

## “Turning CAP Policy into CSA Action”

### SPEAKERS

#### **Marilena Gemtou Dr., Senior Researcher at Agricultural University of Athens**



Dr. Marilena Gemtou is working on Horizon projects, both on proposal development and project implementation. Currently, she is the project manager of the BEATLES project, which investigates the behavioural changes needed in the food systems to achieve the transition to climate-smart agriculture, the coordinator of the PRUDENT project, while she also participates in projects related to food waste. With respect to background, Marilena Gemtou is a social scientist and holds a BSc in Economics from the University of Macedonia, Greece, an MSc in Management, and a PhD in behavioural decision-making from the University of Bath, UK. Her research work lies in the decision-making processes affecting farmers' adoption of sustainable practices, as well as the consumer purchase behaviour of environmentally-friendly products and food waste behaviour.

#### **Blanca Casares Guillén, Rural and Territorial Development at AEIDL**



Blanca Casares holds a bachelor's degree in environmental sciences and a Master's in Territorial Rural Development. She began her career in 2011 at the Spanish Ministry of Environment, Rural and Marine, specialising in rural development, EU agriculture and food systems, and the evaluation of European Structural and Investment Funds, particularly EAFRD. Since 2020, she has been a Policy Expert and Project Manager at AEIDL, working on projects related to rural development, sustainable food systems, agriculture and women. She is currently involved in Horizon Europe projects including BEATLES, GRASS CEILING, TOOLS4CAP and CODECS, and has previously contributed to MOVING, DESIRA and SHERPA. Blanca is a member of the Advisory Board of the HuMUS project and speaks Spanish (native), English, Portuguese and French.

#### **Serafín Pazos-Vidal, Rural and Territorial Development at AEIDL**



Serafín Pazos-Vidal holds an PhD in European Union. He is responsible for a broad portfolio of Horizon Europe projects on rural development, territorial cohesion and innovation, working with multidisciplinary teams of experts and project managers. He is also a member of the AEIDL General Assembly. He has over 20 years of experience in EU policy and multilevel governance. For 15 years, he was Head of the Brussels Office of the Convention of Scottish Local Authorities and previously represented the East of England and Galicia in Brussels. He began his professional career at the Basque Government. A policy practitioner and published academic, his expertise covers EU Cohesion Policy, rural development, subsidiarity, decentralisation and territorial governance. He has advised EU institutions on Community-Led Local Development, INTERREG, rural policy, depopulation and rural proofing, and contributed to the design of Operational Programmes in Spain and the UK. He works in English, French and Portuguese, and speaks Galician and Spanish.



### **Anastasia Kannavou, Policy Advisor & Project Manager at Green & Digital**

Dr Anastasia Kannavou holds a PhD in Agricultural and Environmental Sciences. From 2019 to 2024, she served as Senior Policy Advisor and Head of Office at the European Parliament in Brussels, where she led policy work on the Common Agricultural Policy and the European Green Deal. Her responsibilities included legislative drafting, technical negotiations, and interinstitutional coordination to advance sustainable agriculture, climate resilience, and environmental protection. Previously, she was Acting Director and Head of the Programming and Evaluation Unit at the Managing Authority of Greece's Rural Development Programme (2007–2013), where she oversaw a €6 billion budget and contributed to negotiations for the 2014–2020 Rural Development Regulation. As a senior officer at the Municipality of Piraeus, she developed and implemented the Blue Growth Strategy, managed the €80 million Piraeus Integrated Territorial Investment, and coordinated EU-funded projects under HORIZON, UIA, Erasmus+, LIFE, and AMIF. Currently, Dr Kannavou works at Green & Digital (G&D), leading policy analysis tasks in HORIZON EUROPE projects. Specifically in PRUDENT, Dr Kannavou is the lead researcher and project manager for the tasks led by G&D, meaning the work package that facilitates the integration of green nudges into the CAP post-2027 and European Green Deal through the development of the project's policy toolbox, recommendations, and roadmaps. As the project's policy lead, G&D conducts the analysis of the related legislative framework and coordinates the design of behaviourally informed policy instruments to support regional, national, and EU decision-makers.