

MAPP Conference on “The Future of Sustainable Food Labelling” 19th April 2023, 10:00-15:00, Agro Food Park 15, Aarhus

Background

The topic of sustainable food labelling has been the subject of much debate in Denmark and throughout the EU. On the one hand, implementing (a) sustainability label(s) for food products will aid consumers in making informed and environmentally friendly choices, improve transparency, and promote sustainable farming practices. Additionally, sustainable labelling may lead to a reduction in the overall environmental impact of the food industry. On the other hand, solely relying on labels may not be enough to bring about significant change in the food system. For example, labels may not provide enough information, and the question is whether it needs a comparison between different food groups or within a single product category. **So, are sustainable food labels a way to go to change food choices and, if so, what will ensure a positive environmental and economic impact?**

The focus of this year's MAPP conference, that is co-organized with Food and Bio Cluster Denmark and Agro Food Park, will be to shed more light on the ongoing debate around sustainability food labelling. By highlighting research and observations on the necessary steps to take, the conference aims to provide insight on how to *effectively introduce sustainable food labels*.

Target group

The conference is targeted to industry professionals, policy stakeholders, and academics.

Registration

Participation is free of charge and limited to 100 participants.

You can register: [HERE](#). Deadline for registration: **31 March 2023**.

Innovationskraft

When you participate in this event, your time will be used as co-financing for the project Innovationkraft, which is funded by the Uddannelses- og Forskningsstyrelsen at a standard rate. [Read more about the project](#)



Program

9:30 – 10:00: Registration

10:00 – 10:05: Welcome by *Jessica Aschemann-Witzel, Professor & Centre Director, MAPP Centre, Aarhus University.*

10:05 – 11:05: Session 1 - Understanding of Food Sustainability

- “Food sustainability understanding among the Nordic-Baltic consumer-citizens”, *Violeta Stancu, Senior Researcher, MAPP Centre, Aarhus University*
- “Climate impact of food – the missing piece in the sustainability puzzle: Experiences based on The Big Climate Database from CONCITO”, *Michael Minter, Program Director – Food, CONCITO*
- “Climate commitments and labels at Nestlé: The world’s largest food company”, *Anna Rise, Communications Manager, Nestlé Nordic.*

11:05 – 11:30: Coffee Break

11:30-12:45: Session 2 - Design and Communication of Sustainable Food Labels

- “Too much, too complex, too similar – Can meta labels support navigation in the sustainability labelling landscape?”, *Gabriele Torma, Post-Doctoral Researcher, MAPP Centre, Aarhus University*
- “Testing effective climate labels: Assisting the national Working Group for a Danish Climate Label through experimentation”, *Catrine Normann, Behavioural Insights Advisor, Danish Competition and Consumer Authority*
- “Do you (mis)guide on your packaging? How Salling Group works with communication on its private label packaging”, *Ann-Louise Bjerrehuus, Senior Private Label Manager, Salling Group*
- “What can we learn from consumer purchase data for the adoption of sustainable food labels?”, *Benjamin Heco, Managing Partner, Hecoetal*

12:45 – 13:30: Lunch and talk

13:30 – 15:00: Round Table: “What will make a sustainability food label successful?”