

Policy Symposium on NCD Prevention:
**Future directions for nutrition and physical activity policies
to prevent NCDs across Europe**

Tuesday 14th- Thursday 16th June 2022
Thon Hotel Brussels City Centre

Session Breakdown Information

Opening Plenary

Session Title: Welcome and short presentation of the collaborating projects

Session Agenda:

Chair: *Professor Sonja Kahlmeier*, Swiss Distance University of Applied Sciences (FFHS)

- Speaker 1: **Prof Franco Sassi**, Imperial College London –
STOP - Science and Technology in childhood Obesity Policy
- Speaker 2: **Prof Knut-Inge Klepp**, Norwegian Institute of Public Health (NIPH) –
CO-CREATE - Confronting Obesity: Co-creating policy with youth
- Speaker 3: **Prof Wolfgang Ahrens**, Leibniz Institute for Prevention Research and
Epidemiology-BIPS, Bremen, Germany –
*PEN Policy Evaluation Network - Public policies addressing health-related behaviours in
Europe*
- Speaker 4: **Dr Mojca Gabrijelčič**, National Institute of Public Health Slovenia (NIJZ) –
JA Best-ReMaP - Joint Action on Implementation of Validated Best Practices in Nutrition

Parallel Session 1 & 3

Session Title: Policy action to create healthy food environments: PEN and STOP Healthy Food Environment Policy Index dissemination symposium

Session Agenda:

In PEN and STOP, we benchmarked food environment policy implementation in 11 European countries, assessed food environment policy strength in the EU and prioritized policy actions to improve food environments. After presenting the results and policy examples, we organize an interactive workshop to translate the findings into practice and aim to improve policy implementation for healthy food environments.

Chairs: *Dr Janas Harrington*, University College Cork, Ireland & *Dr Maartje Poelman*, Wageningen University and Research, Netherlands

- Speaker 1: **Dr Maartje Poelman**, Wageningen University and Research, Netherlands –
The need for healthy food environments, PEN/STOP and the Food-EPI
- Speaker 2: **Dr Janas Harrington**, University College Cork, Ireland –
The need for healthy food environments, PEN/STOP and the Food-EPI
- Speaker 3: **Sanne Djojoseparto**, University of Utrecht –
*Strength of EU-level food environment policies and priority recommendations to create
healthy food environments*
- Speaker 4: **Dr Elisa Pineda**, Imperial College London, UK –

Policy Symposium on NCD Prevention:
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Tuesday 14th- Thursday 16th June 2022
Thon Hotel Brussels City Centre

Policy implementation and priorities to create healthy food environments across 11 European countries of STOP and PEN

- Speaker 5: **Almudena Rollán**, Agencia Española de Seguridad Alimentaria y Nutrición (AESAN) (Spanish Agency for Food Safety and Nutrition), Spain –
Experiences from Spain (STOP country): Public policies for sustainable healthy diets
- Speaker 5: **Arnhold Haga Rimestad**, Norwegian Ministry of Health and Care Services, Norway
Experiences from Norway (PEN country): Partnerships for a healthier diet - agreements between the health authorities and the food industry
- Workshop moderator: **Tamsin Rose**, Senior Fellow for Health, Friends of Europe –
Interactive workshop: How to improve policy implementation in Europe

Parallel Session 2

Session Title: You(th) matter – co-creating policies to prevent childhood obesity

Session Agenda:

The parallel session hosted by CO-CREATE will discuss meaningful youth engagement in policy and what it can and should look like in practice. In addition to giving an overview of CO-CREATE project activities, priorities for childhood obesity policy in the EU will be explored. CO-CREATE Youth Task Force members who have been actively engaged in the project and policy discussions at regional and national levels through Dialogue Fora over the past 3 years will voice their perspectives in the discussion.

