

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



iPLANTA WG4/WG5 JOINT MEETING - AIMS AND THEMES

WG4 and WG5 of the COST action iPLANTA organizes a workshop on “Benefits and Costs associated with using RNAi technologies & Building our communication plan to reach all stakeholders”. The joint meeting will last two and a half days. The goal of the workshop associated with building the communication plan is to have a few selected presentations on socio-economic impacts and communication strategies and thorough discussions to define stakeholders, communication strategies, responsibilities, and deadlines to set the plan to guarantee maximum output of our action.

The workshop will have the following themes:

1. INTRODUCTION – Short **presentations from each WG** with emphasis on what to be communicated from each WG and a **list of their main stakeholders** to be reached.
2. What RNAi products are already available on the EU and other markets?
3. What are the expected benefits-and-costs of those products?
4. **PESTEL** (Political, Economic, Social, Technological, Environmental, Legal) analyses to use when building the SWOT matrix, and **SWOT** (Strengths, Weaknesses, Opportunities, Threats) input from each WG to construct a matrix to direct our communication strategies.
5. Deciding on **types of communication** (scientific, technical, public) to be used, who should be responsible to carry them out, and which time frames and deadlines they should have.

The workshop contributes to the following research objectives of the iPLANTA Action:

- Disseminate available information on plant RNAi and on RNAi systems in pests and pathogens of crop plants;
- Organize a network of scientists to achieve scientific understanding of RNAi mechanisms and bringing the other WGs closer together to the joint effort of communicating all the results from iPLANTA efficiently.

The workshop contributes to the following capacity building objectives of the iPlanta Action:

- Develop a socio-economic platform to consider the implications of this new technology in EU or international context and the appropriate institutional arrangements.
- Promote collaboration among European interested parties and stakeholders, and with interested parties outside Europe.
- Encourage the development of new relevant research consortia and programmes within the EU.
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- The workshop in particular will contribute to achieving the deliverables and milestones of WG4 and 5 as outlined in the proposal, in particular to build the actions for socio-economical studies and communication strategy.

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 Open 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 Open 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 *Open 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 – 10:35 Coffee break</i>		
VERA VENTURA, DARIO G. FRISIO	THE ECONOMICS OF NBTS: ELEMENTS OF NOVELTY	30 min
EDOARDO FERRI, KIT GREENOP	GENE SILENCING AND RNAI PERSPECTIVES OF DIALOGUE WITH EU POLICY MAKERS	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

12:20 Discussion

12.30 – 14.00 Lunch

14:00

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

AUTHORS	ORAL PRESENTATION	
JO ROISLIEN	THE ART OF COMMUNICATIONG COMPLEX TOPICS	30 min
VERA VENTURA, E. SILETTI, D.G. FRISIO	EXPLORING THE FRAMING EFFECT OF NAME: THE CASE OF PLANT BIOTECHNOLOGIES	30 min
ØYSTEIN HEGGDAL	ENGAGING THE GMO DEBATE	30 min
MATINA TSALAVOUTA	STRATEGIC COMMUNICATIONS FOR RESEARCH AND IMPACT: WHY AND HOW – teleconference.	30 min
<i>16:00 – 16:20</i> Coffee break		
HILDE-GUNN OPSAHL SORTEBERG	DISSEMINATION ACTIVITIES TO BE OUTLINED FOR IPLANTA	20 min
EWEN 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

17:20

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

17:40 Discussion

18:00 Closure

20.00 Social Dinner

DAY 3- FRIDAY 20TH,

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

Open Session 1 – 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**

Core Group Meeting

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

***15:30* Closure**

PARTICIPANTS

WG4 and WG5 SPEAKERS AND ORGANIZERS

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iPlanta

IN COLLABORATION WITH:



**UNIVERSITÀ
DEGLI STUDI
DI MILANO**



**UNIVERSITÀ
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DELLE MARCHE**



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