

# fao Casa gazette

**NOVEMBER 2011**

**In the Age of Machines  
it's People that Count**

**Visita al Colosseo**

**World Food Day/World Food  
Week Celebrations**

**FAO Goodwill Ambassadors  
at Work WFD 2011  
Celebration**

**Run for Food-Food Fair and  
Cultural Show at the Caracalla  
Stadium**

**An Apple for the teacher**

Mensile - No. 11 2011 - Reg. Trib. N. 574 dell'8/10/1990

# Emozioni

di Laura Guerrini

Il sorriso di un bambino  
non può non strapparti un sorriso

Labbraccio di un bambino  
non può non strapparti un abbraccio

Il pianto di un bambino  
non può non strapparti un pianto

Perché?

Perché il sorriso di un bambino  
non può che essere di gioia,

l'abbraccio di un bambino  
non può che essere di amore,

il pianto di un bambino  
non può che essere di disperazione

Perciò

non abbandonarlo, non trascurarlo, non lasciarlo...  
le emozioni che ti trasmette sono vere  
e solo lui può dare il meglio

dell'Amore

Tratto dal libro di poesie di Laura Guerrini  
"Sognando Liberamente"



photo credit: © FAO/Farooq Naeem

# fao CASA gazette

The "FAO CASA GAZETTE" is the  
registered title of the journal of  
the FAO STAFF COOP

## FAO Staff Coop Board

Chairman:	Enrica Romanazzo
Vice-Chairman	Bouchra El Zein
Secretary:	Valentina Delle Fratte
Treasurer:	Adriano Fava
Publicity Officer:	Edith Mahabir
Members:	Cynthia Edwards Paolo Trippa Patrizia Ragni
Auditor:	International Audit Service s.r.l.
Direttore Responsabile:	Patrizia Cimini
Editorial Committee:	Edith Mahabir, Peter Steele, Danilo Mejia, Alexia Di Fabio, Enrica Romanazzo, Michelle Cherki, Jill Stevenson
Cultural Activity:	Patrizia Ragni

Sports Activity: Valentina Delle Fratte

For Advertising:  
STAFF COOP OFFICE  
Viale delle Terme di Caracalla - 00153 Roma  
Tel: 06/57053142 or 06/57054112 - Fax 06/57297286  
E-mail: FAO-STAFF-Coop@fao.org  
Website: faostaffcoop.org

Printing by: New INTERSTAMPA - Roma  
Via della Magliana, 295 - Tel. 06.55282956 Fax 06.55178798  
Finito di stampare: Novembre 2011

The FAO Staff Coop does not take any responsibility for commercial advertisements published in the Casa Gazette or for services rendered by third parties according to conventions stipulated with the FAO Staff Coop.

## Contents

## NOVEMBER 2011

### Cover:

### Section of the Roman Forum

Photo by Edith Mahabir

- 2 Poets Nook  
*di Laura Guerrini*
- 5 In the Age of Machines it's  
People that Count  
*by Peter Steele*
- 12 Visita al Colosseo  
*by Carlo Borghesi*
- 14 World Food Day/World Food  
Week Celebrations  
*by Edgardo Valenzuela & Katia Meloni*
- 20 FAO Goodwill Ambassadors  
at Work WFD 2011 Celebration in Rome  
*by Rosarita Pagano*
- 22 Run for Food-Sunday 16  
October 2011 Food Fair &  
Cultural Show at Caracalla Stadium  
*by Edith Mahabir*
- 24 Art News
- 25 An Apple for the Teacher  
*by Andrew Speedy*

Typewritten electronic contributions for the FAO CASA Gazette are welcome. These can be in English, French, Italian or Spanish - articles, poems, drawings, photographs, etc. in fact anything interesting that staff members and/or their families in Rome or the field may like to contribute. No anonymous material will be accepted, and the Editor reserves the right to choose and/or reject material that is not in keeping with the ethics of the Organization. Send contributions electronically to the Editor at [jill.stevenson@fao.org](mailto:jill.stevenson@fao.org) or leave signed copies with the COOP Office on the ground floor of Building E. The deadline for editorial material is due on the 1<sup>st</sup> of the month preceding the date of issue.

The Editor may schedule articles according to the priorities and editorial requirements of the FAO Staff COOP.  
The FAO CASA Gazette is published every month.

# FAO STAFF COOP

## STAFF COOP OFFICE

**Bldg. E Ground Floor Ext. 53142**  
**Monday-Friday 9.00 - 13.30**  
**WFP**  
**1<sup>st</sup> and 3<sup>rd</sup> Wednesday of each month**

### Services and Special Interest Group MEMBERSHIP

Full membership of the COOP is open to all staff of FAO/WFP. Associate membership is available for spouses and those who work with FAO and associated UN agencies. The COOP Share is € 25,00 "una tantum", annual dues for both categories are € 18.00 for singles and € 24.00 for families. Apply for membership at the COOP Office (E.016) Monday-Friday 9.00 - 13.30.

Staff Coop Services	Hours / Location	Extension
<b>Housing Service</b>	Monday-Friday 9.00 - 13.30 Coop Office E.016	54112
<b>Information</b>	Monday-Friday 9.00 - 13.30 Coop Office E.016	54112/53142
<b>Library</b>	Monday-Friday 11.30-14.00 E.008	53479
<b>Theatre Booking</b>	Monday-Friday 9.00 - 13.30 Coop Office E.016	53142
<b>G.A.D.O.I.</b>	Tuesday 10.00-12.30 (by appointment) E.014	56069
<b>Garment Repairs</b>	Tuesday 13.00-17.00 E.020 Friday 08.00-12.00 E.020	56069
<b>Dry Cleaning</b>	Monday 14.00-17.00 E.020 Thursday 14.00-17.00 E.020	56069
<b>Staff Lounge</b>	Building D, Ground floor	
<b>Language Classes: Italian</b>	Monday & Wednesday 13.00-14.00 E.021 Monday to Thursday 17.00-19.00 E.021	53142
<b>Russian</b>	<b>Friday</b> 12.00-14.00 E.020	53142
<b>INPS Consultant</b>	Friday 14.30-17.30 (by appointment) E.014	53142/54112
<b>Staff Lawyers</b>	Tuesday 13.30-15.30 Thursday 13.30-15.30 (by appointment) E.014	53142/54112

## JOIN OUR ACTIVITIES

Cultural	Contact	Extension
Antroposofia	Ms A. Vittorini	52422
Arab Cultural (Al Rouman)	Ms M. Mansell	55356
Artists	Ms I. Sisto	53312
Caribbean Cultural	Mr Robert Lee	56021
Childrens	Ms V. Delle Fratte	54015
Choir	Ms M. Saraceni	54308
Coro N		
Dancing:		
Bellydance	Ms M. Derba	54589
Dancercise: Zumba	Ms M. Manuel	53820
Salsa	Mr A. Kohli	53374
Drama:		
English	Ms J. O'Farrell	56550
Italian	Mr P. Tosetto	53585
Feldenkrais Method	Ms G. Pistella	54629
Hispanic Cultural	Ms M.E. Gazau	54072
Human Values	Mr A. Banzi	54817
Music Therapy	Ms K. Hasselman	52109
Pet group	Mr P. Trippa	55150
Philippines Cultural	Ms D. Mendoza-Galasso	56240
Pranic Healing	Mr R. Krell	52419
Sai Baba	Ms S. Kulkarni	52607
Sensory Evaluation	Ms B. Burlingame	53728
Tai-Chi	Ms G. De Santis	53344
Hatha & Raja Yoga	Ms C. Spadaro	52255
Yoga for Self Development	Mr D. Bordet	53686
Yoga Yin	Ms E. Donch	55715
<b>SPORTS</b>		
Angler's	Mr M. Evangelistella	52127
Athletics	Mr D. Gargano	54024
Basketball	Mr D. Catton	22273
Badminton	Ms I. de Borhegyi	56174
Beach Volley	Mr F. Jimenez-Aureli	53908
Cycling	Mr F. Calderini	53828
Darts	Ms C. Canzian	52617
Football Men	Mr M. Staffilani	53268
Football Women	Ms R. Nettuno	56742
Golf	Mr A. Stocchi	55276
Gymnastics:		
Eutonic	Ms B. Bouyssieres	56453
Fitness & Muscle Toning	Mr C. Pardy	54087
Lotte Berk	Ms M. Van Arkadie	56835
Pilates	Ms D. Perpoli	56325
Soft	Ms C. Bosi	52253
Table Tennis	Mr B. Bultmeier	53008
Tennis	Ms A. Gabrielli	53012
Volleyball Men	Mr G. Trobbiani	53142
Volleyball Women	Ms A. Laurenza	55344