Chair: *Dr. Hannah Brinsden*, World Obesity Federation, UK

Part 1: Meaningful engagement of youth

- Speaker 1: **Dejan Bojanic**, Save the Children –
What is meaningful engagement of youth?
- Speaker 2: **Prof. Knut-Inge Klepp**, Norwegian Institute of Public Health (NIPH) –
Youth engagement in the CO-CREATE project
Panel: *What is meaningful youth engagement and what can we learn from the CO-CREATE Project*
- Panellist: **Hanna Kristina Jakobsen**, CO-CREATE Youth TaskForce
- Panellist: **Tale Lejon**, CO-CREATE Youth Task Force
- Panellist: **Dejan Bojanic**, Save the Children
- Panellist: **Prof. Knut-Inge Klepp**, Norwegian Institute of Public Health (NIPH)

Part 2: Priority policies for EU Action Plan

- Speaker 3: **Arnfinn Helleve**, Norwegian Institute of Public Health (NIPH) –
Current policy actions and interventions targeting young people
Panel: *Outcomes of the youth alliances, dialogues and taskforce*
- Panellist: **Dr. Evelyne Baillergeau**, University of Amsterdam

Policy Symposium on NCD Prevention:
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Tuesday 14th- Thursday 16th June 2022
Thon Hotel Brussels City Centre

- Panellist: **Samantha Nesrallah**, EAT / CO-CREATE
- Panellist: **Pedro Goncalves**, CO-CREATE Youth Task Force
- Panellist: **Zuzanna Burzynska**, CO-CREATE Youth Declaration Task Force
- Speaker 4: **Prof. Franco Sassi**, Imperial College London –
Priorities for the EU Action Plan on Childhood Obesity: a youth led dialogue
- Speaker 5: **Mojca Gabrijelčič**, Best ReMap –
Priorities for the EU Action Plan on Childhood Obesity: a youth led dialogue
- Closing Remarks: **Prof. Franco Sassi**, Imperial College London

Parallel Session 4

Session Title: From maps to policies: a systems approach to diet, physical activity and obesity

Session Agenda:

Limited success to curb the obesity epidemic and to reduce social inequalities in obesity may partly result from an insufficient honouring of the complexity of these as wicked societal problems. In the CO-CREATE and PEN projects, we have addressed these problems using a systems approach. In this session we will demonstrate how a systems approach can be used from conceptualizing the problem to evaluating policies, by showcasing some of the applications and experiences from our projects. We will furthermore have an interactive session about how to derive at policy recommendations which are not only at the individual level.

Chair: **Prof. Nanna Lien**, University of Oslo, Norway

- Speaker 1: **Prof. Frank van Lenthe**, Erasmus MC Rotterdam –
Understanding the complexity of socioeconomic inequalities in dietary behaviours and physical activity: a systems approach
- Speaker 2: **Anaely Aguiar Rodriguez**, University of Bergen, Norway –
Meaningful participant engagement: using group model building
- Speaker 3: **Mahshid Zolfaghari**, University of Oslo, Norway –
Evaluating policies: Using a systems approach to understand the mechanisms of the EU School Fruit and Vegetable Scheme
- Speaker 4: **Prof. Frank van Lenthe**, Erasmus MC Rotterdam
Deriving recommendations based on systems approaches
- Speaker 5: **Prof. Nanna Lien**, University of Oslo, Norway –
Interactive discussions and concluding remarks

Parallel Session 5

Session Title: The development and implementation of the Physical Activity Environment Policy Index (PA-EPI)

The purpose of this session is to outline the iterative process which was undertaken to develop the PA-EPI monitoring framework and outline the next steps needed to evolve developed 'good practice

Policy Symposium on NCD Prevention:
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Tuesday 14th- Thursday 16th June 2022
Thon Hotel Brussels City Centre

statements' into benchmarks established by governments at the forefront of creating and implementing policies to address inactivity.

Chair: Prof. Catherine Woods, Physical Activity for Health Research Cluster, Health Research Institute, Department of Physical Education and Sport Sciences, Faculty of Education and Health Sciences, University of Limerick, Limerick, Ireland

