



3rd EU level workshop in the context of the HERCULES project

The potential of labelling in landscape management

Tuesday, May 31, 2016

Bip building, room Zinneke
Place Royale n°11, 1000 Brussels

14:00-14:10	Welcome and introduction by Tobias Plieninger , HERCULES Project Coordinator, Department of Geosciences and Natural Resource Management, University of Copenhagen
14:10-14:30	Keynote: The potential of labelling in landscape management Carsten Mann , Head of Governance and Innovation Research Unit, Center for Technology and Society, Technische Universität Berlin
14:30-15:30	Examples of labels with potential in landscape management <ul style="list-style-type: none"> • Peggy Dieryckxvisschers, Quality Policy Officer, European Commission, DG Agriculture and Rural Development, Unit B.3 Quality Policy • Heli Siitari, Wildlife Estates Label Finland • Carol Ritchie, Executive Director, EUROPARC Federation • David Shiel, AONB Senior Countryside Officer, Clwydian Range and Dee Valley Area of Outstanding Natural Beauty Moderator: Patrick Worms , Senior Science Policy Advisor, World Agroforestry Centre
15:30-16:00	Discussion
16:00-16:15	Conclusion by Tobias Plieninger , HERCULES Project Coordinator, Department of Geosciences and Natural Resource Management, University of Copenhagen



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