



ROSETTA INTERNATIONAL NETWORKING EVENT

THURSDAY

29.01.2026

AGENDA



09:00 AM - 14:00 PM

09:00 - 09:30

ARRIVAL

09:30 - 10:00

WELCOME AND ROSETTA INTRODUCTION

Project Coordinator
([Q-PLAN INTERNATIONAL](#))

10:00 - 11:00

ROSETTA USE CASES & INTERVENTIONS

An interactive workshop with 7-minute presentations and Q&A

Overview of the ROSETTA use cases & interventions ([COPENHAGEN BUSINESS SCHOOL](#))

From social kitchens to meat storage tips: multi-level interventions to reduce food waste in Greece ([CHALKIADAKIS](#))

Insights from consumers and behavioural drivers for market uptake.

Upcycling imperfect fruits and vegetables into value-added products ([FRESHIS](#))

Lessons from a targeted communication strategy in a Spanish online retail.

“Vegetables of Gold” (Glasraí Ór): New Market Opportunities for Rejected Produce ([TEAGASC](#))

Lessons from upcycling and behavioural interventions in the Irish pilot.

Reducing dairy food waste: insights from NATM’s SoMe campaign and shelf-life pilot ([FOOD & BIO CLUSTER DENMARK](#))

Consumer engagement patterns and near-expiry product responses in Denmark.

Utilising feed-grade bran as an innovative, protein-rich food source for human consumption ([UNIMOS ALLIANCE](#))

Integrated technological, social, and behavioural insights from the Polish pilot.

11:00 - 11:30

NETWORKING COFFEE BREAK (HYBRID)



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INVITED SPEAKERS SESSION

An interactive session with 10-minute presentations

THE DATE LABELLING COALITION: INDUSTRY COLLABORATION TO IMPROVE LABELLING - ZOË VERDAASDONK (FOOD WASTE FREE UNITED)

How partners like UNILEVER, LIDL & DANONE use communication to help consumers make safer choices and waste less food.

11:30 - 12:00

The Role of the Third Sector in Reducing Consumer Food Waste - ZUZANA MADAJOVA (FREEFOOD)

NGO-led consumer engagement and the challenge of achieving lasting change under food marketing standards that generate waste.

Food waste quantification and reduction in Hungary - DR. GYULA KASZA (UNIVERSITY OF VETERINARY MEDICINE IN BUDAPEST)

Current initiatives and success stories.

12:00 - 12:30

INTERACTIVE NETWORKING COFFEE BREAK (HYBRID)

12:30 - 12:40

CLOSING REMARKS

12:40 - 14:00

NETWORKING LUNCH

