

BIOECONOMY CONFERENCE

# EUROPEAN BIOECONOMY SCENE 2019

WELCOME TO HELSINKI 8–10 JULY 2019

BIOECONOMY CONFERENCE:  
**EUROPEAN BIOECONOMY SCENE 2019**

#EUBioScene19

Helsinki, Finland on 8 – 10 July 2019

Helsinki City reception on 8 July and excursions on 10 July

**CONFERENCE PROGRAMME**  
**(draft, updated on 13 May)**



Ministry of Agriculture and Forestry of Finland



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## WELCOME

The welcoming reception, organised by the City of Helsinki, is on 8 July from 18.00 to 19.30.  
It will be held in the Banquet Hall of City Hall (Street address: Pohjoisesplanadi 11–13)

## CONFERENCE DAY OPENING

9 July 2019

Hotel Scandic Park Helsinki (Street address: Mannerheimintie 46)

### HIGH LEVEL OPENING

Moderator: **Kirsi Heikel**, Journalist, Yleisradio Oy, Finnish broadcasting company

- 08.00 *Registration opens*  
*Coffee*
- 09.00 **High level opening**  
**Jyrki Katainen** – Vice-President of the European Commission for Jobs, Growth, Investment and Competitiveness
- 09.10 **Finnish minister** to be confirmed
- 09.20 **Key note: Updated Bioeconomy Strategy for a Sustainable Europe**  
**John Bell** – Director of Bioeconomy, DG RTD, European Commission
- 09.40 **Key note: Bioeconomy and Future life-styles**  
**Christine Lang** – Chair, German Bioeconomy Council
- 10.00 *Break*



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## SESSION 1

9 July 2019

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### ROLE OF BIOECONOMY STRATEGIES IN SUPPORTING THE TRANSITION TO A SUSTAINABLE AND CIRCULAR BIOECONOMY

The session aims to discuss how the transition to a sustainable and circular economy can be justly guided and what the role of national and regional bioeconomy strategies is in supporting this transition

Moderator: **Kirsi Heikel**, Journalist, Yleisradio Oy, Finnish broadcasting company

10.20 **Panel discussion: Rapid uptake of the bioeconomy in Europe**

**Kristīne Sirmā** – Head of Sustainable Agriculture Development Division, Ministry of Agriculture of Latvia:  
*Latvian bioeconomy strategy*

**Lisa Lehner** – Forest Policy Officer, Federal Ministry of Sustainability and Tourism, Austria:  
*The forest perspective of the Austrian bioeconomy*

**Barna Kovacs** – Secretary General of the BIOEAST Initiative:  
*BIOEAST - Central and Eastern European initiative for knowledge agriculture, aquaculture and forestry in the bioeconomy*

**Mikael Höysti** – Head of Department for Culture and Resources, Nordic Council of Ministers:  
*Nordic bioeconomy – a green transition*

11.20 **Feedback from speakers**

**Udo Hemmerling** – Member of the European Economic and Social Committee

**Eleni Zika** – BBI JU's Head of Programme, Public Private Partnership instruments

11.30 **Bioeconomy – bridge to the future**

**Matti Häyry** – Professor of Philosophy, Aalto University School of Business

11.45 **How to guide the systemic change to sustainable bioeconomy**

**Maarit Laihonen** – Postdoctoral Researcher, Aalto University School of Business

12.00 *Lunch*



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## SESSION 2

9 July 2019

Hotel Scandic Park Helsinki (Street address: Mannerheimintie 46)

### UNLOCKING THE POTENTIAL OF THE EUROPEAN BIOECONOMY

The session aims to discuss how innovative bio-based products are created and how investments and markets can be enhanced

Moderators: **Jussi Manninen** – Executive Vice President, Solutions for Natural Resources and Environment, VTT Technical Research Centre of Finland; and **Linda Fröberg-Niemi** – Business Development Manager, Chemical Industry and Cleantech, Turku Business Region

- 13.15 **Accessibility and sustainability of biomass resources**  
**Giovanni De Santi** – Director, Sustainable Resources, Joint Research Centre, European Commission's Joint Research Centre
- 13.30 **Video: Modern technologies in biomass measurement**
- 13.35 **EIB Funding of bioeconomy**  
**Shiva Dustdar** – Head of Division, Innovation Finance Advisory at EIB
- 13.55 **Bioeconomy in Europe: role of European Research and Innovation infrastructures**  
**Leena Sarvaranta** – Head of EU Affairs, VTT Technical Research Centre of Finland  
**Michael O'Donohue** – Head of CEPIA Division, Institut National de la Recherche Agronomique; and **Mika Härkönen** – Manager, Pilot Plant Development, VTT Technical Research Centre of Finland:  
*IBISBA and ERIFORE projects' main messages: "Science and innovation bridge" ESFRI initiatives*  
**Katrien Molders** – Communication Manager, Bio Base Europe Pilot Plant:  
*Pilots4U and SmartPilots*  
**Niklas von Weymarn** – CEO of Metsä Spring  
**Rob Beekers** – Business Development Director, Cargill's Bio-industrial Group



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14.45 **Panel discussion: Societal challenges – What consumers need to move towards bio-based products?**

**Karl-Henrik Sundström** – CEO, Stora Enso

**Johann Kottulinsky** – Vice President, Biorefinery & Co-Products, Lenzing AG

**Nils Hannerz** – Head of Research and Innovation, IKEM Innovation and Chemical Industries

**Susanna Albertini** – Managing Director of FVA. Researcher and communication expert in EC research projects

**Questions and answers**

15.30 *Coffee break*



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## SESSION 3

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### ADDING VALUE TO BIO-BASED VALUE CHAINS

The session aims to introduce new value chains in the agrifood and blue bioeconomy sectors and bottlenecks, enablers and gaps affecting bio-based sectors

Moderators: **Jussi Manninen** – Executive Vice President, Solutions for Natural Resources and Environment, VTT Technical Research Centre of Finland; and **Linda Fröberg-Niemi** – Business Development Manager, Chemical Industry and Cleantech, Turku Business Region

- 16.00 **How farmers get their fair share of added value from bio-based value chains**  
**Oana Neagu** – Director General Affairs, COPA – COGECA
- 16.15 **Regional and local new value chains in food production**  
**Mari Sandell** – Deputy Director, Functional Foods Forum, University of Turku
- 16.30 **How to unlock the potential of coastal and inland waters**  
**Petri Suuronen** – Programme Manager, Blue bioeconomy, Natural Resources Institute Finland:  
*Growth and well-being from sustainable and aquatic resources and their smart use*  
**Gabriel Acién** – Professor, University of Almeria:  
*Unlocking potential of algae*  
**Janno Joosep** – CEO, Berrichi:  
*From nature to make ups*  
**Jussi Mälkiä** – Chair, Meriaura Group:  
*Circularity and industrial symbiosis in blue bioeconomy*  
**Carla Domingues** – Project officer, Fórum Oceano, Associação da Economia do Mar, Portugal  
*Blue growth*  
**Questions and answers**
- 17.30 **Closing remarks and next steps**  
**Jaana Husu-Kallio** – Permanent Secretary, Ministry of Agriculture and Forestry, Finland  
**Tugomir Majdak** – State Secretary, Ministry of Agriculture, Croatia  
**Planting a virtual tree**  
 University of Eastern Finland
- 18.30 *Buffet dinner*

Latest version of the programme is available at [www.bioeconomy.fi/eubioscene19](http://www.bioeconomy.fi/eubioscene19)



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