



## Green Nudges in Agriculture and Forestry Conference 2025

<b>Date</b>	May 21st, 2025
<b>Location</b>	Room VMA 22, EESC building, rue Van Maerlant 2, 1040 Brussels and Interaction, Brussels, Belgium

### Conference objectives

- **Defining Green Nudges:** Establishing a clear, powerful framework for action.
- **Showcasing Green Nudges in Action:** Inspiring real-world examples driving sustainability.
- **Launching ForestAgriGreenNudge & Prudent project:** Introducing groundbreaking initiatives for change.
- **Targeting Forestry & Agriculture:** Tackling sector-specific challenges with tailored solutions.
- **Driving CAP27 Objectives:** Demonstrating Green Nudges as a catalyst for sustainable policy.
- **Empowering Collaboration:** Building a dynamic network of AKIS actors for lasting impact.

# Agenda

TIME	INTRODUCTION	SPEAKERS
<b>9:00 - 09.15</b>	Welcome  Welcome/Intro	<b>Nikos Georgantzis</b> Prof. Experimental Economics Burgundy School of Business - Dijon, France  <b>Peter Schmidt</b> President of the NAT Section, European Economic and Social Committee
<b>9:15 - 09.40</b>	What are Green Nudges, and how they contribute to Green Deal objectives	<b>Thierry Lambert</b> EESC Rapporteur on 'Applying nudge thinking to EU policies'
<b>9:40 - 10.10</b>	Policy Workshop - Part I Warm Up exercise - Experimental Session	<b>TBA</b>
<b>10:10 - 11.10</b>	Green Nudges in action – examples of how nudges can be applied - examples from recent/ongoing projects on the current use of nudges in EU Projects	<b>Moderator</b> <b>TBA</b>  <b>Sophie Thoyer</b> CEE-M – INRAE, France  <b>Simone Cerroni</b> Associate Professor of Agricultural and Environmental Economics at the University of Trento, Italy
<b>11:10 - 11.30</b>	Panel Discussion	<b>TBA</b>
<b>11:30 - 12.00</b>	Break	
<b>12:00 - 12.15</b>	Introducing ForestAgriGreenNudge to provide overview across WPs	<b>Nikos Georgantzis</b> Prof. Experimental Economics Burgundy School of Business - Dijon, France

# Agenda

TIME	INTRODUCTION	SPEAKERS
<b>12:15 - 12.30</b>	Introducing PRUDENT to provide overview across WPs	<b>Michael-Gerasimos Koutsiaras</b> PEU Project Manager and Researcher at the Agricultural University of Athens, Greece
<b>12:30 - 13.00</b>	<p>Policy Workshop</p> <p><u>Part II - Informative Session</u></p> <p>PRUDENT policy analysis</p> <p>FSDN - benchmarking</p> <p>Unlocking the full potential of behavioural insights for policy REPORT</p>	<p><b>Anastasia Kannavou</b> Senior Policy Advisor, expert in Agricultural &amp; Environmental Policy, Green &amp; Digital, Greece</p> <p><b>Petros Kokkalis</b> Former member of the European Parliament, sh. rapporteur for FSDN</p> <p><b>Natassa Kannavou</b> Senior Policy Advisor   Agricultural, Climate, Environmental Science</p>
<b>12:45 - 13.30</b>	Lunch with exercise	
<b>14:00 - 14.55</b>	<p>Policy Workshop Part III Learn Session</p> <p>Present findings of the experiment of Part I</p> <p>Discussion</p>	<b>TBA</b>
<b>14:55 - 15.20</b>	Farm Union view	<b>TBA</b>
<b>15:20 - 15.45</b>	Advisors view	<b>TBA</b>
<b>15:20 - 15.45</b>	Closing remarks	<b>Nikos Georgantzis</b> Prof. Experimental Economics Burgundy School of Business - Dijon, France



# ForestAgri GREENNUDGE

**In partnership with**



**European Economic  
and Social Committee**



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