



EU LiveSeeding webinar

“Entrepreneurship in the organic seeds and breeding sector” Program

Duration	Title	Speaker	Objectives
SESSION 1: 13 December 2023			
THE CONTEXT			
09h30-09h45	Welcome and presentation of the session	María Carrascosa (RMAe , Spain)	<ul style="list-style-type: none"> - Raise awareness about the LiveSeeding organic seed and breeding entrepreneurship Training Center. - Reach more participants in the following webinars and in the national ones.
09h45-10h15	Insights of the organic seeds and breeding ecosystem in Europe	Ana-Marija Spicnagel (IPS , Croatia)	<ul style="list-style-type: none"> - Strengthen the knowledge about the small and medium organic seed production and trading and breeding initiatives in EU and their main activities.
10h15-10h45	EU Seed legislation revision	Maria Zintl, (IFOAM EU)	<ul style="list-style-type: none"> - Share the updates on the ongoing regulatory process revision. - Understand the influence that the new regulation will have in the organic seeds and breeding sector.
10h45-11h15	Peer-to-peer Interaction	María Carrascosa (RMAe , Spain) and Ana-Marija Spicnagel (IPS , Croatia)	<ul style="list-style-type: none"> - Allow participants to know each other and to exchange. - Encourage the involvement of the participants in the Stakeholders platform.

Duration	Title	Speaker	Objectives
11h15-11h30	Break		
ENTREPRENEURSHIP			
11h30-12h45	Panel discussion: Entrepreneurship in the organic seeds and breeding sector	Moderator: María Carrascosa (RMAe , Spain) Speakers: - Federico Fabbri (Cariplo Factory , Italy) - Ana-Marija Spicnagel (IPS , Croatia)	<ul style="list-style-type: none"> - Learn to design new or already existing SME. Examples. - Understand the steps and decisions that need to be taken and what needs to be avoided. - Identify where to find solutions to the problems the SME will face.
12h45-13h00	Wrap up and closing	María Carrascosa (RMAe , Spain)	<ul style="list-style-type: none"> - Summarize the main ideas of the webinar
SESSION 2: 14 December 2023			
09h30-09h40	Welcome and presentation of the session	María Carrascosa (RMAe , Spain)	<ul style="list-style-type: none"> - Raise awareness about the LiveSeeding organic seed and breeding entrepreneurship Training Center. - Reach more participants in the following webinars and in the national ones.
COMMUNICATION			
09h40-10h20	How to pitch your business idea to potential funders and donors?	Moderator: María Carrascosa (RMAe , Spain) Speakers: Pilar Martínez (Daniel and Nina Carasso Foundation , Spain) and FAO (TBD)	<ul style="list-style-type: none"> - How to be attractive and to communicate a business idea. - Help participants to identify and use windows of opportunity through COM.
FUNDING OPPORTUNITIES FOR ENTREPRENEURS IN THE ORGANIC SEEDS AND BREEDING SECTOR			

Duration	Title	Speaker	Objectives
10h20-11h30	Panel discussion: Opportunities in public and private funding	Moderator: Ilsa Philips (IFOAM) Speakers: - DG for Internal Market, Industry, Entrepreneurship and SMEs-GROW (TBD) - Ricardo Colmenares (Triodos Foundation , Spain) - Marijo Imaz (responsible in agroecology in Orduña City Council-Basque Country, Spain) - Edoardo Nicolini (Fondazione Social Venture Giordano dell'Amore , Italy)	Share private and public funding strategies for SME.
11h30-11h45	Break		
LESSONS LEARNED			
11h45-12h45	Lessons learned and tips for a potential success in SME	Gebhard Rossmannith (Consulting agency for organic seeds and breeding, Germany)	Share tips from existing and successful SME related to the business strategy, communication, vision and funding.
12h45-13h00	Wrap up and closing	María Carrascosa (RMAe , Spain)	- Summarize the main ideas of the webinar - Remind the next webinars