II EU LiveSeeding webinar for boosting organic seeds and breeding entrepreneurship

*“Strategies for Marketing and Promoting Organic Seeds Locally and Effectively”*

**PROGRAMME**

**Day 1, 24th February 2025**

**09h30-09h45. Welcome and presentation of the webinar.** María Carrascosa (Project manager [Red de Municipios por la Agroecología-RMAe](https://www.municipiosagroeco.red/), Spain)

**SESSION 1: CURRENT SITUATION OF THE SECTOR**

**09h45-10h15. Insights of the organic seed and breeding sector in the EU**. Freya Schäfer (researcher [FiBL Germany](https://www.fibl.org/en/locations/germany)) and Mariateresa Lazzaro (scientific co-coordinator [LiveSeeding](https://liveseeding.eu/), [FiBL Switzerland](https://www.fibl.org/en/locations/switzerland)).

**10h15-10h35. Current status of the regulatory review process for the marketing of PRM in the EU**. Maria Zintl (Senior Policy Officer [IFOAM EU](https://www.organicseurope.bio/)).

**SESSION 2: LET´S INTERACT**

**10h35-11h30. Speed networking**. Facilitated by María Carrascosa (Project manager [RMAe](https://www.municipiosagroeco.red/), Spain), Francesca Gori (Project manager [Rete Semi Rurali](https://rsr.bio/), Italy), Kostas Koutis (Director [AEGILOPS](https://aegilops.gr/), Greece).

**11h30-11h45. Break**

**SESSION 3: FUTURE IS ORGANIC I**

**11h45-12h55. Panel discussion: Marketing and communication for resilient organic seeds and breeding business. Part 1**. Ana-Marija Spicnagel (Director [IPS](https://ips-konzalting.hr/), Croatia), [UBIOS](https://unionbiosemences.fr/) TBC (France), Ernest Tasias - [Les Refardes](https://www.lesrefardes.coop/) (Spain), Andrea Ghedina - [Smarties](https://www.smarties.bio/) TBC (Italy), Sebastià Grimalt Mascaró, project manager [Associació Varietats Locals](https://www.varietatslocals.org/) (Spain).

**12h55-13h00. Wrap up and closing.** María Carrascosa (Project manager [RMAe](https://www.municipiosagroeco.red/), Spain)

**Day 2, 25th February 2025**

**09h30-09h45. Welcome and presentation of the sessions.** María Carrascosa (Project manager [RMAe](https://www.municipiosagroeco.red/), Spain)

**SESSION 3: FUTURE IS ORGANIC II**

**09h45-10h55. Panel discussion: Marketing and communication for resilient organic seeds and breeding business. Part 2**. Ana-Marija Spicnagel (Director [IPS](https://ips-konzalting.hr/), Croatia), [Bingenheimer saatgut](https://www.bingenheimersaatgut.de/en/) (Germany), [Ramiro Arnedo](https://www.ramiroarnedo.com/) TBC (Spain), [Sementes Vivas](https://www.sementesvivas.bio/es/en/) (Portugal), [Dottenfelder Bio-Saat GMBH](https://biosaat.eu/) TBC (Germany).

**10h55-11h10. Break**

**11h10-12h15. Panel: Building new communication tools and channels.** 75 min

* Overcoming the challenges regarding how to communicate the need of organic seeds. Mariateresa Lazzaro (scientific co-coordinator [LiveSeeding](https://liveseeding.eu/), [FiBL Switzerland](https://www.fibl.org/en/locations/switzerland)).
* The trademark Prospecierara (Switzerland): Philipp Holzherr, Head of plant division, ProSpecieRara (Switzerland).
* Label Bioverita (Switzerland)
* Global communication strategies, [KWS](https://www.kws.com/corp/en/) TBC (Germany)
* Organic Heretogeneus Material Label in Italy.

**12h15-12h30. Wrap up and closing.** María Carrascosa (Project manager [RMAe](https://www.municipiosagroeco.red/), Spain)