



International Research Association for Organic Food Quality
and Health

Seminar the 16th of January

from 9.00-10.00 am CET online at Zoom

WINN-ORGANIC

Widenning INNovation for ORGANIC food

with Speaker,

Ivana Cavoski

You are invited you to a scheduled Zoom meeting. Join:

[https://ucph-
ku.zoom.us/j/67680712608?pwd=dPJgbQGtR4wTXE30ezTz68100wo2H.1](https://ucph-ku.zoom.us/j/67680712608?pwd=dPJgbQGtR4wTXE30ezTz68100wo2H.1)

Meeting ID: 676 8071 2608

Passcode: 069565

The workshop is free of charge.

Program:

09.00-09.05 am: Welcome by FQH Carola Strassner

09.05-09.35 am: Seminar presentation by Ivana Cavoski

09.35-09.55 am: Discussion in plenum or break-out rooms

09.55-10.00 am: Wrap up, presentation of the next workshop
and goodbye!

The speaker of this workshop:

Ivana Cavoski

Ivana Cavoski is a Scientific Administrator, EU Project Manager, and Horizon Europe Innovation Leader with over 15 years of experience in sustainable agriculture, agroecology, and organic food systems. She combines strong scientific expertise with strategic innovation management, specialising in the design, coordination and governance of complex European research and innovation initiatives. She is currently the Coordinator and Innovation Lead of the Horizon Europe Innovation Action WINN-ORGANIC, where she oversees the full project lifecycle—from concept development and implementation to innovation deployment and impact delivery. In parallel, she is Master Course Coordinator at CIHEAM Bari, leading the academic design, coordination and quality assurance of an international Master's programme in organic food and farming systems. Her activities align closely with CIHEAM Bari's mission in applied research, innovation, capacity building and international cooperation, with a strong emphasis on food quality, health, and sustainable food system transitions in Europe and the Mediterranean region.

Abstract:

Europe's organic food sector is currently navigating a range of challenges, including fragmented supply chains, limited innovation in processing, and the imperative to boost consumer demand. In response, the WINN-ORGANIC project—funded as a Horizon Europe Innovation Action—aims to drive sustainable transformation within organic food and farming systems across the continent.

Central to WINN-ORGANIC's approach is the establishment of Organic Food Innovation Hubs in seven European countries. These hubs serve as dynamic, real-world environments where stakeholders collaboratively develop and test sustainable solutions. Initiatives range from eco-friendly packaging and open-source digital platforms to the advancement of gentle processing technologies tailored to organic foods.

Beyond technological innovation, WINN-ORGANIC promotes co-learning, the development of new business models, and the formulation of evidence-based policy recommendations. Through these efforts, the project seeks to reinforce and future-proof Europe's organic food systems well beyond 2030.