- Speaker 1: **Dr Peter Gelius**, Friedrich-Alexander University Erlangen-Nürnberg (FAU), Germany –
Health-enhancing physical activity (HEPA) policy audit tool (PAT)
- Speaker 2: **Dr Sven Messing**, Friedrich-Alexander University Erlangen-Nürnberg (FAU), Germany –
Health-enhancing physical activity (HEPA) policy audit tool (PAT)
- Speaker 3: **Joanna Zukowska**, Gdansk University of Technology –
Systematic Literature Reviews
- Speaker 4: **Ms Nicole den Braver**, Amsterdam UMC, Netherlands –
Systematic Literature Reviews
- Speaker 5: **Kevin Volf**, University of Limerick, Ireland –
Systematic Literature Reviews
- Speaker 6: **Dr Liam Kelly**, University of Limerick, Ireland –
Systematic Literature Reviews
- Speaker 7: **Prof. Catherine Woods**, Physical Activity for Health Research Cluster –
PA-EPI Frameworks
- Speaker 8: **Dr Liam Kelly**, University of Limerick, Ireland –
PA-EPI Prioritisation in Ireland
- Speaker 9: **Prof. Catherine Woods**, Physical Activity for Health Research Cluster –
PA-EPI next steps
- Speaker 10: **Dr. Gregor Starc**, Faculty of Sport, University of Ljubljana, Slovenia –
STOP - The Active Lifestyle school intervention: Lessons learned

Parallel Session 6 & 8

Session Title: Expert workshop on harmonised pan-European surveillance for diet and physical activity behaviours

Session Agenda:

Together with the monitoring and surveillance systems, we aim to form the methodological competence platform, to build consensus about the mutual long-term aims for measuring health indicators in Europe, to agree on priorities and the necessary action for the harmonisation process, and on common quality standards to foster methodological advancements.

Chairs: **Dr Antje Hebestreit**, Leibniz Institute for Prevention Research and Epidemiology - BIPS, Germany & **Dr Celine Murrin**, University College Dublin, Ireland

Policy Symposium on NCD Prevention:
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Tuesday 14th- Thursday 16th June 2022
Thon Hotel Brussels City Centre

- Speaker 1: **Dr Antje Hebestreit**, Leibniz Institute for Prevention Research and Epidemiology - BIPS, Germany –
A central role in the harmonisation process: The Methodological Competence Platform
- Speaker 2: **Dr Kremlin Wickramasinghe**, European Office for the Prevention and Control of Noncommunicable Diseases, Nutrition Advisor, WHO EURO –
Forming the Methodological Competence Platform
- Speaker 3: **Dr Celine Murrin**, University College Dublin, Ireland –
SIMPLE: Harmonising indicators for monitoring dietary behaviour in Europe
- Speaker 4: **Dr. Karim Abu-Omar**, Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU), Germany –
SIMPLE: Harmonising indicators for monitoring physical activity in Europe
- Speaker 5: **Michael Serneels**, European Commission, DG EAC, Sport unit –
EACEA project for harmonising physical activity/sport data
- Speaker 6: **Hanna Tolonen**, Finnish Institute for Health and Welfare (THL), Finland –
Socio-economic position variables used in childhood obesity studies – challenges in harmonisation
- Speaker 7: **Prof Wolfgang Ahrens**, Leibniz Institute for Prevention Research and Epidemiology - BIPS, Germany –
Panel discussion on the aims and priorities of the Methodological Competence Platform

Parallel Session 7

Session Title: Fiscal incentives for diet improvement / The sugar tax as example

Session Agenda:

This Parallel Session hosted by STOP will discuss the fiscal incentives for diet improvement. It will be divided into 5 presentations: 1) The design of effective Sugar Sweetened Beverage taxes; 2) Simulation of a sugar tax in the sugar-sweetened beverages market in Italy; 3) Political acceptability and barriers to implementation of Sugar sweetened beverage taxes; 4) Taxes as an incentive for product reformulation and 5) Beyond Sugar Sweetened Beverage taxes: the effects of food taxation.

Chairs: *Prof. Franco Sassi*, Imperial College London & *Dr. Carlijn Kamphuis*, Utrecht University

- Speaker 1: **Maxime Tranchard**, INRAE –
The design of effective Sugar Sweetened Beverage taxes
- Speaker 2: **Daniele Moro**, University of Piacenza –
Simulation of a sugar tax in the sugar-sweetened beverages market in Italy
- Speaker 3: **Sanne Djojoseparto**, Utrecht University –
Stakeholder views on an SSB tax in the Netherlands: perceived barriers and facilitators of SSB tax adoption and perceived effects for lower and higher socioeconomic groups
- Speaker 4: **Dr. Yuexian (Harry) Tang**, Imperial College London –
Taxes as an incentive for product reformulation

Policy Symposium on NCD Prevention:
**Future directions for nutrition and physical activity policies
to prevent NCDs across Europe**

Tuesday 14th- Thursday 16th June 2022
Thon Hotel Brussels City Centre

- Speaker 5: **Dr. Olivier Allais**, INRAE –
Taxes as an incentive for product reformulation
- Speaker 6: **Dr. Carlijn Kamphuis (Utrecht)** and Maxime Tranchard (INRAE) –
Beyond Sugar Sweetened Beverage taxes: the effects of food taxation.

