



## Green Nudges in Agriculture and Forestry Conference 2025

Date	May 21st, 2025
Location	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>	<b>Welcome</b>	<b>Nikos Georgantzis</b> Prof. Experimental Economics Burgundy School of Business - Dijon, France
<b>9:05 - 09.15</b>	<b>Welcome/Intro</b>	<b>Peter Schmidt</b> President of the NAT Section, European Economic and Social Committee
<b>9:15 - 09.40</b>	<b>What are Green Nudges, and how they contribute to Green Deal objectives</b>	<b>Thierry Libaert</b> EESC Rapporteur on 'Applying nudge thinking to EU policies'
<b>9:40 - 10.10</b>	<b>Policy Workshop - Part I</b>  Warm Up exercise - Experimental Session	<b>Simone Cerroni</b> Associate Professor of Agricultural and Environmental Economics at the University of Trento, Italy  <b>Anastasia Kannavou</b> Senior Policy Advisor, expert in Agricultural & Environmental Policy, Green & Digital, Greece
<b>10:10 - 11.10</b>	<b>Green Nudges in action</b> Examples of how nudges can be applied - examples from recent/ongoing projects on the current use of nudges in EU Projects  Farmers' Acceptability and Perceived Efficacy of Green Nudges: A Best-Worst Scaling experiment in Europe  Behaviourally informed interventions to maximize environmental delivery under the new CAP green architecture – evidence from a field experiment in four European countries	<b>Moderator: Alun Jones</b> Head of Projects, CIHEAM Zaragoza  <b>Sophie Thoyer</b> CEE-M – INRAE, France  <b>Gregory Valatin</b> Principal Economist at Forestry Economics Research Unit  <b>Prof. Emilio Gil</b> Polytechnic University of Catalonia  <b>Simone Cerroni</b> Associate Professor of Agricultural and Environmental Economics at the University of Trento, Italy
<b>11:10 - 11.30</b>	<b>Panel Discussion</b>	<b>Moderator: Alun Jones</b> Head of Projects, CIHEAM Zaragoza



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TIME	INTRODUCTION	SPEAKERS
<b>11:30 - 12.00</b>	Break	
<b>12:00 - 12.15</b>	Introducing <b>ForestAgriGreenNudge</b> to provide overview across WPs	<b>Nikos Georgantzis</b> Prof. Experimental Economics Burgundy School of Business - Dijon, France
<b>12:15 - 12.30</b>	Introducing <b>PRUDENT</b> 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 - 13.45</b>	<b>Policy Workshop - Part II</b>  PRUDENT policy analysis  FSDN – A benchmarking tool to improve the sustainability of agriculture across the EU  Unlocking the full potential of behavioural insights for policy REPORT	<b>Anastasia Kannavou</b> Senior Policy Advisor, expert in Agricultural & Environmental Policy, Green & Digital, Greece  <b>Petros Kokkalis</b> Former member of the European Parliament, sh. rapporteur for FSDN  <b>Jesus Barreiro-Hurle</b> Senior Scientist at the European Commission Joint Research Centre and partner in PRUDENT consortium
<b>13:00 - 13.45</b>	Lunch with exercise	
<b>13:45 - 14.55</b>	<b>Policy Workshop Part III</b> Learn Session  Presenting the findings of Part I  Discussion	<b>Anastasia Kannavou</b> Senior Policy Advisor, expert in Agricultural & Environmental Policy, Green & Digital, Greece
<b>14:55 - 15.20</b>	<b>Farm Union view</b>	<b>TBA</b>
<b>15:20 - 15.45</b>	<b>Using Green Nudges in EU Advisory Networks</b>	<b>Dr Mark Ramsden</b> Head of Arable Entomology, RSK ADAS Ltd

15:45 - 16.00

Closing remarks

**Nikos Georgantzis**

Prof. Experimental Economics  
Burgundy School of Business -  
Dijon, France



# ForestAgri GREENNUDGE

**In partnership with**



**European Economic  
and Social Committee**



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