

SAFE Annual Conference 2026

'Consumers Come First: Clearer Food Information and Rethinking EU Food Legislation for the Most Vulnerable'

18 November 2026, 09:00–16:00 CET

Rue d'Arlon 80, 1040 Brussels

Moderated by Natasha Foote, Journalist

Draft Agenda

9:00	Arrival & Welcome of Participants
9:30	Opening Remarks • **Floriana Cimmarusti**, Secretary General, Safe Food Advocacy Europe
9:45	Keynote Opening Speeches • **Antonella Sberna,** Vice-President of the European Parliament • **Claire Bury,** Deputy Director-General, DG SANTE • **Agustín Reyna**, Director General of BEUC
10:15	Non-communicable Disease Prevention: Key Results and Lessons Learned (**Preventia**) • **Cecilia D'Acunto**, Project and Policy Coordinator, Safe Food Advocacy Europe • **Irati Erreguerena Redondo,** Researcher and Project Manager, Biosistemak Institute for Health Systems Research (on behalf of JACARDI) • **Valeria Fagone,** Managing Director, FTI Consulting • **Anastasia Chatzipavlou,** Director, Union of Working Consumers of Greece (EEKE) • **Zita Ceponyte,** President, LCI • **Eleonora Messina,** EU Project Office, ADOC • **Maura Saltimbanco,** Project Manager, U.DI.CON • **Lyuba Karpachova,** Project Manager, Culture, Sport and Youth Team Lead, Promote Ukraine Followed by Q&A with the audience
11:45	Coffee break
12:00	Are voluntary measures enough? A dialogue on marketing to children and the EU Agri-Food Code • **Camille Perrin,** Sustainable Diets Campaigner, Fern • **Irene Minio,** Project and Policy Officer, Safe Food Advocacy Europe • **Wiktoria Bicka,** Public Health Policy Professional, EUPHA • **Milka Sokolović,** Director General, EPHA • **Alexis Waravka,** Deputy Director General, Independent Retail Europe • **Elsa Troullier,** Regulatory Affairs Manager, Serving Europe Followed by Q&A with the audience
13:00	Networking lunch

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Preventia
Preventing diabetes, obesity, and cardiovascular diseases

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14:00	Ultra-Processed Foods: Industry Action and Reformulation for Better Health Outcomes — A Multi-Stakeholder Dialogue • **Romana Jerković,** Member of the European Parliament (S&D) • **Neha Khandpur,** Assistant Professor, Wageningen University • **Chiara Manzi,** Professor at University of Bologna and Ferrara • **Rebecca-Evelyn Papp,** Policy Officer, EuroHealthNet • **Davide Esposito,** Project and Policy Officer, Safe Food Advocacy Europe Followed by Q&A with the audience
15:00	Eating disorders: Towards Stronger EU Action • **Adela Ráciková,** Policy Advisor in the Office of MEP Veronika Cifrová Ostrihoňová • **Antonio De Carluccio & Anouck Guillou** Project and Policy Officers, Safe Food Advocacy Europe • **Aurora Caporossi,** Founder of Animenta and CEO of Comestai • **An Vandeputte,** Director of Eetexpert • **Harriet Parsons,** CEO of Bodywhys • **Valentína Sedileková,** Founder of Chuť žiť Followed by Q&A with the audience
16:00	Closing Remarks & End of the Conference • **Floriana Cimmarusti**, Secretary General, Safe Food Advocacy Europe

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