

# EUROPEAN CURRICULUM VITAE FORMAT



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## PERSONAL INFORMATION

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

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## 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:

- Economia dell'Impresa Agro-alimentare (Italian), Bachelor's degree in Business Administration
- Agri-Food Economics (English), Master Degree in Design of Sustainable Tourism

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 - 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

### Research – main international research projects

- 2024-2028 GI-SMART - Geographical Indications' contribution to smart territorial development and sustainability. Insights for GIs producers, policy makers, consumers and local communities (2024-2027)
- 2020-2025 ASSET Agroecology and Safe food System Transitions in Southeast Asia
- 2020-2023 COACH – Collaborative Agri-food Chains: Driving Innovation in Territorial Food Systems and Improving Outcomes for Producers and Consumers. <https://coachproject.eu/>
- 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:

- 2023-2025 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 (2022-2025)
- 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
- 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

#### **Research – main international collaborations**

- Food and agriculture organisation (FAO) Rome
- United Nations Industrial Development Organization (UNIDO) Wien
- World Intellectual Property Organization (WIPO) Genève
- Union Européenne – DG Agriculture, Bruxelles
- Swiss Intellectual Property Institute (IPI), Berne

#### **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>

(February, 5<sup>th</sup>, 2021, source Scopus): H-index 11; Total citations 511

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

## **EDUCATION AND**

### **TRAINING**

Dates (from – to)	<b><i>From 1998 to 2001</i></b>
Name and address of employer	University of Florence, Dept. of Economics. Via delle Pandette, 9 – 50127 Firenze (I)
Type of business or sector	<i>University</i>
Occupation or position held	<i>Researcher</i>
Main activities and	The activity was finalized to manage research activities in the Department of

responsibilities 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/](http://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

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## 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

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## SOCIAL SKILLS AND COMPETENCIES

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

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## ORGANISATIONAL SKILLS

- Within DOLPHINS, SINERGI, GI-SMART research projects he was member of the Steering Committees, and co-responsibles of WorkPackages.

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**AND COMPETENCIES**

- 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 40 families.

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**TECHNICAL SKILLS  
AND COMPETENCIES**

knowledge of Windows and main softwares (Word, Excel, Access, Frontpage, Outlook, Powerpoint)

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**OTHER SKILLS  
AND COMPETENCIES**

As a member of scientific associations, 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

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**DRIVING LICENCE**

type B

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**ADDITIONAL  
INFORMATION**

Please refer to: [www.andreamarescotti.it](http://www.andreamarescotti.it)

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Place and date: Pisa (I), September, 23rd, 2024

SIGNATURE

