

SECOND PAN-EUROPEAN GREEN NUDGES CONFERENCE 2026 – AGENDA

(21 MAY 2026, 9:30 – 16:30 CET)

Conference organised by the ForestAgriGreenNudge Project in partnership
with the PRUDENT project

Date:	21 May 2026 (9:30 – 16:30 CET)
Location:	COPA-COGECA Offices Rue de Trèves 61, 1040, Brussels, Belgium.
Registration:	Register for the in-person session [link]
Online:	Webcast via Teams: [link]

Aim of the Event

The second Pan-European Green Nudges Conference aims to build upon the foundations laid during the first event, expanding its scope by presenting early results from the ForestAgriGreenNudge (FAGN) case studies, and the PRUDENT use cases, and initial policy insights.

This edition will formally launch the ForestAgriGreenNudge Library and outline the projects' next steps. In addition, the conference will deepen cooperation between FAGN and PRUDENT, strengthening mutual impact at the European level, and adding other EU initiatives involved in this area.

In the context of ongoing debate around the reform of the Common Agricultural Policy (CAP), the event will highlight how green nudges can serve as evidence-based behavioural and policy tools to support sustainability transitions in agriculture and forestry. It will stimulate high-level exchange between policymakers, researchers, and associated EU initiatives.

Programme

9:00 – 9:30 Registration

INTRODUCTION: *Welcome and Opening Remarks*

9:30 – 10:15

Green Nudges: General concept and thoughts

Nikolaos Georgantzis, Professor of Experimental Economics, BSB (FAGN Project Coordinator)

Simone Cerroni, Associate Professor at Department of Economics and Management & C3A, University of Trento (PRUDENT)

Arnaud Schwartz, European Economic and Social Committee (EESC)

The EC's vision of environmental and climatic sustainability for European Agriculture and its transition towards more sustainable systems

Gregorio Dávila Díaz, Deputy Head of Unit "Environmental Sustainability", European Commission (DG AGRI)

Moderated by **Anna Kaszkowiak-Nowacka**, Senior Specialist, KPODR (FAGN).

GREEN NUDGES IN ACTION

10:15 – 10:55

Case Study Insights

Mark Ramsden, Principal Consultant, ADAS (FAGN Green Nudges in Action lead).

"Business Models and Social Innovations for Green Nudges in Agriculture and Forestry"

Erwin Wauters, ILVO, Senior Researcher (Social Sciences Unit), PRUDENT

10:55 – 11:35

Nudges that Work and Nudges that Do Not Work – When, why, why not?

Jacopo Bonan, Associate Professor in Economics at the Department of Environmental Science and Policy, University of Milan and Euro-Mediterranean Centre on Climate Change (CMCC), PRUDENT

Achilleas Kontogeorgos, Professor of Quality Management in Agriculture at the International Hellenic University, FAGN

Pieter Raymaekers, Lifelong Learning Coordinator at the KU Leuven Public Governance Institute and senior researcher in the field of Behavioural Public Policy & Administration

Stephan Van den Broucke, Professor of Health Psychology and Prevention, Catholic University of Louvain.

Short statement by each speaker, followed by a discussion of target groups ('nudgees') about the rationale for chosen nudges and lessons learned.

Moderated by **Michael-Gerasimos Koutsiaras**, Project Manager (PRUDENT), Research Associate (AUA).

11:35 – 11:55

Coffee break

OPEN POLICY DISCUSSION

11:55 – 12:15

Open Policy Discussion Introductory Remarks

Kaloyan Mitev, JRC Competence Centre on Behavioural Insights

Cortney Price, Lead for Behavioural Science at FAO

Anastasia Kannavou, Policy WP Leader, Green & Digital, PRUDENT

Alun Jones, Policy WP Leader, CIHEAM Zaragoza, FAGN

Moderated by **Anastasia Kannavou**, Policy Advisor (Green & Digital), Policy WP lead (PRUDENT).

12:15 – 13:25	<p><i>POLICY HACKATHON: Discussion in parallel thematic groups</i></p> <p>Q and A discussion groups moderated by Chairs from FAGN & PRUDENT projects.</p> <p>Group 1 – System-Specific Green Nudges: Policy Impacts & Scaling</p> <p>Chair: Alun Jones (FAGN) Rapporteur: Jesús Barreiro-Hurle (PRUDENT) Participants: Gregorio Dávila Díaz, Deputy Head of Unit "Environmental Sustainability", European Commission (DG AGRI) Ryszard Kaminski, former Ministry of Agriculture, KPODR (Poland) Stavros Zannopoulos, Ministry of Rural Development and Food (Greece), member of the FAGN Network Simon Lox, Project Assistant & PhD Candidate at ILVO Pieter Raymaekers, KU Leuven Public Governance Institute</p> <p>Group 2 – Behavioural Segmentation: Acceptance & Adoption of Green Nudges</p> <p>Chair: Simone Cerroni (PRUDENT) Rapporteur: Raquel Álvarez Urdiola (FAGN) Participants: Stephan Van den Broucke, Professor of Health Psychology and Prevention, Catholic University of Louvain. Bart Piskorski, Farmer at the Organic Centre (Poland), member of the FAGN Network Natalia Gorska, Forester at the State Forests Service, Department of Forest Protection and Natural Resources (Poland), member of the FAGN Network Cortney Price, Lead for Behavioural Science at FAO Tassos Haniotis, Former Director DG AGRI, EC</p> <p>Group 3 – Green Nudges: AKIS & Digital Tools</p> <p>Chair: Mark Ramsden (FAGN) Rapporteur: Jacopo Bonan (PRUDENT) Participants: Meghan Sapp, Advocacy and External Relations Director, EARA Shay Phelan, Tillage Crops and Potato Specialist, Teagasc Isabelle Pinzauti, Senior Advocacy and Outreach Manager, IBMA Greet Ghekiere, Deputy Director at Inagro, EUFRAS Kaat Peeters, Researcher in Innovative Crop Protection, ILVO Théo Paquet, Senior Policy Officer for Agriculture, EEB Aymeric Berling, Policy Officer on Social Sustainability and Pesticides, European Commission (DG AGRI)</p> <p>Group 4 – Governance, Ethics & Co-Creation (Business Models & Social Innovations) of Green Nudges</p> <p>Chair: Erwin Wauters (PRUDENT) Rapporteur: Owen Griffiths (FAGN) Participants: Marialuisa Dal Poz, Research Programme Officer at DG AGRI, European Commission Iván José Barreda-Tarrazona, Deputy Vice-Rector for Planning and Quality at Universitat Jaume I Kaloyan Mitev, JRC Competence Centre on Behavioural Insights</p>
13:25 – 13:35	<p><i>Interactive Session: Gathering Participants Feedback</i></p> <p>Quick survey moderated by Nikolaos Georgantzis, Professor of Experimental Economics, BSB (FAGN)</p>

13:35 – 14:35	Lunch break
PROGRESS SESSION & CLOSING	
14:35 – 15:00	Policy Hackathon Highlights Facilitated by Rapporteurs of the Policy Hackathon.
15:00 – 15:15	Closing remarks and next steps Nikolaos Georgantzis , Professor of Experimental Economics, BSB (FAGN Project Coordinator).
15:15 – 16:30	Farewell discussion All participants are invited to stay and share their thoughts on the conference and green nudges.