

Please find below an overview of the panelists and speakers for the event **"Shaping Sustainable Food Consumption: How Can We Achieve SUCCESS Together?"** taking place on Tuesday, 26th November 2024, from 13:30 to 15:30 CET.

Moderator/Project Coordinator:

Sarah Braeye, *Project Coordinator at Rikolto*



Sarah Braeye is a project coordinator at Rikolto Belgium, specializing in European initiatives (e.g. SUCCESS, Superlist) that address the pivotal role of retailers in driving a more sustainable global food system. With extensive experience in fostering collaboration and innovation at national & European level, Sarah is dedicated to shaping impactful strategies for a resilient and equitable food future.

Speakers:

Hendrik Slabbinck, *Associate Professor of Marketing at Ghent University*



Hendrik Slabbinck is Associate Professor of Marketing at Ghent University and co-founder of the BE4LIFE research centre. Hendrik is a behavioural scientist whose research focuses on both academic and practice-oriented research to encourage sustainable consumption. His research aims to better understand the consumer decision-making process and how behavioural interventions can intervene in this process to promote sustainable consumption.



Anu Seisto, *Research Team Leader at VTT*



Dr (Tech) Anu Seisto is the Research Team Leader for the future customers team at VTT Technical Research Centre of Finland. The team focuses on combining foresight and people studies, especially in the context of green transition. In addition to support for sustainable food consumption, they also studied support for material circulation and energy saving.

Michalina Jakubowska, *Education Specialist and Project Coordinator at Food Bank in Olsztyn*



Education Specialist and project coordinator at the Food Bank in Olsztyn, with extensive experience in coordinating international educational projects such as SUCCESS, Informpack, The Kitchen Adventure, and Food Heroes - programs designed for diverse audiences, including both adults and children, with a focus on promoting sustainable development, reducing food waste, and fostering healthy nutrition habits. A key component of the projects involves raising ecological awareness, empowering participants to take proactive action, and encouraging initiative. Through strategic planning and execution, I work to drive meaningful change by educating communities on the importance of sustainability and resourcefulness in everyday life.

Hannelore Tyskens, *Coordinator food citizenship program at Rikolto*



Hannelore coordinates Rikolto's food citizenship program, in which citizens are involved in and actively co-develop sustainable practices in the food system. She is also responsible for Rikolto's annual awareness and fundraising campaign in Belgium.

Panel Discussion:

Betty Chang, *Research Area Lead at EUFIC*



Betty Chang is Research Area Lead at EUFIC. She has conducted consumer research on food labelling, short food supply chains, alternative proteins, food literacy, consumer food waste, and communicating about healthy and sustainable diets to vulnerable groups.

Michalina Jakubowska, *Education Specialist and Project Coordinator at Food Bank in Olsztyn*



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take proactive action, and encouraging initiative. Through strategic planning and execution, I work to drive meaningful change by educating communities on the importance of sustainability and resourcefulness in everyday life.

Florine Kremer, Researcher at Wageningen University & Research



Florine Kremer, a researcher at Wageningen University & Research, is committed to building sustainable food systems and accelerating the protein transition. With a background in Consumer Behavior and Sustainable Food Consumption, Florine brings valuable experience from both consultancy and academia. She collaborates with a wide range of stakeholders – including supermarkets, foodservice, and government – all working together to drive

sustainable food choices.

Florine's projects span various initiatives, from the national Protein Monitor to interventions promoting sustainable seafood consumption. Encouraging organic consumption is also a key focus of her work. Florine is passionate about shaping the food environment so that healthy and sustainable choices become the easy choice for every consumer.

Ines Cottignie, Researcher at KU Leuven



Ines Cottignie is affiliated with the Sustainable Food Economies Research Group at KU Leuven, conducting systemic research to accelerate the transition towards more plant-based food consumption in Flanders. Furthermore, Ines is a steering group member of the Flemish Green Deal Protein Shift on our plate, a learning network initiated by the Flemish Government.

Valentine Papeians, Global Manager for Health & Sustainable Diets at Ahold Delhaize



Valentine is a passionate change-maker, driving initiatives to reduce CO2 emissions by promoting plant-based consumption and championing health strategy implementation across Ahold Delhaize's brands.

With a track record of leading impactful programs, Valentine led the sustainable working conditions program in the supply chain among other sustainability projects. Before joining Ahold Delhaize, she worked with the United

Nations Global Compact, helping companies design and launch their first sustainability strategies.

Luisa Rodrigues, Circularity Manager at Ahold Delhaize



As Circularity Manager at Ahold Delhaize, Luisa oversees food loss and waste topics, along with packaging and other circularity-related initiatives. She brings 10+ experience working with innovation and business advisory on social and environmental impact. In the past 3 years, she has supported 30+ entrepreneurs in piloting new products & services which improve the circularity of the food and fashion industries in Europe, as Portfolio Manager @Impact Hub.

Previously, she was part of the team launching the Australian Circular Economy Hub in 2020.