

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

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

Draft agenda

Moderated by Natasha Foote

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 Parliament
10:00	Presentation of SAFE's new app <ul style="list-style-type: none">• Danilo Pietretti, Project Adviser, EISMEA executive agency of the European Commission• Cecilia D'Acunto, Policy and Project Coordinator, Safe Food Advocacy Europe
10:15	Natural vs non-natural: The organic sector perspective <ul style="list-style-type: none">• Eduardo Cuoco, Director of IFOAM Organic Europe <p>Followed by Q&A with the audience (5 mins)</p>
10:30	Turning the tide on European food waste <p>Reducing food waste at the European level <i>(tbc)</i></p> <ul style="list-style-type: none">• Bartosz Zambrzycki, DG SANTE, European Commission <p>SAFE's journey against food waste</p> <ul style="list-style-type: none">• Antonio De Carluccio, SAFE <p>Reducing FLW with short chain platforms: successes & next steps</p> <ul style="list-style-type: none">• Laurent Caplat, BM Services <p>Food waste policy perspective</p> <ul style="list-style-type: none">• Daemon Ortega Froysa, SAFE
11:30	Coffee break
11:45	Geographical indications: Consumers perceptions and future perspectives <i>Welcome & introduction</i> <ul style="list-style-type: none">• Davide Esposito, SAFE



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Presentations:

- Geographical indications and sustainability, Celine Raimbert, INRAE
- Consumer perspectives on Geographical Indications: insights from World Café discussions, Cezara Nicoara, University of New Castle
- Building a participatory framework for GIs: the role of multi-actor platforms, Giulia Scaglioni, AREPO
- Tools and policies to strengthen Geographical Indications, DG AGRI, European Commission (*tbc*)
- Explanation of the key questions to be addressed during the interactive session, Natasha Foote

Panel discussion & interactive session with representatives of consumer organisations

Wrap-up & closing

- Summary of key insights from the discussion, Luigi Tozzi, SAFE

13:15 Networking lunch

14:00 Sustainable Packaging: Reaching New Heights

Welcome and introduction

- Frank Gana, (RE)SET

Presentations:

- Advanced fibre-based packaging, Estelle Doineau, (RE)SET, and Anna Sjostedt, RISE (*tbc*)
- Building effective reuse networks, Jean-Michel Guillou, Cooperative U (*tbc*)
- Measuring the impact of sustainable solutions, Chiara Cappelletti, Innovhub

Discussing the benefits of reuse:

- Bertrand Swiderski, Carrefour (*tbc*)
- Jean-Michel Guillou, Cooperative U (*tbc*)
- Gwenn Messenger, Agrial Group

16:00 Coffee break

16:15 Packaging: Lessons from consumers and audience Q&A

17:15 Closing remarks and end of conference

- Floriana Cimmarusti, Secretary General, Safe Food Advocacy Europe

