

Symposium

CUES in Action: Shaping the Future of Food with Cutting-Edge Research and Sustainable Practices

ORGANIZER	Erasmus University Rotterdam
WHERE	Erasmus University Rotterdam, Erasmus Paviljoen
WHEN	Friday 8 th March 2024, 13:30 - 18:00

In an era where sustainability is imperative, the CUES project—Consumers' Understanding of Eating Sustainably—stands at the vanguard of transforming Europe's food system. Aligned with the European Green Deal and Farm to Fork Strategy, CUES addresses the urgent need for a sustainable, healthy, and fair food system. This groundbreaking initiative seeks to revolutionize our food consumption patterns by fostering a 'Triple Change' in culture, food value chain, and policy. By co-designing scientific methods to effectively communicate sustainability, equipping food value chain actors with sustainable practices, and engaging consumers and policymakers in informed decision-making, CUES is a beacon of systemic change. This symposium explores these innovative approaches, unveiling how CUES is shaping a new reality where sustainable eating is the norm. Join us in navigating this pivotal journey towards a sustainable future.

AGENDA

HOST: Bozhidar Ivanov, Erasmus University Rotterdam, Project Manager CUES

Friday 8 th March 2024, 13:30 - 18:00	
13:30 -13:35	Opening
13:35 - 13:55	Keynote speech 1 The Triple Change Initiative: Introducing the CUES Approach to Sustainable Eating <i>Yijing Wang, Erasmus University Rotterdam, Principal Investigator CUES</i>
13:55 - 14:10	Keynote speech 2 Does everyone have an opportunity to be healthy? <i>Anant Jani, University Hospital Heidelberg</i>
14:10 – 15:10	Panel 1 Consumer-Centric Solutions: Tackling Challenges in Sustainable Food Systems (incl. audience Q&A 15 minutes) <u>Moderator:</u> <i>Freya De Keyzer, Erasmus University Rotterdam</i> <u>Panellists:</u> <i>Maral Mahdad, Eindhoven University of Technology; Sofia Kuhn, EIT Food; Tim Smits, KU Leuven; Shayegheh Ashourizadeh, Wageningen University</i>
15:10 - 15:15	Consumer perspectives: Video message by <i>Camille Perin BEUC-European Consumer Organisation</i>
15:15 - 15:30	Break
15:30 - 16:30	Panel 2 Policy at the Table: Empowering Informed Decisions in Food Sustainability (incl. audience Q&A 15 minutes) <u>Moderator:</u> <i>Yijing Wang, Erasmus University Rotterdam</i> <u>Panellists:</u> <i>Vivien Franck, ICLEI; Anant Jani, University Hospital Heidelberg; Virginia Enssle, Fair Trade Advocacy Office; Joao Leite, EC Joint Research Centre.</i>
16:30 - 16:35	Wrap up <i>Yijing Wang, Erasmus University Rotterdam</i>
16:35 - 18:00	Networking and cocktail

Confirm your participation by registering at this link: [Registration](#)

SPEAKERS AND SUPPORTING TEAMS

Yijing Wang, Erasmus University Rotterdam



Yijing Wang is Associate Professor in the Department of Media and Communication at Erasmus University Rotterdam. She is the Principal Investigator (PI) and coordinator of the Horizon Europe project CUES. She serves as Vice Chair of the ECREA Crisis Communication Section, Co-Editor-In-Chief of the Corporate Reputation Review, and Editorial Board Member of the Business Horizons. Her current research interests include sustainability communication, crisis and risk communication, and corporate sociopolitical advocacy. She holds a PhD in Business and Society Management from Rotterdam School of Management, Erasmus University Rotterdam.

Freya De Keyzer, Erasmus University Rotterdam

Freya De Keyzer is an Assistant Professor Media and Business, School for History, Culture and Communication, Erasmus University Rotterdam, the Netherlands. She holds a Ph.D. from the University of Antwerp in Applied Economic Sciences. Her research focuses on communications' effectiveness for different digital marketing communication formats (including personalized advertising and influencer marketing). Moreover, Freya studies social media privacy concerns, its drivers and consequences. She has published in international peer-reviewed journals such as International Journal of Advertising, Journal of Advertising, International Journal of Electronic Commerce and Electronic Commerce Research and Applications. She is a member of the editorial review board of International Journal of Advertising.



Anne-Marie van Prooijen, Erasmus University Rotterdam



Anne-Marie van Prooijen is an Assistant Professor in organizational and corporate communication at Erasmus University Rotterdam, the Netherlands. Her main line of research focuses on psychological- and communication-related processes regarding environmental sustainability issues among various stakeholder groups. She uses quantitative methods in her research. She obtained her PhD in social psychology at the University of Sussex, United Kingdom.

Athanasios Polyportis, Erasmus University Rotterdam

Dr. Athanasios (Thanos) Polyportis is a postdoctoral researcher in the Department of Media & Communication at Erasmus University Rotterdam. He holds a Ph.D. in Marketing and Communication from the Athens University of Economics and Business. His previous postdoctoral work at TU Delft centred on sustainable consumer behavior, marketing, persuasive communication, and responsible innovation. Thanos has published in journals such as Resources, Conservation and Recycling, Humanities and Social Sciences Communications, and Frontiers in Psychology. His research has been presented at international conferences such as the European Marketing Academy Conference and the Association for Consumer Research Conference.



