

# Webinar Agenda

## Title:

“From Farm to Fork” concept – Connecting Forest Bioeconomy, Agroforestry, and Certification for Resilient European Value Chains



## Date:

04 December 2025



## Time:

10:00am - 11:30am CET

**10:00 am**

## Webinar Logistics

Presented by Giacomo Mezzetti  
**ETA Florence**  
FOREST4EU communication leader

- Instructions on Q&A, chat function, and recording.

**10:05 am**

## Welcome & Opening Remarks

Presented by Francesca Giannetti  
**University of Florence**  
FOREST4EU project coordinator

- FOREST4EU project and brief introduction to the "From Farm to Fork" strategy and its importance.
- Overview of the webinar's objectives and the diverse expertise of the participating organizations.

**10:20 am**

## Innovations in Forest-Based Bioeconomy

Presented by Stojan Ivanovic  
**University of Natural Resources and Life Sciences, Vienna (BOKU)**

- Overview of forest bioeconomy innovations (incl. NWFPs). Introduction to the IUFRO Task Force T50 on integrated forest sector/agroforestry vision, with an invitation to join.

**10:35 am**

## The Role of Sustainable Forest Management in the Value Chain

Presented by Arianna Oggioni  
Forestry & Conservation Officer  
**PEFC International**

- Highlighting PEFC's main commitment and its certification schemes in ensuring sustainable management of forest products, connecting forests to the "fork."

**10:50 am**

## Integrating Agroforestry for Resilient Food Systems

Presented by Mosquera Losada Maria Rosa (AF4EU project)  
**Universidade Santiago de Compostela**

- Insights from AF4EU project on the benefits of agroforestry systems for biodiversity, climate resilience, and food production.
- Case studies and practical applications of agroforestry in Europe.

**11:05 am**

## Panel Discussion & Q&A - Synergies Across the Value Chain

All speakers

- Moderated discussion with representatives from all participating organizations.
- Focus on cross-sector collaboration, challenges, and opportunities in achieving the "Farm to Fork" goals.
- Address questions and live questions from the audience.

**11:25 am**

## Concluding Remarks - Key Takeaways & Future Outlook

Presented By Francesca Giannetti  
**University of Florence**  
FOREST4EU project coordinator

- Summary of main points discussed.
- Call to action for participants and emphasis on continued engagement.
- Information on where to find more resources and recordings.



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