



**BUILDING THE BIOECONOMY
CREATING IMPACT THROUGH COMMUNICATION**
2-3 December 2014, Crowne Plaza Hotel Brussels
COMMNET'S 3RD BIOECONOMY FORUM & FINAL CONFERENCE
Dialogues, Debates, Awards



Registration open: www.commnet.eu

PROGRAMME OVERVIEW 2-3 December 2014

- **Day I: 2 December 2014, Crowne Plaza Hotel, Brussels** (Metro Station: Place Rogier/ Gare du Nord)

9:00h – 16:30h *CommNet`s 3rd Bioeconomy Forum*

3rd Bioeconomy Forum – CommNet Business & Policy Dialogues -Projects from the fields of food, biotech & forestry present – experts comment –**pages 1-2**



- **Day II: 3 December 2014, Crowne Plaza Hotel, Brussels** (Metro Station : Place Rogier/ Gare du Nord)

9:00h – 14:00h *CommNet`s 3rd Bioeconomy Forum*

3rd Bioeconomy Forum - High Level Debates on Trends in Bioeconomy and Science Communication in HORIZON 2020 – **see page 3**



14:00h – 17:30h *CommNet`s Final Conference*

CommNet`s Final Conference – CommFABnet, key learnings , best practices and looking ahead – **see page 4**



17:30 h – 19:00h *CommNet`s Impact Awards*

Communication Impact Awards Ceremony – “and the winners are”

Cocktail Reception and Closing – **see page 5**





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Draft Agenda

Day I: 2 December 2014

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3rd Bioeconomy Forum - Business & Policy Dialogues -Projects from the fields of food, biotech and forestry present – experts comment

9:00h Venue open, Crowne Plaza Hotel, Brussels

9:15h Welcome to the **CommNet Business Dialogue**

9:30 h – 12:00h Bioeconomy projects present their business focus– expert reviewers provide feedback

Projects and their business potential

SUCCIPACK – biobased packaging materials, presented by Christoph COTILLON, Actia, Paris, FR

PICK`n PACK – intelligent packaging; presented by John GRAY, University of Manchester, UK

OPTIBIOCAT - novel enzymes for the eco-friendly production of cosmetics ; presented by Annette

LANGBEHN, Biocom, Berlin, DE

FOODINTEGRITY- food quality and food safety; presented by Christina STEVENI, Food and Environment Agency Research, York , UK

Expert panelists

Olga MARTIN-BELLOSO, Dept. of Food Technology Universidad de Lleida, Spain

Susanne BRAUN, Director Life Science Research Center, Stuttgart-Hohenheim University, DE

Karolien VANBROEKHOVEN, Vito , Research Technology Institute, Mol, BE

Lunch



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Day I: 2 December 2014

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3rd Bioeconomy Forum - Business & Policy Dialogues - Projects from the fields of food, biotech and forestry present – experts comment

14:00h Welcome to the **CommNet Policy Dialogue**

Setting the scene in forestry research and policy

14:15h The **SIMWOOD project**, presented by Andreas **KLEINSCHMIT VON LENGEFELD** , Institut technologique FCBA, Paris

14:30h The **SUMFOREST project**, presented by Dr. Martin GREIMEL, Federal Ministry of Agriculture, Forestry, Environment and Water Management of Austria, Vienna

Entering into discussion with the expert panellists from the European Commission

14:45h – 16:15h

Doru-Leonard IRMIE, Research Programme Officer, Directorate General Research and Innovation, Unit Agrifood Chain

Aljoscha REQUARDT, Secretary General, European Forestry House, CEPF, Brussels

Steve SMITH, Policy Officer, Team “Forestry”, Directorate General Agriculture and Rural Development, Unit Environment, Forestry and Climate Change

Claus SCHULTZE, Policy Analyst, Directorate General Regional and Urban Policy, Competence Centre Smart and Sustainable Growth



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Day II: 3 December 2014

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3rd Bioeconomy Forum – High Level Debates on Trends in Bioeconomy and Science Communication in HORIZON 2020

9:00h Venue open, Crown Plaza Hotel, Brussels

9:10h Welcome

9:15h **Opening Address** - MEP Eva KAILI, European Parliament, Chair STOA Panel, ITRE_ Industry, Research & Energy Committee

9:30h **Futures for Bioeconomy – Keeping Promises**; Rhonda SMITH, CommNet Chair

Keynote speeches and Q & A sessions are moderated by Thomas DODD, EU Bioeconomy Panel, Directorate General Research and Innovation, EU Commission

10:00h **Keynote I:** “Healthy Food for All – Do we need a systems change in bioeconomy chains?”

Prof. Harry AIKING (emrts.), Vrije Universiteit Amsterdam

Q&A Session with: Marc-Olivier HERMAN, EU Policy Lead, Oxfam EU Advocacy Office; Valentina PINNA, Lombardy Region Office, Head of Research; Brandon MITCHENER, Europe Public Affairs Lead, Monsanto;

11:00h Coffee Break

11:30h **Keynote II:** “Science Communication matters from Day I – Trends in HORIZON 2020”

Alexandra RUETE, Communication EU Officer, Directorate General

Research and Innovation, EU Commission

Q&A Session with: Thomas AMMERL, Bavarian Research Alliance, Head of Environment, Energy & Bioeconomy; Bridget BENELAM, British Nutrition Foundation & CommNet WPL Education, Bianca POP, Communication Officer, Pleasure Project; Rhonda SMITH, Minerva Communications & CommNet Chair





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12:30h Lunch



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Day II: 3 December 2014

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Final Conference – CommFABnet, key learnings, looking ahead

Chair: Prof. Ronan GORMLEY

14:00h Introduction - Welcome to the CommNet Final Conference from Mario MARTINOLI
(youris.com), coordinator of the CommFABnet project

14:15h Keynote - “Research must reach out to deliver its promise ”

Prof. Ronan GORMLEY, UCD, University College Dublin

14:40h Key learnings - Key learnings and messages for Horizon2020”: CommNet’s experience in
communicating Bioeconomy research to its citizens, young people,
Industry and policy makers and improving researchers’
communication skills

15:40h Coffee Break

CommNet projects showcase – Case studies of best practice selected from Impact Awards entrants

16:00h Introduction – How the CommNet network has supported member projects

Rhonda SMITH, (Minerva), chair of CommNet network

16:10h Best practice - Short presentations of projects from food, agriculture and biotechnology

by CommNet MEMBERS shortlisted to the Impact Awards, in the categories
of citizens, young people, industry and policy makers



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Day II: 3 December 2014

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Communication Impact Award Ceremony – “and the winners are”

Chair: Rhonda SMITH, CommNet

17:30h Introduction to the CommNet Impact Awards, Rhonda SMITH

Overview of the projects shortlisted for the impact Awards for each category – Prof.

Ronan GORMLEY (CommNet Advisory Board member and Impact Awards judge)

17:40h Impact Awards Ceremony

The bioeconomy projects in food, agriculture and biotechnology judged most effective in their communication will receive the CommNet Impact awards prizes

Photo Session with winners, jury and chair

18:15h Cocktail Reception

19:00 Close

