



EPIC-SHIFT



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EPIC-SHIFT Policy Workshop (DRAFT)
Alternative proteins: social and economic barriers

8 July 2025, 10:00 – 12:00 CET

Online meeting

Safe Food Advocacy Europe is honored to invite you to participate in the EPIC-SHIFT Initial Policy Workshop “Alternative proteins: social and economic barriers” on the **8th of July 2025**. The agenda of the event is structured as follows.

Workshop purpose

The aim of this high-level policy workshop is to initiate a structured dialogue among European institutions, civil society organizations, academic experts and food system stakeholders on how to foster the sustainable and socially inclusive integration of novel foods based on alternative proteins (NFAP) into European diets. Organized by SAFE within the Horizon Europe project EPIC-SHIFT, the event will identify critical areas to guide the project’s research by examining four European macro-areas: Scandinavia, Eastern Europe, Mediterranean Europe and Balkan Europe. Through a comparative discussion, the workshop will explore gastro-cultural specificities, social and economic barriers, and issues related to health, food safety and risk perception in each area. It will also provide an initial assessment of existing and potential policy approaches adapted to these diverse regional contexts. The insights gathered will inform EPIC-SHIFT’s future research and advocacy efforts, supporting the development of science-based and socially fair recommendations for a sustainable protein transition across Europe.

Agenda



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10:00	<p>Welcome and objectives SAFE Food Advocacy Europe Short introduction to the EPIC-SHIFT project and the aims of the workshop</p> <ul style="list-style-type: none"> • <i>Floriana Cimmarusti, Secretary General</i> • <i>Luigi Tozzi, Deputy manager</i>
10:05	<p>Project overview: EPIC-SHIFT and the path towards sustainable proteins</p> <ul style="list-style-type: none"> • Deniz Koca, Lund University - Project Coordinator
10:15	<p>Novel Foods and the CAP: Pathways for Integration</p> <ul style="list-style-type: none"> • <i>Dr. El-Fatih Abu-Samra, DG AGRI, Unit E.4</i>
10:25	<p>EFSA's role in novel protein sources</p> <ul style="list-style-type: none"> • <i>Dr. Ermolaos Ververis, PhD, EFSA- Novel Foods - Nutrition & Food Innovation Unit</i>
10:35	<p>Is It Novel? Clarifying Product Status</p> <ul style="list-style-type: none"> • <i>Carolin Loerchner, Food Chemist, Federal Office of Consumer Protection and Food Safety (BVL)</i>
10:45	<p>Food 2030 - Alternative proteins and Horizon Europe</p> <ul style="list-style-type: none"> • <i>Giuseppina Luvara', policy officer DG RTD, Unit B2 Unit B.2 – Bioeconomy & Food Systems</i>
10:55	



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	<p>Future perspectives in the European market</p> <ul style="list-style-type: none"> • Federica De Maria, CREA - Consiglio per la ricerca in agricoltura e l'analisi dell'economia agraria
11:05	<p>Panel session - moderated by SAFE</p> <p>Civil society voices: Acceptance, accessibility and equity in the protein transition in European macro areas</p> <ul style="list-style-type: none"> • BALKANS - <i>Tanja Popović Filipović, CEIP</i> • MEDITERRANEAN - <i>Anastasia Chatzipavlou, EKE</i> • SCANDINAVIAN – <i>Hanne Winter, The Vegetarian Society of Denmark</i> • EASTERN EUROPE - <i>Andrej Velchev, Ass. for Affordable and Quality Food</i>
11:45	<p>Interactive Q&A and open discussion <i>Moderated by SAFE</i> <i>Participants are invited to comment and raise questions</i></p>
12:00	<p>End of the workshop: Closing remarks by SAFE Food Advocacy Europe</p>



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