

International symposium on interdisciplinarity – Corte			
Track : Connecting food to place			
Salle 02 Bat. Fac de Droit			
Convenors : Caroline TAFANI (University of Corsica) and François CASABIANCA (INRA)			
Wednesday 5th July			
Session 1.1.		Territorial marketing	
14H30 - 16H00	Opening address	Caroline TAFANI François CASABIANCA	Connecting food to place. Which interdisciplinary adding value expected ?
	Oral communication	Mechthild DONNER Fatiha FORT	A management approach for assessing the value of regional brands
	Oral communication	Bernard MOIZO	Under the umbrella of the Sud de France brand: is food really connected to places ?
	Oral communication	Caroline TAFANI, Graziella LUISI, Delphine BERENI, Thérèse ALBERTINI	Cross analysis “brand management - geography” on the public strategy related to the tourism valorization of local agro food systems in Corsica
	Discussion		
Session 1.2.		Value chains	
16H30-18H00	Oral communication	Virginie BARITAUX Marie HOUDART Sabine CHABRAT	Analyzing the role of distribution intermediaries in regional branding and territorial development
	Oral communication	Cyrille RIGOLOT	The social capital of value chains: a key dimension of their adaptive capacities. Illustration with the « comté » cheese value chain
	Poster presentation	Khaled ABAZA	Analysis of the valorization modalities of an authentic product: the fig of KESRA and DJERBA in north west TUNISIA
	Poster presentation	Hédi ABDALLAH Sameh HAMMOUDA	Valuation of honey potentiality of the territory of Ouled Zouabi (Tunisian Ridge)
	Discussion		
Thursday 6th July			
Session 2.1.		Governance processes	
9H - 10H50	Keynote speaker	Giovanni BELLETTI	The valorisation of origin products between collective action, common goods and business strategies
	Oral communication	Florjan BOMBAJ Dominique BARJOLLE Simon GONTARD	How collective governance of the common pastures can support a qualification process of cheese and meat? Example from southeast Albania.

	Oral communication	Anne-Emmanuelle FIAMOR	Interdisciplinarity in action into social and human sciences : intricacy of valorization processes of local food in Midi-Pyrénées
	Discussion		
Session 2.2.		Tourism and rural development	
11H20 - 12H30	Oral communication	Mohamed BERRIANE Mohammed ADERGHAL, François CASABIANCA, Geneviève MICHON, Jean-Michel SORBA, Caroline TAFANI	Rural tourism and local products: a “winning combination”? Insights from Corsica and Morocco
	Oral communication	Caroline TAFANI, François CASABIANCA	Agritourism in between authenticity and dressing-up? An interdisciplinary modelling of linkages products-places
	Discussion		
Session 3.1.		Local development and localized production systems	
14H0 - 15H30	Oral communication	Ali HANAFI Hédi ABDALLAH	Breeding sheep for l’aid al kebir in central Tunisia: between breeding systems viability and local development efficiency
	Oral communication	Nicolas LACOMBE	The geographical indications, between the consecration of an emblematical product and the exclusion of coproduction: The case of lamb milk in Corsica
	Oral communication	M. DRUT et al.	Sustainability indicators for food quality schemes: methodology development and feedback from pilot cases in the context of the H2020 Strength2Food project
	Discussion		
Session 3.2.		Territorial anchorage	
16H0 - 17H30	Oral communication	Morgane MILLET Julien FRAYSSIGNES	Forms of territorial anchoring and sustainable development dynamics: Concept variety and scientific formalisation issues
	Oral communication	Mohammed ADERGHAL, Didier GENIN, Pierre-Antoine LANDEL, Geneviève MICHON	Mobilizing patrimonial resources to anchor food specificities in their production territories
	Oral communication	Jean-Michel SORBA, Geneviève MICHON, Mohammed ADERGHAL, Mohamed BERRIANE	Contribution of market activities to territorial anchoring of food products. Agricultural fairs and productive environments in Corsica and Morocco
	Discussion		