**All activities are  
for Staff Coop  
Members only**

## In the Age of Machines it's People that Count – Mechanization for Beginners

by Peter Steele

*Ian Smilie says it all. Technology is a combination of knowledge, techniques and concepts; it is tools, machines and factories. It is engineering, but it is also much more than engineering. It involves organization and processes. It has to do with agriculture, animal husbandry and health. It is often highly resource-specific. It involves people, both as individuals – creators, inventors, entrepreneurs – and as a society. The cultural, historical and organizational context in which technology is developed and applied is always a factor in its success or failure. Technology is the science and art of getting things done through the application of skills and knowledge. 'Mastering the Machine: Poverty, Aid & Technologies'. IT Publications. 1991*

### Machines in context

Farm mechanization practices and equipment represent a means to an end - by themselves they are largely irrelevant but they represent resources, industry and application that are out of all proportion to investment value. More than half the food in the world is produced by mechanized production systems, and this proportion is growing in line with demographic change, social wealth and the demands of people everywhere for improved standards of living.

Agro-mechanization is just one of a handful of key inputs to agro-production but like credit, water, seeds, fertilizers and more, monitoring adoption and use provides an indicator of change. Record the number of tractors at work in a country/region, for example, and there is an immediate indicator of investment, wealth and output. By 2015 the value of the international agro-machinery market is expected to be US\$100 billion annually.

### Harnessing power

Agricultural mechanization is the application of mechanical technologies and power resources to agriculture; and it's largely a means of boosting the productivity of people. Machines make things a deal



*Hand labour. Take a hard look. This is really hard work. More than 70% of farm workers the world-over are female. The issues are those of food insecurity, the need to feed her family, the impoverished nature of her household and her inability to seek a better life. No one – no one – in their right mind chooses to be a farm labourer in a poor society.*



*Mechanizing labour. Find a niche, attach a machine to the human frame and productivity rises exponentially. There is a sense of achievement at mastering the machine, and people take pride in what they do. This operator is wearing all the right protective clothing too – but then he is probably working in New Zealand where there are laws that protect workers of this kind – and they are strictly enforced.*

easier for people by extending their performance. In a generic sense ‘mechanization’ enables people to harness and direct the energy available to them and turn it into power - making use of people, draught animals and machines. And this is machinery in all the many combinations that have been developed within the multitude of technologies available – to exploit that handful of energy sources on-hand. Take note: ‘mechanization’ is *not* simply the use of land preparation machinery (the common vision), but includes all on-farm machine applications such as irrigation, food processing and farmstead services. Other definitions extend into the local community - providing services, shared use, transport, industrializing and more.

Mechanization tends to follow the success of economic development - the higher the value of agro-production, the more power required and the more people, animals and

machines that are used. Increasingly and worldwide, this has resulted in the demise of draught animals and their replacement with either larger numbers of workers (where labour is cheap, abundant and willing) or machines. Large-scale labourization of agro-production continues in regions of South Asia and sub-Saharan Africa – everywhere else productivity is rising on the basis of investments in machines.

Mechanization in agriculture is an indicator of wealth and convenience; extending the ability of people to do more, to do it more efficiently and timely and, importantly, to do it more easily – and when it needs to be done. The more wealthy the local economy – the more likely that machines and associated technologies will be used.

#### **Creating wealth**

Food and economic security comes from investment – in the capital required of

(continued on page 8)

## ST. STEPHEN'S SCHOOL



Uniquely set in the historical center of Rome near the Circo Massimo and FAO, St. Stephen's School is a non-denominational, co-educational day and boarding high school for ages 14 to 19. Visits welcome.

*Accredited by the New England Association of Schools and Colleges and the C. I. S.*

**Open Day for Prospective Students**  
Friday, November 18, 2011 - For details contact :  
[admissions@ststephens-rome.com](mailto:admissions@ststephens-rome.com)

**Thanksgiving Holiday Break**  
November 24 & 25, 2011  
Classes will not be in session.

**Winter Holiday Performance**  
December 7, 2011 at 7 p.m. - In the Auditorium

Via Aventina 3, 00153 Rome, Italy  
Tel: 06 57 50 605 - Fax: 06 57 41 941  
Web site: [www.ststephens-rome.com](http://www.ststephens-rome.com) E-mail: [ststephens@ststephens-rome.com](mailto:ststephens@ststephens-rome.com)



### studio medico dentistico Giuseppe Ortuso


- estetica dentale
- sbiancamenti dentali
- chirurgia orale
- endodonzia
- implantologia orale
- protesi fisse
- protesi mobili
- parodontologia
- ortodonzia mobile
- ortodonzia fissa (bambini-adulti)
- odontoiatria conservativa
- riparazioni protesi immediate

**VISITE E PREVENTIVI GRATUITI  
CONVENZIONATO VARI ENTI**

[www.studiodentisticoortuso.it](http://www.studiodentisticoortuso.it)

00184 Roma - Via Cavour, 294  
(M Cavour) - tel. 06 6798759

00169 Roma - Via A. Benetti, 8  
tel. 06 23235599




### GRIMALDI MEDICAL CENTRES


All services for pregnancy and birth

Full prenatal assistance, ultrasound,  
Amniocentesis, genetics

Have your baby naturally as you wish  
Water childbirth Day Hospital  
Home delivery




Phone 06 8559577 06 8551166 fax 06 8413733  
00198 Roma Via Velletri, 24  
[www.grimaldimedical.it](http://www.grimaldimedical.it)  
Director: Prof. Giuseppe Grimaldi  
Autorizzazione n. 163 del 01/09/1999



### GRIMALDI MEDICAL CENTRES

All infertility treatments  
The widest and complete assistance to couples  
IUI IVF ICSI HATCHING  
Internationally trained medical staff  
English, French, Spanish, Portuguese,  
Arabic and Russian spoken.



