



## Contacts

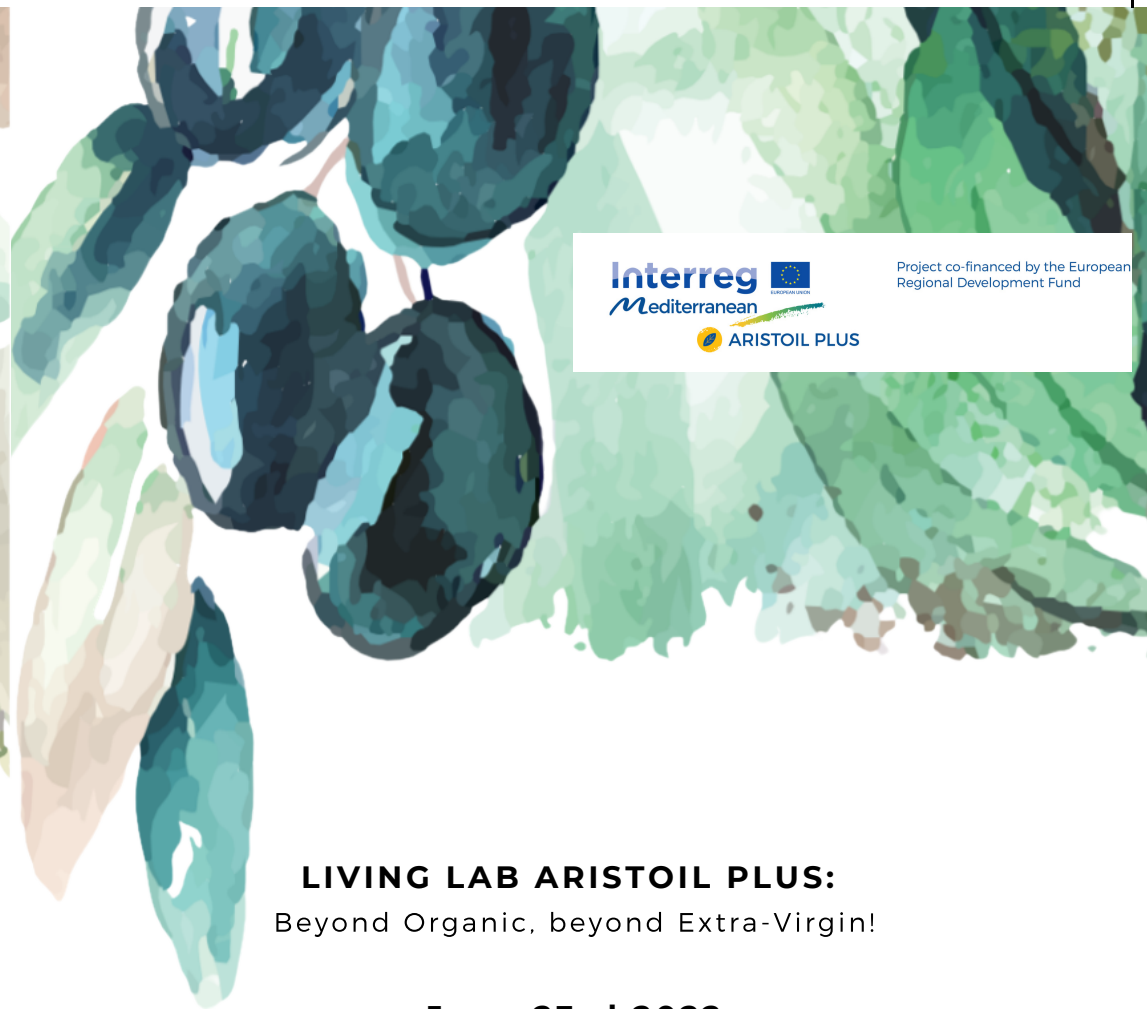
### Italian Olive Oil Towns Association

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### Project Partners



### Associated Project Partners



Interreg  
Mediterranean



Project co-financed by the European  
Regional Development Fund

ARISTOIL PLUS

**LIVING LAB ARISTOIL PLUS:**  
Beyond Organic, beyond Extra-Virgin!

**June 23rd 2022**  
**9.00 a.m. - 6.00 p.m.**

**Rome Municipality Building**  
**(Campidoglio) Protomoteca Room**

With the Patronage:

ROMA



## ARISTOIL PLUS “Not all extra-virgin olive oils are the same!”

ARISTOIL PLUS is a European cooperation project co-financed by the European Regional Development Fund under the 2014-2020 Interreg MEDITERRANEAN Programme which involves five partners from four different countries (Italy, Greece, Spain and Montenegro). The project intends to transfer the results of the previous ARISTOIL project to create a cluster of companies in the extra virgin olive oil (evoo) sector aimed at promoting the nutraceutical properties of evoo. The project developed tools to maximize and measure the polyphenol content in olive oil and, in particular, a handbook of good practices for producing a healthy extra-virgin olive oil according to EU Regulation 432/2012, maximizing the content of polyphenols present in the product (for further info please visit [www.aristoil.eu](http://www.aristoil.eu))