Main Plenary

The purpose of this session is to outline the need for a monitoring framework to assess government policies and actions for creating a healthy PA environment, and official launch PEN's Physical Activity Environment Policy Index (PA-EPI).

Plenary Session Part I

Session Title: Physical activity: Advances in physical activity/ sedentary behaviour policy research

Session Agenda:

Chairs : **Dr Jeroen Lakerveld**, Amsterdam UMC, Netherlands & **Peter Gelius**, Friedrich-Alexander University Erlangen-Nürnberg, Germany

- Speaker 1: Gregor Starc, Faculty of Sport, University of Ljubljana, Slovenia –
STOP - The effects of COVID-19 mitigation measures on childhood obesity and physical fitness
- Speaker 2: Kate Oldridge-Turner, World Cancer Research Fund International –
CO-CREATE - The MOVING policy database: Understanding how physical activity is promoted across Europe
- Speaker 3: Ioana Vlad, World Cancer Research Fund International –
PEN - The Official Launch of the Physical Activity Environment Policy Index (PA-EPI): A monitoring framework to assess government policies and actions for creating a healthy PA environment.

Plenary Session Part II & Panel Discussion

Session Title: Nutrition and physical activity policies - Benchmarking, best practice and potential

Nutrition: Advances in food policy research & panel discussion

Session Agenda:

Chair: **Dr Janas Harrington**, University College Cork (CHDR), Cork, Ireland

- Speaker 1: **Kate Oldridge-Turner**, World Cancer Research Fund International –
The NOURISHING database: exploring diet-related policies implemented across Europe
- Speaker 2: **Dr Stefanie Vandevijvere**, Sciensano, Belgium, Public health nutrition Epidemiology and public health –
Business Impact Assessment on Obesity (BIA-Obesity). Case study from Belgium and France
- Speaker 3: **Samuele Tonello**, PhD EuroHealthNet –

Policy Symposium on NCD Prevention:
**Future directions for nutrition and physical activity policies
to prevent NCDs across Europe**

Tuesday 14th- Thursday 16th June 2022
Thon Hotel Brussels City Centre

Policy challenges and opportunities: ensuring sustainability of Best-ReMaP results by implementing a Food System Sustainability Indicator into the EU policy frameworks

- Speaker 4: **Dr Maartje Poelman**, Wageningen University and Research, Netherlands – *Priority recommendations to create healthy food environments in Europe: Next Steps*
Panel Discussion:

Chair: Caroline Costongs, EuroHealthnet

- Panellist 1: **Artur Furtado**, European Commission, DG Sante, Luxemburg
- Panellist 2: **Dr Francesco Branca**, Director of the Department of Nutrition for Health and Development in the World Health Organization, Geneva
- Panellist 3: **Dr Sirpa Sarlio**, Ministerial Advisor at Ministry OF Social Affairs AND Health Finland, and University of Helsinki
- Panellist 4: **Dr Roxane Berjaoui**, Department of European and International Affairs, Directorate General for Health at the Ministry of Solidarity and Health France

Parallel Session 9

Session Title: Economic analysis of policy measures targeting food environment and childhood obesity

Session Agenda:

Introduction in the economic modelling of obesity policies and link to the evaluation practices and EU Best practice database; Presentation of the approaches in providing evidence for modelling three specific Best-ReMaP policies; Use of economic arguments in advocating for specific economic measures; Comments from STOP.

