



# AGROFOOD INNOVATION DAYS

12-13 April 2011

Partnership Event and Bilateral Meetings  
Turin (Italy)

**TURIN  
(ITALY)  
13 APRIL 2011**  
Centro Congressi  
Torino Incontra  
Via Nino Costa 8  
Turin



## ECO-INNOVATION PLENARY SESSION

*Making the food and drink industry more sustainable through innovation*

**09.00 Welcome and Introduction**  
**ANITA FASSIO**, Executive Agency for Competitiveness and Innovation (EACI)

**09.15 Support to Eco-Innovation and Multi-annual Perspective**  
**AURELIO POLITANO**, European Commission - DG Environment

**09.45 Presentation of ongoing CIP Eco-Innovation projects (2008 & 2009 Calls)**  
This session will focus on different examples of businesses investing in innovation to become more environmentally sustainable or contributing to the sustainability of the food and drink sector. These presentations from companies cover the following issues: why they decided to invest in eco-innovation, what they are doing, which are the barriers for the market uptake and replication of their solution, replication achieved as compared to foreseen. Issues faced and lessons learnt.

**Project PROTECTOR**  
**EDWARD SOMEUS**, 3R Agrocarbon (Hungary)

**Project ENBED**  
**Yael LESHEM**, CartaSense LTD (Israel)

**Project STERILIS**  
**THIERRY LECHNER**, Steritech S.A. (France)

**10.45-11.15 Coffee break**

**Project WASTERED**  
**ANTONIA LORENZO**, Biazul S.L. (Spain)

**Project FERPODE**  
**COSTANTINO RASPI**, C.G.S. (Italy)

**12.00 Discussion**  
**Moderator**  
**ANITA FASSIO**, Executive Agency for Competitiveness and Innovation (EACI)

An opportunity to discuss what you have heard in the morning session. What is your experience in the food and drink industry? Which are in your opinion the main barriers to innovation and improved environmental sustainability whilst enhancing competitiveness? How can these barriers be overcome? How can this funding programme further contribute to reducing the gap between research and market?

**12.30 Conclusions**