

# G7 CONFERENCE BLUEREV ACTIVITIES

Sicily (Italy)  
26 – 27 September 2024

## AGENDA

Thursday, 26 September

### FOOD AND BIOECONOMY: TWO SIDES OF THE SAME COIN

Morning session - CONFERENCE ROOM "DFBG"

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|---------------|---|
| 09:30 - 9:45  | <b>Introduction of the activities</b><br><i>Presenter: Ilaria Bientinesi, APRE</i>  |
| 9:45 – 10:30  | <b>BLUEREV project: How to effectively communicate innovation in the bioeconomy sector when addressing consumers</b><br><i>Presenter: Alessia Careccia, APRE Concetta Messina UNIPA</i>   |
| 10:30 - 11:00 | <b>Coffee break</b>   |
| 11:00 – 12:00 | <b>MEDIET4ALL and INNOVITTICA projects: "From Transnational to regional Movement and pilot case study to Support the Sustainable Transition towards a Healthy and Innovative Agri-Food System"</b><br><i>Presenter: Concetta Messina, Nicola Francesca, Paolo Inglese University of Palermo</i> |
| 12:00 – 12:30 | <b>Wrap up and conclusions</b><br><i>Presenter: Ilaria Bientinesi APRE, Concetta Messina, University of Palermo</i>   |

### FOOD AND BIOECONOMY: TWO SIDES OF THE SAME COIN

Afternoon session - CONFERENCE ROOM "BLUEREV"

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|---------------|--|
| 14:00 – 14:30 | <b>Introduction of the activities</b><br><i>Presenter: Ilaria Bientinesi, APRE</i>   |
| 14:30 – 16:30 | <b>Workshop "BlueRev engagement of stakeholders to co-create new solutions for blue bioeconomy: the Sicilian case study". BlueRev Project, event jointed with the European Maritime Day in my country – EMD (WP4)</b><br><i>Presenter: Concetta Messina, University of Palermo with support of Bluerev Hub representatives</i> |

Friday, 27 September

## HOW BIOECONOMY AND SOCIAL INNOVATION CAN IMPROVE THE FOOD SYSTEM - CONFERENCE ROOM "DFBG"

- 09:00 – 09:30 **Welcome and opening remarks by the EC representative. ONLINE**  
*Presenter: Elisabetta Balzi, Nikos Zampoukas, DG RTD - Ocean, Seas and Waters*
- 09:30 – 10:15 **Bluerev project: social innovation activities**  
*Presenter: Giovanna Ottaviani Aalmo; NIBIO Bluerev*
- 10:15 – 11:00 **BlueBioCluster project: Supporting the blue bioeconomy at the regional scale. The example of the BlueBioClusters Project. ONLINE**  
*Presenter: Alberto Terenzi, SUBMARINER Network for Blue Growth; BlueBioCluster coordinator*  
**"The Circular Bioeconomy: Driving Sustainable and Inclusive Local Development through Social Innovation. Stakeholder mobilization and co-creation in BIOLOC and RIBES projects"**  
*Presenter: Peter Canciani, BIOLOC coordinator*
- 11:00 – 11:15 **Coffee break**
- 11:15 – 12:00 **Engage4Bio project: "realization of communities of practice connected to food and food waste valorization, for blue bioeconomy in Sicily"**  
*Presenter: Concetta Messina, UNIPA*  
**Young people and enterprise in the province of Trapani: GESTI project**  
*Presenter: Marilena Cricchio, Trapani municipality, Maria Letizia Di Liberti, Regione Sicilia*
- 12:00 – 12:45 **BlueMissionMed project: The implementation of the EU Mission "Restore our Ocean and Waters by 2030" in the Mediterranean basin through the BlueMissionMed National/Regional HUBs. Challenges, priorities, innovative transformative solutions for agriculture sector.**  
*Presenter: Elisa Conti, CNR*
- 12:45 – 13:00 **Wrap up and conclusions**  
*Presenter: Ilaria Bientinesi, APRE*

## Consortium



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