Chair: Jaana Lindstrom, Finnish Institute for Health and Welfare, Finland

- Speaker 1: **Michele Cecchini**, OECD – *Modelling best practice obesity prevention interventions*
- Speaker 2: **Karine Vin**, Anses, Best-ReMaP WP5 – *Food composition data at branded level: methodology of collection and added value for the assessment of nutrition policies*
- Speaker 3: **Maria Joao Gregorio**, MoH Portugal, Best-ReMaP WP6 – *As above, for WP6 – marketing*
- Speaker 4: **Mojca Gabrijelčič**, NIJZ, Best-ReMaP WP7 – *Economic evaluation of the Best-ReMaP emerging practice in implementation of public procurement of food in public institutions*
- Speaker 5: **Prof Franco Sassi**, Imperial College London – *Results from the STOP policy scenarios: Marketing regulation and fiscal policies*
- Speaker 6: **Alijadallah Belabess**, Imperial College London – *Results from the STOP policy scenarios: Marketing regulation and fiscal policies*

Policy Symposium on NCD Prevention:
**Future directions for nutrition and physical activity policies
to prevent NCDs across Europe**

Tuesday 14th- Thursday 16th June 2022
Thon Hotel Brussels City Centre

Panel: Costs of obesity policies vs savings on human health

Chair: Albert Aszalos, Best-ReMaP

- Panellist 1: **Michele Cecchini**, OECD
- Panellist 2: **Franco Sassi**, Imperial College London
- Panellist 3: **Alijadallah Belabess**, STOP
- Panellist 4: **Mojca Gabrijelčič**, Best-ReMaP WP7
- Panellist 5: **Karin Vin**, Best-ReMaP, WP5
- Panellist 6: **Maria Joao Gregorio**, Best-ReMaP, WP6
- Panellist 7: **Sirpa Sarlio**, Finnish, MoH
- Panellist 8: **Wim Debeuckelaere**, DG Sante

Parallel Session 10

Session Title: Policy implementation: frameworks, processes, and evaluation

Session Agenda:

This session organized by PEN will give insights into the choice of policy implementation frameworks and how policy implementation differs from other implementation processes. PEN included detailed studies on factors influencing successful implementation of NCD prevention policies, and these will be presented, together with recommendations on implementation evaluation.

Chairs: **Prof Hajo Zeeb**, Leibniz Institute for Prevention Research and Epidemiology-BIPS, Bremen, Germany & **Prof. Jürgen M. Steinacker**, University of Ulm, Ulm, Germany

- Speaker 1: **Janine Wendt**, University of Ulm, Ulm, Germany –
Determinants associated with the adoption of physical activity policies in primary schools: a cross-sectional study in south-west Germany
- Speaker 2: **Dr. Sarah Forberger**, Leibniz Institute for Prevention Research and Epidemiology-BIPS, Bremen, Germany –
Comparing Public Policy Implementation and Intervention Implementation
- Speaker 3: **Dr. Annabel Müller-Stierlin**, University of Ulm, Ulm, Germany
Good practice recommendations on policy implementation evaluation for policies targeting diet, physical activity and sedentary behaviour

Parallel Session 11

Session Title: Social marketing and marketing regulation

Session Agenda:

One could envision a Europe where only those foods that contribute to healthy, sustainable diets are being promoted. A Europe where people, and youth especially, are not constantly exposed to the manipulative marketing of foods associated with harm to people's and planetary health. This session

Policy Symposium on NCD Prevention:
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Tuesday 14th- Thursday 16th June 2022
Thon Hotel Brussels City Centre

explores two angles of such a possible vision. How and under which conditions can social marketing be used to promote better diets? And, what marketing regulations are needed to minimise the exposure to unhealthy food marketing, which is so widespread today?

Chairs: *Nikolai Pushkarev*, European Public Health Alliance (EPHA) & *Dr Mojca Gabrijelčič*, Slovenian National Institut of Public Health (NIJZ)

- Speaker 1: **Karen Watson**, Imperial College London –
Social Marketing and Behavior Change: lessons from Drink Up and Whole Grains Campaigns
- Speaker 2: **Dr. Marie Bragg**, New York University –
Examining the innovative advertising techniques used by food companies to target children on social media
- Speaker 3: **Margot Neveux**, World Obesity Federation –
Exploring the equity implications and acceptability of marketing policies
- Speaker 4: **Maria Joao Gregorio**, Portuguese Directorate-General of Health –
Best practices in reducing marketing of unhealthy food products to children and adolescents
- Speaker 5: **Margarida Bica**, Portuguese Directorate-General of Health –
Best practices in reducing marketing of unhealthy food products to children and adolescents
- Speaker 5: **Mimi Tatlow-Golden**, The Open University –
Best practices in reducing marketing of unhealthy food products to children and adolescents
- Speaker 5: **Magdalena Muc**, The Open University –
Best practices in reducing marketing of unhealthy food products to children and adolescents

