

**COMMITTED TO THE  
RESPONSIBLE  
DEVELOPMENT OF  
MEAT REPLACEMENT  
PRODUCTS AND  
PRACTICES:  
COMPARING  
MULTIDIMENSIONAL  
BARRIERS AND  
POTENTIALS IN  
EUROPEAN COUNTRIES**

**ComMEATted**

**PROJECT WEBINAR**

**18 DECEMBER 2024**

**9:00-18:00**



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## AGENDA

**9:00-09:45** Controversies and controversial markets: definitions, sociological issues, and European perspectives. Sandrine BARREY (Senior Lecturer, LISST, Univ. Toulouse)

**09:45-10:30** The ‘fed-er’ concept: rethinking the ‘eater’ as shaped and constrained by the food system”. Sophia EFSTATHIOU (Senior Researcher, NTNU, Trondheim)

**10:30-10:45** Coffee break

**10:45-11:30** The concept of “living being” linked to Animals, meat and its representations. Stéphanie MORANDEAU (CNRS Engineer, DCS, Univ. Nantes)

**11:30-12:15** Green Gap concept and the SHIFT model applied to insect consumption by adolescents. Céline GALLEN (Senior Lecturer, Univ. Nantes)

**12:15-13:30** Lunch break

**13:30-14:15** Social practice theory: towards an understanding of dietary transitions in the context of meat alternatives. John DEELY (Research Officer, Teagasc)

**14:15-15:00** Applying Brunswik’s lens model to consumer judgments of meat replacement products: Perception, cues, and decision-making. Ines RÖHRLE (Researcher assistant, Univ. Vienna)

**15:00-15:15** Coffee break

**15:15-16:00** The Causal Network Model: A methodological exploration of economic, social, ethical, and environmental drivers in the adoption of meat replacers in Romania. Ruxandra Malina PETRESCU-MAG (Associate Professor, PhD, Univ. Babeş-Bolyai)

**16:00-17:30** Discussion with the Advisory Board members.