



May 17th 2024

UNITELMASAPIENZA UNIVERSITY OF ROME
SALA CONFERENZE (ROOM 108 – FIRST FLOOR)

BIOECONOMY DAY AND FESTIVAL DELLA SOSTENIBILITÀ
Making the transition to a sustainable and circular bioeconomy

EVENT DESCRIPTION

The **2030 Agenda** sets out **17 SDGs** that refer to the three dimensions of sustainability and its main aim is to promote prosperity while protecting the environment. Thus, in the current society, where sustainability represents the greatest economic challenge, the emergence of a circular and bio-based economy, relying on the use of renewable resources for the production of novel products for various applications, is fundamental. Indeed, the traditional linear economic models have proven to be unsustainable in a context of a finite world and finite resources. As a result, there has been in recent years a steady increase in calls for a **transition to circularity** and toward production and consumption partners that can support a **carbon-neutral, and sustainable economy**.

Among others, **three key areas** of change need to be addressed for the transition to occur: **(1)** consumers need to change their behaviors and embrace more sustainable patterns of consumption; **(2)** new markets and regulations need to be developed to provide a level playing field to sustainable products; **(3)** tools and metrics need to be developed to measure and assess sustainability.

In order to discuss these pressing and challenging topics, the Bioeconomy in **Transition Research Group (BiT-RG)**, together with the School of Sustainability Studies and Circular Economy (**SUSTAIN**), is organizing a one-day conference to analyse key factors which hamper on the one hand and boost on the other this desired transition. The conference will provide the opportunity to presents findings of three Horizon Europe projects and a LIFE project: **SUSTRACK, STAR4BBS, BIORECER and LIFE-EBP**.



AGENDA

MAKING THE TRANSITION TO A SUSTAINABLE AND CIRCULAR BIOECONOMY

9:00-9:15 Welcome address by the Rector of UnitelmaSapienza, Prof. Bruno Botta, and by the Director of the Department of Law and Economics, Prof. Nicola Napolitano

9:15-9:30 Introduction by Prof. Piergiuseppe Morone (Coordinator of the BiT-RG)

9:30-11:00 Behavioral economics and the transition

Keynote speakers: Eva Camacho Cuenca (Universitat Jaume I, Spain)

Luca Corazzini (Università degli Studi Milano-Bicocca, Italy)

Invited talks

Annarita Colasante (UnitelmaSapienza, Italy)

Lorenzo Lotti (UCL, UK)

11:00-11:30 Coffee Break

11:30-13:00 Sustainability assessment tools and the transition

Keynote speaker: Apostolis Koutinas (AUA, Greece)

Invited talks

Gülşah Yilan (UnitelmaSapienza, Italy)

Luana Ladu (TUB, BAM Germany)

George Banias (CERTH, Greece)



AGENDA

MAKING THE TRANSITION TO A SUSTAINABLE AND CIRCULAR BIOECONOMY

13:00-14:00 Lunch Break

14:00-15:30 Markets, regulations and the transition

Keynote speaker: Andreas Pyka (University of Hohenheim, Germany)

Invited talks

Enrica Imbert (UnitelmaSapienza, Italy)

Idiano D'Adamo (Università La Sapienza, Italy)

Nicolas Befort (NEOMA, France)

15:30-16:00 Coffee Break

16:00-16:50 Roundtable: The role of policy to prompt a sustainable transition

Silvia Maltagliati (DG Research and Innovation, European Commission, Brussels)

Alessandro Sarra (Università degli Studi Chieti-Pescara, Italy)

Mario Bonaccorso (Cluster Spring, Italy)

Marta Gomez San Juan (FAO, Italy)

16:50-17:00 Wrap up and final greetings