Parallel Session 12

Session Title: The exposome of childhood obesity: from evidence to public health policy

Session Agenda:

In this session, co-organized by the STOP project and Joint Action BestReMap, the gap between the scientific evidence and the public health policies in nutrition will be discussed. The speakers will describe the potential transfer of the results of the STOP WP3 on the metabolomic signature of the consumption of ultra-processed foods, into EU and national policies.

Chair: *Oliver Robinson*, Imperial College London

- Speaker 1: **Oliver Robinson**, Imperial College London –
The exposome of childhood obesity: the results from STOP project
- Speaker 2: **Michelle Plusquin**, UHasselt –
The epigenetic signatures of rapid weight growth
- Speaker 3: **Dr. Marco Silano**, Istituto superiore Di Sanita, Italian Institute of Health –
How to fill the gap between the evidence about the exposome and epigenetics of childhood obesity and the public health policies

Policy Symposium on NCD Prevention:
**Future directions for nutrition and physical activity policies
to prevent NCDs across Europe**

Tuesday 14th- Thursday 16th June 2022
Thon Hotel Brussels City Centre

Parallel Session 13

Session Title: Quantifying and simulating the impact of policies

Session Agenda:

The session covers different strategies to quantify the impact of nutrition and health policies. Different perspectives will be considered, ranging from the identification of causal effects with experimental and observational data, to the simulation of outcomes considering the complexity of the underlying mechanisms. The aim is to explore potential synergies and complementarities which could bring stronger evidence.

Chairs: *Prof. Franco Sassi*, Imperial College London & *Michael Laxy*, Helmholtz Munich – Institute of Health Economics

- Speaker 1: **Alijadallah Belabess**, Imperial College London – Policy Evaluation Using a Multi-Dimensional Risk Factors and Diseases Framework: a Microsimulation Approach
- Speaker 2: **Prof. Davide Rasella**, Barcelona Institute of Global Health, ISGlobal – *Developing an integrated microsimulation model for the impact of fiscal policies on child health in Europe: the example of childhood obesity in Italy*
- Speaker 3: **Laurent Muller**, INRAE – *Observing Shopping Behaviour: Laboratory Store vs. Field Supermarkets*
- Speaker 4: **Mario Mazzocchi**, University of Bologna – *Perspectives and challenges in the application of quasi-experimental methods and synergies with simulation models*
- Speaker 5: **Eduard Romanenko**, University of Oslo, Public Health in Nutrition Group – *The system dynamics modelling approach to policy evaluation*

Parallel Session 14

Session Title: Public food procurements

Session Agenda:

Chair: **Dr. Mojca Gabrijelčič**, Slovenian National Institut of Public Health (NIJZ)

- Speaker 1: Nikolai Pushkarev, EPHA – Sustainable food procurement - Public food procurement for healthy & sustainable food environments
- Speaker 2: Wim Debeuckelaere, DG SANTE – Sustainable food procurement - Different drivers within inter-sectoral working group on public food procurement at EU level and possible alignment of WP 7's proposals /deliverables with actions within individual DGs (DG Sante)
- Speaker 3: Barbara Lončarek, CCIS –



Policy Symposium on NCD Prevention:
**Future directions for nutrition and physical activity policies
to prevent NCDs across Europe**

Tuesday 14th- Thursday 16th June 2022

Thon Hotel Brussels City Centre

Catalogue of Foods – best practice: Benefits and added value of the Catalogue of Foods;
Collaboration with WP7 partners so far; Different drivers within inter-sectoral working group
on public food procurement at national level

Round Table Discussion:

- Speaker 4: Mojca Gabrijelčič, NIJZ
- Speaker 5: Judith Benedics, BMASGK, Austria
- Speaker 6: Betina Bergmann Madsen, CPH-MUN, Denmark
- Speaker 7: Eleftheria Papachristou, ICH, Greece
- Speaker 8: Katarzyna Brukało, SUM, Poland
- Speaker 9: Ekaterina Chikova-Iscener, NCPH Bulgaria

