Joint Final Event

BREADCRUMB | ROSETTA | CATALYSE

Agenda

9:00 | **Arrival and registration**

9:25| **Plenary**

9:25| **Opening**, *Katrina Sichel*

9:30 |**Opening and framing of the day by the 3 project coordinators**

- Anna Twarogowska, BREADCRUMB coordinator*, Postdoctoral researcher, ILVO*
- Dimitra Kyriakopoulou, ROSETTA coordinator*, Agri-Food lead, Q-Plan*
- Daniela Bassi, CATALYSE coordinator *, Associate Professor, Università Cattolica del Sacro Cuore*

9:50 | **Policy keynote: EU perspective**

- Giulia Bizzo, Policy Officer, *Directorate-General Research and Innovation (DG RTD)*
- Jorge Molina Villanueva, Policy Officer*, DG RTD*
- Bartosz Zambrzyck, Team Leader Food Waste Team, *Directorate-General Health and Food Safety (DG SANTE)*

10:30 | **How food marketing standards and food safety shape which food reaches the market: One shared story, three project lenses**

- Chantal den Broeder, Food systems expert*, VLTN*
- Katerina Makri, Associate Professor in the Department of Marketing and International Business
- François Bourdichon, Quality Director*, SODIAAL Nutrition & Ingredients*

11:10 | **Coffee Break**

11:40 | **Plenary Session**

10:40 | **From Evidence to Action: Key Recommendations and Dialogue**

- Ana Machado Silva, Food and Sustainability Coordinator*, MC Sonae*
- Letizia Piras, Junior EU Project Manager*, PEDAL*
- Alejandro Rodarte, Director of Food Safety, *FoodDrinkEurope*

12:20 | **Lunch and Networking**

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Federal Department of Economic Affairs, Education and Research EAER
State Secretariat for Education, Research and Innovation SERI

UK Research and Innovation

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13:20 | **Plenary: Briefing: Breakout Sessions Round 1 – Understanding Challenges and Decision Points**

13:30| **Breakout Session Round 1**

Policy roundtable with recommendations of four projects Breadcrumb - Folou - Rosetta – Catalyse

- Anna Twarogowska, Postdoctoral researcher, *ILVO*
- Beatriz Aguado, Secretary-General, *EUCOFEL*
- Hector Barco Cobalea, Researcher, *Espigoladors*
- Edward Sliwinski, Senior R&I Manager, *European Federation Food of Food Science and Technology*

Changing Perceptions and Stakeholder Priorities

- Maripaz Villalba Talens, Project Manager, *AINIA Technological Center*
- George Tsalis, Researcher of Consumer Behaviour, *Copenhagen Business School*
- Ruchi Shah, EU Project Manager, *ILSI Europe*

Moderated by Katrina Sichel

From Innovation to Impact: Building a Food Safety Community

- Daniela Bassi, CATALYSE coordinator, Associate Professor, *Università Cattolica del Sacro Cuore*
- Helena Stoffers-Kneubühler, Head of Research Group Processing Technology, *Agroscope*
- Trond Møretrø, Research Scientist, *Norwegian Food Research Institute*
- Suvi Joutsen, Senior Researcher, *Finish Food Authority*

Moderated by Agustina Sarquis, *Postdoctoral researcher at Università Cattolica del Sacro Cuore*

14:40 | **Coffee Break**

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15:10 | **Plenary: Briefing: Breakout Sessions Round 2 – Tools Uptake and Continuation**

15:20 | **Breakout Session Round 2**

Digital Tools and Business Models for a Better Food System

- Paulina Szwed, Social Sciences Expert*, VLTN*
- Miguel Ozáez, Innovation Consultant in Circular Bioeconomy*, PNO Innovation*
- Ioakeim Konstantinidis, Project Manager*, Draxis*
- Luca Gyimesi, Researcher, *Syreon Research Institute*
- Andrea Zentai, Researcher, *Syreon Research Institute*

Moderated by Lluis Puig, founder and CEO of FRESHIS

Balancing Standards and Sustainability: Trade-offs, Decision-Making and Innovative Food-Waste Solutions

- Matteo Masotti, Research Associate*, University of Bologna*
- Eva Skourtanioti, Project Manager Circular Economy*, DRAXIS*
- Concha Ávilla, Head of European Projects*, Spanish Food and Drink Industries Associations (FIAB)*
- Katrien Begyn, CoFunder of *SHELFION*

Moderated by *Rani Van Gompel,* researcher at *ILVO* and Agustina Sarquis*,* Postdoctoral researcher at *Università Cattolica del Sacro Cuore*

From Data to Action: Measuring Food Waste for Marketing Decision-Making

- Capwell Echo, Researcher, *ILVO*
- Estela Hoffman, Research Officer in Food Waste Reduction, *Teagasc*
- Maeve Henchion, Principal Research Officer*, Teagasc*

Moderated by Sofie De Man, researcher at *ILVO*

16:20 | **Plenary**

The Road Ahead: Building the Future Together

- Anna Twarogowska, *BREADCRUMB coordinator, Postdoctoral researcher, ILVO*
- Dimitra Kyriakopoulou, *ROSETTA coordinator, Agri-Food lead, Q-Plan*
- Daniela Bassi, *CATALYSE coordinator, Associate Professor, Università Cattolica del Sacro Cuore*

16:40 | **Closing and networking reception**