



Greening Agrifood in Social Economy



Co-funded by
the European Union

CB5

Eco packaging and unpacking

AGENDA

27.11.2024

(9.30-13.30)

Address: online / 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	Welcome, who are we and about the GRAINS project. Update on the project activities <i>Melinda Kelemen, Project manager, Diesis Network (Belgium)</i>
9:40 – 10:10	Let's get to know each other! Trainers & Training participants' presentation <i>Pina Sodano, Senior expert, CRIS (Italy)</i>
10:10 – 11:10	Reducing packaging and unpacking and new alternatives <i>Emilio Bianco, Legambiente (Italy)</i> Unpackaging and Zero Waste Strategies how a legal and regulatory framework for eco packaging for agrifood sector <i>Barbara Pancino, Associate professor in agricultural and food economics, Università degli Studi della Tuscia, Viterbo and Senior expert, AGCI (Italy)</i> How certification of eco packaging - unpacking helps to the transition in the SME agrifood <i>Francisco Martinez, Senior expert, Diesis Network (Belgium)</i>
11:10 – 11:20	Q & A session
11:20 – 12:00	World Cafè session
12:00 – 12:15	Feedback from World Cafè session
12:15 – 12:30	Break
12:30 – 13:20	Case studies: 1. Cantine Hermes: experiences of new shape in Italian Wine sector (Italy) <i>Alessandro Costantini, marketing strategist, Cantine Hermes</i> 2. CUIB - The zero waste bistro - from vision to practice (Romania) <i>Anca Gheorghică, co-founder & co-manager, CUIB</i> 3. Eco Packaging and Unpacking: How Does Eco-Friendly Packaging Influence Consumers? (Ukraine) <i>Marta-Anna Tynna, Operation Manager at data-driven creative agency, Bloom Büro.</i>
13:20 – 13:30	Conclusions and next steps <i>Pina Sodano, Senior expert, CRIS (Italy)</i>