Phone 06 8559577 06 8551166 fax 06 8413733  
00198 Roma Via Velletri, 24  
[www.grimaldimedical.it](http://www.grimaldimedical.it)  
Autorizzazione n. 163 del 01/09/1999

# 0,75

zerosettantacinque

**wine, beer  
spirits & food**

from 11,30<sup>am</sup>  
till 02,00<sup>am</sup>

Open 7 days

circo massimo  
via dei cerchi 65  
[www.075roma.com](http://www.075roma.com)  
☎ 06 68 75 706

**Free WiFi Zone**

(continued from page 6)



*Flexible power. This is the low-cost Chinese-made diesel engine that is changing the world of farm power. Here it is milling rice in a boat, in a boat, pumping water or in the home providing electricity – the same engine too; not one for each application. People simply shift them around in the community.*

people, infrastructure and information - and this varies with the extent of the socio-economic development of the country/region. Many of the richer/high-income economic blocks of the current day have arisen from the colonial ventures – mainly European in visibility - of the previous 250-300 years. And they have generated wealth that has encompassed regions worldwide from North America to Oceania. The stimulus of international investment that followed the second world war from the 1950s-on has provided the basis for socio-economic development and wealth creation in a host of new

countries/regions across Asia, through the Middle East/North Africa to South America. With the exception of sub-Saharan Africa most countries and regions have begun to industrialize, liberalize trade and create wealth. *But this is generalization on global-scale, and this always brings risk - regions are not homogenous.*

The sustainability of this kind of economic development – dependent upon models of production and consumption brings risk for over-exploitation of the natural resource base. But what is patently clear from an overview of the success of international development throughout the Twentieth century has been the boost in agro-production that has followed the replacement of people with machines on the land.

#### **Mechanization models**

Models of mechanization have in recent times been largely based on the shift from labour to draught animals to tractors – comprising a ‘ladder’ of development that has provided for short-term intervention in support of tractorization in countries worldwide. These trends continue to the present day in countries with high populations and high densities, but with limited resources of agro-land such as India and the PR China. These are countries that continue to industrialize and to encourage rural people to leave the land. *(In reality, they are encouraged to migrate and join the industrial sector – which further raises issues of employment long-term as-and-when the inflow of investment funds and manufacturing slows.)* Representing estimated 40 percent of the world’s population, but living on less than 8 percent of the world’s land mass, both countries face issues of food insecurity into the middle-term and will increasingly depend upon food imports in exchange for trade in manufactures.

Tractorization has been successful throughout what can be considered the ‘agro-industrial’ countries – of Europe,



North & South America, Central Asia and Oceania - where extensive areas of natural grasslands and forests have, in relatively recent times, been shifted into cereal production; and these lands/crops continue 'to feed the world'. Mechanization in densely populated lands is more challenging, but a mix of tractors, draught animals and labour (*and mechanized labour*) can be found in all countries/regions; with the many successes and mixed successes/failures expected.

### **Mechanizing labour**

Models of production based on mechanized labour have only recently been recognized for the potential available; wherein high density rural populations remain, and are augmented with the introduction and adaptation of machines for a host of land preparation, crop care, harvesting, farm transport and processing functions. Off-farm the same machines can be used for

boat and/or road transport, provide electricity and power rural factories. The key input has been the low-cost (typically Chinese-made) single cylinder diesel engine; and key applications can be found in SE Asia and East Asia. This is a model that will travel.

Mechanized labour production systems provide example and opportunity for others (and particularly for Sub-Saharan Africa countries) where it is neither practical nor desirable to encourage out migration. Interesting, this kind of modelling was not considered earlier. Before it was hand labour to animal draught to tractors - the tractor remained the pinnacle of farm power development. High density rural populations have changed the model, and our view of farm mechanization has to change with it.

(continued on page 10)

## **Dr ANNA MARIA SCALABRINO**

### **PSICOLOGA**

Counselling Psicodinamico  
Psicoterapia Psicoanalitica

**STUDIO: Roma/Trastevere**  
**Via Natale del Grande 12**  
**Cell. 330 716687 / Tel: 06 58310640**

Italiano, Francese, Inglese

**Call your licensed  
LOCAL GUIDE OF ROME  
for a private tour of the  
Eternal  
city & surroundings  
for your family & friends**

**PLEASE CONTACT KATJA**  
**cathansel@tiscali.it**  
**www.romekidstours.com**  
**cell + 39 339/6849875**

### **Dr. Corinne Perissé**

Medico Psicoterapeuta  
Francese - Italiano

### **Aventino Medical Group**

Via S.Alberto Magno 5, Roma  
Tel. 06 57 80738  
06 57 288349  
Via A. Baldovineti 13, Roma  
Cell: 349 50 49960



Insurance

### **Stefano Gianni**

(General Agent)

Special agreement for  
UN staff, Embassies  
and NATO.

**00151 Roma,  
P.zza del Sacro Cuore 19**

Tel: 06/53272753

Fax: 06/53270798

Service mobile:

329/9452429

romamonteverde@groupama.it



*Agricultural tractor. This is space age cultivation with an eight-wheel drive tractor capable of cultivating 300 ha of land in a long working day, but from the relative comfort of an air-conditioned cab. The machine is at home on the Central Asian steppes, the North American prairie lands or Western Australia. Like internal combustion engines everywhere, however, it remains dependent on fossil fuels – for the moment anyway.*

### **Turkey in focus**

Romantic images of ‘working the land with horses’, of ‘people steeped in traditional land cultures’ and of the ‘harmony of small rural communities’ and the ‘resilience of human labour’. Forget it – it never really existed and our images are all based on the Hollywood concept of entertainment through a prism of rose coloured images. People always escaped the land, and continue to do so. Consider Turkey – one of the main losers from World War 1 – but almost 100 years later a powerhouse of a development example.

This is a country with considerable agro-potential that has largely and successfully industrialized during the past 20 years, and currently employs eight million people (i.e. 11 percent population) in agriculture. More than one million tractors have replaced

farm workers. Draught animals have all but disappeared as a source of power. As the agrarian transition continues, a further 20 percent people can be expected to leave the land by 2025. Investments in agromachinery will follow these trends. Farm mechanization is expected to cost the state an estimated US\$43 000 million by 2025 of which more than 95 percent will be for tractors. The country has shifted significantly to manufacture of tractors with annual capacity 123 000 units. Small numbers by world standards, Turkish-made tractors are being sold into the Middle East and Africa. Licensed manufacture is in planning. Agro-production in Turkey is expected to rise by half as much again by 2025 ■

***If Turkey, why not Tanzania, Cambodia or Bolivia?***



## Time after time

There are forms of co-operation that almost become a new tradition

Allianz 

Our case, for example.

De Besi - Di Giacomo offers to FAO, WFP and IFAD staff a precious opportunity allowing subscription of Allianz household insurance policies at very favourable conditions.

All events and damages related to your house - fire, plumbing water damages, theft, etc. - are covered with our household policy that offers you also third party liability coverage and legal protection. Our offer also includes motor insurance policies at advantageous conditions.

Allianz is a leading group in the insurance and financial markets, with approximately 7 million customers in Italy.

For more information

#### FAO

Room D.006 Office hours: 8.35 - 13.30 / 14.45 - 15.45  
Telephone numbers: +39 06 570-56066, -52914, -54549, -55774  
E-mail: [dbg.ufficiFAO@debesidiGIACOMO.it](mailto:dbg.ufficiFAO@debesidiGIACOMO.it)  
Claims: with surveyor present on site weekly by appointment  
Tel. +39 06 570-55773

#### WFP

Room Y101 Office hours: 9.00 - 12.15  
Telephone numbers: +39 06 651-32924

#### IFAD

Tuesday/Thursday/Friday: Building 2 Room 808.  
Office Hours 14.30 - 16.20



DE BESI - DI GIACOMO

# Visita al Colosseo

by Carlo Borghesi



Organizzata dalla FAO Staff Coop, la visita al monumento simbolo di Roma è stata un'esperienza che rimarrà impressa nelle menti e nei cuori dei partecipanti.

