

Opening address

Isabel Caño, Vice-President in charge of Communication of the European Economic and Social Committee



Isabel Caño Aguilar, from Spain, is a member of the Workers' Group and one of the two Vice-Presidents of the European Economic and Social Committee (EESC) for a two-and-a-half year term from 2018 to 2020. She is responsible for communication matters.

@IsblCano

Renatas Mazeika, Head of Unit "Consumer Policy" in DG Justice at European Commission



Renatas Mazeika is head of the unit responsible for the consumer policy in DG Justice and Consumers. The work of his unit focuses on the protection of the consumer interest in financial services, energy, digital single market, transport and other areas of economy. He has started his job career in banking sector and worked for different commercial and central banks. Before joining the European Commission he worked for the European Central Bank in Frankfurt and was responsible for setting up legal framework and governance aspects of the European interbank payment system "TARGET2". He joined the European Commission in July 2008 where he managed the EU financial programmes in the area of the fundamental rights and justice.

@EU_Justice

Introduction

Ariane Rodert, President of the Section for the Single Market, Production and Consumption, European Economic and Social Committee



Ariane Rodert is President Section for the Single Market, Production and Consumption of the European Economic and Social Committee (EESC) and appointed as EESC Group III member by the Swedish government representing civil society interests.

In this capacity she represents the Swedish civil society umbrella, Forum – idéburna organisationer med social inriktning, gathering civil society umbrellas in the social sector, social economy and non-profit welfare stakeholders. She is also Senior Policy Adviser at the Secretariat of the Archbishop and General Secretary for the Church of Sweden.

Ariane's key area of expertise in the EESC and at European level is social economy enterprises, social innovation and social investment and she has drafted several key opinions on these subject, and is often consulted on these topics by the European institutions and Member States. She is member of the EESC Presidency, a Board Member of EESC Group III and serve as expert in various contexts such as the OECD.

Ariane holds a Master of Science degree in Business and Economics from the University of Stockholm.

@ArianeRodert

Gabriel Tavoularis, Director of Studies at the Centre de recherche pour l'étude et l'observation des conditions de vie, CRÉDOC



Head of studies and of research at CRÉDOC, Tavoularis is a specialist in the evolution of food consumption patterns. He is co-author of the book *Behaviours and Food Consumption in France* (Éditions Lavoisier, TEC & DOC, 2012). He has a degree in agronomy, specialized in Applied Statistics. He also teaches Statistics and Probability courses at Paris-Diderot University (Paris 7).

@gtavoularis

The Centre de recherche pour l'étude et l'observation des conditions de vie, CRÉDOC, France



The Research Center for the Study and Observation of Living Conditions (CRÉDOC) is an organization of studies and research at the service of the actors of the economic and social life. Founded in 1953, the CRÉDOC conducts many studies and interdisciplinary research (economic, sociological, statistical, demographic or even linguistic).

@credoc

Vasileios Rizos, Research Fellow and Head of Sustainable Resources and Circular Economy at CEPS



Vasileios Rizos is a Research Fellow and Head of Sustainable Resources and Circular Economy at CEPS. He is an expert in various aspects of the circular economy and analyses regulatory and market barriers to the adoption of circular economy practices in Europe and beyond. Vasileios' main research areas at CEPS include circular economy policies, industrial sustainability, green value chains, low-carbon transport and resource efficiency indicators. He was co-chair of the Circular Economy Task Force of the Think20 (T20) network that supported G20 activities under the German presidency 2016-17. Between 2016 and 2018 he was the coordinator of the CEPS Task Force on the Role of Business in the Circular Economy.

@vasileios_rizos

Centre for European Policy Studies, CEPS



Founded in Brussels in 1983, CEPS is a leading think tank and forum for debate on EU affairs, with an exceptionally strong in-house research capacity and an extensive network of partner institutes throughout the world.

@CEPS_thinktank

Participatory workshop 1 - Food for thought: changing the world through food?

Moderator: Martin Siecker, Member of the Workers' Group, EESC



Since 2002 he has been a member of the European Economic and Social Committee. Martin Siecker started his professional career as a journalist, in 1981 he joined the Dutch labour movement initially as the editor of the members' newspaper. After some years he started to develop new communications strategies for the union. Later he became a secretary and negotiated collective labour agreements in agriculture. He was President of the Section for the Single Market, Production and Consumption from April 2013 to March 2018.

Rapporteur: Marta Messa, Director of the Slow Food office in Brussels



She has worked with Slow Food since 2010, at first coordinating the development of the Thousand Gardens in Africa project. Since 2014 she has been based in Brussels, liaising with EU institutions on policies relating to food, developing a platform for the international Slow Food network and strategic partnerships with other organizations active at the European level.

Slow Food



Slow Food is a global, grassroots organization, founded in 1989 to prevent the disappearance of local food cultures and traditions, counteract the rise of fast life and combat people's dwindling interest in the food they eat, where it comes from and how our food choices affect the world around us. Since its beginnings, Slow Food has grown into a global movement involving millions of working to ensure everyone has access to good, clean and fair food.

