsible of the research project "Study on Tuscan law on agriturismo", Tuscan Region funded project

Collaborations with:

- Food and agriculture organisation (FAO) Rome ;
- United Nations Industrial Development Organization (UNIDO) Wien ;

- Union Européenne – DG Agriculture, Bruxelles;
- Swiss Intellectual Property Institute (IPI), Berne
- Institut National pour la recherche en agriculture (INEA) Rome
- Tuscan Region Administration

He is the author of many publications on agro-food system analysis, food quality, and rural and local development.

SCIENTIFIC PUBLICATIONS

Full list of publications: <http://www.andreamarescotti.it/PubblicazioniAM.htm>

(December 2019, source Scopus): H-index 9; Total citations 385

ORCID: <http://orcid.org/0000-0001-9891-2857>

EDUCATION AND TRAINING

- Dates (from – to)
 - Name and address of employer
 - Type of business or sector
 - Occupation or position held
 - Main activities and responsibilities
-
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 - Name and address of employer
 - Type of business or sector
 - Occupation or position held
 - Main activities and responsibilities
-
- Dates (from – to)
 - Name and type of organisation providing education and training
 - Principal subjects/occupational skills covered
 - Title of qualification awarded
 - Level in national classification (if appropriate)
 - Dates (from – to)
 - Name and type of organisation providing education and training
 - Principal subjects/occupational skills covered
 - Title of qualification awarded
 - Level in national classification (if appropriate)

From 1998 to 2001

University of Florence, Dept. of Economics. Via delle Pandette, 9 – 50127 Firenze (I)

University

Researcher

The activity was finalized to manage research activities in the Department of Economics in the areas of rural economy, agricultural economics, food economy. He takes part to many national and regional researches, and he is author of many scientific publications.

From 1991 to 1998

University of Florence, Dept. of Economics. Via delle Pandette, 9 – 50127 Firenze (I)

University

Technical assistant

The activity was finalized to support research in the Department of Economics in the areas of rural economy, agricultural economics, food economy. He takes part to many national and regional researches, and he is author of many scientific publications.

From 1987 to 1990

Scuola superiore di Studi Universitari e di Perfezionamento “Sant’Anna” di Pisa (I) www.sssup.it/

Phd Thesis on “Cereal policies in Sub-Saharan African countries: the cases of Chad and Togo”

Phd Agricultural Economics and Policy

From 1982 to 1986

University of Pisa (I), Faculty of Economics

Macro and micro economics, international economics, finance, maths, statistics, business administration, private and public law, business law, marketing, firms organization

Degree in Economics

PERSONAL SKILLS AND COMPETENCIES

Acquired in the course of life and career but not necessarily covered by formal certificates and diplomas.

MOTHER TONGUE

OTHER LANGUAGES

ITALIAN

ENGLISH

- Reading skills
- Writing skills
- Verbal skills

EXCELLENT

VERY GOOD

VERY GOOD

<ul style="list-style-type: none"> • Reading skills • Writing skills • Verbal skills 	<p>FRENCH EXCELLENT GOOD GOOD</p> <p>SPANISH GOOD basic basic</p>
<p>SOCIAL SKILLS AND COMPETENCIES <i>Living and working with other people, in multicultural environments, in positions where communication is important and situations where teamwork is essential</i></p>	<p>Member of the Steering Committee and Workpackage responsible in EU-funded research projects: DOLPHINS (2001-2004) and SINERGI (2005-2008)</p>
<p>ORGANISATIONAL SKILLS AND COMPETENCIES <i>Coordination and administration of people, projects and budgets; at work, in voluntary work (for example culture and sports) and at home, etc.</i></p>	<p>Within DOLPHINS and SINERGI research projects he was member of the Steering Committees, and co-responsibles of some WorkPackages From 1999 experience in co-ordinating the activity of a producers' association relating to a "typical" food (cherry): animation, scientific research, marketing, co-operative, relationships with local and regional administrations From 1999 experience in co-ordinating the activity of a producers' association relating to a "typical" food (cherry): animation, scientific research, marketing, co-operative, relationships with local and regional administrations</p>
<p>TECHNICAL SKILLS AND COMPETENCIES <i>With computers, specific kinds of equipment, machinery, etc.</i></p>	<p>knowledge of windows and main softwares (word, excel, access, frontpage, outlook, powerpoint)</p>
<p>OTHER SKILLS AND COMPETENCIES <i>Competences not mentioned above.</i></p>	<p>As a member of scientific association he is referee of the following scientific journals:</p> <ul style="list-style-type: none"> • Rivista di Economia Agraria (Italy) - Rivista di Economia Agro-alimentare - QA (La Questione Agraria) - Agriregionieuropa (Italy) - Rivista Internazionale di Politica agraria (Italy) • European Review of Agricultural Economics - Environment and Planning – Food Policy - IFAMR (The Netherlands) <p>He is member of the following scientific associations: SIDEA (Italian Society of Agricultural Economics) since 1992; EAAE (European Association of Agricultural Economists) since 1996; AIEAA (Italian Association of Agricultural and Applied Economics) since 2013</p>
<p>DRIVING LICENCE(S)</p>	<p>type B</p>
<p>ADDITIONAL INFORMATION</p>	<p>www.andreamarescotti.it</p>

Place and date: Pisa (I), December, 15th, 2019

SIGNATURE

