

Webinar & Workshop

“Business Models for Climate Smart Agriculture (CSA)”

SPEAKERS



Marilena Gemtou Dr., Senior Researcher at Agricultural University of Athens

Dr. Marilena Gemtou is working on Horizon projects, both on proposal development and project implementation. Currently, she is the project manager of the BEATLES project, which investigates the behavioural changes needed in the food systems to achieve the transition to climate-smart agriculture, the coordinator of the PRUDENT project, while she also participates in projects related to food waste. With respect to background, Marilena Gemtou is a social scientist and holds a BSc in Economics from the University of Macedonia, Greece, an MSc in Management, and a PhD in behavioural decision-making from the University of Bath, UK. Her research work lies in the decision-making processes affecting farmers' adoption of sustainable practices, as well as the consumer purchase behaviour of environmentally-friendly products and food waste behaviour.



Katja Logatcheva, Senior Researcher at Wageningen University & Research

Katja Logatcheva is a Senior Researcher at Wageningen University and Research and an economist with extensive expertise in food value chains across Europe and beyond. Her research focuses on firm performance and behaviour within chains, fairness, pricing, and markets. Within the BEATLES project, Katja leads the activities of Task 4.2, which centres on the transition toward fair value proposition.



Michiel van Galen, Economist and Project Manager at Wageningen University & Research

Michiel van Galen is an economist and project manager at Wageningen University & Research. He has conducted research about pricing and competition, competitiveness, true cost accounting, and innovation in agrifood value chains. He is the project coordinator of the Horizon Europe project FOODCoST, which advances the application of True Cost Accounting in the food system. Within the BEATLES project, Michiel has worked on developing a fair value proposition for CSA.



Christopher Jr. Galgo, PhD Candidate in the Business Management and Organisation Group at Wageningen University & Research

Christopher Jr. Galgo is a PhD Candidate in the Business Management and Organisation Group at Wageningen University and Research. His PhD research focuses on Business Model Innovation for Climate-Smart Agriculture. Within the BEATLES project, Christopher leads Task 4.3: Co-creation of changes required for Business Model Innovation.



Ioanna Kalyva leads the EU-Funded Projects Department at GAIA EPICHEIREIN.

Ioanna Kalyva leads the EU-Funded Projects Department at GAIA EPICHEIREIN, where she brings extensive experience in the implementation of projects focused on Rural Development and Digital Agriculture. She works closely with multiple agricultural sectors to facilitate the transition toward more competitive and sustainable agriculture.

Currently, she coordinates the work package “Develop Business Strategies and Models for Social Innovation to Incentivize Farmers Toward Sustainable Food Systems” within the sister project ENFASYS.