

Final Conference Agenda

Behavioural Change Towards Climate-Smart Agriculture

2 June 2026

Venue: Fondation Universitaire (Rue d'Egmont 11, 1000 Brussels, Belgium)

Over the past four years, the [BEATLES Horizon Europe project](#) has explored **how behavioural insights can accelerate the transition to Climate-Smart Agriculture (CSA)** and improve the effectiveness of EU agri-food policies, particularly the Common Agricultural Policy (CAP).

The Final Conference will bring together policy makers, researchers and practitioners to discuss BEATLES' key results and how behavioural approaches can be scaled through current and future EU instruments, including in the **context of the next Multiannual Financial Framework (2028–2034)**.

Objectives

- **Present and discuss BEATLES' main results** and policy implications.
- Share key outputs, including the **policy recommendations and toolkit**, and other key project findings.
- Explore **opportunities to scale behavioural approaches** through the CAP and other EU instruments.
- Facilitate **exchange and networking** among stakeholders working on sustainable food systems, behavioural change, and policy design.

Time	Session	Leading Partners
8:30 - 9:00	Registration & Welcome Coffee	AEIDL & QPlan
9.00 - 9.30	Opening Session	Moderator: Marilena Gemtou, Agricultural University of Athens (AUA)
9.00 – 9.15	BEATLES project in a nutshell	Marilena Gemtou and Spyros Fountas (AUA)
9.15 – 9.30	Keynote address: Leveraging the CAP and future policy instruments for sustainable change	Ricard Ramon i Sumoy (DG AGRI)
9:30 – 9.40	Setting the scene: Opportunities in the EU's 2028–2034 MFF to scale behavioural approaches in sustainable food systems	Serafín Pazos-Vidal and Blanca Casares Guillén (AEIDL)
9.40 – 10.40	Policy Session	Moderator: Serafín Pazos-Vidal (AEIDL)
9.40 – 10.00	BEATLES Policy Recommendations & Toolkit	Blanca Casares Guillén (AEIDL)



10.00 –10.40	Expert roundtable: How can BEATLES recommendations and tools be applied and scaled through current and upcoming EU policy instruments?	<ul style="list-style-type: none"> • María Fuentes Merino (DG AGRI) • Emanuele Ciriolo (JRC) • Stoyan Tchoukanov (EESC) • Representative from IEEP
10:40 - 11:00	Coffee Break	
11.00 - 12.30	BEATLES Main Results	Moderator: Marilena Gemtou (AUA)
11.00 – 11.10	Behavioural Insights & Experiments	UCPH
11.10 – 11.20	Sustainability and Behavioural Change Assessment	NTUA
11.20 – 11.35	Panel of commentators*	
11.35 – 11.45	Business Models & Value Propositions	WU
11.45 – 11.55	Advisors' Guide & Training Tools	Naturland
11.55 – 12.10	Panel of commentators*	
12.10 – 12.20	Co-creation activities: evidence from Use Cases	SEI
12.20 – 12.30	Co-creation activities: evidence from the EU multi-actor working group	AEIDL
12.20 – 12.30	Panel of commentators*	
12.50 – 2.00	Closing & Lunch	

*Panel of commentators:

- Isabel Paliotta: [European Environmental Bureau](#) (EEB) Senior Policy Officer for Sustainable Food Systems
- Erwin Wauters: [ENFASYS](#) project coordinator
- Raluca Barbu: [VISIONARY](#) project
- Representative from the [PRUDENT](#) project
- Gus Verhaeghe: [B-TRUST](#) project coordinator

