

## European Food Forum Event

### **"Environmental labelling: a key to unlock/enhance consumer environmental consciousness"**

Event Hosted by:

28 May 2021

MEP Franc Bogovič  
MEP Marlene MORTLER  
MEP Irene TOLLERET

**Moderator: Angelo Di Mambro (Journalist ANSA)**

- 10:30 - 10:45                   **Opening remarks:** MEPs Franc Bogovič, MEP Marlene MORTLER, MEP Irene TOLLERET
- 10:45 – 11:10                   **Ms Emmanuelle MAIRE,**  
Head of Unit, DG ENV.B1 Sustainable Production, Products & Consumption  
**"EU Commission approach to environmental labelling and green claims affecting the food sector: Status and next steps."**  
Q&A
- 11:10 – 11:30                   **Matthias Finkbeiner**  
Prof. Dr. Chair of Sustainable Engineering and Managing Director of the Department of Environmental Technology at Technical University Berlin  
**"Status and challenges of environmental labelling"**  
Q&A
- 11:30 – 11:55                   **Panel 1 – Advancing Environmental labelling Schemes: A Member State perspective**
- Fabio Iraldo,**  
Professor School of advance studies Sant'Anna –  
SuM, Sustainability Management Department  
**MAde Green in Italy Scheme**
- Vincent Colomb**  
Environmental expert for food sector, ADEME  
**Eco-Score**  
Q&A
- 11:55 – 12:40                   **PANEL 2 – Unlocking the conscious consumer – A business and farmer perspective**
- **Gloria Gabellini**  
Director Environmental Policy PepsiCo
  - **Veerle Poppe**  
Sustainability strategist and EIT Lead Colruyt Group at Colruyt Group
  - **Shafik Asal,**  
Owner Eco2, developer Eco-Score methodology
  - **Guecello di Porcia e Brugnera**  
Owner Principi di Porcia e Brugnera Winery  
Q&A
- 12:40 – 12:55                   **Žiga Drev**  
Founder & Managing Director at Trace Labs (Origin-Trail Core Developers)  
**"New technology to support green labelling"**  
Q&A
- 12:55 – 13:00                   Conclusions by MEPs Franc Bogovič, MEP Marlene MORTLER, MEP Irene TOLLERET