

Saturday 15 November

Sunday 16 November

Monday 17 November

## November 16, 2025

10:30 –  
1:00PM

### SUSTAINABILITY AND INNOVATION IN ORNAMENTAL PLANTS PRODUCTION

Organized by **Research Centre for Vegetable and Ornamental Crops - Council for Agricultural Research and Economics (CREA)**

The main challenges facing the **horticultural sector** include, on the one hand, **sustainable production**, both economically and environmentally (reducing energy, chemical, and water inputs), and on the other, **climate change** (excessively high temperatures, lack of irrigation water, and excess water disposal). Indirectly, the **introduction of new plant pathogens, pests, and weeds** has also increased, as alien species better adapted to the new climate conditions spread in a new environment devoid of their own predators or parasites, attacking traditional plants subjected to climate stress.

**CREA** is the leading Italian research institution dedicated to agri-food supply chains and conducts scientific research on agricultural crops, livestock farming, fisheries, forestry, agro-industry, food science, and socioeconomics.

#### Program

- 🌿 10.30 am - Welcome Greetings from the Authorities
- 🌿 10.40 am - **Gianluca Burchi**, CREA: Introduction
- 🌿 10.50 am - **Francesco Ferrini**, University of Florence - *Reinventing urban nature: the science of tree choice in a warming world*
- 🌿 11.20 am - **Daniele Massa**, CREA - *Innovations for modern agronomic management of ornamental crops*
- 🌿 11.50 am - **William Slabbert**, Desert Group - *Behind the scenes of international landscape live plant supply*
- 🌿 12.20 am - Discussion
- 🌿 13.00 am - Conclusions

#### CHAIRMAN:

- 🌿 **Gianluca Burchi** - CREA Research Centre for Vegetable and Ornamental Crops