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 (TBC)

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 • Anastasia Chatzipavlou, Director, EEKE • Zita Ceponyte, President, LCI • Eleonora Messina, EU Project Office, ADOC • Maura Saltimbanco, Project Manager, U.DI.CON • Lyuba Karpachova, Refugees Department Lead, Promote Ukraine • Mounia El Yamani, Head of Unit, Santé publique France • HaDEA representative (TBC) 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 • Irene Minio, Project and Policy Officer, Safe Food Advocacy Europe • Sara Bertucci, Policy Manager, EPHA • Camille Perrin, Sustainable Diets Campaigner, Fern • Wiktoria Bicka, EUPHA • Fabrizio Fabbri, Secretary General, Euro Coop • EC representative Followed by Q&A with the audience
13:00	Networking lunch

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14:00	Ultra-Processed Foods: Industry Action and Reformulation for Better Health Outcomes — A Multi-Stakeholder Dialogue • **Floriana Cimmarusti,** Secretary General, Safe Food Advocacy Europe • **Rebecca-Evelyn Papp,** Policy Officer, EuroHealthNet • **Chiara Manzi,** Professor at University of Bologna and Ferrara • **Neha Khandpur,** Assistant Professor, Wageningen Universiteit • Industry representative (TBC) • MEP (TBC) Followed by Q&A with the audience
15:00	Eating disorders: Towards Stronger EU Action • **Anouck Guillou,** Project and Policy Officer, Safe Food Advocacy Europe • **Aurora Caporossi,** Founder of Animenta and CEO of Comestai • **An Vandeputte,** Director of Eetexpert • **Harriet Parsons,** CEO of Bodywhys • MEP (TBC) 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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