

# 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: 5E1**

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

#### 10:10 | 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

#### 10:20 | 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



## 10:30 | Q&A

## 10:35 | Views from Members of European Parliament and discussion

- Alexandra Geese | MEP - Greens/EFA, Germany
- Milan Brglez | MEP - S&D, Slovenia
- Deirdre Clune | MEP - EPP, Ireland

## 11:15 | View from Spain

José Manuel Argilés Marín | Attaché on Consumer Affairs,  
Spanish Permanent Representation to the EU

## 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  
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