Partnership for Research and Innovation in the Mediterranean Area
4PRIMA Stakeholder Forum

Siena, 22nd of May 2017
Santa Chiara Lab
Via Valdimontone, 1

Within the 4PRIMA project the University of Siena organizes a Stakeholder Forum aimed at engaging industrial actors in the Euro-Mediterranean Research and Innovation on food and water themes. The Siena Forum generally aims at reinforcing the link between research, innovation and industrial know-how, and at promoting and stimulating adoption of innovation in Mediterranean companies of the agrifood sector. The development of innovative solutions in the food and water systems can promote the welfare of local communities, the business competitiveness and the regional economic development, which are essential conditions for more sustainable and inclusive Mediterranean societies.

The event is organized in co-partnership with the Sustainable Development Solutions Network (SDSN), it wishes to enhance the innovation potential of the PRIMA initiative and to inform Stakeholders about the PRIMA actions, making easier the way to participate to the calls for project that will be launched in 2018.

Together with academic representatives, the invitation to participate the Siena Stakeholder Forum is particularly addressed to:

- Representatives of Businesses belonging to each of the Agrifood value chain phase, with a particular attention to the Small and Medium Enterprises.
- Innovators and entrepreneurs especially young ones, and their representative associations.
- Consumers and their representative associations.
- Agri-food industrial policy makers.
- Financial Institutions.

For more information about the agenda

http://4prima.org/content/4prima-stakeholder-forum-meeting-unlocking-innovation-smes-industries-companies-siena-22-may

Please complete the booking form to attend the event visiting the following link:

http://www.congressi.unisi.it/?page=CiviCRM&q=civicrm/event/register&reset=1&id=93

You can also have more information about the event by contacting prima-events@unisi.it

SUSTAINABLE DEVELOPMENT SOLUTIONS NETWORK
A GLOBAL INITIATIVE FOR THE UNITED NATIONS

FESTIVAL DELLO SVILUPPO SOSTENIBILE 2017

Preliminary Agenda

8:30 – 9:00	Coffee Welcome and Registration
9:00 – 9:30	**Welcome Session** Introduction to the SH Forum and to the opportunities in participating to PRIMA Initiative by firms **Angelo Riccaboni, 4PRIMA Manager, PRIMA Chair** **Representative of MIUR** **Representative of PRIMA Consortium from a no-EU Country** **Delegate from the European Commission**
9:30 – 9:45	**Presentation of SRIA –** prof. Francesco Capozzi Presentation of the PRIMA Strategic Research and Innovation Agenda
9:45 – 11:00	**Sustainable Innovative Practices in the Med Area: Session 1 on Innovation Process and Product** ***Moderator:*** **Danielle Nierenberg, Food Tank** • Sekem **Mohamed Wageih (Egypt)** • Pieralisi **Fabio Ginesi (Italy)** • FORMA NOVA **Marcello Mele** and **Antonio Rocco Farina (Italy)** • Confagricoltura **Donato Rotundo (Italy)** **Discussion**
11:00 – 11:15	Coffee Break
11:15 – 12:45	**Sustainable Innovative Practices in the Med Area: Session 2 on Precision Agriculture and Aquaponics** ***Moderator:*** **Massimo Iannetta, ENEA** • Appcot **Marco Mancini (Italy)** • Cà Colonna **Gian Luca Bagnara (Italy)** • LifeLab BioDesign **Ali Makhzoum (Lebanon)** • LivinGreen **Lior Turgeman (Israel)** • ReFarmers **Beréngère Duval (France)** **Discussion**
12:45 – 14:00	Lunch Break
14:00 – 15:15	**Sustainable Innovative Practices in the Med Area: Session 3 on Decision Support Systems (DSS)** ***Moderator:*** *t.b.d.* • Hort@ **Sara Elisabetta Legler (Italy)** • Agricolus **Andrea Cruciani (Italy)** • Agriveritas **Andreas Kartakoulis (Cipro)** • Farm Control **Francisca Martins (Spain/Portugal)** **Discussion**

15:15 – 16:45	**Sustainable Innovative Practices in the Med Area: Young Entrepreneurs from Millennials Lab** ***Moderator:*** **Sonia Massari, Gusto Lab** • IRIS **Technologie Khaled Bouchoucha (Tunisia)** • CoolFarm **João Igor (Portugal)** • Livin Box **Nitza Solan (Israel)** • Agrando **Jonathan Bernwieser (German)** • Zolla14 **Paolo Marangon (Italy)** **Discussion**
16:45 – 17:00	Coffee Break
17:00 – 18:00	**Roundtable and Open debate on PRIMA SRIA and business cases presented** Discussion promoted to facilitate the dialogue between SME representatives and scientific experts in relation to how participate to the PRIMA Programme and to the actions to be included in the Action Plan to be released.
18:00 – 18:30	**Sum Up and Conclusion on the Action Plan to be released**
18:30 – 19:00	**Site Visit to Santa Chiara Lab and Festival Food and Water** The Visionaria Film Festival is held with the announcement of the winning short film on 'Food and Water'. All the finalists will be presented and an expert jury that brings together scientific and artistic skills will award the winners. http://visionaria.eu/en/1336/foodampwater-2017.htm
19:00 – 20:30	**Cocktail dinner**

SUSTAINABLE DEVELOPMENT SOLUTIONS NETWORK
A GLOBAL INITIATIVE FOR THE UNITED NATIONS

FESTIVAL DELLO SVILUPPO SOSTENIBILE 2017