

GIVE KIDS A BREAK!

WHAT NEXT FOR EU ACTION TO PROTECT CHILDREN FROM HARMFUL FOOD MARKETING?



28 JUNE 2022 | 10H-11:30H CEST

EUROPEAN PARLIAMENT, ROOM: A 501

The event will also be available **ONLINE** as places at the Parliament are subject to availability.

PROGRAMME

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10:00 | Opening Remarks

Manuela Ripa | MEP - Greens/EFA, Germany

10:05 | From a toothless EU Pledge to the effective EU-wide regulation of food marketing: Giving the EU the means of its ambitions

Amandine Garde | Professor of Law at the University of Liverpool, and EUPHA-LAW Section President

10:15 | Food Marketing Power, from Pre-school to Teens (and limitations of 'media literacy')

Mimi Tatlow-Golden | Senior Lecturer in Developmental Psychology & Childhood at The Open University

10:25 | Q&A



10:30 | Video: Food marketing to children needs rules with teeth!
(by BEUC - The European Consumer Organisation)

10:35 | Views and discussion from the European Parliament

- Progressive Alliance of Socialists & Democrats (S&D)
- European People's Party (EPP)
- Greens/European Free Alliance (Greens/EFA)
- Renew Europe
- The Left Group (GUE/NGL)

11:15 | View from the European Commission

11:25 | Closing Remarks

- Sarah Wiener | MEP, Greens/EFA, Austria

The discussion will be moderated by Tamsin Rose.



Hosted by: The Greens/EFA.

Co-organised with organisations supporting the
[healthy food marketing campaign](#).



Co-funded by the
Health Programme of
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