



## **Conference**

### **Decent and healthy eating amid rising prices**

**European Parliament, Brussels**

**4 February, 9:30 AM – 12 AM (tbc)**

**Host MEP tbc**

The current crisis in Ukraine and its aftermath have serious implications for the well-being and livelihoods of millions of Europeans, especially those who struggle to make ends meet. The disruption of trade with Ukraine and Russia, which were major suppliers of wheat and sunflower oil, two staples of our diet, has led to soaring prices of these and other basic food products.

This situation puts more pressure on restaurants to cover their costs and keep operating, necessitating adaptation and innovation. Addressing the food crisis through sustainable restaurant practices and healthy eating policies is crucial. By leveraging innovative strategies and policy measures, the restaurant industry can tackle food waste, promote healthy eating, and ensure restaurants thrive while providing access to nutritious food.

Simultaneously, the cost-of-living crisis is affecting many households, increasing the risk of food insecurity and malnutrition. Efficient and targeted policy measures are essential to safeguard food budgets and ensure access to adequate and nutritious food for all. Poor dietary choices and food deprivation can have severe negative impacts on public health and economic productivity. The importance of keeping nutrients and healthy food available for everyone requires policy actions to support vulnerable populations during this crisis.

In this context, it is vital for Europe to put food policies and food security as a main element of its social agenda, and therefore to discuss and propose policy measures that can provide immediate relief to the EU population affected by the crisis and support the food sector.

**NB:** the event will be exclusively held in English.

## Draft Agenda

**09:30** Arrival of participants

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**10:00** Opening

**MEP TBC**

**Arnaud ERULIN**, Chief Operating Officer, Benefits & Engagement, Edenred

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**10:10** **How restaurants can use digital tools to cope with rising prices: from enhanced customer experiences to food waste control**

**Moderator: Nathalie RENAUDIN**, Public Affairs Director, Edenred

**Martin CARAHER**, Emeritus Professor of Food and Health Policy, City, University of London (tbc)

**Marie AUDREN**, Director General, HOTREC (tbc)

**Heidi CIGAN**, Project Officer, Directorate General of Communication Networks, Content and Technology (DG CNECT) of the European Commission

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**10:45** Q & A session

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**11:00** **How food budget cuts affect EU citizens: the importance of keeping nutrient and healthy food available for everyone**

**Moderator: Dr Laura FERNÁNDEZ CELEMÍN**, Director General, European Food Information Council (EUFIC) (tbc)

**Caroline BOLLARS**, Senior Advisor, WHO Representation Office to the European Union, Belgium (tbc)

**Tomáš PROUZA**, President at the Confederation of Commerce and Tourism of the Czech Republic. Advisor to the Minister of Industry and Trade (tbc)

**Luminita FEYER**, Programme Manager, Romanian Pro Consumers Association (tbc)

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**11:35** Q & A session

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**11:50** Wrap-up

**Nathalie RENAUDIN**, Public Affairs Director, Edenred