

OLEA MEETING AT THE
INTERNATIONAL OLIVE
COUNCIL (24/05/2022)



Universidad de Jaén



The OLEA Initiative



Universidad de Jaén



The University of Jaén is located in the **province of Jaén** (Spain), which is the main producer of olive oil in the world.

In order to foster the joint participation of researchers, SMEs, public administrations, universities and research institutes in R&I project proposals on the olive sector, the UJA International Projects Office (OFIPI) has created the so-called OLEA Initiative, which started in Brussels on 29th June **2017** (OLEA R&I Project Info & Networking Event) with the help of the SOST Office and which is implemented with the collaboration of the UJA Institute of Research in Olive Groves and Olive Oils (plus the expertise of the UJA Advanced Research Center in Earth, Energy and Environmental Sciences).

Following the success of this first meeting, the UJA hosted a second meeting on 25th January **2018** (OLEA R&I Project Development day) with over 100 participants. In **2019**, a meeting with enterprises from the province of Jaén was also hosted at the UJA in December. Furthermore, the International Olive Council endorsed this Initiative after a Memorandum of Understanding was signed between the UJA and the IOC on 13th January 2020.

Due to COVID-19, a III OLEA International Project Networking Event took place online. This virtual event was divided into two sessions: Session 1 (26th, 27th, 28th May **2020**) & Session 2 (October 2020 - April **2021**). Now, in year **2022**, we are happy to announce that a new OLEA meeting is scheduled on **24th May** at the premises of the International Olive Council (Madrid) called '**Fighting the climate change in the olive sector**'.

The **agenda** can be found below and the **registration** link (for following the presentations online) is available at <https://www.ujaen.es/servicios/ofipi/olea-initiative>.

Welcome!



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R&I PROJECT NETWORKING
OLIVE SECTOR



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Moderator:
Nieves Muñoz García
OLEA Initiative Coordinator

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AGENDA

PART 1 **SUSTAINOLIVE** **OLIVE ALIVE+/E** **GEN4OLIVE** **SMART-AGRI-** **SPORE**

PART 2 **COMPOLIVE** **OLIVEN** **REFLECT AFRICA** **OLIVE ALIVE+/M** **ARTOLIO**



24TH MAY 2022

FIGHTING THE CLIMATE CHANGE IN THE OLIVE SECTOR

PART 1

9.00 WELCOME SPEECH

ABDELLATIF GHEDIRA, EXECUTIVE DIRECTOR OF THE INTERNATIONAL OLIVE COUNCIL

JUAN GÓMEZ ORTEGA, RECTOR OF UNIVERSIDAD DE JAÉN

9.15 - 10.00: WHICH AGRI-ENVIRONMENTAL MEASURES CAN ACHIEVE THE 4 PER 1000 INITIATIVE IN OLIVE CULTIVATION?

Prof Roberto García Ruiz, UJA Project Coordinator, and Prof Julio Calero González, UJA Member of the coordination team, of 'SUSTAINOLIVE - Novel approaches to promote the SUSTainability of OLIVE groves in the Mediterranean' (PRIMA Programme)

10.00 - 10.45: HOW CAN WE INCREASE THE PROFITABILITY OF THE OLIVE GROVE BY RECOVERING ITS BIODIVERSITY AND IMPROVE DROUGHT TOLERANCE OF OLIVE TREES?

Carlos Ruiz González, SEO Birdlife Project Coordinator, and Prof Pedro Rey Zamora, UJA Beneficiary, of 'OLIVE ALIVE + - Increasing the impact of Olivares Vivos in the EU' (LIFE Programme)

Prof Ana M^a Fernández Ocaña, UJA Beneficiary, of 'GEN4OLIVE - Mobilization of Olive GenRes through pre-breeding activities to face the future challenges and development of an intelligent interface to ensure a friendly information availability for end users' (Horizon 2020)

10.45 - 11.15: PESTICIDES USE AND CLIMATE CHANGE: WHICH APPROACHES COULD PRESENT A SUSTAINABLE AND ECO-FRIENDLY ALTERNATIVE IN THE FIGHT AGAINST XYLELLA FASTIDIOSA IN OLIVE AGRICULTURE?

Prof Hikmate Abriouel Hayani, UJA Project Coordinator, and PhD Julia Manetsberger, Marie Skłodowska-Curie Fellow at UJA, of 'SMART-AGRI-SPORE: Fighting the X. fastidiosa threat to EU agriculture - Novel smart biopesticides based on bacterial spores' (Horizon 2020)

11.15: NETWORKING COFFEE BREAK

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PART 2

11.30 - 12.15: CAN THE AUTOMOTIVE INDUSTRY BENEFIT FROM THE BIOMASS GENERATED BY OLIVE TREES CULTIVATION?

PhD Manuela Cano Galey, Project Coordinator at ANDALTEC, and Prof M^a Dolores de la Rubia García, UJA Beneficiary, of 'COMPOLIVE - New Generation of Biocomposites based on Olive Fibers for Industrial Applications' (LIFE Programme)

12.15 - 13.00: HOW CAN WE FOSTER THE VALORIZATION OF AGRI-FOOD WASTES IN THE OLIVE SECTOR FOR PRODUCING ENERGY?

Prof David Vera Candeas, UJA Project Coordinator of 'OLIVEN - Opportunities for olive oil value chain enhancement through the by-products valorisation' (ARIMNet2) and 'REFLECT AFRICA - Renewable Energies for Africa: Effective Valorization of Agri-foods wastes' (Horizon 2020)

13.00 - 13.30: WHAT CONCERNS SUSTAINABLE FOOD CONSUMERS? THE CASE OF OLIVE OILS

Prof Eva Murgado Armenteros (and Prof Sergio Valdelomar Muñoz), UJA Beneficiary of 'OLIVE ALIVE + - Increasing the impact of Olivares Vivos in the EU' (LIFE Programme)

13.30 - 14.00: WHAT'S THE SITUATION OF SUSTAINABLE ARTISANAL OLIVE OIL PRODUCTION IN MEDITERRANEAN COUNTRIES?

Prof Sebastián Sánchez Villasclaras, UJA Beneficiary of 'ARTOLIO - Profitable and Sustainable artisanal olive oil industry in the Mediterranean' (ENI CBCMED Programme)

14:00: FAREWELL

Juan Gómez Ortega, Rector of Universidad de Jaén
Abdellatif Ghedira, Executive Director of the International Olive Council