



Horizon Europe Brokerage Event
Cluster 6 Calls 2024

Brussels, 26 September 2023

LEAD 4Agro – Networking for stakeholders Learning, community Education, and policy Advancement to Decide for green agriculture

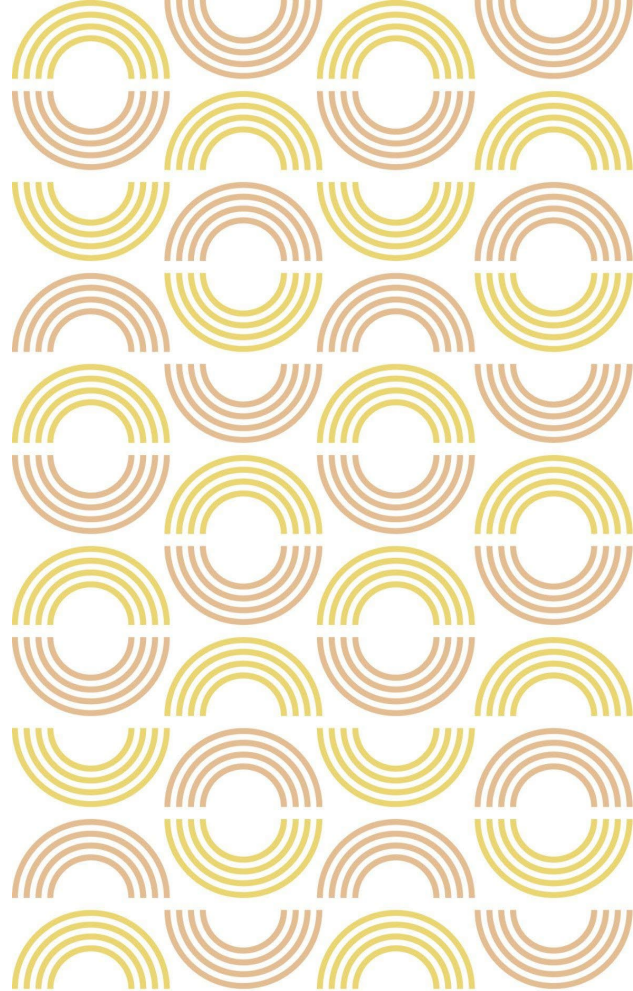
Prof. Dr. Svetlana Balesevic Tubic

Seed Association of Serbia



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Topic(s) addressed :

- **HORIZON -CL6-2024-GOVERNANCE-01-9: Thematic networks to compile and share knowledge ready for practice**

Other topics of interest:

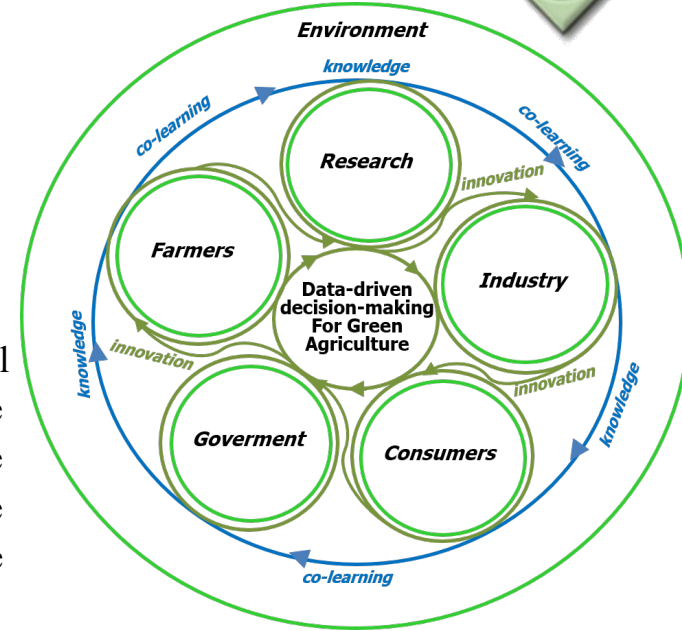
- HORIZON -CL6-2024-BIODIV -01-6: Promoting pollinator friendly farming systems
- HORIZON -CL6-2024-FARM2FORK-01-6: Citizens' science as an opportunity to foster the transition to sustainable food systems



Project idea

- **Concept** : Develop **sextuple helix** principle refers to the collaboration and interaction among five key stakeholders: academia, industry, government, civil society, and farmers in an environmental context;
- **Objectives** : Promote a holistic and multi-dimensional approach to address the challenges of sustainable agriculture and food security; Provide multiple stakeholders engagement, with the aim to compile technical, economic, environmental and social knowledge based on participatory and consultative approach;

Facilitate knowledge exchange, research collaboration, and dissemination of best practices; Mainstream green agriculture into government programs and policies: incentives, regulations, strategies, and funding mechanisms to encourage sustainable agricultural practices, research and development, and market adoption of green technologies.





Main expertise offered / sought

- The **Seed Association of Serbia** is able to engage and reach out to relevant stakeholders, including researchers, policymakers, businesses, and citizens in the field of green agriculture, ensuring a broad range of perspectives and expertise; We can facilitate knowledge exchange, and dissemination of best practices, as well as gather feedback from Thematic network actors; For the project purposes we can set up expert panels and discussion forums, and dissemination activities including organization of conferences, workshops and educational events; Advocacy and lobbying, including models and recommendations for policymakers.
- Association is Consortium member of the project The Global Bean – Promoting legumes in a European One-Health-Strategy (European networking project);
- Role in project: **partner** .



Contact details

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- Seed Association of Serbia, email: office@semenarska.rs
- The Seed Association of Serbia is NGO, established in 2001, with 30 members which are main players in the Serbian seed sector: research breeding institutes, private breeding companies, seed companies (both domestic and foreign, and multinational), seed processing and trading companies, seed testing laboratories, as well as agriculture extension services;