

WP4 WORKSHOP

12th June 2026
10:00 AM - 16:00 PM

INTRODUCTION **10:00 - 10:15**

DRIVERS AND BARRIERS OF ACCEPTANCE OF MEAT ALTERNATIVES **10:15 - 11:30**

Emilia Monkiewicz: *Price overestimation of plant-based meat alternatives* 10:15-10:50

Finn Wollseiffen: *A cross-country study on moral values associated with novel protein products* 10:50-11:30

COFFEE BREAK **11:30 - 11:45**

CONSUMER PRACTICE PERSPECTIVES: QUALITATIVE INTERVIEWS **11:45 - 13:00**

John Deely: *Recomposing the dinner plate: plant-proteins and the trajectory of dinnering practices.* 11:45-12:20

John Deely: *Irish consumer perspective on cultured meats.* 12:20-13:00

LUNCH BREAK **13:00 - 14:00**

PRODUCT PACKAGING AND COMMUNICATION **14:00 - 15:15**

Céline Gallen: *How can communication content be adapted depending on consumers' diet to encourage consumption of insect-based foods?* 14:00-14:30

Julia Kunkel: *How design approaches can enhance the acceptability of alternative proteins* 14:30-15:15

TAKEAWAYS FOR WP4: CONCLUSION **15:15 - 15:30**

SHORT TRANSITION BREAK **15:15 - 16:00**

MANAGEMENT / SUPERVISORY BOARD MEETING **FROM 15:45**

ZOOM-LINK:

<https://univiennea.zoom.us/j/69691396122?pwd=tsRKjCQl1n1jmDaK5BMHthibi7fjTF.1>

Link for Supervisory Board Meeting: see email