

AGENDA

APE/N Communications, PGA & Sustainability Community Meeting

Date: March 12 - 13, 2024
Location: Rivergate, Room Donau, Handelskai 92, 1200 Vienna, Austria
Hotel: harry's home, Wien Millennium Tower, Handelskai 94-96, 1200 Vienna, Austria

Tuesday, 12th March 2024

Time	Topic	Responsible
12:00 a.m.	Lunch	
12:45 a.m.	Welcome, agenda setting and targets of the meeting	Martin + Markus
1:00 p.m.	Success Stories & Best Practices <ul style="list-style-type: none"> Sustainability Workshop CZ (15 min) AHK New Year Reception & Winter Symposia Romania (15 min) 	Jan Carmen, Andra, Andrea
1:30 p.m.	Artificial Intelligence in Communication	Norbert Breuer (WPR Communication)
3:30 p.m.	Communication Break	
3:45 p.m.	PGA <ul style="list-style-type: none"> Political Update (15 min) Political Situation DE (15 min) 	Anja Jörn-Fried
4:15 p.m.	New Genomic Technics update	Younousse Saidi
5:00 p.m.	End of Day 1	
5:45 p.m.	Meet at the lobby of the hotel	All
6:00 p.m.	Team Event & Dinner	All

Wednesday, 13th March 2024

Time	Topic	Responsible
8:30 a.m.	Welcome & Topic Introduction	Markus
9:00 a.m.	Nature Restoration Law <ul style="list-style-type: none"> • Keynote Nature Restoration Law – Impact for Agriculture (30 min + 15 FAQs) • Internal Discussion: Impact to our business & action needed 	Christine Schneider, MEP, EVP Anja
10:15 a.m.	Communication Break	
10:30 a.m.	Communications <ul style="list-style-type: none"> • Marketing Cloud (30 min) • Influencer Camp – Concept & Planing (30 min) • AP Mission and Vision (30 min) • Bringing Mission and Vision to life – How and when (45 min) 	Bogdan Dora Ali Dora
12:45 p.m.	Lunch break	
1:45 p.m.	Sustainability <ul style="list-style-type: none"> • Sustainability Strategy 2024 (15 min) • Update easyconnect launch & timeline (10 min) • Carbon Farming Strategy (30 min) • Carbon Farming Pilot Germany (20min) 	Anna Anna + Bernd Andy Theresa
3:00 p.m.	Miscellaneous	All
3:20 p.m.	Summary and next steps	Markus
3:30 p.m.	End of Community Meeting	