Molto, o meglio, quasi tutto sappiamo dell'Anfiteatro Flavio, meglio conosciuto come Colosseo, anche grazie alle recenti scoperte archeologiche che hanno riguardato l'intera area sottostante e circostante l'immensa costruzione. Ma non sono certo le pur interessanti notizie che completano la storia di questo monumento meraviglioso, a prendere il sopravvento durante una visita che è partita dai sotterranei e si è conclusa con lo spettacolo mozzafiato della visione dal terzo anello della struttura.

Veniamo sopraffatti dall'emozione mentre ripercorriamo la stessa strada che portava i

gladiatori dai loro alloggiamenti e palestre, site nell'area antistante la *Domus Aurea*, fino all'ingresso dell'emiciclo. Molti pensano a Russell Crowe (soprattutto le signore presenti) mentre ci affacciamo a quello che un tempo era l'arena di combattimento e con lo sguardo ripercorriamo a 360° gli spalti che un tempo erano gremiti da oltre 50 000 spettatori.

Ogni parte del Colosseo ci viene illustrata con una dovizia di particolari che consente di immaginare in modo semplice ed immediato, come doveva essere la vita e la morte in questo monumento. Dagli immensi sotterranei con macchine, ascensori, centinaia di operai e tecnici, fiere, strutture mobili, etc., sino alla sua sommità dove il *velarium*, appoggiato su gigantesche assi portanti, veniva disteso dai marinai della



flotta imperiale a copertura degli spalti.  
Terminata la visita, usciamo ma siamo ancora storditi dalla meraviglia, dalla grandezza e dalla storia del Colosseo e molti di noi si soffermano all'esterno...e nel tramonto si stagliano le sagome dell'Arco di Costantino, della Via Sacra, del Palatino...Roma, la più bella città del mondo, ci riprende nel suo traffico, ma stasera ci sentiamo *Civis Romanus* quindi...rigatoni con pajata e coda alla vaccinara per tutti!!!

**V**  
**A**  
**N**  
**B**  
**R**  
**E**  
**D**  
**A**

**STUDIO DENTISTICO**  
**DR CECILE HELENE CHARPENTIER**  
**DR SERGIO BRESCIA**  
Medico Chirurgo Specialista  
**Protesi Conservativa Chirurgia Implantologia**  
**Ortodonzia**  
English, French and Swedish spoken  
Piazzale Ardeatino n. 6, Roma  
**Zona: San Saba (5 mins. from FAO)**  
tel: 06 5748070 (Preferably by appointment)  
cell. 338 4655835 - www.sergiobrescia.com  
(Free estimates given)

**P**  
**R**  
**O**  
**V**  
**I**  
**D**  
**E**  
**R**

**DOTT. DE LELLIS**  
**ORAZIO**

**MEDICO CHIRURGO**  
**SPECIALISTA**  
**MALATTIE**  
**ORECCHIO, NASO,**  
**GOLA. MISURAZIONE**  
**UDITO. TERAPIA**  
**DELLA VERTIGINE**

Via A. Ambrosini 114  
Roma  
06 59453267  
329 6270770

**DOTT. FRANCO ETTORE**

**Medico Chirurgo**  
*Specialista in Psicologia Clinica*

Studio: 00145 Roma  
Via R.R. Garibaldi 141 Tel: (+39) 06 5123018  
E-Mail: francoettore@libero.it Mobile:(+39) 339 1857948

## World Food Day/World Food Week 2011 celebrations

by *Edgardo Valenzuela and Katia Meloni*



*17 October 2011, Rome - General view. World Food Day Ceremony, FAO headquarters (Plenary Hall).*

©FAO/GIULIO NAPOLITANO

This year (2011) commemorated the 66<sup>th</sup> Anniversary of the founding of FAO in Quebec City, Canada and marked the 31<sup>st</sup> observance of World Food Day (WFD) on the theme “**Food prices – from crisis to stability**”. Also, the Sixtieth (60<sup>th</sup>) Anniversary of the transfer of FAO from , D.C. to Rome, Italy was also commemorated.

The World Food Day Ceremony was held on Monday 17 October, with Her Excellency Michelle Bachelet, Former President of the Republic of Chile and currently United Nations Under-Secretary-General and Executive Director, UN Women as the Keynote Speaker and His Excellency Diosdado Sergio Osa Mongomo, Special Envoy, delivering a statement on behalf of His Excellency Obiang Nguema Mbasogo, President of the Republic of Equatorial Guinea. Jeremy Irons (United Kingdom) was nominated as FAO Goodwill Ambassador.



*17 October 2011, Rome - Keynote address by Her Excellency Michelle Bachelet, Former President of the Republic of Chile and currently United Nations Under-Secretary-General and Executive Director, UN Women. World Food Day Ceremony, FAO headquarters (Plenary Hall).*

©FAO/GIULIO NAPOLITANO

The first part of the ceremony was dedicated to the commemoration of the 60<sup>th</sup> Anniversary of the transfer of FAO from Washington, D.C. to Rome with the presence of The Honourable Gianni Alemanno, Mayor of Rome, and His Excellency Franco Frattini, Italian Minister for Foreign Affairs who, after his speech, presented to the FAO Director-General the 60th Anniversary publication, *FAO/Italy: History in the Making*. The FAO Director-General, the UN Under-Secretary-General, the Italian Ministers of Foreign Affairs and of Agriculture and the Mayor of Rome unveiled the archeological bas-relief and plaque. A documentary video on the history of this transfer was shown.



*17 October 2011, Rome, Italy - Presentation of the 60th Anniversary of FAO in Italy publication to FAO Director-General Jacques Diouf by His Excellency Franco Frattini, Minister for Foreign Affairs (Italy). World Food Day Ceremony, FAO headquarters (Plenary Hall).*

©FAO/GIULIO NAPOLITANO.

Other interventions included by His Excellency Archbishop Luigi Travaglino, who read the Message of His Holiness Pope Benedict XVI, His Excellency Francesco Saverio Romano, Italian Minister for Agriculture, Food and Forestry Policies, Mr Kanayo F. Nwanze, President of the International Fund for Agricultural Development and Ms Josette Sheeran, Executive Director of the World Food Programme. Musical performances were offered pro bono by various artistes such as: Mr Badara Seck (Senegal), Ms Dee Dee Bridgewater, FAO Goodwill Ambassador (USA) and a classical guitar recital by Maestro Marcos Vinicius (Brazil). The ceremony was also attended by several FAO Goodwill Ambassadors already serving and other testimonials/celebrities.

A screening of a video feature and spot on WFD theme, as well as a video on activities by FAO Goodwill Ambassadors and the FAO/ (ECHO), were also shown.

The celebration of the Day continued with the launch of the fund-raising campaign at the Ara Pacis: “*Crescita*” for the emergency in the Horn of Africa which included a round table with His Excellency Franco Frattini, Mr Kanayo F. Nwanze, Ms Josette Sheeran and Mr Manoj Juneja, who spoke on behalf of the FAO Director-General. This fund-raising SMS campaign, organized jointly by FAO, IFAD, WFP and the Ministry of Foreign Affairs of the Italian Republic, was held from 17 to 23 October 2011. The Day ended with the World Food Day Concert by the *Orchestra Sinfonica di Roma* with Maestro Francesco La Vecchia in the Auditorium Conciliazione.



