



EUCLUSTERS

MATCHMAKING  
EVENTSAgri-food matchmaking on  
accelerating resource efficiency,  
renewable energy and scaling up  
of circular fertilizer solutionsEUROPEAN CLUSTER  
COLLABORATION PLATFORMThe EU Code of  
Conduct  
on  
Responsible Food  
Business & Marketing  
Practices  
#EUFarm2Work #EUGreenDealenterprise  
europe  
network

Online preparatory webinar

17 November 2022 | 9:30-11:30 CET

09:30 – 09:35	<p><b>Welcome and housekeeping rules</b></p> <ul style="list-style-type: none"> <li>- Moderator Teodora Jilkova, ECCP team member</li> </ul>
09:35 – 09:45	<p><b>Policy overview</b></p> <ul style="list-style-type: none"> <li>- EU Code of Conduct on Responsible Food Business and Marketing Practices (resource efficiency, renewable energy) and EU Fertilizer Communication, <b>Helene Diane Dage</b>, Deputy Head of Unit, Food ecosystem Unit, DG GROW, European Commission</li> </ul>
09:45-10:10	<p><b>EU access to finance</b></p> <ul style="list-style-type: none"> <li>- EU funding opportunities, <b>Georg Raab</b>, Policy Officer, Access to finance Unit, DG GROW, European Commission</li> <li>- EU Agricultural Funds, <b>Veronika Madner</b>, Policy Officer, Environmental Sustainability, RD support, DG AGRI</li> <li>- Circular Bio-based Europe Joint Undertaking, <b>Nicolo Giacomuzzi-Moore</b>, Head of Administration and Finance Unit</li> <li>- Q&amp;A</li> </ul>
10:10-10:35	<p><b>Resource efficiency technologies</b></p> <ul style="list-style-type: none"> <li>- Clust-ER Greentech, <b>Katia Ferrari</b>, Cluster Manager</li> <li>- Rabobank (Impact loans with support from EIB), <b>Jeen Nijboer</b>, Theme-manager Sustainability Food &amp; Agri</li> <li>- Agrifood Lithuania, <b>Kristina Šermukšnytė-Alešiūnienė</b>, European Cluster Manager of the Year 2022</li> <li>- Q&amp;A</li> </ul>
10:35-11:00	<p><b>Innovative circular fertilizer production methods</b></p> <ul style="list-style-type: none"> <li>- BioRefine Europe, <b>Margherita Genua</b>, Communications Officer</li> <li>- RUSTICA Project, <b>Nathan Deman</b>, BCS Engineer, Biogas Consulting &amp; Support</li> <li>- Bio and Circular Cluster, <b>Harri Auvinen</b>, RD Executive, <b>Reijo Lappalainen</b>, Professor of Biomaterial technology</li> <li>- Q&amp;A</li> </ul>
11:00 – 11:25	<p><b>Renewable energy deployment</b></p> <ul style="list-style-type: none"> <li>- Smart Energy DIH, <b>Romualdas Petraitis</b>, Project Development Director</li> <li>- PepsiCo's pep+Renew to Accelerate Adoption on Renewable Electricity, <b>Natasha Schwarzbach</b>, Director Global Procurement Sustainability</li> <li>- Sapi, <b>Marian Maraffko</b>, Project Manager</li> </ul>

	- Q&A
11:25-11:30	<b>Closing and next steps towards the matchmaking event and technical webinar (ECCP)</b>

### **Target groups**

The first block targets agri-food (including food retail) clusters and SMEs looking to improve their operations regarding resource efficiency. This includes both SMEs that are part of clusters, and SMEs that are not (yet) part of a cluster. Additionally, green-tech clusters and their members are targeted to offer the needed technologies, and larger companies that would be willing to work on common resource efficiency projects with SMEs.

The second block again targets agri-food (also including food retail) clusters and SMEs, both those that are part of a cluster and those that are not (yet) part of one, which are interested in producing/making use of renewable energy. Larger companies that are interested in such projects are also welcome, since they could collaborate with SMEs. The interested companies and clusters could be matched with companies that offer the necessary technologies, but also with investors, who could help with the financial part of the project and in return profit from the energy generated.

For the last block, the focus will be on the scaling up of circular fertiliser production methods, which means that companies (mainly start-ups) that produce organic/circular fertilisers could be matched with both farms and food producers that can offer waste streams as feedstock/organic material to produce fertilizers. Moreover, companies interested in buying the fertilisers and clusters working on fertilisers can be included.

