

**STOP TARGETING OUR KIDS:
UNITED FOR A BAN ON UNHEALTHY FOOD MARKETING**
CELEBRATING 35 YEARS OF THE SLOVENIAN CONSUMER ASSOCIATION (ZPS)

International Conference – 11 SEPTEMBER 2025 (House of the EU, Dunajska cesta 20, 1000 Ljubljana, Slovenia)

CONFERENCE PROGRAMME:

8:30	PARTICIPANT REGISTRATION AND MORNING COFFEE
9:00	WELCOME ADDRESS <ul style="list-style-type: none">▪ Breda Kutin - President of the Slovene Consumers' Association (ZPS)▪ Nataša Pirc Musar - President of the Republic of Slovenia (video)▪ Agustín Reyna – Director General of the European Consumer Association (BEUC)▪ Ministry of Health of the Republic of Slovenia
9:30	SPEAKER SESSION 1 <ul style="list-style-type: none">▪ Dr. Emma Boyland – Professor and Chair of Food Marketing and Child Health, Liverpool University: Food marketing and children's eating behaviour: translating research into policy and assessing the effectiveness of regulatory measures.▪ Jeff Chester & dr. Kathryn Montgomery - Center for Digital Democracy, Washington DC: Reflections on the evolution of marketing to children by the co-founders of the Center for Media Education, who led the campaign behind the 1998 Children's Online Privacy Protection Act (COPPA), the first U.S. law to protect children's privacy online.▪ Dr. Evgen Benedik - Nutritionist, University Children's Hospital Ljubljana; Lecturer, Biotechnical Faculty: The impact of HFSS foods on children's health and the influence of parents on children's eating habits.
10:40	COFFEE BREAK
11:10	SPEAKER SESSION 2 <ul style="list-style-type: none">▪ Dr. Mojca Gabrijelčič Blenkuš – National Institute of Public Health (NIJZ): Slovenia's role in limiting food advertising to children in the EU; challenges of advertising regulation and opportunities in addressing the root causes of deregulation▪ Dr. Igor Pravst – Institute of Nutrition (NUTRIS): Digital marketing of unhealthy foods to children and the impact of stricter online advertising rules in Slovenia.▪ Anja Bolha – Biotechnical Faculty; Jasmina Bevc Bahar – Slovene Consumers' Association (ZPS): Efforts by the Slovene Consumers' Association to restrict advertising of nutritionally inappropriate foods to children across media (e.g., print, TV, broadcaster commitments).▪ Agustín Reyna (BEUC): Consumer organisations' role in protecting children from unhealthy food marketing.
12:30	LUNCH
13:30	INTERNATIONAL EXPERIENCES IN ADDRESSING HARMFUL FOOD MARKETING:. <ul style="list-style-type: none">▪ Denmark (Maja Effersøe Khan, Danish Consumer Council)▪ Norway (Fanny Helle, Consumer Council of Norway)▪ United Kingdom (Nika Pajda, Bite Back 2030)▪ Non-EU perspective (dr. Kathryn Montgomery, Center for Digital Democracy)
14:30	QUICK COFFEE BREAK
14:45	ROUNDTABLE - Towards Effective Action: <p>A multi-stakeholder exchange exploring solutions for protecting children from harmful food marketing. Moderated by dr. Matjaž Pirc and dr. Eva Marija Čad (ZPS). The panel consists of:</p> <ul style="list-style-type: none">▪ Dr. Emma Boyland - Liverpool University▪ Ministry of Health of the Republic of Slovenia (MZ)▪ Dr. Asta Vrečko - Ministry of Culture of the Republic of Slovenia (MK)▪ Agustín Reyna - European Consumer Organisation (BEUC)▪ Jasmina Bevc Bahar - Slovene Consumers' Association (ZPS)▪ Petra Zupančič - Agency for Communication Networks and Services of the Republic of Slovenia (AKOS)
16:00	END OF CONFERENCE