



# Building public trust in bioeconomy: Safe and Sustainable by Design approaches

10<sup>th</sup> December 2025, 11:30 – 13:00 CET, online

Context	<p>The workshop addresses how to strengthen public trust in biobased innovation, by considering safety, environmental and societal impacts since the early stages of development.</p> <p>The goal is to compare needs, methods, and practices for Safe and Sustainable by Design (SSbD) and impact assessment, based on testimonials from experts in biobased research, safety, sustainability and public engagement.</p> <p>The event is organised by the two EU projects <a href="#">SURFs UP</a> and <a href="#">SurfToGreen</a>.</p>	
Target participants	<p>Experts in safety and sustainability assessment and public engagement, researchers, industry professionals, policy makers, and consumers interested in bio-based innovation.</p>	
Objectives	<ul style="list-style-type: none"><li>• To compare methods, tools and practices for the assessment of safety, sustainability and societal impacts in biobased innovation.</li><li>• To discuss the role of stakeholder engagement in building public trust in the bioeconomy</li><li>• To increase awareness of barriers and opportunities to develop biosurfactants across the value chain,</li></ul>	
Communication Contacts	SURFs UP	Federica Binello, Italbiotec <a href="mailto:federica.binello@italbiotec.it">federica.binello@italbiotec.it</a>
	SurfToGreen	Olmo Guagnetti, Airi <a href="mailto:info@surftogreen.eu">info@surftogreen.eu</a>
Registration	<p>The workshop is free of charge – Registration is mandatory. Please, <a href="#">register here</a></p>	



## Agenda

Session	Duration	Content / Description
Moderators: <b>Federica Binello</b> , Consorzio Italtiotec, and <b>Andrea Porcari</b> , Italian Association for Industrial Research (Airi): <i>Biosurfactants development for several applications</i>		
<b>Welcome &amp; Introduction</b>	5	Opening remarks and overview of the webinar objectives
<b>The SURFs UP Project</b>	5	<i>The SURFs UP Project: Next generation of Safe and Sustainable by Design biosurfactants on the market</i> <b>Esthère Goure</b> , Bio Base Europe Pilot Plant, project coordinator
<b>The SurfToGreen Project</b>	5	<i>The SurfToGreen Project: Bio-based sustainable surfactants to foster green industry</i> <b>Piero Baglioni</b> , Center for Colloid and Surface Science (CSGI), project coordinator
<b>SSbD approaches and other impact assessment methods and practices in SURFs UP and SurfToGreen</b>	10	<i>Implementing the SSbD concept in biosurfactants develop for several applications</i> <b>Socorro Vázquez-Campos</b> , LEITAT
	10	<i>Social Life Cycle Assessment to measure the social and sociological aspects during the entire biosurfactants' life span</i> <b>Davide Marcinnò</b> , Consorzio Italtiotec
	10	<i>Multi-Criteria Decision Analysis for the aggregation of safety, environmental, economic, and social assessment</i> <b>Elena Semenzin</b> , Ca' Foscari University of Venice
<b>Panel discussion</b>	40	<b>Irantzu Garmendia Aguirre</b> , Joint Research Centre, European Commission, Italy
		<b>Alessandra Zamagni</b> , EcolInnovazione
		<b>Petar Vrgovic</b> , University of Novi Sad
		<b>Luisa Crisigiovanni</b> , Euroconsumers
<b>Closing Remarks</b>	5	Invitation to stay engaged with SURFs UP and SurfToGreen to know of future events and activities