*17 October 2011, Rome - Roma InConTra: How to Feed the Future. A meeting of innovators to launch a grand initiative for the Horn of Africa. World Food Day (Ara Pacis Augustae museum). ©FAO/ALESSANDRA BENEDETTI.*

### **World Food Week/World Food Day at FAO headquarters**

Other events included were: US Mission to the UN Agencies in Rome 8th Annual George McGovern WFD Lecture by Roger Thurow, the FAO Crisis Management Centre – Animal Health 5th Anniversary Event, the International Catholic Rural Association (ICRA) Roman Forum on the World Food Day theme and the 6th Edition of the Run for Food Race and FAO Staff Coop Cultural Show and “Food Fair”. The 6<sup>th</sup> Run for Food was on 16 October with the FAO Goodwill Ambassador and Olympic track legend Carl Lewis at the starting line and at the awarding of prizes. This race was organized by the Athletic Association Bancari Romani (GSBR) in partnership with FAO, IFAD, WFP, Bioversity International, FAO Staff Coop, with the support of the Municipality of Rome, the sponsorship of Youth and United Nations Global Alliance (YUNGA) and United Nations Federal Credit Union (UNFCU). The inscription fees of the race will be donated to the FAO TeleFood projects in the Horn of Africa.



*October 2011, Rome - FAO Goodwill Ambassador Carl Lewis starting off the World Food Day - 6th Edition Run for Food Race, Stadium Terme di Caracalla.*

©FAO/GIULIO NAPOLITANO



*16 October 2011, Rome - World Food Day 6th Edition Run for Food Race and FAO Staff Coop Cultural Show and Food Fair; Stadium Terme di Caracalla.*

©FAO/GIULIO NAPOLITANO

On Monday, 17 October, the World Food Day Exhibit in the Atrium was opened by the Rome-based agencies (FAO, IFAD, WFP, and Bioversity International) who are partners in the Alliance against Hunger and Malnutrition (AAHM).



*17 October 2011, Rome - Ribbon cutting ceremony. WFD Exhibition launch by the Alliance against Hunger and Malnutrition (AAHM), FAO headquarters (Atrium).*

©FAO/ALESSIA PIERDOMENICO

Other events included: the unveiling of the Freedom from Rinderpest Monument at the Ministry of Health, EUR, Rome, the signing ceremony between United States Peace Corps-FAO-World Food Programme, the Seminar on “Save food”, the Conference on “The Sustainability of the Food Systems and Diets For Stability” in collaboration with Federalimentare, with the art exhibition “Responsible Art for Food”, in collaboration with Istituto Archivi Legali Amedeo Modigliani, the United Nations Women’s Guild World Food Day Poster Competition Awarding Ceremony ■





**Piumini Danesi**  
pooq dene

**Piumini Danesi**  
pooq dene

Piumino intermedio cm 250 x 220, 500/200

## Il benessere notturno si percepisce al mattino

Piumini Danesi Pooq Dene: per chi desidera il meglio!

Roma - Via F. Crispi 32 Tel. 064873372

 Milano - Via Meravigli 16 Tel. 0272022514	Napoli - Via Cavallerizza a Chiaia 62 Tel. 081418617
 Firenze - Piazza Duomo 56/R Tel. 055213549	Biella - Via Italia 41 Tel. 01521523
 Torino - Via Monte di Pietà 19 Tel. 011535697	Mentana - Via delle Molette 40 Tel. 0690015538
 Bologna - Via D'Azeglio 24/A Tel. 051232610	Udine - Via Rialto 9 Tel. 0432511808
 Palermo - Via XII Gennaio 4/A Tel. 091322309	Verona - Vicolo Balena 6 Tel. 045590522 (angolo Via Quattro Spade)
 Bari - Via A. Da Bari 87 Tel. 0805219051	

Mail: [info@piuminidanesi.com](mailto:info@piuminidanesi.com) Numero verde 800-999966

Per informazioni su vendite rateali e spedizioni in contrassegno: Tel. 0690015538

[www.piuminidanesi.com](http://www.piuminidanesi.com)

## FAO Goodwill Ambassadors at Work World Food Day 2011 Celebration in Rome

*by Rosarita Pagano*



photo © Enrico Ripari - Roma

As we all know, the worthy goal of the World Food Day celebration, held at FAO HQs on 17 October, is to draw attention to the need for all people to have access to affordable, nutritious and safe food. The focus of this year's event was food price volatility, a big issue when an estimated one billion people live in chronic hunger.

In a room filled with high-ranking diplomats, FAO Goodwill Ambassadors and celebrities stole the show.

When one walked into the Plenary Hall, one wasn't sure to be in the right place. A combination of the Grammys, the Olympics, the Oscars. And seriously, it filled us with bewilderment and awe to enter a room filled with so much talent and fame – and what is more, talent and fame being used for the betterment of humankind.

The FAO's friends and testimonials who were in attendance have taken time out of their busy schedules to come and join us to show their support to FAO's fight for a world free of hunger. Many of them coming from long distances, an indication of how seriously they take this commitment

And so, the Director-General welcomed football champion Roberto Baggio, jazz singer Dee Dee Bridgewater, classic dancer Carla Fracci, athletics legend Carl Lewis, star Gina Lollobrigida, the Nazionale Italiana Cantanti represented by Marco Masini, former Olympics track champion Pietro Mennea, presenter Livia Azzariti, world boxing champion Nino Benvenuti and many others.

Internationally acclaimed British actor Sir Jeremy Irons, Oscar-winning and star of legendary movies, was named FAO's Goodwill Ambassador, joining the likes of Susan Sarandon, Céline Dion and the other 35 Goodwill Ambassadors of FAO. In his thought provoking statement, he

**(continued on page 20)**

## Dr. Anna Margherita Sassone

Medico Chirurgo, MD, FACOG, Board Certified in OB-GYN  
Specialist in Urogynecology and Pelvic Surgery  
Fellow of the American College of Obstetrics and Gynecology  
Member of the American Society of Urogynecology  
Member of the American Society of Colposcopy and Cervical Pathology

Office: Via Costantino 94 (Metro B: S. Paolo Basilica)  
Tel.: 06- 51-600-500 - [www.drassone.it](http://www.drassone.it)  
Affiliated with: Salvator Mundi International Hospital

**In Office:** Pelvic  
Ultrasonography.  
Colposcopy.  
Urodynamics.  
Incontinence,  
Prolapse, and  
Postpartum  
Evaluation  
\*\*\*

**English, Italian,  
and Spanish**

\* \* \* \*

## HOTEL PONTE SISTO

Periodo	Costo camera doppia	Costo camera DUS
Marzo - Ottobre	€ 220,00	€ 185,00
Novembre - Febbraio*	€ 160,00	€ 140,00

Roma - via dei Pettinari, 64

\*Nel periodo 24 dicembre - 3 gennaio prezzi come nell'alta stagione.  
I prezzi indicati sono comprensivi di prima colazione a buffet e tasse, esclusa la tassa di soggiorno.

Phone +39 06.686310 - Fax +39 06.68301712 - [info@hotelpontesisto.it](mailto:info@hotelpontesisto.it)  
[booking@hotelpontesisto.it](mailto:booking@hotelpontesisto.it) - [www.hotelpontesisto.it](http://www.hotelpontesisto.it)

### A.D.S.-AMERICAN DENTAL STUDIOS

English Spoken. Si Parla Inglese. (American Dentist) Dentista  
Americano Laureato in USA. Disponibile tutti i giorni anche Festivi.  
Abbiamo Canadian Endodontist ( who uses the latest computer  
technology completing a Root Canal in only one visit)- uno  
specialista in ortodonzia (Orthodontist for adults & children) &  
uno specialista in implantologia (Implantologist); cure odontoiatriche  
con the le più recenti tecnologie. Viale Europa 331 a 100 metri Metro EUR  
FERMI, (only 12 minutes by Metro from FAO) & Infernetto:Viale  
Castel Porziano 434/F.

