

**"Consumer empowerment in the focus of F2F:  
nutritional  
behavior and nutrition education for  
healthy and sustainable diets."**

9 July 2021

Event Hosted by:

MEP Alessandra MORETTI  
MEP Petros KOKKALIS  
MEP Christine SCHNEIDER

**Moderator: Dr Sophie Hieke | Head of Consumer Science- European Food Information Council (EUFIC)**

11:00 - 11:20

**Opening remarks:** MEPs Ms. Schneider and Ms. Moretti

11:20- 11:35

**Kremlin Wickramasinghe**

a.i. Programme Manager Nutrition, Physical Activity and Obesity  
WHO European Office for Prevention and Control of Noncommunicable Diseases (NCD Office)  
"Food-based dietary guidelines: WHO recommendations key of a healthy diet across countries."  
Q&A

11:35- 12:00

**Panel 1 - Food-based dietary guidelines: examples and recommendations from EU Member States**

**Christine Nellemann**

Director of Institute, National Food Institute, Technical University of Denmark  
"SUSTAINABLE HEALTHY DIETS - Scientific background for revising the official Danish food-based dietary guidelines 2021"

**Laura Rossi**

Director - Italian Council for Agricultural Research and Economics CREA  
"Italian Dietary guidelines: prevention of chronic degenerative diseases, promotion of health and longevity, social and environmental sustainability."  
Q&A

12:05– 12:20

**Camille Perrin**

Senior Food Policy Officer · BEUC - The European Consumer Organization  
"Empowering consumers to shift to healthy and sustainable diets"

Q&A

12:20- 12:35

**Oksana Sapiga**

Communication and Partnership Consultant  
SAVE FOOD - Initiative for Food Loss and Waste Reduction in Europe and Central Asia  
" "Do Good: Save Food!" - How to educate/engage young people to value food and reduce its loss."

12:35-12:50

**Vanessa Mayneris**

Founder - The Big Little collective  
"Consumers behaviour and priorities regarding health and sustainability trends"

Q&A

12:50- 13:00

Conclusions by MEP Mr. Kokkalis