

TOWARDS A CHILDHOOD FREE FROM UNHEALTHY FOOD MARKETING

Exploring the next frontier for European action

9 November 2021 | 15:00 - 16:30 CET - online

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Programme

15:00	Welcome Moderator - Nikolai Pushkarev, European Public Health Alliance (EPHA)
15:05	Opening reflections Sarah Wiener, Member of European Parliament
15:10	Food marketing: an Issue of children's rights and health Jo Jewell, UNICEF
15:20	The next frontier: A blueprint directive to protect children from the marketing of nutritionally poor food Amandine Garde, University of Liverpool
15:35	Limitations of self-regulation: the case of the EU Pledge Nelleke Polderman, The European Consumer Organisation (BEUC)
15:45	Q&A
16:00	Panel <i>Panelists to be confirmed soon.</i>
16:25	Closing remarks and next steps