**By Appointment Only**  
Tel. 3339061799 or

[info@americandentalstudios.com](mailto:info@americandentalstudios.com).  
[www.americandentalstudios.com](http://www.americandentalstudios.com)



**AUTONOLEGGIO  
CON CONDUCENTE**

**Fabio e Luca**

**Roma - Fiumicino - Ciampino  
Airport  
Transport shuttle car service  
Transfer da e per tutte  
le destinazioni  
Auto: Mercedes classe S  
Mini Van**

**Fabio - Cell. 347-1707798  
Gianluca - Cell. 338-3644737**



Via Stanislao Carcereri 4, 00154 Roma  
Cell. + 39 366 80 94 232  
Email: [info@garbataebella.com](mailto:info@garbataebella.com)  
Web site: [www.garbataebella.com](http://www.garbataebella.com)

*Trattamento speciale UN staff*

EQUIPE

*Ida Montanari*  
**"IL PARRUCHIERE"**  
LEADER NEL MONDO  
DELLO SPETTACOLO

Trattamento special per UN Staff

Via Famagosta 43, 00192 Roma

Ottaviano

Tel: 063724944 - 063729771

Non stop Martedì -Sabato

(continued from page 18)



photo © FAO/Giulio Napolitano



photo © FAO/Giulio Napolitano

wondered how there can be so much hunger in the world with so much food being produced. He rightly pointed to the issue of access to food by the poor and excess of food consumption in rich countries, leading to an epidemic of obesity! His words about the need to invest in preventive measures were particularly important and echoed the DG's often stated views about the need to reverse chronic underinvestment in agriculture.

The ceremony was enlivened by the performance of Senegalese griot singer Badara Seck and his group, and the passionate musical rendition of Dee Dee Bridgewater that sent a shiver down the spine of many in the audience.

The closing recital was performed by Brazilian guitarist Marcos Vinicius, a legend in Latin America, who, in addition to being the author and composer of a repertoire of beautiful music, is also the President of the Italian Guitar Academy.

One of the highlights of the day was Gina Lollobrigida, who arrived at FAO driving a flashy sports car donated by Ferrari, which will be auctioned off to finance FAO community projects in the Horn of Africa.

The FAO Goodwill Ambassadors and testimonials spent then their afternoon and evening at FAO actively recording spots for FAO's campaigns and to make appeals for the Horn of Africa as well as participating in TV shows and programmes to give visibility to FAO's mission. You might also know that, thanks to them and their commitment, the first Telethon fundraising campaign could be organized on the RAI TV network for the first time in Italy, in order to raise funds for the TeleFood Horn of Africa projects through the establishment of an sms number, and all our Goodwill Ambassadors as well as FAO testimonials devoted time and energy to support this initiative.

On Sunday, before World Food Day, as many of you know as you participated in record numbers (we doubled last year's attendance!), our dynamic and highly committed Goodwill Ambassador and athletics legend just off the plane rushed to the Stadio Terme di Caracalla to give the start (with a pistol!) to the Run for Food and he awarded the winners. Carl Lewis is really unique as GWA and this gesture will remain memorable for all who were fortunate enough to witness in person this event.

All these are celebrities who can connect with people practically anywhere on earth. People who admire sports. People who are moved by music. People whose passion is cinema. People who love life, but who may know little about how hard life may be for others.

Goodwill Ambassadors are active at FAO's side because they want those people to know more

about the hardship of others, and because they want to add their voice to the chorus of the millions who say enough is enough, hunger is a shame which should not be tolerated in a civilized world. Some of them may have personally endured difficulties that have shaped and inspired them to improve the lot of others. All of them have shown that they have not only the gift of their calling, but the gift of empathy. And they have put that empathy to work for those who are less fortunate than they are. They are promoters and advocates, they raise funds, they raise awareness and they raise spirit. And they are contributing to the all important task of mobilizing the political will by decision makers worldwide to put the fight against hunger on the top of the development agenda.

As the Director-General stressed, their presence on 17 October, representing many different communities, callings and countries, shows vividly that when it comes to working together for a better world, there is no divide between civilizations. And he added:

Please go and use your talent to help make the world a better place ■

**STUDIO DENTISTICO MARULLO**

MARIA NURI MARULLO MD. DDS  
Dentofacial Orthopedics & Orthodontics  
Dental Prevention & Pediatric Dentistry  
Esthetic Dentistry - Endodontics

ACADEMY OF OPERATIVE DENTISTRY

PAOLO MARULLO DDS  
Ca. License n.° 2542  
Oral Surgery Implantology  
Prosthodontics Periodontics

S.I.E. Società Italiana di Endodonzia

VANBREDA PROVIDER

www.healthysmileinrome.com

CREDIT CARDS - BANCOMAT - FREE DENTAL CHECK-UP - ENGLISH SPOKEN  
for APPOINTMENT or Emergency: 06.44291526 or 335.6236809 (9am to 9pm - mon. to sat.)  
Via Imperia n.°1 - 00161 Roma - E-mail: info@healthysmileinrome.com  
line B - Stop Policlinico (directly 5 stops from Circo Massimo) - walk down 3 mins.  
Aut. n. 115 del 28 Giugno 1999

**OTTICA AVENTINO**  
L'ottica migliore con cui guardare il mondo

Varilux

- Personalized Eyewear - all the best makes
- Ultra-fine Lenses
- High-quality Service
- Varifocali and Stigmatic contact lenses
- Special Prices for Sunglasses
- Open August

Open from 9.00 to 19.30 non-stop, Monday to Saturday

**Computerized eye test-free of charge. Special Prices for FAO staff**

Viale Aventino, 78 • 00153 Roma • Tel. 065.758.413 • Fax 065.713.7451 • info@ottica-aventino.com • www.ottica-aventino.com

**FORTUNA car service**  
soc. coop. a.s.l.

Departures for Airports  
**€ 38,00**  
Auto per rappresentanza  
Auto per cerimonia  
Tel: 06 39378725  
Cell: 338 3288452  
E-mail: fortuna.cs@katamail.com  
[www.fortunacarservice.it](http://www.fortunacarservice.it)  
Via delle Fornaci 133/B, Roma

**Marriage & Family Therapist  
Anger Management Facilitator**  
Registered in Italy and California  
Spoken Italian, English and Spanish,  
Individuals, Families, Couples & Groups.

Dott. Massimo A. Mancini  
Psychologist (in Italy) & Marriage  
& Family Therapist (in California)

349-270-1324  
[www.dottormassimo.com](http://www.dottormassimo.com)  
[dr.massimo.mft@yahoo.com](mailto:dr.massimo.mft@yahoo.com)



## Run for Food – Sunday 16 October 2011 Food Fair and Cultural Show at Caracalla Stadium

by *Edith Mahabir*  
FAO Staff Coop WFD and Run for Food Coordinator



photo by Gianfederico Pietrantoni



photo © FAO/Giulio Napolitano

I wish to extend heartfelt thanks to all of those who assisted in making this year's Food Fair and Cultural Show at the Sixth Run for Food on Sunday 16 October 2011 at the Caracalla Stadium a huge success. This would not have happened if this Core Group of dedicated people had not given their time, enthusiasm and culinary skills to help prepare food and bake cakes and sweets which in many cases were simply donated to be sold for the Telefood cause.

