



The MED Green Growth Community is organizing the first transnational event “New Challenges in the Agrofood sector” on 28-30th June in Girona (Spain). This event aims to gather the whole Green Growth community and relevant stakeholders of the Mediterranean area and other European regions to jointly discuss about the new challenges that the agrofood sector is facing nowadays. [Free registration here!](#)

FINAL AGENDA

Wednesday 28th June

14:30 – 15:00h – Registration and welcoming

15:00 – 15:15h – Opening

15:15 – 15:45h – **Mr Sergio Ponsá (Director CT BETA, University of Vic – Central University of Catalonia):** Presentation of the Green Growth Community

15:45 – 17:45h – **Conferences on current legislation framework**

15:45 – 16:15h – **Mr Enzo Reali (President EU Experts):** The implementation of EU legislation to the agrofood sector and to the related innovations

16:15 – 16:45h – **Mr Jaume Sió (General Sub-director for Agrifood Innovation and Knowledge Transfer, Ministry of Agriculture, Livestock, Fisheries and Food of Catalonia – DARP):** Establishing legal frameworks to promote innovation in the agrofood sector

16:45 – 17:15h – *Coffee break*

17:15h – 17:45h – **Ms Luisa Mulas (Service of Environmental Sustainability, Region of Sardinia):** the role of regional policies in sustaining the agri-food sector through GPP approaches

17:45 – 18:45h – **Conferences on sustainability challenges in the agrofood sector**

17:45 – 18:15h – **Ms Cristina Peña (R&D Food & Health RDi Advisor, Catalonia Trade and Investment - ACCIÓ):** Smart specialization strategy on the agrofood sector in Catalonia

18:15 – 18:45h – **Ms Conxita Royo (Scientific director, Institute of Agrifood Research and Technology – IRTA):** A new paradigm on food supply: from global challenges to local drives

18:45 – 19:30h – *Networking cocktail*

Thursday 29th June

8:45 – 9:00h – Opening of the second day (UVIC)

9:00 – 10:30h – **Parallel workshops** led by the modular projects of the Green Growth community

- **Methodologies for sustainability assessment in the agrofood and energy sectors (PEF and LCC methodologies)** (PEFMED and GRASPINNO)
- **Health and nutritional properties of food products** (ARISTOIL)
- **Green manufacturing in the agrofood industry** (GREENOMED)
- **Boosting the “zero-km agrofood” as a sustainable alternative** (CAMARG)
- **Growing better cities with Metropolitan Agriculture** (MADRE)

10:30 – 11:00h – *Coffee break*

11:00 – 12:30h – **Parallel round tables**

- Topic 1: **Policy gaps affecting the agrofood sector** (moderated by ECOSISTEMI & Regione Sardegna)
- Topic 2: **Clusters and business development** (moderated by CUEIM & AINS)
- Topic 3: **Emerging challenges in the agrofood sector** (moderated by UVic & ENEA & IRTA)

13:00 – 14:30h – *Lunch*

14:30 – 18:30h – **Field trip visits:**

- a) Visit to **La Fageda** (dairy farm and social enterprise)
- b) Visit to **Can Moragues** (organic vegetables and sauce and jam factory)
- c) Visit to **La Vinyeta** (small vineyard)

20:30 – 23:00h – *Gala dinner*

Friday 30th June

9:00 – 9:10h – Opening of the third day (UVIC)

9:10 – 9:30h - **Ms Maria Groueva (Project officer, Interreg MED Joint Secretariat):** Agrofood sector and innovative opportunities

9:30 – 10:00h – **Mr Nikos Kalogeras (Researcher, Wageningen University & Research / MAiCh-CIHEAM):** Agricultural Cooperative Management & Policy

10:00 – 10:30h – **Mr Alberto Pezzi (Director of Clusters unit, Agency for Business Competitiveness, Catalonia Trade and Investment – ACCIÓ):** Cluster development policy to improve competitiveness in the agrofood sector

10:30 – 11:00h – *Coffee break*

11:00 – 11:30h – **Ms Montserrat Viladrich (Member of the Advisory Council for Sustainable Development of Catalonia – CADS and Professor at the University of Lleida):** Transition towards a more sustainable, healthy and resilient food system

11:30 – 12:00h – **Wrap up of the round tables**

12:00 – 12:30h – **Wrap up of the workshops**

12:30 – 13:00h – **Participatory game:** dynamics of transition in the agrofood sector

13:00 – 13:15h – Closing of the event