

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



30. September 2013, Day I

Registration: www.commnet.eu

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

Morning Session: 8:30h-13:00h

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

8:30h Coffee & Welcome by **Rhonda Smith**, chair of COMMNET network

9:00h Opening

Thomas Dodd, European Commission, DG RTDI, Bioeconomy

Keynotes:

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

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

OCEANS – Is there still potential for blue growth with polluted seas ? Prof. **Jan Calewaert**, European Marine Board, Oostende, Belgium

11:00h 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

30. September, Day I, Afternoon Session: 14:30h – 17:30h, The SQUARE

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

- BIO-TIC study – Identifying Hurdles to Industrial Biotechnology in Europe. 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;
- BIOCONSEPT – A game to explain the biorefinery by **Arne Delft**, Tygron/**Ellen Fehcke**, RTD services;
- NAWATECH - EU-India cooperation in water technology and management: research – efficient communication with SME in the Bioeconomy from EU and India, by **Lucia Doyle**,tz, Bremerhaven
- 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 h COMMNET-Cocktail together with EFIB/ Europabio at THE SQUARE, Exhibition Area

Day II, 1 October 2013, 10:30h - 13:30h

BIOECONOMY BUSINESS-PROJECT DIALOGUES

(European Commission DG Research, COVE Building, 16, Place Charles Rogier / **Upon invitation only**)



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