



Greening Agrifood in Social Economy



Co-funded by
the European Union

BRANDING AND GREEN LABELING

Capacity Building 4

AGENDA

17.09.2024

Address: online, via Zoom

Please register via [this](#) link.

More information: Loreta Isac (loreta.isac@clnr.ro) or <https://www.diesis.coop/grains/>

9:15 – 9:30	Participants join the platform.
9:30 – 9:40	<p>Welcome, who are we and about the GRAINS project.</p> <p>Update on the project activities <i>Melinda Kelemen, Project manager, Diesis Network (Belgium)</i></p>
9:40 – 10:10	<p>Let's get to know each other!</p> <p>Trainers & Training participants' presentation <i>Claudia Petrescu, Leader of work package 2, GRAINS, CLNR (Romania)</i></p>
10:10 – 11:10	<p>Introduction to the topic how certification helps to the transition the SME agrifood <i>Pina Sodano, Senior expert, CRIS (Italy)</i></p> <p>Adding value to agriculture: how to build brand identity at farm and territorial level <i>Barbara Pancino, Associate professor in agricultural and food economics, Università degli Studi della Tuscia, Viterbo and Senior expert, AGCI (Italy)</i></p> <p>Certification for agri-food enhancement <i>Francisco Martinez, Senior expert, Diesis Network (Belgium)</i></p> <p>The certifications on European level on agrifood sector <i>Carlotta D'Orso, Certification expert (Italy)</i></p>
11:10 – 11:20	Q & A session
11:20 – 12:00	World Cafè session
12:00 – 12:15	Break
12:15 – 12:30	Feedback from World Cafè session
12:30 – 13:20	<p>Case studies:</p> <p>1. PicenOpen - "Vinea Qualità Picena", Network Contract experiences in Italian Wine sector (Italy) <i>Barbara Pancino</i></p> <p>2. Lake Contract - Municipalities, Associations and Cooperatives united against climate change (Italy) <i>Director of the Parc Bracciano</i></p> <p>3. Open Food Network (Spain) <i>Mikel Cordobilla</i></p>

	4. "Cap-market" (Germany) - TBC
13:20 – 13:30	Conclusions and next steps <i>Claudia Petrescu, Leader of work package 2, GRAINS, CLNR (Romania)</i>