



Beyond the Apple of Discord: Changing our Agri Culture

22nd July 2021 – 10:30-12:30 – VIRTUAL EVENT

Context: As can be seen from the ongoing CAP negotiations, agriculture has always been seen as the apple of EU discord. This has become even more pronounced as the SDGs and European priorities have shifted, putting the EU Green Deal at the centre of the political agenda and calling for a rethinking of how we approach agriculture, sustainability and innovation. The ambition of the Farm to Fork Strategy and the Biodiversity Strategy will require a close collaboration between sustainability and innovation to develop a new pathway forward that goes beyond the current stalemate. However, public discourse and the narratives framing these issues remain relics of a past environment and inhibit any movement in this direction. The narratives are presented as members of two antagonistic groups referred to for convenience as “precaution-focused” versus “innovation-focused”.

Re-Imagine Europa (RIE) launched a **Task Force on Sustainable Agriculture and Innovation** to create a forum for real dialogue between different viewpoints on the topic. In particular, the aim is to better understand the emotions and values behind different perspectives and to see if, with ambitious climate goals as a clear priority, it is possible to find positive pathways forward. RIE presents two related reports, looking at what we can learn from existing narratives and the ramifications for policy.

DRAFT PROGRAMME

10:30 Housekeeping

Erika Widegren, *Chief Executive Officer, Re-Imagine Europa*

10:35 Introductory remarks by the Chair

Louise Fresco, *President of the Wageningen University & Research Executive Board and Vice Chair of the Scientific Group of the UN Food Systems Summit*

10:45 Presentation of Task Force Deliverables

Erika Widegren, *Chief Executive, Re-Imagine Europa*

Andrzej Nowak, *Chief Narrative Scientist, Re-Imagine Europa; Professor of psychology at the University of Warsaw;*

Peter Kearns, *Special Adviser to Re-Imagine Europa; former Principal Administrator, Organisation for Economic Co-operation and Development (Steering Committee)*

11:15 Keynote Speakers

Chaired and moderated by Prof. Louise Fresco

- Janusz Wojciechowski, *Commissioner for Agriculture, European Commission*
- Norbert Lins MEP, *Chair, Committee on Agriculture and Rural Development, European Parliament*
- Urs Niggli, *President of agroecology.science*

12:20 Closing remarks

**Please note that all times in the agenda are listed according to Central European Time (CET).*

HOW TO ACCESS THE MEETING

Places on this online event will be limited. The meeting will be held using Microsoft Teams. All appropriate links and instructions on how to access the meeting will be sent to participants prior to the meeting. For further information, please contact john@reimagine-europa.eu.