

[Register Here](#)

FOODRUS Final Event

**13
MARCH**

Greenovate!Europe Offices

Silversquare, Avenue Louise 231, 1050 Brussels – BELGIUM

[Livestream link](#)
[FOODRUS YouTube Channel](#)

Conference Agenda

10:45-11:00 Registration and coffee

11:00-11:10

- **Welcome by Greenovate! Europe**
Greenovate! Europe

Vicky Mosteyrin

11:10-11:30

- **Farm to Fork Strategy's Ambition**
EU Commission

Isabelle Rollier, DG SANTE

11:30-12:00

- **Introducing FOODRUS**
University of Deusto

Ainhoa Alonso

12:00-12:30

- **Co-creation Methodology in FOODRUS**
Basque Culinary Center

Cinta Lomba Fernández



12:30-13:30

● Lunch

13:30-15:00

● **Pilots and FOODRUS Solutions**

University of Copenhagen, AIN - Industry Association of Navarra & Slovak University of Agriculture

Marianne Thomsen
Izaskun Amores
Marieta Okenkova

● **Q&A with audience**

15:00-15:30

Coffee break

15:30-16:15

● **FOODRUS Associated Regions – challenges and opportunities**

ACR+ and ARs

Agnese Boccalon
Nasia Barka - Municipality of Halandri, Greece
Gyula Kasza - NFCSO, Hungary

16:15-17:15

● **Sister Projects - A collaboration success**

Elika Fundazioa and CNTA

Mónica de Prado, Inés Echeverría
Sister project representatives

17:15-17:35

● **Future innovations and opportunities in Food Waste and Loss reduction**

EU Commission

Cristina Lisetchi, DG SANTE

17:35-17:45

● **Closing**

Greenovate!Europe

Vicky Mosteyrin

19.30 Social dinner – Restaurant Vincent

Rue des Dominicains 8, 1000 Bruxelles

Final Event

Laura Nieto

Greenovate! Europe

l.nieto@greenovate-europe.eu,

Project Coordinator

Ainhoa Alonso

Universidad de Deusto,

ainhoa.alonso@deusto.es,

Follow

www.foodrus.eu





CO-FRESH: Co-creating the Future of Agrifood Value Chains

CO
FRESH

14 March 2024

09:00 - 16:00 CET

Silversquare - Avenue Louise 231, Brussels

PROVISIONAL AGENDA

09:00 Registration

09:15 Welcome and introduction

Inés Echeverría - CNTA

09:45 Key note Speaker

Peter Schmidt - EESC

10:00 Co-creation methodology. Lessons learned

Jose María Gil - CREDA

10:15 A joint policy brief

Edelbis Dávila - UGENT
Sylvia Burssens - UGENT
Agnese Boccalon - ACR+

11:00 Coffee break and group picture

11:20 THE PILOT CASE EXPERIENCE. INNOVATIONS AND LESSONS LEARNED

CO-FRESH innovations introduction

Raquel Virto - CNTA

Innovation takes the field

Alessandro Malerba - LE TERRE DI ZOE

Sustainability challenge in the agrifood chain

Sonia Muro - FLORETTE

Less is more: More value with less processing

Minke Burgers - FOODVALLEY

Improving transparency and coordination all along the

Laura Pérez - CRAPDL

value chain: a governance tool prototype for Le Porc

Fermier de la Sarthe

Environmental innovations in organic orchards in

Ewa Rembalkowska - EKOOWOC

Poland

12:45 LUNCH

13:45 Development of new food products based on oyster mushroom within the CO-FRESH project

Miklós Gyalai-Korpos - PILZE

The healthy box: More transparency, more

Irene Navarro - COEXPHAL

sustainability, and less food waste

14:15 Impact of Co-Fresh on transfer of knowledge and innovation to other countries

Daniel Ács - BEC

14:30 Roundtable with Pilot Cases

Patricia Mora - INNOGESTIONA

15:15 SIC0 framework, a toolkit that enables to assess the collaborative dimension of Sustainability-Oriented Innovations

Jos Bijman - WUR

15:30 Keynote speaker

Piroska Kallay - EESC

15:45 Closing remarks

Inés Echeverría - CNTA

16:00 End of the event

Scan to register



co-fresh.eu

Co-funded by
the European Union