The appointment for all helpers and caterers was for latest 09.00 hrs at the Run for Food Village where we had three gazebo at our disposal: A **Bar** selling soft drinks, coffee and tea, Caribbean sorrel drink, beer and rum punch; a **Savoury Food Stand** with finger food (patties, cutliss, tuna balls, rice arancini, chicken brik, seitan, empanadas con carne, potato pies, assorted pies, chal puri and curry, stuffed pizza and complete lunches; and a **Sweet Tooth Stand** with a rich assortment of cakes – chocolate, apple and raisin, banana, carrot, ciambelloni or ring cakes, various jam crostate, wine biscuits, Caribbean cassava pone and



photo © FAO/Giulio Napolitano



photo © FAO/Giulio Napolitano

Tunisian makrouds. The Food Fair Posse got busy setting out the food on the tables, while enjoying the strains of bagpipe music which floated across the Stadium from the Partenza/Starting point of the Race where the City of Rome Pipe Band played to respect the tradition which started six years ago.

The Food Fair Posse at the Stands did an excellent job serving and selling the food. This time Donatella, Maria, Kamla, Ambra and I were joined by Christopher who enjoyed his new stint at the Savoury Food Stand. People appreciated the options of three choices for fixed lunches i.e. Sri Lankan, Caribbean and Eritrean while our vegetarian friends concentrated on the dhal puri roti and curry potatoes and channa, seitan and abundant finger food. Mauro, Alessandro and Mario also did a great job at the Bar with the usual simpatia but only serving the rum punch at lunch time. Although we had beer only a couple patrons requested it and no one asked for wine ... Elvira and Bruna managed to sell ALL the numerous assorted cakes and sweets and wine biscuits down to the last crumb. To my great disappointment they even sold my own Tunisian makrouds which I thought I had put aside safely even with my name on the container. Those who had managed to eat theirs later told me that they were quite delicious - so Fatma had done the usual excellent job in preparing them. I was more fortunate with the cassava pone as Cynthia kindly remembered me and put a couple pieces away. Gina and Fabio were kept quite busy at the Porchetta stand which was again a big hit, also the innovation of getting rosetta bread for the little kids. Elvira did say that the hot porchetta is a must for the non-initiated and patrons certainly

agreed as they started coming as soon as I started cutting the first one, it was a constant flow and I was later rescued by Fabio halfway through ... but only after scolding me for cutting the slices too thick!

We wrapped up our business around 15.30 hours as we had sold out everything. It was only then that I realized that due to the brisk business I had not had a chance to eat anything myself. I had kept going on a single cappuccino which Mauro had kindly offered me a few hours before. What was even stranger was that I had made sure that all the workers, porters, organizers, etc. had eaten something but I personally had not even felt the pangs of hunger. I was just simply happy that we had succeeded in our venture to organize a worthy and enjoyable event and had done it, all of us together. As many of you already know, from the sale of the food, Bar and Mercatino we have raised €2 205 net which will be donated to the Telefood projects in the Horn of Africa to help alleviate the ongoing famine.

The Cultural Show was also a splendid blend of music by Tam Tam Morolla African band, breakdance with the Heroes Crew and budding hiphop dancers from K-TAU. The little ones still around and interested were treated to some fun games by Stefania Ricco, Hiphop teacher and entertainer for kids.

Once again a big thank you to all those who assisted us in this Sixth Edition in the name of both the FAO Staff Coop, which was responsible for the Food Fair and Cultural Show, and the World Food Day Secretariat.

The FAO Staff Coop would also like to thank our new sponsors: **Atmosfera Catering, Yakoya Store Italia and Frozen Cube srl** for their support and generosity. We look forward to continued future collaboration on joint projects and future Run for Food events ■

The FAO Staff Coop



*"The Making of an Angel" Size cm 100 x 100 - acrylic on canvas*

## ART NEWS

**Nathalie Von Polinkiewicz, a budding artist, will be holding her first exhibition in the Staff Lounge, Bar D from 31 October to 11 November 2011.**



*"Seven" Size cm 100 x 100 - acrylic on canvas*



# ROME INTERNATIONAL SCHOOL

A quality education from ages 2 to 18



## OPEN DAY


### Middle and High School

### November 25, 2011

Our Open Day is designed to give prospective students and Parents a preview of school life here at RIS. This will include general information meetings at the appropriate levels, specific didactic presentations and guided tours of the school with access to the classrooms and chance to observe lessons taking place.

Interested applicants will be given information about our entrance test and when it is taking place. Scholarships are available for the academic year 2012/2013 for international students of merit.

Please see our website for more details.



**LUISS** Università degli Studi di Roma

[www.romeinternationalschool.it](http://www.romeinternationalschool.it)

Via Panama 25, 00198, Rome | tel: 0039 0684482650 | email: office@romeinternationalschool.it

AUTORIZZATO



RENAULT  
Dal 1974

## AUTOCENTRO TRASTEVERE

*di P. Manzo & F. Berardo*

### ASSISTENZA DIAGNOSTICA PLURIMARCHE

00152 Roma - Via G. Parrasio, 22/A - Tel. 06.58.16.500-58.30.12.36  
Fax 06.58.16.500 - Cell. 327 4464247 - manzo.berardo@libero.it

C.E.F.



## Centro Europeo Fisioterapico

SPIROTIGER: ginnastica respiratoria  
TECARTERAPIA - IPERTERMIA  
CLM - ATMMO  
GINNASTICA POSTURALE INDIVIDUALE

Via G. de Vecchi Pieralice, 43  
00167 Roma  
Tel. 06.39671253 - Fax 0643-490976

Sconto del 30% ai dipendenti FAO  
ed ai loro familiari.



## RESTAURANT

Piazza Pollarola 24/25, 00186 Roma  
Tel./Fax 06 68801654  
[www.lapollarola.it](http://www.lapollarola.it) - e-mail: info@lapollarola.it  
CLOSED SUNDAYS  
Special lunchtime rate for UN staff



# An Apple for the Teacher

*by Andrew Speedy*

A number of things surprise me about modern life. We have seen the fantastic development of computers, the internet, mobile phones and high definition TVs. And yet, why has there not been a revolution in education? Why do most people play games and watch soap operas? Why hasn't the digital library had a massive impact? Why haven't we realized the potential of the World Wide Web?

I recently purchased an Apple Ipad and loaded it with an amazing collection of academic, scientific and educational material, some of it free and none of it very expensive. I want to share with you how I did it and what I have learned.

It comes with basic 'apps' (the new word for programs): Safari web browser, mail, iPhoto, iPod (music) and access to the App Store where you can get more free apps and buy others. In order to use it for work and study, you need to start to load the Apps, starting with iBooks that allows you to read E-books and pdf's.



There are many dedicated apps for different news sources such as the BBC, Sky, CNN, Channel 4, the Times, Economist and Reuters. Because iPad plays videos, you can have TV news bulletins and exerts. There are also dictionaries, medical reference works and art collections ('Art Authority' for example).

E-books are in a convenient format for reading on the iPad and allow you to move around, turn pages and enlarge the text if need be. E-books can be purchased from Amazon and others or can be converted from other formats. Classic literature is out of copyright and an app called 'Free Books' gives you access to 23,469 of them!

All copying of material to the iPad is done from the computer (PC or Mac) through iTunes. Yes, that is the music player but it also allows videos, documents and apps to be transferred to the iPad.

You can read Word, Excel, Powerpoint and other Microsoft documents but need to use another app or apps to do this. These are called Pages, Numbers and Keynote; they cost \$9.99 each but free alternatives are available. There are several notebook apps like Evernote and one that you can write on screen with a stylus, called Noteshef. There is even

a free dictation app called Dragon that transfers speech into text. Yes, iPad 2 has a microphone, speakers and two cameras (front and back). You can communicate with Skype over the internet either when linked by WiFi or the mobile network (with a SIM).

