



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



14 March 2024



09:00 - 16:00 CET



Silversquare - Avenue Louise, 231 Brussels

AGENDA

- 09:00** Registration
- 09:15** Welcome and introduction Inés Echeverría
- 09:45** Towards a fair and sustainable food supply chain Peter Schmidt
- 10:00** Co-creation methodology. Lessons learned Jose María Gil
- 10:15** Towards Holistic Solutions: policy recommendations for sustainable agri-food value chains Edelbis López
Daniele Rossi
Agnese Boccalon
- 11:00** Coffee break and group picture
- 11:20** THE PILOT CASE EXPERIENCE. INNOVATIONS AND LESSONS LEARNED
- CNTA:** CO-FRESH innovations introduction Raquel Virto
- LE TERRE DI ZOE:** Innovation takes the field Alessandro Malerba
- FLORETTE:** Sustainability challenge in the agrifood chain Sonia Muro
- FOODVALLEY:** Less is more: More value with less processing Minke Burgers
- CRAPDL:** Improving transparency and coordination all along the value chain: a governance tool prototype for Le Porc Fermier de la Sarthe Laura Pérez
- EK00WOC:** Environmental innovations in organic orchards in Poland Ewa Rembialkowska
- 12:45** LUNCH
- 13:45** **PILZE:** Development of new food products based on oyster mushroom within the CO-FRESH project Miklós Gyalai-Korpos
- COEXPHAL:** UNICA healthy box: More transparency, more sustainability, and less food waste Maribel Amat
- 14:15** Impact of Co-Fresh on transfer of knowledge and innovation to other countries Daniel Ács
- 14:30** Roundtable with Pilot Cases Patricia Mora
- 15:15** **SICO framework**, a toolkit that enables to assess the collaborative dimension of Sustainability-Oriented Innovations Jos Bijman
- 15:30** The role of governance for the future of agri-food systems Piroska Kallay
- 15:45** Closing remarks Inés Echeverría
- 16:00** End of the event

