

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** **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**



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