

## Terra Madre Salone del Gusto Western Balkans Company Mission

Workshop & B2B

The Twin Transition in Agri-food: challenges and opportunities

23/09/2022

Environment Park Congress Centre

Via Livorno 60 - Torino

Copenhagen Room

Digitalisation plays a key role in the framework of Industry 4.0 revolution, but the entrepreneurial world is also in the surge of a green transition towards a decarbonised and environmentally friendly economy. Twin Transition may thus become the key to accelerate the decarbonisation of the economy.

In this challenging context, the Agri- food sector plays a major role as it needs to feed the future global population, it is estimated that, by the year 2050, the population of the world will be 9.7 Billion. Pressures to increase production, climate change, increasing labour and production costs represent a major challenge for the future of agriculture. The sector is therefore forced to enhance production sustainably, to rethink methods to improve productivity, reduce waste and increase traceability.

This workshop, organised by Torino Chamber of Commerce and Unioncamere Piemonte, in the framework of ALPS Enterprise Europe Network activities, in cooperation with European Training Foundation, aims at exploring emerging opportunities and best practices in the Agri- food sector and enhancing networking among companies, research centres and innovation clusters.

**14:30– 14:45**

Welcome Enterprise Europe Network  
Nicoletta Marchiandi, Torino Chamber of Commerce

**14:45 – 15:00**

The 3 C's of the Circular Economy for Food. A Conceptual Framework for Circular Design in the Food System  
Prof. Franco Fassio, University of Gastronomic Science Pollenzo

**15:00 – 15:15**

AURORAL Project presentation: sustainability and digitalization for the Agri- food sector  
Barbara La Licata, Environment Park

**15:15 – 15:30**

Polymer biocomposites based on agricultural waste residues: Piedmont Region R&D activities  
Marta Zaccone, Proplast – Plastics Innovation Pole

**15:30 – 15:45**

Research and innovation projects of the SMEs of the Piedmont Agri- food Cluster on bioeconomy, circular economy and sustainability  
Dario Vallauri, Agrifood Innovation Pole

**15:45 – 16:00**

Presentation of ETF project “Skilling up the Western Balkans Agri-food sector: greening and digitalising” and its partners  
Pirita Vuorinen and Kristien Van den Eynde, European Training Foundation

**16:00 – 16:15**

Coffee break

**16:15 – 18:30**

**B2B in cooperation with European Training Foundation (Johannesburg Room)**

**19:00**

Networking cocktail