



UNESCO endorses International Olive Tree Day

A recommendation to proclaim an annual world olive tree day on November 26 has been endorsed by the United Nations Educational, Scientific and Cultural Organization (UNESCO)

The Executive Board of UNESCO has adopted a resolution welcoming and endorsing the recommendation that the 40th Session of the General Conference proclaim November 26 as International Olive Tree Day.

Seen as a symbol of peace, wisdom and harmony, the olive tree contributes to the sustainable economic and social development of peoples. Annually celebrating International Olive Tree Day will, therefore, contribute to the promotion of universal values that unite human beings and cultures, as well as the protection of this millennial tree and the preservation of its perennial value.

The olive tree has been an element of unity and diversity of all cultures since time immemorial, transcending borders and allowing fruitful exchanges between peoples; it is a cultural element with a strong presence in many artistic and cultural expressions, it plays the role of carrier of cultural dialogue and exchange of knowledge and contribution to development processes.

Its cultivation plays a fundamental role in helping local populations to take root in their regions, constitutes a barrier against desertification and protection against erosion, and is an agent in the fight against global warming, capturing more CO₂ than it emits into the atmosphere in the form of greenhouse gases during the entire cultivation cycle and during the olive oil production process.

At the same time, the impact of the olive sector on employment and environmental protection, as well as the consequent contribution to sustainable development, is recognized, as are the virtues of olive oil for health, its therapeutic properties and its food benefits.

The designation of "international days" aims to emphasize important aspects of human life and history and offers many actors the opportunity to organize activities related to the theme of the day. Governments, civil society, the public and private sectors, schools, universities and, more generally, citizens, make an international day a springboard for awareness-raising actions.

Proclamation of International Olive Tree Day is set to take place during UNESCO's 40th Session of the General Conference, which will be held in Paris from November 12 to 27, 2019.

The two main Italian consortia of olive oil producers, Italia Olivicola and Unapol, also through the TAICHI project, will not miss this important opportunity to make citizens aware of the most burning issues concerning production, quality standards and safety of the oil and its health benefits.



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To find out more about the TAICHI project, visit OurOliveOil.com

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