



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

**Siena, 22<sup>nd</sup> 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 with the auspices of Tuscany Region and 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 Agri-food 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](mailto:prima-events@unisi.it)

[cupertino@unisi.it](mailto:cupertino@unisi.it)

### **The Local Scientific Committee**

Angelo Riccaboni, Maria Pia Maraghini,  
Alessandra Viviani, Antonella Autino

### **The Local Organizing Committee**

Sebastiano Cupertino, Francesca Trovarelli  
Marcela Ciubotaru, Gianluca Vitale





## Preliminary Agenda

8:30 – 9:00	Coffee Welcome and Registration
9:00 – 9:30	<b>Welcome Session</b> Introduction to the SH Forum and to the opportunities in participating to PRIMA Initiative by firms <b>Angelo Riccaboni, 4PRIMA Manager, PRIMA Chair</b> <b>Delegate from the European Commission</b> <b>Representative of PRIMA Consortium from a no-EU Country</b> <b>Representative of MIUR</b> <b>Representative of Tuscany Region</b>
9:30 – 9:45	<b>Presentation of SRIA</b> Francesco Capozzi, Representative of the Italian Universities in the IT4PRIMA core group Presentation of the PRIMA Strategic Research and Innovation Agenda
9:45 – 11:00	<b>Sustainable Innovative Practices in the Med Area: Session 1 on Innovation Process and Product</b> <i>Moderator: Danielle Nierenberg, Food Tank</i> <ul style="list-style-type: none"><li>• <b>Sekem Mohamed Wageih (Egypt)</b></li><li>• <b>Pieralisi Fabio Ginesi (Italy)</b></li><li>• <b>FORMA NOVA Alice Cappucci and Antonio Rocco Farina (Italy)</b></li><li>• <b>Confagricoltura Donato Rotundo (Italy)</b></li></ul> <b>Discussion</b>
11:00 – 11:15	Coffee Break
11:15 – 12:45	<b>Sustainable Innovative Practices in the Med Area: Session 2 on Precision Agriculture and Aquaponics</b> <i>Moderator: t.b.d.</i> <ul style="list-style-type: none"><li>• <b>Appcot Marco Mancini (Italy)</b></li><li>• <b>Cà Colonna Gian Luca Bagnara (Italy)</b></li><li>• <b>LifeLab BioDesign Ali Makhzoum (Lebanon)</b></li><li>• <b>LivingGreen Lior Turgeman (Israel)</b></li><li>• <b>ReFarmers Beréngère Duval (France)</b></li></ul> <b>Discussion</b>
12:45 – 14:00	Lunch Break
14:00 – 15:15	<b>Sustainable Innovative Practices in the Med Area: Session 3 on Decision Support Systems (DSS)</b> <i>Moderator: Massimo Iannetta, ENEA</i> <ul style="list-style-type: none"><li>• <b>Hort@ Sara Elisabetta Legler (Italy)</b></li><li>• <b>Agricolus Andrea Cruciani (Italy)</b></li><li>• <b>Agriveritas Andreas Kartakoulis (Cipro)</b></li><li>• <b>Farm Control Francisca Martins (Spain/Portugal)</b></li></ul> <b>Discussion</b>
15:15 – 16:45	<b>Sustainable Innovative Practices in the Med Area: Young Entrepreneurs from Millennials Lab</b>



	<p><b>Moderator: Sonia Massari, Gusto Lab</b></p> <ul style="list-style-type: none"><li>• <b>IRIS Technologie Khaled Bouchoucha (Tunisia)</b></li><li>• <b>CoolFarm João Igor (Portugal)</b></li><li>• <b>Living Box Nitza Solan (Israel)</b></li><li>• <b>Agrando Jonathan Bernwieser (German)</b></li><li>• <b>Zolla14 Paolo Marangon (Italy)</b></li></ul> <p><b>Discussion</b></p>
16:45 – 17:00	<b>Coffee Break</b>
<b>17:00 – 18:00</b>	<b>Roundtable and Open debate</b> 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	<b>Sum Up and Conclusion on the Action Plan to be released</b>
18:30 – 19:00	<b>Site Visit to Santa Chiara Lab and Festival Food and Water</b> 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. <a href="http://visionaria.eu/en/1336/foodampwater-2017.htm">http://visionaria.eu/en/1336/foodampwater-2017.htm</a>
19:00 – 20:30	<b>Cocktail dinner</b>