



EU GREEN DEAL
**MAKE IT
REAL**

#EUGREENWEEK
30 MAY - 5 JUNE 2022



Sustainable Food Systems through Value Chain Approaches – Evidence from Science & Practice

2nd of June 2022
Webinar

PARTNER EVENT

Please register [here!](#)

- 10:00 Start & Welcome**
Christine Hamon, DEUTSCHER BAUERNVERBAND (DBV)
- 10:10 Introduction into Contracts2.0**
Edward Ott, LEIBNIZ CENTRE FOR AGRICULTURAL LANDSCAPE RESEARCH (ZALF)
- 10:20 Are product labels a suitable instrument to promote biodiversity and ecosystem services?
– Results of a consumer survey**
Bettina Matzdorf, LEIBNIZ CENTRE FOR AGRICULTURAL LANDSCAPE RESEARCH (ZALF)
- 10:50 Land Stewardship agreements in Spain to promote biodiversity**
Inés Gutiérrez Briceño, UNIVERSITY OF MADRID (UAM)
- 11:00 Valorising sustainability performance in the food sector: examples and a joint initiative**
Patrick Trötschler, LAKE CONSTANCE FOUNDATION (LCF)
- 11:15 Farming for Biodiversity - A marketing programme to promote biodiversity in agricultural production**
Lukas Wortmann, WWF & Malena Jakober, EDEKA (tbc.)
- 11:35 Q & A**
- 11:55 Wrap-up**
- 12:00 End of Event**