### Agenda

9.00 a.m.:  
Registration of participants

9.30 – 11.00 a.m.:

#### **Technical Workshop 1 – “Production of healthy extra-vergin olive oil”**

9.30 – 9.35 a.m.: Welcome by Antonio BALENZANO, Director of Italian Olive Oil Towns Association and Emilia ARRABITO, Director of the Centre for Sustainable Development of the Mediterranean

9.35 – 10.00 a.m.: Presentation of ARISTOIL PLUS Guidelines for the production of healthy extra-virgin olive oil by Annunziato SCARAMOZZINO, agronomist

10.00 – 10.30 a.m.: Mentimeter surveys with the public by Emilia ARRABITO, Director of the Centre for Sustainable Development of the Mediterranean and Federica ROMANO, Project Manager at Italian Olive Oil Towns Association

10.30 – 11.00 a.m.: Demonstration on Aristometro device, by Emilia ARRABITO, Director of the Centre for Sustainable Development of the Mediterranean

11.30 a.m. – 1.00 p.m.:

#### **Technical Workshop 2 – “Marketing and market opportunities for the Mediterranean olive oil sector”**

11.30 – 11.35 a.m.: Welcome by Antonio BALENZANO, Director of Italian Olive Oil Towns Association and Emilia ARRABITO, Director of the Centre for Sustainable Development of the Mediterranean

11.35 a.m. – 12.30 p.m.: “Extra-virgin olive oil: dressing or nourishment?” by Prof. Maria Lisa CLODOVEO, Bari University, Department of Interdisciplinary Medicine. Interactive session to follow.

12.30 – 1.00 p.m.: Interactive session on labelling of olive oil and healthy olive oil with Roberto CIANCIO of the Central Inspectorate for the protection of quality and fraud repression of agrofood products of the Italian Ministry of Agriculture (ICQRF)

3.00 – 5.30 p.m.:

#### **Capitalization and Award Conference “ARISTOIL PLUS – Beyond Organic, beyond Extra-Virgin!”**

3.00 – 3.30 p.m.:

Institutional greetings

Enrica ONORATI, Councillor for Agriculture, Forests, Promotion of the supply chain and of food culture, Equal opportunities of the Lazio Region

Michele SONNESSA, President of Italian Olive Oil Towns Association

David GRANIERI, President of the Italian Olive Oil Consortium (UNAPROL)

Stefania CARPINO, Director of the office PREF 4, Central Inspectorate for the protection of quality and fraud repression of agrofood products (ICQRF, MIPAAF)

3.30 – 3.40 p.m.:

Introduction to the session by Federica ROMANO, Project Manager at Italian Olive Oil Towns Association and session moderator

3.40 – 4.00 p.m.:

ARISTOIL PLUS, the partner for Mediterranean olive oil producers by Emilia ARRABITO, Director of the Centre for Sustainable Development of the Mediterranean

Testimonies from the territory: a case-study from Italy by Angelo PETOLICCHIO, Azienda Agricola Petolicchio

4.00 – 4.20 p.m.:

ARISTOIL PLUS Living Lab experience in Greece by Mary KRIMNANIOTI, Network of European Cities for Sustainable Development (EGTC EFXINI POLI)

Testimonies from the territory: a case-study from Greece by greek producer

4.20 – 4.40 p.m.:

The territorial trainings organized by ARISTOIL PLUS in Spain by Anne FURPHY, Chamber of Commerce, Industry and Shipping of Seville (CCSEV)

Testimonies from the territory: a case-study from Spain by Elena VECINO, producer at La Cultivada

4.40 – 5.00 p.m.:

ARISTOIL PLUS Living Labs and territorial trainings in Montenegro and Albania by Arslan HAJDINAGA, Project Coordinator VALDANOS Cooperative

Testimonies from the territory: a case-study from Montenegro by Marija MARKOČ, CEO of Olive oil mill factory Baska uljara LTD

5.00 p.m.: ARISTOIL PLUS Ceremony

ARISTOIL PLUS ceremony for awarding international cluster members included in the producer area of the ARISTOIL PLUS e-hub ([www.aristoil.eu](http://www.aristoil.eu)) by Italian Associated partners

5.30 p.m.: Closing remarks by Michele SONNESSA, President of Italian Olive Oil Towns Association and by Giovanni IACONO, President of the Centre for Sustainable Development of the Mediterranean

*Workshops and conference in Italian and English.*