



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.

Programe Overview

Welcome & Introduction

Nudges, what are they good for?

SPEAKERS

Nikos Georgantzis

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

Peter Schmidt

President of the NAT Section, European Economic
and Social Committee

Keynote lecture

What are Green Nudges, and how they contribute to Green Deal objectives

SPEAKERS

Thierry Lambert

EESC Rapporteur on 'applying nudge thinking to EU policies'

Policy workshop - Part I

Warm-up exercise

SPEAKERS

Simone Cerroni

Associate Professor of Agricultural and
Environmental Economics at the University of
Trento, Italy

Anastasia Kannavou

Senior Policy Advisor, expert in Agricultural &
Environmental Policy, Green & Digital, Greece

Green Nudges in Action

Examples from forestry and agriculture

SPEAKERS

Moderator Alun Jones

Head of Projects, CIHEAM Zaragoza

Simone Cerroni

Associate Professor of Agricultural and
Environmental Economics at the University of
Trento, Italy

Programe Overview

Green Nudge Projects

ForestAgriGreenNudge

PRUDENT

Nikos Georgantzis

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

Michael G. Koutsiaras

EU Project Manager and Researcher at the
Agricultural University of Athens, Greece

Policy Workshop - Part II

Green Nudge Policy workshop

SPEAKERS

Anastasia Kannavou

Senior Policy Advisor, expert in Agricultural & Environmental Policy, Green & Digital, Greece

Stakeholders' view on Nudges

Advisers' and farmer's view

SPEAKERS

Moderator Dr Mark Ramsden

Head of Arable Entomology, RSK ADAS Ltd

Closing remarks

Nudges, what have we learned and how can they be useful in the future?

SPEAKERS

Prof. Experimental Economics

Burgundy School of Business – Dijon, France



ForestAgri **GREENNUDGE**

In partnership with



**European Economic
and Social Committee**



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