

DRAFT AGENDA

In rural areas, new business models are emerging to help address social and environmental challenges. This event will be the opportunity to discuss recommendations to support the replication of successful business ideas fostering sustainable growth and job creation in rural areas.

Time	Draft agenda
9.00-9.30	Registration
Introduction and policy framework towards modern rural areas	
9.30-9.40	**Welcome and introduction** Sofia Björnsson, European Economic and Social Committee, Federation of Swedish Farmers
9.40-10.00	**A future vision for modern rural development** Silvia Michelini, Director, European Commission, DG AGRI, Dir. F Rural development II
10.00-10.15	**Challenges and opportunities in the transition towards modern rural economies** Justin Casimir, Project Manager, RISE
10.15-10.30	**From the European to the national level: the role of the European Network for Rural Development** Laura Jalasjoki, Policy Analyst, European Network for Rural Development
10.30-10.50	Coffee break
Supportive environments for rural business success	
10.50-11.10	**Vital ingredients and regional hotspots for rural business success** Philipp Grundmann, Research Scientist, Leibniz Institute for Agricultural Engineering and Bioeconomy (ATB)
11.10-11.45	**In the spotlight: three examples of supportive rural business environments** - ***Social enterprise as a tool for effective rural development, Ireland*** Andrew Forde, Head of Rural Strategy and Social Enterprise Unit, Department of Rural and Community Development, Government of Ireland - ***Bioeconomy: a motor for regional growth, Grand Est region, France*** - ***From oil to new olive-based value chains, Andalusia region, Spain*** Francisco Galán, Engineer, Oleícola El Tejar
11.45-12.30	**Panel discussion: The recipe for rural business success across Europe** Gaëlle Marion, Head of Unit, European Commission, DG AGRI, Dir. F1 Conception and Consistency of Rural Development Dr. Kateřina Vrublová, Policy Advisor, COPA-COGECA

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°773621

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	Philipp Grundmann, Research Scientist, Leibniz Institute for Agricultural Engineering and Bioeconomy (ATB) Andrew Forde, Head of Rural Strategy and Social Enterprise Unit, Department of Rural and Community Development, Government of Ireland ***Moderator***: Thomas Norrby, Advisor, Swedish University of Agricultural Sciences
12.30-13.45	Networking lunch and poster presentations
Collaboration: the key to success for rural entrepreneurship	
13.45-14.05	**Tools and recommendations to foster rural networking** Gerhard Schiefer, Professor, ProQuantis
14.05-14.25	**The role of cooperatives in rural business development** Umberto di Pasquo, Senior Policy Advisor, COPA-COGECA
14.25-14.45	**Creating new entrepreneurial ecosystems through rural living labs** David Christopher Heiser, Head of Unit and Finance Officer, Catholic University San Antonio of Murcia (UCAM)
14.45-15.10	**Why innovation is needed to make rural development a reality: the importance of business innovation in shaping the rural areas of tomorrow** Alexia Rouby, Research Programme Officer, European Commission, DG AGRI, Dir. B2, Research and Innovation
15.10-15.30	Coffee break and poster presentations
Rural business innovation awards	
15.30-15.55	**Awards for the Food category,** introduced by: Rebeca Fernandez, Director Food Policy, Science and R&D, FoodDrinkEurope
15.55-16.20	**Awards for the Bio-based value chains category**, introduced by: Eleni Zika, Head of Programme, Bio-based Industries Joint Undertaking
16.20-16.45	**Awards for the Ecosystem services category,** introduced by: Meera Ghani, Policy coordinator, European Network for Community-led Initiatives on climate change and sustainability
16.45-16.55	**The RUBIZMO virtual library: inspiration for rural businesses** Bénédicte Julliard, Project manager, Greenovate! Europe
16.55-17.00	**Conclusions**

What is RUBIZMO?

RUBIZMO is a new European initiative working to foster sustainable growth and job creation in rural areas by discovering the vital ingredients for developing entrepreneurship and successful business models in high potential sectors such as food and agriculture, new bio-based value chains and services.

Contact

Bénédicte Julliard, Project Manager, Greenovate ! Europe
b.julliard@greenovate-europe.eu
Tel. : +32 2 400 10 07

Find out more on the web: www.rubizmo.eu
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