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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.

For this reason, and 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) created the so-called OLEA Initiative, which was launched in Brussels on 29th June 2017 (OLEA R&I Project Info & Networking Event) and is implemented with the collaboration of the UJA Advanced Research Center in Olive Grove and Olive Oils (CEAOyAO). 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. 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.

A **III OLEA International Project Networking Event** is now offered by the University of Jaén, which will be divided into two sessions in order for all of us to have the chance of sharing our expertise and strengthen our R&I international project cooperation: **Session 1 online (26 - 28 May 2020)** & Session 2 at the premises of the University of Jaén (date to be scheduled).

The **registration** link is available at <https://www.ujaen.es/servicios/ofipi/olea-initiative>.

Welcome to the University of Jaén!



OLEA

R&I PROJECT NETWORKING
OLIVE SECTOR



Universidad de Jaén

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III OLEA INTERNATIONAL PROJECT NETWORKING EVENT

Session 1



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Moderator:
Nieves Muñoz García
OLEA Initiative Coordinator

#ujaoleainitiative

UJa Universidad
de Jaén

AGENDA

26TH MAY 2020

revision of
project Results

27TH MAY 2020

revision of
project Results
(continuation)

28TH MAY 2020

**EIP-AGRI,EEN&
bilateral Meetings**

III OLEA INTERNATIONAL PROJECT NETWORKING EVENT

(Session 1)



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26TH MAY 2020

9.30 WELCOME SPEECH

JUAN GÓMEZ ORTEGA, RECTOR OF THE UNIVERSITY OF JAÉN
JAIME LILLO LÓPEZ, DEPUTY EXECUTIVE DIRECTOR OF THE INTERNATIONAL OLIVE COUNCIL
SEBASTIÁN SÁNCHEZ VILLASCLARAS, HEAD OF THE UJA CENTER FOR ADVANCED STUDIES IN OLIVE GROVE AND OLIVE OILS
MARTA ROMERO ARIZA, HEAD OF THE UJA R&I INTERNATIONAL PROJECTS OFFICE

REVISION OF PROJECT RESULTS [UJA]

10.00 LIFE/OLIVE ALIVE: Towards the design and certification of biodiversity friendly olive groves

José Eugenio Gutiérrez Ureña, Project Coordinator, Carlos Ruiz González, project expert (SEO BirdLife, Spain)
Prof Pedro Rey Zamora, Prof Eva M^a Murgado Armenteros & Prof Francisco José Torres Ruiz, Consortium Members (UJA, Spain)

11.00 - ARIMNet2 call for YOUNG RESEARCHERS 2017/OLIVEN: Opportunities for olive oil value chain enhancement through the by-products valorisation

Prof David Vera Candeas, Project Coordinator (UJA, Spain)

12.00 PRIMA (Section 1)/SUSTAINOLIVE: Novel approaches to promote the SUSTAINability of OLIVE groves in the Mediterranean

Prof Roberto García Ruíz, Project Coordinator (UJA, Spain)

13.00 LIFE/COMPOLIVE: New Generation of Biocomposites based on olive fibers for industrial applications

PhD Manuela Cano Galey, Project Coordinator (ANDALTEC, Spain)
Prof M^a Dolores La Rubia García, Consortium Member (UJA, Spain)

III OLEA INTERNATIONAL PROJECT NETWORKING EVENT

(Session 1)



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27TH MAY 2020

9.45 OPENING SPEECH

MARINA MARTÍNEZ GARCÍA, HORIZON 2020 PROGRAMME OFFICER, SOST -
SPANISH OFFICE FOR SCIENCE AND TECHNOLOGY (BRUSSELS)

REVISION OF PROJECT RESULTS [By partner institutions]

10.00 PF7/ENTOMATIC: Novel automatic and stand-alone integrated pest
management tool for remote count and bioacoustic identification of the
Olive Fly (*Bactrocera oleae*) in the field

Eva Sánchez Simón, Consortium Member (NUTESCA, Spain)

