

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 | Panel <i>Panelists to be confirmed soon.</i> |
| 16:30 | Closing remarks and next steps |