



## Greening Agrifood in Social Economy



Co-funded by  
the European Union

Branding and green labeling

CB4

**AGENDA**

**17.09.2024**

Address: online / Zoom

Please register via [this](#) link.

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9:15 – 9:30	Participants join the platform.
9:30 – 9:40	<b>Welcome, who are we and about the GRAINS project.</b> Update on the project activities <i>Melinda Kelemen, Project manager, Diesis Network (Belgium)</i>
9:40 – 10:10	<b>Let's get to know each other!</b> Trainers & Training participants' presentation <i>Pina Sodano, Senior expert, CRIS (Italy)</i>
10:10 – 11:10	<b>Introduction to the topic how certification helps to the transition in the SME agrifood</b> <i>Massimo D'Andrea, Senior expert, CRIS (Italy)</i>  <b>The certifications on European level on agrifood sector</b> <i>Carlotta D'Orso, Certification expert (Italy)</i>  <b>Adding value to agriculture: how to build brand identity at farm and territorial level</b> <i>Barbara Pancino, Associate professor in agricultural and food economics, Università degli Studi della Tuscia, Viterbo and Senior expert, AGCI (Italy)</i>  <b>Certification for agri-food enhancement</b> <i>Francisco Martinez, Senior expert, Diesis Network (Belgium)</i>
11:10 – 11:20	<b>Q &amp; A session</b>
11:20 – 12:00	<b>World Cafè session</b>
12:00 – 12:15	<b>Feedback from World Cafè session</b>
12:15 – 12:30	Break
12:30 – 13:20	<b>Case studies:</b> <b>1. PicenOpen - "Vinea Qualità Picena", Network Contract experiences in Italian Wine sector (Italy)</b> <i>Barbara Pancino</i>  <b>2. Open Food Network: Empowering Sustainable Food Systems (Spain)</b> <i>Mikel Cordobilla</i>  <b>3. The Etruscan Roman Biodistrict: enterprises for a sustainable territory (Italy)</b> <i>Massimiliano Mattiuzzo – Carlotta Brandizzi</i>  <b>4. TAGWERK "Regional organic products – a partnership of producers and consumers" (Germany)</b> <i>Michael Rittershofer</i>
13:20 – 13:30	<b>Conclusions and next steps</b> <i>Pina Sodano, Senior expert, CRIS (Italy)</i>