

JOINT WEBINAR

Adoption of sustainable agriculture: from the producer to the consumer



DATE

February, 17th, 2025



TIME

11.00-12.30 (CET)



Online

MS TEAMS

Time (CET)	Topic
11:00-11:05	Welcome: Discover the BEATLES, GOOD, and PRUDENT projects <i>Alexandra Gkouma (Q-PLAN)</i>
11:05-11:15	Consumers 'willingness to pay for climate-friendly food' - Insights from BEATLES <i>Tove Christensen (University of Copenhagen)</i>
11:15-11:30	Understanding Green Consumers: Segments for Environmentally-Friendly Purchases - Insights from BEATLES <i>Marcel Kornelis (Wageningen Economic Research)</i>
11:30-11:50	Drivers and barriers in adoption of agroecological weed management – Insights from GOOD <i>Lara Agnoli & Efi Vasileiou (Burgundy School of Business)</i>
11:50-12:10	Farmers' acceptability and perceived efficacy of green nudges to foster more sustainable production patterns – Insights from PRUDENT <i>Francesca Romana Barba (University of Trento)</i>
12:10-12:20	Meet the ForestAgriGreenNudge project <i>Nikos Georgantzis (Burgundy School of Business)</i>
12:20-12:30	Webinar wrap-up



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