

20 NOV

09:00 am - 17:30 pm

Martin's Hotel
Bd Charlemagne 80,
1000 Brussels

SAFE ANNUAL CONFERENCE

Consumers come first: Advancing Consumer Protection through Research



Natural claims, food waste, sustainability of geographical indication foods, food contact materials, sustainable packaging, SAFE's new food literacy app

SAFE Annual Conference 2025

Consumers Come First: Advancing Consumer Protection through Research

20 November 2025, 09:00–17:30 CET

Martin's Brussels EU, Boulevard Charlemagne 80, 1000 Brussels

Moderated by Natasha Foote, Journalist

Agenda

9:00	Arrival & Welcome of Participants
9:30	Opening Remarks <ul style="list-style-type: none">Floriana Cimmarusti, Secretary General, Safe Food Advocacy Europe
9:45	Keynote Opening Speeches <ul style="list-style-type: none">Antonella Sberna, Vice-President of the European ParliamentRaschad Al-Khafaji, Director of the FAO Liaison Office with the European Union and Belgium
10:00	Presentation of SAFE's New Food Literacy App <ul style="list-style-type: none">Cecilia D'Acunto, Project and Policy Coordinator, Safe Food Advocacy EuropeDanilo Pietretti, Project Adviser, EISMEA executive agency of the European Commission
10:15	Natural vs Non-Natural Claims <ul style="list-style-type: none">Livia Menichetti, Director General, EHPM
	Followed by Q&A with the audience (5 mins) Turning the Tide on European food waste
10:30	Reducing Food Waste at the European Level <ul style="list-style-type: none">Bartosz Zambrzycki, DG SANTE, European Commission
10:45	SAFE's Journey Against Food Waste <ul style="list-style-type: none">Antonio De Carluccio, SAFE
10:55	NGO Perspective on Food Waste <ul style="list-style-type: none">Maximilian Herzog, Foodrise
11:05	Reducing FLW with Short Chain Platforms: Successes & Next Steps <ul style="list-style-type: none">Laurent Caplat, BM Services
11:25	Food Waste Policy Perspective <ul style="list-style-type: none">Daemon Ortega Froysa, SAFE
11:35	Coffee break



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Geographical Indications: Consumers Perceptions and Future Perspectives

- 11:45 Welcome & Introduction**
- Davide Esposito, SAFE
- 11:50 Presentations**
- **Geographical Indications and Sustainability**, Céline Raimbert, INRAE
 - **Consumer Perspectives on Geographical Indications: Insights from World Café discussions**, Cezara Nicoara, Newcastle University
 - **Building a Participatory Framework for GIs: The Role of Multi-Actor Platforms**, Giulia Scaglioni, AREPO
 - **Tools and Policies to Strengthen Geographical Indications**, Chiara Mignone, DG AGRI, European Commission
- 12:30 Panel Discussion & Interactive Session with Representatives of Consumer Organisations**
- Eleonora Messina, ADOC Associazione Difesa Orientamento Consumatori
 - Andrey Velchev, Consumers Association Bulgaria
 - Julie Abraham, Bio Consom'acteurs
 - Panagiotis Kalofonos, Union of Working Consumers of Greece
- 13:10 Wrap-up & Closing**
- Summary of Key Insights from the Discussion, Luigi Tozzi, SAFE

13:15 Networking Lunch

Sustainable Packaging: Reaching New Heights

- 14:00 Welcome and Introduction**
- Frank Gana, (RE)SET
- 14:10 Presentations:**
- **Advanced Fibre-Based Packaging**, Estelle Doineau, (RE)SET and Daniele Bussini, Innovhub
 - **Building Effective Reuse Networks**, Jean-Michel Guillou, Coopérative U
 - **Designing a Resilient Reuse Network**, Riccardo Accorsi, University of Bologna
 - **Measuring the Impact of Sustainable Solutions**, Chiara Cappelletti, Innovhub and Romina Santi, Politecnico of Milan
- 15:20 Coffee Break**
- 15:35 Discussing the Benefits of Reuse**
- Sophie Nguyen, Citeo
 - Gwenn Messenger, Agrial Group
 - Marco Musso, European Environmental Bureau
 - Ulysses Revat-Dontenwill, New Reuse Alliance
 - Maria Pamies, Freshfel Europe
 - Lotte Krekels, Carrefour
- 16:30 Packaging Lessons from Consumers and Audience Q&A**
- Manon Bessone, (RE)SET
- 17:15 Closing Remarks & End of the Conference**
- Floriana Cimmarusti, Secretary General, Safe Food Advocacy Europe



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