Many books are now published in pdf format that can be downloaded on to the iPad. A rich source, at the moment, is the National Academies Press. For some reason the NAP is offering free pdf downloads (for personal use) of books that cost 50 dollars or more in hard copy. In the areas of interest to FAO staff, there are many important reference works on agriculture, animal science, climate change and the environment.



Some of the relevant titles include Advancing Climate Change Science, America's Energy Future: Technology and Transformation, Emerging Technologies to Benefit Farmers in Sub Saharan Africa and South Asia, Global Challenges and Directions for Agricultural Biotechnology and Hunger and Obesity.

Another encouraging trend is that many scientific journals are offering free pdf versions, if not of the latest issue (some do), then back issues from a year or two back. For study purposes this is fine, although working scientists and researchers will need the latest papers. A super source is called 'Free Medical Journals' and it is not just medical. There are journals in several biological and environmental fields as well.

In the fields of agriculture, environmental science and related subjects, the FAO Document Repository is unrivalled. The pdf files can be copied directly into iBooks and, hey presto, a virtual bookshelf of FAO books and papers.



I have downloaded many of the pdf files onto the iPad. This means you can read them on planes (without WiFi or mobile connection) and show people you meet without carrying a 100 kg briefcase. The iPad screen is easy to read and the presentation looks good.

One thing to mention is that the world of online education and publication is changing rapidly. As I wrote this, I saw a further source of free textbooks in pdf format featured on the BBC programme 'Click'. The site is called Bookboon.com and states: "Bookboon's free online textbooks for students .... are all written by highly respected professors from top universities in the world and cover topics such as economics, statistics, IT, engineering and natural science".



But the iPad can handle much more than just written material. Sound and video enable the user to listen to and watch lectures by eminent speakers. This is one of the most powerful features of the internet: you can hear the words from the leader in the field and the famous names.

One of my favourite sites is the London School of Economics which publishes public lectures and events on line that can be downloaded and stored on the iPad (and the iPod, iPhone or computer for that matter). I have been listening to them for some time now: speakers like Amartya Sen, Joseph Stiglitz, Noam Chomsky, Jonathan Porritt and Lord Nicholas Stern (the UK climate change guru).



These lectures are mostly audio files (mp3) that can be listened too. Even more powerful though are video lectures in which you get to see the speaker and their presentation. One of the greatest sources of these is TED.com. TED is a nonprofit organization, started in 1984 with the slogan: 'Ideas Worth Spreading'. TED stands for: Technology, Entertainment, Design. It holds annual conferences and offers fellowships and prizes. Speakers at the conferences are challenged to 'give the talk of their lives (in 18 minutes or less)'.



More than 900 TEDTalks are now available, they are released under a Creative Commons license, so they can be freely shared and reposted. Some of the most famous speakers are Al Gore, E.O.Wilson, Gordon Brown, Tim Berners Lee, Josette Sheeran and Louise Fresco (former ADG AG). One of the best TED exponents is Swedish Hans Rosling who has given

several talks on population issues and uses some remarkable presentation software. Highly recommended! TED talks can be downloaded to watch offline as well.

Of course, many videos are available on YouTube. There is a lot of rubbish to sift through but try a search for 'Lecture 2011' and it throws up some good material like the Oxford London Lecture on 'the Gene Revolution', the Adam Smith Lecture 2011 and a World Bank series sponsored by Praxis from Australia including debates on agriculture, food security, gender and more.

Video formats are a bit challenging and the iPad straight out of the box will not play many of these. YouTube videos can be downloaded on the computer using various free programs like Enolsoft Free YouTube Downloader but they are in .flv format. To play them on the iPad, you need to get the (free) App called Azul which plays just about any type. Files can be copied into the App's section on iTunes.

Many Universities are now publishing their lectures as videos on the Internet. Yale, Harvard, UC Berkeley, Oxford, Cambridge and others are starting to do this. Below is a whole course on Climate Change, Law and Policy from UC Berkeley. Many of these are accessible through iTunes U, the education section of the Apple iTunes Store. At the last count, there were nearly 300 colleges and universities there and total downloads passed 250 million in July 2010.

That's not all. There is an incredible array of opportunities at: [openculture.com](http://openculture.com) (400 free online courses from top universities).



This begins to show how the University Revolution may take shape. In the UK, the Open University has been there since 1969, using radio, TV and distance learning methods. It has been exported to many countries. Now it is using the web as its principal system. Importantly, you don't just get the lectures but you get the opportunity to work for a degree at undergraduate and even postgraduate level with academic recognition. For me, this has been greatly underrated and insufficiently supported by successive governments.



Other universities in the UK are working through Resource Development International: an independent provider of distance learning opportunities. Particularly popular these days are courses in business as well as public administration and development.



Perhaps a revolution in education is about to take place. How big will it be? The numbers of conventional students (tertiary education) in different countries are a little over 2 million each in France, Germany and the UK and as many as 12 million in the USA. But the Open University alone has more than 250,000 students enrolled, the majority over 25 years old. Since it was founded, more than 1.5 million students have studied with the OU. Interestingly, it was rated top university in England and Wales for student satisfaction in the United Kingdom government national student satisfaction survey several times in the last few years.

With the internet now part of our everyday lives, not only in the West but also in many developing countries, the potential to exploit these resources is great. It can indeed be a revolution. Stanford University recently advertised a course on Artificial Intelligence to be run from October to December 2011. At the time of writing in September, 124,680 people have signed up for the course!



There are still questions about quality assurance, academic recognition and social aspects of learning. The answers to these may be less obvious than they appear at first. But there is no doubt, I can now carry a University in my iPad, together with sights, sounds and unlimited opportunities ■



# BARCLAYS

## Mutui e Prestiti

For FAO STAFF COOP Members

### HOME LOAN SERVICE

- Purchasing ( 1, 2, 3 ... home )
- Building ( construction ) loans
- Restoration of your properties
- Refinancing
- Transferring your Mortgage

All mortgages with advantageous features, such as:

- FIXED RATE, fixed monthly payments up to 30 years.
- FLOATING RATE, various formulas such as mixed, multi options, flexible, Swiss francs, constant payments, and up to 35 years.

WOOLWICH is a brand of BARCLAYS BANK PLC;  
wich operates in more than 70 countries all over the world



FOR APPOINTMENT PLEASE CONTACT:

**Dr. Walter D'Angelo**  
Agente in Attività Finanziaria  
Iscr. n. A17959 Banca d'Italia  
Mobile: (+39) **335 7021579**  
**v.dangelo@retebarclays.com**

Via San Claudio, 69 (p.zza San Silvestro) - 00187 Roma  
tel. (+39) 06 6781111 - 06 69294000  
fax (+39) 06 69924548

Appointment at your Office on request

This is an advertisement for promotional purposes.  
For all our products and conditions please refer to our information documents available at branches of Barclays Mutui e Prestiti or may be viewed on the internet site [www.barclays.it](http://www.barclays.it).  
The mortgage is loaned by Barclays Bank PLC. Your mortgage application is subject to the bank valuation.



# ST GEORGE'S

BRITISH INTERNATIONAL SCHOOL

- Established in 1958
- Over 60 nationalities represented
- Enhanced UK National Curriculum
- IGCSE & International Baccalaureate program
- Entrance to Universities worldwide
- Extensive sports facilities & extra curricular activities
- Ages 3 to 18
- Two school locations La Storta - (Junior & Senior School)  
Nomentana - (Junior School)



Via Cassia km 16, La Storta, 00123 Roma  
Via Lazzaro Spallanzani, 14, 00161 Roma  
Tel. +39 06 3086001

Email. [secretary@stgeorge.school.it](mailto:secretary@stgeorge.school.it) • Web. <http://www.stgeorge.school.it>