

*A memorandum of understanding has been signed with Alis for low-carbon transport of 2,400 horses attending the Show*

## **FIERACAVALLI PROMOTES ETHICAL AND GREEN TOURISM WITH "THE CHANGING JOURNEY"**

**The wooden fittings made by the inmates at the Montorio Detention Centre, who also manage a stable**

**Verona, 7-10 November 2019** - Ethical matters are increasingly at the heart of the 121st Fieracavalli (7-10 November 2019) with the new **AGSM Forum Area *The Changing Journey - Approaches to Sustainable Tourism***. The space focusing on sharing good practices for social and environmental responsibility also ensures a leading role for the inmates of the Montorio Detention Centre in the province of Verona.

This area in Hall 1 will host meetings and seminars organised by **Earth Academy**, the European network for cooperation and promotion of rural areas, and the International Centre for Studies on Tourism Economy (**Ciset**) of Ca' Foscari-University of Venice. Guests invited to discuss their own experience of the "Changing Journey" include equestrian trekker **Paola Giacomini** - famous for her long travels in the saddle - who (Sunday 10 at 11:00) will talk about her latest solo adventure: setting off nine months ago from Mongolia, she will visit Fieracavalli before returning home after more than a year.

The furnishings and structures for the equestrian tourism venue were made by the **Reverse IN** workshop, a prison project that employs inmates at Montorio Detention Centre managed by the interior architecture firm Reverse. A concept for **"ethical" stand set-ups** that are inclusive and have lower environmental impact thanks to the solutions adopted, the materials chosen (wood from certified supply chain) and the 0 km nature of the project.

The initiative also involves close collaboration between Fieracavalli with the Montorio Detention Centre and the Reverse social enterprise; inmates take part in the prison's own carpentry workshop and outside on stand assembly work. *«There is a growing commitment between the Montorio Detention Centre and Fieracavalli»*, said **Maria Grazia Bregoli**, director of Montorio penitentiary for seven years. *«This helps expand employment opportunities for prisoners and ensures greater meaning for the rehabilitative purpose of the prison sentence»*.

In addition to the carpentry workshop, the prison also has a stable with four horses saved from abusive situations or confiscation. *«Five years ago the stables and enclosures were built with the help of Fieracavalli, while courses are held by the Horse Valley sports association»*, said the Prison Director. *«The horses are looked after by a number of inmates, selected on the basis of their re-education and skills. They take part in five-month courses and a stable technician certificate is issued at the end of each course. So far, at least one dozen former detainees have found employment in stables and riding centres in the Verona area»*.

These initiatives fall within the scope of the **Fieracavalli Academy**. This project aims to promote a culture of greater respect for the well-being of animals at all levels, particularly in the "Equestrian tourism and sustainability" context, managed by the Director of Ciset, Mara Manente.

This direction is also taken by **Horse Friendly**, a quality brand launched in 2018 to certify hotels, riding schools, bridleways, horse routes, parks, farm holiday centres and restaurants offering services and facilities for horses. Quality recognition requires respecting an ethical code for the management of animals and precise parameters as regards location, hospitality, equipment and facilities for horses, the gastronomy offering and accessibility: facilities are assessed by a special commission involving Fieracavalli and Progetto

Islander, an organisation that helps rescue abused horses, and can be consulted all year round on the Fieracavalli website.

Lastly, this year also welcomes the new protocol signed between Fieracavalli and **Alis-Logistics Association of Sustainable Intermodality** which seeks to reduce carbon dioxide emissions associated with transporting horses to the Show (about 2,400 every year). By combining road, rail and sea connections, it is estimated that carbon dioxide emissions can be reduced by between 40% and 60% compared to routes only involving road transport.

**VeronaFiere Press Office**

Tel. +39.045.829.82.42-82.10

E-mail: [pressoffice@veronafiere.it](mailto:pressoffice@veronafiere.it)

Twitter: @pressVRfiere Facebook: @veronafiere

**Fieracavalli Brand Press Office | Studio Marcati - TISS**

Tel. 02.36728150 - 02.36728153

E-mail: [fieracavalli@studiotm.org](mailto:fieracavalli@studiotm.org)