

## 1st BEATLES' Webinar & Workshop

# “Behavioural research & insights for transitioning to sustainable food systems”



**DATE**

April 23rd, 2024



**TIME**

10:00 - 12:15 (CET)



Online

Time (CET)	Topic
<b>WEBINAR</b>	
10:00 – 10:05	<b>Welcome</b> <i>Alexandra Gkouma (Q-PLAN: Partner of the BEATLES project)</i>
10:05 – 10:15	<b>Introduction</b> <i>Marilena Gemtou (AUA: Coordinator of the BEATLES project)</i>
10:15 – 10:30	<b>Locks-in and levers for transition to sustainable food system</b> <i>Søren Marcus Pedersen (UCPH: WPI leader of the BEATLES project)</i>
10:30 – 10:45	<b>Farmers' preferences for subsidy schemes to promote methane emission reduction in the livestock sector</b> <i>Simone Cerroni (University of Trento: Partner of the sister project VISIONARY)</i>
10:45 – 11:00	<b>Consumer attitudes on sustainable food consumption – Put Change on the Menu</b> <i>Irina Popescu (Food Policy Officer at BEUC, The European Consumer Organisation)</i>
11:00 – 11:10	<b>Coffee Break</b>
<b>WORKSHOP</b>	
11:10 – 12:00	<b>Collaborative session: Challenges and opportunities in the food system transformation</b> <i>A cooperative workshop with the participation of technical experts and all the participants, using collaborative online tools. The aim of this session is to:</i> <ul style="list-style-type: none"> <li>• <i>Get feedback about the participants' impressions towards the results shown and how they would fine-tune our research.</i></li> <li>• <i>Explore the challenges, tools and opportunities that other actors in the sector have found in their experiences towards climate-smart farming</i></li> </ul>
12:00 – 12:15	<b>Discussion and Wrap-up</b> <i>Daniel Matilla (SIE: Partner of the BEATLES project)</i>