11.00 H2020 SC2-SFS/OLEUM: Advanced solutions for assuring the overall
authenticity and quality of olive oil

Prof Alessandra Bendini, Project Co-coordinator (UNIBO, Italy)

12.00 H2020 SC5/MED-GOLD: Turning climate-related information into added
value for traditional MEDITerranean Grape, Olive and Durum wheat food
systems

Sandro Calmanti, Project Coordinator (ENEA, Italy)
Javier López Nevado, Consortium Member (Dcoop, Spain)

13.00 LIFE SOLIEVA: Circular Economy Applied to the treatment of olives
brines based on solar evaporation

Sandra Meca Fàbrega, Project Coordinator (EURECAT, Spain)
Carmen Capiscol Pérez de Tudela, Consortium Member (CITOLIVA, Spain)

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9.45 OPENING SPEECH

GUSTAVO REYES DEL PASO, UJA VICE-RECTOR FOR RESEARCH

10.00 The EIP-AGRI Focus Group on Pests and Diseases of the Olive Tree

Sergiu Didicescu, Farm Practices Officer at the Agricultural European Innovation Partnership (EIP-AGRI)

10.30 How to look for olive SME project partners through the European Enterprise Network (EEN)

Pedro Pablo Uceda Carrillo, Expert at the Agency of Innovation and Development of Andalucía (Jaén Headquarters), Andalusian Ministry of Economy, Knowledge, Enterprises and University

BILATERAL MEETINGS FOR BEST PRACTICES

The presentation of the available project funding opportunities and the working groups for building new project proposal consortia will be offered during Session 2 of the III OLEA International Project Networking Event, which will take place at the premises of the UJA once the current health crisis is over. However, we would like to offer the opportunity of meeting some of our UJA researchers for exchanging best practices during the OLEA B2B videoconferences with:

- **CALERO GONZÁLEZ, JULIO ANTONIO:** Soil physical degradation, erosion, gully, landsliding and related phenomena affecting olive grove areas in Mediterranean countries, geomatics and modelling
- **CANO MARCHAL, PABLO:** Development of advanced sensors and automatic control and production planning for the olive sector
- **CASTRO GALIANO, EULOGIO:** Conversion of biomass, particularly from olive oil production process, into biofuels and other added-value products and the techno-economic and environmental issues related to the development of the biorefinery concept.

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BILATERAL MEETINGS FOR BEST PRACTICES [Continuation]

- **CRUZ PERAGÓN, FERNANDO ANTONIO:** Drying kinetics of olive mill wastes and applications to rotary dryers
- **GONZÁLEZ RUIZ, RAMÓN:** Entomology of the olive grove; Biological control of olive pests; Effect of pesticides on natural enemies, behavioral resistance
- **LLORENT MARTÍNEZ, EULOGIO JOSÉ:** Analysis of agri-food samples by ICP-MS (analysis of toxic elements and mineral content) and HPLC-MS (analysis of phytochemicals, mainly phenolic compounds); Inorganic and organic content of olive leaves, olive fruits and olive oils in different species of *Olea europaea*; Analysis of different categories of olive oil
- **MARANO MARCOLINI, CARLA:** Consumer behaviour and agricultural policy; Denominations, definitions and associated words with the different categories of olive oils
- **MARTÍNEZ CARTAS, M^a LOURDES:** Good use of olive grove biomass for producing by-products such as biofuels
- **PERAGÓN SÁNCHEZ, JUAN:** Biochemistry of olive tree: ripening, varieties, water stress, herbicides; Determination of phenolics (oleuropein, tyrosol and hydroxytyrosol) and pentacyclic triterpenes (maslinic acid, oleanolic acid, uvaol, erythrodiol) and characterization of their biological activity
- **REY ZAMORA, PEDRO:** Preserving biodiversity in the olive grove
- **RODRÍGUEZ COHARD, JUAN CARLOS:** Strategic options for traditional olive-growing territories facing coming challenges (Territorial Economics)
- **SILES RIVAS, EVA:** Effects of olive bioactive compounds in neurodegenerative and oxidative stress-associated diseases