

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

From 2001 **Current position**
Name and address of employer University of Florence, Dipartimento di Scienze per l'Economia e l'Impresa (DISEI) Dept.of Economics and Management).
Via delle Pandette, 9 – 50127 Firenze (I)
tel. ++39 055 437 4570
Type of business or sector University
Occupation or position held Associate Professor, Agricultural and agri-food Economics
Main activities and responsibilities High Education
Lecturing at the Faculty of Economics, University of Florence (I): Agricultural Economics, Agro-food economics and policies, Rural Economy
Courses:

- o Economia dell'Impresa Agro-alimentare (Italian), Corso di Laurea in Economia Aziendale
- o Agri-Food Economics (English) at Florence University, Master Degree in Design of Sustainable Tourism

Visiting and teaching abroad:

- o Lecturer, Stockholm Södertörns Högskola University (Sweden), "Valorisation of typical agrofood products by means of protected geographical indications", PhD students (May 2016)
- o Lecturer, Mexico City Universidad Panamericana (UP) – Mexico (Mexico), "The sustainable valorisation of origin products through geographical indications protection", PhD students (November 2025) Erasmus+ program KA171 "International mobility involving third countries not associated to the programme"

Research - topics

- o Origin product and geographical indications : marketing strategies, evaluation of the effects of the protection of geographical indications
- o Marketing of agri-food products, valorization strategies of quality food
- o 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

Research – main international research projects

- 2024-2027 GI-SMART - Geographical Indications’ contribution to smart territorial development and sustainability. Insights for GIs producers, policy makers, consumers and local communities
- 2024-2027 WIPO (World Intellectual Property Organization) - Contribution to Intellectual Property and Unlocking the Potential of Non-Agricultural Geographical Indications for the Empowerment of Local Communities and Preservation or Revival of Local Arts and Traditions
- 2023-2024 WIPO (World Intellectual Property Organization) - Empowering Small Businesses through IP: Developing Strategies for Supporting Geographical Indications or Collective Marks in the Post-Registration Period
- 2020-2023 COACH – Collaborative Agri-food Chains: Driving Innovation in Territorial Food Systems and Improving Outcomes for Producers and Consumers. <https://coachproject.eu/>
- 2020-2025 ASSET Agroecology and Safe food System Transitions in Southeast Asia
- 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) <http://www.suster.org/>
- 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.
- 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.
- 2010-2011: “Monitoring and evaluation of the socio-economic and environmental impacts of Geographical Indications in Jamaica” - IPI Swiss Federal Institute Intellectual Property.
- 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

Research – main national research projects

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:

- 2022-2025 REACT - Rigenerare i paesaggi culturali delle aree interne in una prospettiva people-centered. Borghi storici e territori rurali del Casentino come laboratorio di creatività e innovazione (
- 2023-2027 SOFIG - La sostenibilità nelle filiere dei prodotti DOP e IGP della Toscana: condivisione di buone pratiche e accountability (CSR 2023-2027 - Intervento SRG09 - Annualità 2024)
- 2020 Research project “Coordinamento e integrazione tra imprese nelle filiere agroalimentari toscane”, IRPET, Regione Toscana
- 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 “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
- 2003 Toscana Agriturismo – Scientific responsible of the research project “Study on Tuscan law on agriturismo”, Tuscan Region funded project

Research – main international collaborations

- Food and agriculture organisation (FAO) Rome
- World Intellectual Property Organisation (WIPO) Genève
- 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

Research – scientific publications

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

<http://www.andreamarescotti.it/PubblicazioniAM.htm>

(May, 6th, 2026, source Scopus): H-index 16; Total citations 1446

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

EDUCATION AND TRAINING

Dates (from – to)	From 1998 to 2001
Name and address of employer	University of Florence, Dept. of Economics. Via delle Pandette, 9 – 50127 Firenze (I)
Type of business or sector	University
Occupation or position held	Researcher
Main activities and responsibilities	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
Dates (from – to)	From 1991 to 1998
Name and address of employer	University of Florence, Dept. of Economics. Via delle Pandette, 9 – 50127 Firenze (I)
Type of business or sector	University
Occupation or position held	Technical assistant
Main activities and responsibilities	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
Dates (from – to)	From 1987 to 1990
Name and type of organisation	Scuola superiore di Studi Universitari e di Perfezionamento “Sant’Anna” di Pisa (I) www.sssup.it/
Principal subjects	Phd Thesis on “Cereal policies in Sub-Saharan African countries: the cases of Chad and Togo”
Title of qualification awarded	Phd Agricultural Economics and Policy
Dates (from – to)	From 1982 to 1986
Name and type of organisation	University of Pisa (I), Faculty of Economics
Principal subjects/occupational skills covered	Macro and micro economics, international economics, finance, maths, statistics, business administration, private and public law, business law, marketing, firms organization, agricultural economics
Title of qualification awarded	Master Degree in Economics

LANGUAGES

Mother tongue	ITALIAN
Other languages:	ENGLISH
Reading skills	EXCELLENT
Writing skills	VERY GOOD
Verbal skills	VERY GOOD
Other languages:	FRENCH
Reading skills	EXCELLENT

Writing skills	GOOD
Verbal skills	GOOD
Other languages:	SPANISH
Reading skills	GOOD
Writing skills	BASIC
Verbal skills	BASIC

SOCIAL SKILLS AND COMPETENCIES Member of the Steering Committee and Workpackage responsible in EU-funded research projects: DOLPHINS (2001-2004) and SINERGI (2005-2008)
UNIFI-DISEI Team leader in EU-funded project: COACH (2020-2023)
Member of main research groups at University

ORGANISATIONAL SKILLS AND COMPETENCIES

- Within DOLPHINS and SINERGI research projects he was member of the Steering Committees, and co-responsibles of WorkPackages
- Within COACH project, responsible of University of Florence team, member of the Executive Board and responsible of Task.
- From 1999 experience in co-ordinating the activity of a producers' association relating to a "typical" food (cherry of Lari, Italy): management, scientific research, marketing, relationships with local and regional administrations
- From 2003, coordinator of a Solidarity Purchasing Group in Pisa (I), a consumers' group composed by around 50 families.

TECHNICAL SKILLS AND COMPETENCIES knowledge of Windows and main softwares (Word, Excel, Access, Frontpage, Outlook, Powerpoint)

OTHER SKILLS AND COMPETENCIES As a member of scientific association, he is referee of the following scientific journals:

- 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) – Journal of Rural Studies – World Development – Perspectivas Rurales - Sustainability

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
Laboratorio di Studi Rurali "Sismondi", Pisa (I)
Centro Studi Ecomomia del Welfare (Siena, Italy) – member of scientific committee

DRIVING LICENCE type B

ADDITIONAL INFORMATION Please refer to: www.andreamarescotti.it

Place and date: Pisa (I), May, 8th, 2026

SIGNATURE

