



**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](http://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 3<sup>rd</sup> Bioeconomy Forum*

**3<sup>rd</sup> 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 3<sup>rd</sup> Bioeconomy Forum*

**3<sup>rd</sup> 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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**3<sup>rd</sup> 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

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

**OPTIBIOCAT**- biobased compounds for cosmetics ; presented by Anne LANGBEHN, Biocom, Berlin

**FOODINTEGRITY**- food quality and food safety ; N.N.

### Expert reviewers

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

Megan HELLSTEDT, Vice-President of Sustainability Management, Delhaize Group, Belgium

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

**Lunch**



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Day I: 2 December 2014

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**3<sup>rd</sup> 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 KLEINSCHMITT VON LENGSELD, 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 expert reviewers from the European Commission*

**14:45h – 16:15h**

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

María GAFO GÓMEZ-ZAMALLOA, Team Leader “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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## Draft Agenda

Day II: 3 December 2014

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### **3<sup>rd</sup> Bioeconomy Forum – High Level Debates on Trends in Bioeconomy and Science Communication in HORIZON 2020**

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

**9:15h Welcome** - Rhonda SMITH, CommNet Chair

**9:30h Opening Address** - MEP Mairead MC GUINNESS, Vice –President European Parliament and Agri Committee

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 change in Bioeconomy chains ? “  
Prof. Harry AIKEN (emrts.), Amsterdam University

**Q&A Session-** Moderation Thomas DODD

**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** – Moderation Thomas DODD

**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**