@SlowFoodHQ

Good practice: Jonas Mallisse, social entrepreneur, founder and Country Manager of Too Good To Go Belgium



Jonas Mallisse is a social entrepreneur and the founder and Country Manager of Too Good To Go Belgium. Jonas also runs Fair and Square, a young social enterprise that works for women's empowerment and social development. With a textile workshop in Pondicherry (India), they produce bags and tote bags 100% ethical and ecological. "Food waste is by far the most embarrassing problem in the world." says Jonas.

Too Good to Go



In a bid to tackle the ever-growing food waste issue, in 2016 Too Good To Go was created. Launched in March 2018 in Belgium, Too Good To Go is a mobile app connecting consumers with businesses that have delicious, unsold food that would otherwise be thrown away. Geolocated on the app, the users locate the partners nearby, order the "magic bag" and collect his meal at the store for a third of the price.

Our mission is to inspire and empower everyone to take action against food waste.

@TooGoodToGo_UK

Participatory workshop 2 – Youth on the move?

Moderator: Vladimira Drbalová, Vicechair of the Employers Group, EESC



Representative of Czech Republic, Vladimíra Drbalová is the Vicechair of the Employers group at the EESC. She is also adviser to President and Director General for EU Matters and International Organizations. She is part of the Confederation of Industry of the Czech Republic.

Rapporteur: Yoann Le Petit, Transport & Environment, Clean Vehicles & New Mobility Officer



Yoann joined Transport & Environment's team in October 2016 after some experience in the transport sector. He is passionate about smarter mobility and works on cleaner cars, air quality and new mobility.

Yoann holds an MSc from the London School of Economics in European politics and government, as well as an MA in political science from Sciences-po Rennes and the catholic university of Eichstätt-Ingolstadt.

Transport & Environment



The European Federation for Transport and Environment, commonly referred to as Transport & Environment (T&E) is a European umbrella for non-governmental organisations working in the field of transport and the environment, promoting sustainable transport in Europe; which means an approach to transport that is environmentally responsible, economically sound and socially just.

@transenv

Good Practice: Dr. Imre Keserü, Senior Researcher, MOBI research group (Mobility, Logistics and Automotive Technology), Vrije Universiteit Brussel



Dr. Imre Keserü is a senior researcher and team leader for urban mobility at the MOBI Mobility, Logistics and Automotive Technology Research Centre at the Vrije Universiteit Brussel (VUB). In his previous positions, he worked on policies for international transport at the Hungarian Ministry of Transport and was deputy head of unit at the Institute for Transport Sciences in Budapest. His main research themes include scenario building for transport, stakeholder involvement in transport planning, co-creation for mobility planning and analysis of changes in travel behaviour. He has extensive experience in EU-funded research projects.

@imre_keseru

MOBI, the Mobility, Logistics and Automotive Technology Research Centre



MOBI, the Mobility, Logistics and Automotive Technology Research Centre, is a leader in defining the state-of-the-art in Electromobility and Socio-Economic Evaluations for sustainable mobility and logistics. MOBI has over 40 years of expertise and dealt with 165 projects in the last 5 years, of which, 27 are ongoing EU projects.

@MOBI_VUB

Participatory workshop 3 – Fast fashion and sustainability: a youth-driven challenge?

Moderator: Baiba Miltoviča, Member of Diversity Europe Group, EESC



As representative of Latvia, Baiba Miltoviča is a Member of Diversity Europe Group at the European Economic and Social Committee since 2015. She is also the International and EU Affairs Adviser of the Latvian National Association for Consumer Protection (LPIAA).

@bmiltovica

Rapporteur: Arthur ten Wolde, Circular Economy expert of Ecopreneur



Arthur ten Wolde is a circular economy expert of Ecopreneur.eu and MVO Nederland. Arthur is internationally recognized as a circular economy expert, motivational speaker and (co-)author of several reports and numerous articles in magazines such as Euractive and Milieu (Environment). His activities include an ongoing Ecopreneur project on circular fashion advocacy with C&A Foundation.

@ArthurtenWolde

Ecopreneur.eu, the European Sustainable Business Federation



Ecopreneur.eu, the European Sustainable Business Federation, sets a course towards sustainable economic policies on the European level to support the economic and societal transformation across Europe and beyond. Ecopreneur represents over 3000 businesses in five member states, mostly SMEs that strive to deliver sustainable products and services and to strengthen the voice of sustainable business in Brussels. The focus is on advocacy for ambitious EU circular economy and sustainable finance policies.

@EcopreneurEU

Good Practice: Mariana Nicolau, Collaborating Centre on Sustainable Consumption and Production (CSCP)



Mariana's expertise lies in understanding lifestyle patterns and impacts in different cultural settings and in supporting the development of tools to foster stakeholder dialogue and more sustainable ways of living at different levels of action. Sustainable behaviour and behaviour change is an important component of Mariana's work, to understand behaviour drivers, identify opportunities for intervening and enabling more sustainable lifestyles, also in a multi-stakeholder collaboration setting. Working with both public and private partners, Mariana has cooperated with organisations such as the European Environment Agency (EEA), the European Commission, the World Business Council for Sustainable Development (WBCSD), global ICT companies and international foundations.

