



30 Sep - 1 Oct 2013

2nd Bioeconomy Forum

Science, Industry and Communication

Venues:

30 Sep - The SQUARE, Brussels

1 Oct - EU Commission, DG RTDI, Brussels



Day I; 30. September 2013

Registration: www.commnet.eu

The SQUARE, 3 Place Coudenberg, 3rd Floor,
1000 Brussels (Bus stop: "Royale" or "Bozar", Metro: Gare Centrale)

Global Challenges and the Bioeconomy – part of the solution or part of the problem ? A Communication Case

Our COMMNET- Forum is of free entrance !

8:30h *Welcome & Coffee*

9:00 **Opening**, European Commission, DG research and innovation, Director for Food, Agriculture and Fisheries and Biotechnologies Research

Keynotes:

A.) **Food Security** – the bioeconomy trilemma between food-feed-fuels by Prof. **Tim Benton**, UK Champion for Global Food Security, & Professor of Population Ecology, Leeds University (*confirmed*)

B.) **PlantGenetics** – a worldsaver against hunger and climate threats by Prof. **Heribert Hirt**, President of the EU Plant Science Organisation EPSO, INRA, France (*confirmed*)

C.) **OCEANS** – Is there still potential for blue growth with polluted seas? Prof. **Dermot Hurst**, Marine Institute, Ireland (*confirmed*)

11:00 *Panel Debate* with **Wolfgang A. Weber**, BASF;
Dirk Carrez, CleverConsult, EFIB Advisory Board;
Pekka Pesonen, Copa Cogeca (*Agriculture*);
Jo M. Wills, EUFIC (*Consumers*);

13:00 **Lunch**

DAY I, Afternoon Session: 14:30h – 17:30h

registration: www.commnet.eu

14:30 Workshop: Bioeconomy Communication drives Innovation and Society - 6 Best / Worst Cases in Bioeconomy Communication:

- The BIO-TIC Study – Europabio’s studies on non-commercial hurdles of the Biotechnology by **Claire Gray**; BIO-TIC project coordinator;
- BiOCROPS – fewer pesticides; by **Garlich von Essen**, European Seed Association (possible: the ABSTRESS Project et al.);
- OPTIMISC - Success stories on energy plants by **Olena Kalinina**, Project Manager, Hohenheim University;
- BIOCONCEPT – A game to explain the biorefinery by **Arne Delft**, Tygron/**Ellen Fehlte**, RTD consult;
- ROCKnWOOD – The art of right timed communication, **ttz** (N.N);
- HORSE MEAT - Worst case: Flight or fight – how similar are scientists and horses in their reaction to crises? Focus on food fraud not health fears by **Rhonda Smith**, Minerva Comms, UK;

Launch of COMMNET PR DESK -INNOVATION CATALOGUE / Poster-Session with COMMNET articles on COMMNET projects

17:30 COMMNET-Cocktail together with EFIB/ Europabio at THE SQUARE, Exhibition Area



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CommNet
COMMUNICATING THE BIOECONOMY

Day II, 1 October 2013

**EU-Commission, DG Research RTDI; 16, Place Charles Rogier,
12 10 Brussels, COVE 2 Bldg., 7th Floor, Room number: 7.183**

10:30h - 13:30h

COMMNET BUSINESS-PROJECT DIALOGUES

(Upon invitation only)

10:30h -11:45h Dialogue 1:

Retailers & AgroFoodchain (CommNet Projects on Agriculture and Food)

Business: Retailers: Hans-Juergen Matern, METRO AG; N.N. AUCHAN; Transfer Experts: Sophie Raquez, Innovation Case Manager, Gembloux, Belgium; Eckhard Behrendt, Expert Service, Berlin; Consumer Experts: Lars Esbjerg, RECAPT-Project; Sophie Hieke, EUFIC

Projects : ALL SMART PIGS (Animal Welfare, Heiner Lehr);EUROFIR (Paul Finglas)/ PLANTLIBRA (A.Rodarte), PLEASURE(Bianca Pop); IQ-FRESHLABEL (Marie Shrestha); FERTIPLUS (Peter Kuikman); NUTRIMENTHE (Claire Horton), SECUREFISH (Nazlim Howell)

Coffee-Snack

12:00h – 13:15h Dialogue 2:

Industry & GreenPlastics (CommNet Projects on biomass, green polymers, bioplastics, biowaste)

Business: Industry: Hasso von Pogrell, EuropaBioplastics; Lars Boerger, BASF; Retailers: Hans-Juergen Matern, METRO AG; AUCHAN_(N.N.); Technology Transfer Experts: Anne-Luise Skov Jensen; Agrobusiness Park –INBIOM, Denmark; Eckhard Behrendt, Expert Service; Berlin.

Projects: TRANSBIO (Bianca Pop); BIOCONSEPT (Dirk Verdoes); OPTIMISC (Karl Müller Saemann), FERTIPLUS (Peter Kuikman), SYNPOL (Prof. José Luis García López, Auxiliadora Prieto, Oliver Drzyzga);CHIBIO (Prof. Volker Sieber).

Lunch