



**2<sup>nd</sup> EPSO Conference – In honour of Jeff Schell**  
**“Interactions in Plant Biology: cells, plants and communities”**

**Plant Science and Society – Tuesday 12/10**

**Ischia, Italy - October 2004**



[www.epsoweb.org](http://www.epsoweb.org)

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**“Interactions in Plant Biology: cells, plants and communities”**

**Plant Science and Society**  
Chair: Chiara Tonelli, Milano, IT

**Speakers / Panelists:**

**Chiara Tonelli**, Milano, IT  
Introduction  
No presentation available

**Massimiano Bucchi**, Trento, IT  
“Why are people hostile to biotechnologies?  
Life Sciences, Democracy and the Governance of Innovation”\*

**Leonardo Vingiani**, Milano, IT  
“Communicating agricultural biotechnology: the experience of the Agrobio-industry in Italy”\*

**Ann Van Gysel**, Gent, BE  
“Bioscience Communications ... a vital challenge !”\*

**Dario Frisio**, Milano, IT  
“A view from an economist”\*

**Discussion** (55 min)