The Collaborating Centre for Sustainable Consumption and Production



The Collaborating Centre for Sustainable Consumption and Production is an international non-profit 'think tank' and 'do tank' founded by the United Nations Environment Programme in collaboration with the Wuppertal Institute for Climate, Environment and Energy. Since 2005, the CSCP works to enable and mainstream a good life for all, by codeveloping and scaling up sustainable innovations that tap into the potential of human behaviours and lifestyles, products, services and business models. CSCP has an extensive network of reputable public and private organisations in order to achieve sustainability on the international level. @scp_centre

Workshops conclusions

Evangelia Kekeleki; Secretary-General of the Consumers' Protection Centre (KEPKA) and EESC Member



Evangelia Kekeleki is a Member of the European Economic and Social Committee since 2010. In this capacity, she is Secretary-General of the Greek Consumer Protection Centre (KEPKA). Ms Kekeleki is affiliated to the "Diversity Europe" Group of the EESC. She is Vice-President of the Section Transport, Energy, Infrastructure and the Information Society and member of the Section for the Single Market, Production and Consumption.

@EvangeliaKekele

Inspirational Speech

Youna Marrette, Generation Climat



Youna Marrette is one of the spokespersons of high school students for the climate. Youna is 17, she is from Brussels and, together with Kyra Gantois and Anuna De Wever, she is one of the three organizers of student mobilization in Belgium.

Debate

Jennifer Baker, EU journalist



Jennifer Baker is a European journalist based in Brussels specialized in EU policy and legislation in the technology sector. She has written for *ArsTechnica*, *ComputerWeekly*, *Macworld*, *PC World* and *The Register*. She has been senior presenter on ViEUws and also features as an EU policy and tech expert on *BBC Radio*.

@BrusselsGeek

Prof. Karine Charry, Louvain School of Management, UCLouvain



Holder of a doctorate in Applied Economics and Management from UCLouvain (Belgium), Karine Charry teaches consumer behaviour and marketing communication to master's students. Prof. Charry also relies on her 10-year experience in Belgian industry where she covered Product and Brand Manager positions.

Particularly sensitive to the societal issues associated with marketing, her research focuses on the protection of the (young) consumer and social marketing (the promotion of socially-friendly ideas such as the promotion of a balanced diet and the protection of the environment).

David Martin, Senior Legal Officer - Digital Rights, BEUC



As Senior Legal Officer, David leads BEUC's digital policy team where he focuses on privacy, data protection, copyright and competition. He has been working on digital and ICT issues since 2006. Prior to joining BEUC in May 2015, David worked at the Public Affairs consultancy Burson-Marsteller and the EU Regional Office of Murcia in Brussels.

He studied Law at the University of Murcia (Spain) and holds a Master's Degree in European Law from the University of Luxembourg, as well as a Postgraduate Degree on Economic and Legal EU Studies from the Collège Miguel Servet / Université Paris I Panthéon-Sorbonne.

@damartinruiz

The European Consumer Organisation (BEUC)



The European Consumer Organisation (BEUC) represents 43 independent national consumer associations from 32 European countries. The primary task of BEUC is to act as a strong consumer voice in Brussels and to try to ensure that consumer interests are given their proper weight in the development of all EU policies.

@beuc

Vanessa Madi, Education and Training coordinator at Institut National de la Consommation (INC)



As Coordinator of Education Projects at INC, Vanessa works in particular on financial education and digital education of consumers, young audiences as well as adults. In addition, she develops digital educational tools including the MOOC on the protection of consumer personal data & GDPR (oct 2018).

Institut National de la Consommation (INC)



L'institut National de la Consommation (INC) (The French National Institute of Consumer Affairs), created in 1967, is a resource and expertise centre serving consumers and the associations that it represents and defends. The INC is the publisher of the magazine *60 Millions de consommateurs* and producer of the show *Consomag* on France TV.

@Conso_INC

Pablo Jonas, head of Influenzo



Pablo Jonas is the head and co-founder of Influenzo.

@pablojonas2

Influenzo



Influenzo is an influencer marketing consultancy focused on improving brand reputation, increasing product recommendations and enhancing stakeholder relations. It is specialized in influencer media, audience amplification and digital media planning. They provide content & creativity through social campaigns, video production, responsive magazines and online activation for lead capture and customer engagement.

@InfluenzoBe

Closing session

Reine-Claude Mader, Member of Consumption, Housing and Living Conditions Association (CLCV) and member of the Diversity Europe Group, EESC



Reine-Claude Mader is a Member of the European Economic and Social Committee and is a member of the CLCV (Consumption, Housing and Living Conditions Association – French Consumer Association). She has held various positions in the field of consumer protection, and was notably President of the National Institute of Consumption.