Leonie Peiffer, Erasmus University Rotterdam



Leonie Peiffer is a PhD Candidate at the Department of Media & Communication at Erasmus University Rotterdam and will work closely on the CUES project together with the senior researchers in the team.

Maral Mahdad, Eindhoven University of Technology

Maral Mahdad is an academic in the field of Innovation Management, with a track record of leading various work packages in European and national research projects. Currently working as an Assistant Professor at Eindhoven University of Technology, she actively engages in research and education and supervises PhDs and Postdocs. Her journey includes a Ph.D. with honours in Management of Innovation, Sustainability, and Healthcare. Maral's research explores diverse topics, including business and innovation ecosystem dynamics, collaborative innovation, and the micro-foundations of innovation processes, resulting in number of published research in innovation management journals. Beyond academia, Maral engages in community-building activities, making her a multifaceted and impactful contributor to her field and society at large.



Sofia Kuhn, EIT Food



Sofia is heading up the Public Engagement Team at EIT Food. Within this context, Sofia is the founder of FoodUnfolded® (www.foodunfolded.com), EIT Food's public facing community engaged in dialogue around the origins and future of our food. EIT Food's work on understanding consumer barriers and drivers in relation to food chain topics and innovations, also falls within Sofia's remit. Before joining EIT Food, Sofia worked in various science communication and public outreach positions in research performing, funding and science information

organisations across Europe. She has a BSc in Biological Sciences from King's College London and a MSc in Science Communication from Imperial College London.

Tim Smits, KU Leuven

Tim Smits is the current vice-dean of Education for the Faculty of Social Sciences, the former director of the Institute for Media Studies (2014-2019), and the former programme director of the Master in Corporate Communication (2014-2019) at KU Leuven, Belgium. With a background in Social Psychology (MSc & PhD), Statistics (MSc), Marketing, Ethics and Communication, he now is a full professor ("hoogleraar") in Persuasion and Marketing Communication. Tim published on various topics within these fields, but his main research focus pertains to persuasion and marketing communication dynamics that involve health and/or consumer empowerment and how these are affected by situational differences or manipulations. He also has a more methodological line of research on science replicability.



Shayegheh Ashourizadeh, Wageningen University



Shayegheh (Shaya) Ashourizadeh is an Assistant Professor of Entrepreneurship and Small Business at Wageningen University and Research, Netherlands. She holds a PhD in Business Economics from the University of Southern Denmark. She applies quantitative methods to explore the complexities of entrepreneurship and innovation for sustainability. Her research draws on sociological and institutional theories and crosses disciplinary boundaries. She aims to connect theory and practice, and to impact both academia and society with her work. Her recent works were published in reputed international journals, including the International Journal of Entrepreneurial Behavior and Research, Frontiers in Psychology, and

Review of Management Science. She is also a passionate teacher who inspires her students and contributes to the advancement of entrepreneurship for sustainability.

Camille Perrin, BEUC



Camille Perrin is Senior Food Policy Officer at BEUC, where she leads the consumer umbrella group's food team. She deals with a variety of issues pertaining to EU food policies, including European legislation on food safety, food systems, healthy and sustainable diets, etc. Before joining BEUC in 2011, she worked as Scientific & Regulatory Affairs Manager for an agri-food trade association, following EU and international regulatory developments relating to food and feed law. She holds a M.Sc. in Food Science and Technology from the National School of Agronomy of Nancy (France) and a M.Sc. in Nutrition from Montpellier University (France).

Vivien Franck, ICLEI

Vivien joined ICLEI in 2022 as an Expert for Sustainable Food Systems. ICLEI - Local Governments for Sustainability is a global network of more than 2500 local and regional governments committed to sustainable urban development and is active in 125+ countries. ICLEI Europe supports local governments in implementing the European Green Deal, the overarching EU strategy for climate neutrality, to build more resilient and equitable communities. Vivien has seven years of experience working in urban food systems projects aimed at bridging the gap between research and practise. Vivien works on a variety of different projects aiming at supporting cities in their food system transitions which include ZeroW, SchoolFood4Change, and the CULTIVATE project. Prior to joining ICLEI, Vivien worked as a Project Coordinator in urban greenspace management in Berlin and as a Researcher at Trinity College Dublin. Her interests include food sharing, food loss and waste prevention, urban agriculture, and consumer behaviour.



Anant Jani, University Hospital Heidelberg



Anant is a Research Fellow at the Heidelberg Institute for Global Health and the University of Oxford. He focuses on understanding how we can improve population health by addressing determinants of health (social, commercial, environmental, digital). He is currently working on the following Horizon Europe projects: FEAST, CUES, Invest4Health. Prior to his research positions, Anant Jani worked in Europe and the Middle East to help healthcare systems within these countries to redesign their healthcare systems to focus more on value-based healthcare. Anant Jani has a PhD in immunology from Yale University.

Virginia Enssle, Fair Trade Advocacy Office



Virginia Enssle, originally from Chile, currently works as International and Institutional Relations Manager at the Fair-Trade Advocacy Office. Virginia focuses their advocacy work on EU trade policy and agri-food issues; pushing for promotion of EU policies that promote Fair Trade values and that enables a global fair ecological transition.

Joao Costa Leite, EC Joint Research Centre

João Costa Leite currently works as a program officer at the Joint Research Centre of the European Commission providing scientific support to EU policy in the area of food, health and sustainable food systems. He holds a PhD in Human Nutrition from University College Dublin and a BSc Degree in Nutrition Sciences from University of Porto.

