

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

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| 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 | Societal perspectives: why tackle marketing?
Manuela Ripa, Member of European Parliament
Patrick O'Sullivan, Standing Committee of European Doctors (CPME)
Sibylle Reichert, International Association of Mutual Benefit Societies (AIM)
Shira Zelber-Sagi, European Association for the Study of the Liver (EASL) & United European Gastroenterology (UEG)
Kathryn Reilly, Irish Heart Foundation & European Heart Network (EHN)
Tasha Mhakayakora, Bite Back 2030 |
| 16:25 | Closing remarks and next steps |