

iPLANTA COST Action CA15223

WG4 meeting on

“Benefits and Cost associated with using RNAi technologies”

OCTOBER 18-19TH, 2017

WG5 meeting on

“Building iPLANTA’s communication plan to reach Scientist,
Industry, Public and other Stakeholders”

OCTOBER 19-20TH, 2017

MILAN UNIVERSITY, FACOLTÀ DI SCIENZE AGRARIE E ALIMENTARI

MILAN (Italy)

FINAL PROGRAM



DAY 1 - WEDNESDAY 18TH (Joint Session)

AULA DI ECONOMIA (1) - Department of Environmental Science and Policy

Milan University, Facoltà Di Scienze Agrarie E Alimentari, Via G. Celoria 2, zona Città Studi

13:00 Welcome - registration

13:45 Opening of iPLANTA WG4&5 Joint Meeting – Bruno Mezzetti, Jeremy Sweet and Dario Frisio

14:00 Section 1

INTRODUCTION TO IPLANTA NETWORK - CHAIRPERSONS: Bruno Mezzetti, Jeremy Sweet

| AUTHORS | ORAL PRESENTATION | |
|---|--|--------|
| GUY SMAGGHE, MICHEL RAVELONANDRO | WG1 RNAi TECHNOLOGY | 20 min |
| HUW JONES, HELY HAGGMAN | WG2 APPLICATION OF RNAi TECHNOLOGY IN GM | 20 min |
| SALVATORE ARPAIA, ANTJE DIETZ-PFEILSTETTER | WG3 SPECIFIC BIOSAFETY ISSUES ASSOCIATED WITH RNAi | 20 min |
| JUSTUS WESSELER, KONSTANTINOS KARANTININIS | WG4 SOCIO-ECONOMIC ISSUES | 20 min |
| HILDE-GUNN OPSAHL-SORTEBERG, MATINA TSALAVOUTA | WG5 COMMUNICATION PLATFORM ON PLANT RNAi | 20 min |

15:40 Coffee break

16:00 Section 2 Invited lecture – Teleconference with Department of Agricultural Economics, University of Arkansas, Fayetteville, USA

CHAIRPERSONS: JUSTUS WESSELER

| AUTHORS | INVITED LECTURE | |
|--|--|--------|
| AARON M. SHEW, L. LANIER NALLEY, DIANA M. DANFORTH, RODOLFO M. NAYGA, JR., BRUCE L. DIXON | DEMAND-SIDE ANALYSIS OF THE VIABILITY OF TOPICAL RNAI INSECTICIDE IN FOOD PRODUCTION | 45 min |

16:45 General Discussion on iPLANTA aims and networking

17:30 Closure

DAY 2- THURSDAY 19TH,

AULA MAGGIORE (2) - Milan University, Facoltà Di Scienze Agrarie E Alimentari, Via G. Celoria 2, zona Città Studi

09:00 Session 1

RNAI SOCIO-ECONOMIC ISSUES (WG4) CHAIRPERSONS DARIO FRISIO

| AUTHORS | ORAL PRESENTATION | |
|------------------------------------|--|--------|
| JOOST DESSEIN | THE GM-DEBATE IS NOT A GM-DEBATE'. REFLECTIONS ON THE GM-DEBATE IN EUROPE FROM A SOCIAL SCIENCES PERSPECTIVE | 45 min |
| ELISA DE MARCHI | CONSUMER ACCEPTANCE OF CISGENIC FOOD: A CONSUMER SEGMENTATION | 30 min |
| <i>10:15 – 10:45 Coffee break</i> | | |
| VERA VENTURA, D.G. FRISIO | THE ECONOMICS OF NBTS: ELEMENTS OF NOVELTY | 30 min |
| OYSTEIN EGGDALL | ENGAGING THE GMO DEBATE | 30 min |
| <i>Demand from Stakeholders</i> | | |
| DEBORAH PIOVAN, MARCO PASTI | CASE STUDIES FROM SEED INDUSTRY | 15 min |
| MIRCO MONTEFIORI | CASE STUDIES FROM HORTICULTURAL INDUSTRY | 15 min |
| LUCA CASOLI | CASE STUDIES FROM GRAPE INDUSTRY | 15 min |

12:15 Discussion

12.30 – 14.00 Lunch

14:00

Session 2 – COMMUNICATION PLATFORM ON PLANT RNAi (WG 5) CHAIRPERSONS: HILDE-GUNN OPSAHL-SORTEBERG

| AUTHORS | | ORAL PRESENTATION | |
|--|--|-------------------|--|
| JO ROISLIEN | THE ART OF COMMUNICATIONG COMPLEX TOPICS | 30 min | |
| MATINA TSALAVOUTA | STRATEGIC COMMUNICATIONS FOR RESEARCH AND IMPACT: WHY AND HOW – teleconference. | 30 min | |
| VERA VENTURA, E. SILETTI, D.G. FRISIO | EXPLORING THE FRAMING EFFECT OF NAME: THE CASE OF PLANT BIOTECHNOLOGIES | 30 min | |
| 15:30 -16:00 Coffee break | | | |
| <i>Invited lecture – Teleconference with Department of Agricultural Economics, University of Arkansas, Fayetteville, USA</i> | | | |
| HILDE-GUNN OPSAHL SORTEBERG | DISSEMINATION ACTIVITIES TO BE OUTLINED FOR IPLANTA | 20 min | |
| E. MULLINS | COMMUNICATING TO ADDRESS PERCEPTIONS AROUND PLANT BREEDING TECHNOLOGIES: WHAT LESSONS CAN BE LEARNT FROM PREVIOUS INITIATIVES TO ASSIST IPLANTA’S COMMUNICATION PLAN | 20 min | |
| LORENZO BURGOS | PROPOSAL FOR A SCIENCE DISEMINATION WITHIN THE IPLANTA ACTION COST | 20 min | |

17:00

Promoting Short Term Scientific Missions (STSM) CHAIRPERSONS: Bruno Mezzetti, Jeremy Sweet

| AUTHORS | | ORAL PRESENTATION | |
|---|---|-------------------|--|
| JORGE PAIVA, MARKO PETEK VESNA TUMBAS-ŠAPONJAC | SHORT TERM SCIENTIFIC MISSION IN COST ACTION CA 15223: DEVELOPING A NETWORK OF SKILLS AND COMPETENCES IN RNAi | 20 min | |

17:20 Discussion

18:00 Closure

20.00 Social Dinner



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DAY 3- FRIDAY 20TH,

ROOM C22 (3)- Milan University, Facoltà Di Scienze Agrarie E Alimentari, Via G. Celoria 2, zona Città Studi

CHAIRPERSONS: Bruno Mezzetti, Jeremy Sweet

***09:00* Defining IPLANTA strategy to study socio-economical impacts of RNAi Technology**

***10.40* Coffee break**

***11.00* Defining IPLANTA strategy to communicate impacts of RNAi Technology**

***12.30 – 13.30* Lunch**

***13:30* Core Group Meeting**

***15:30* Closure**

PARTICIPANTS

WG4 and WG5 SPEAKERS AND ORGANIZERS

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IN COLLABORATION WITH:





