

## Nordic Climate Change Forum for Fisheries and Aquaculture

### III NMTT-ICES Workshop

#### "Consumers and Climate Change"

January 16, 2025, Hotel Marine Plaza, Helsingborg, Sweden

### AGENDA

#### 9:00 to 11:00 Session 1

##### Setting the Scene. Moderated by Carl-Christian Schmidt

*This opening session will provide an update on the latest climate change science as it relates to the fisheries sector and a brief review of mitigation and adaptation policies. What are the implications for the fishing and aquaculture industries? The session will also look at the megatrends of food consumption and provide insights on the role of marketing law.*

**9:00-9:10** Opening, introductions and background by NMTT and ICES (David Reid, Chair ICES Science Committee).

**9:10-9:35** Latest news on our understanding of how climate change affects fisheries and aquaculture and possible mitigation and adaptation policies. David Reid, Chair ICES Science Committee.

**9:35 – 9:50** Climate impact of our diet and the role of seafood. Professor Elinor Hallström, National Food Institute, DTU, Denmark.

**9:50-10:10** Megatrends in food consumption; perspectives from the FAO-OECD Agricultural Outlook, director Audun Lem, United Nation's Food and Agriculture Organization.

**10:10 – 11: 00** Marketing sustainability, environmental and climate aspect – legal framework and enforcement practices. Christian Poll and Anna Olesen, Danish Consumer Ombudsman Institution, Denmark

#### 11:00 Summing up

#### 11:00-11:30 Coffee break

#### 11:30 -14:25 Session 2

##### Life Cycle Assessment and carbon labelling in the Nordics. Moderated by Sara Hornborg, RISE, Sweden

*The purpose of this session is to better understand the nature of life cycle assessment for seafood products and addressing the limitations and challenges in establishing an international comparative methodology. The session will also provide an overview of national relevant food labelling initiatives. Further, the role of the EU in ensuring a level playing field across the EU market for fish and fish products will be addressed.*

**11:30-12:00** Setting the scene: on harmonizing of LCAs, recent advances and further research needs for LCAs of seafood. Sara Hornborg, senior researcher, RISE Research Institutes of Sweden, Sweden.

**12:00-12:20** Current status on Product Environmental Footprint (PEFCR) for seafood products. Henrik Stenwig, Sjømat Norge, Norway.

**12:25-12:45** Practical lessons from the use of LCA in the seafood industry: How do we get it done and get value from the exercise? other industries/How to deal with a challenging aquaculture and fisheries supply chain Erik Hognes, INAQ, Norway.

#### **LUNCH BREAK 12:45-13:45**

**13:45 – 14: 15** Norway's NewTools project (project by Folkehelseinstituttet, Norway), Developing scores for the environmental and social sustainability of foods, Rannvá Danielsen, senior researcher Norwegian Institute of Sustainability Research, Norway.

**14:15 – 14:35** Iceland Country Case: Carbon Footprint of Icelandic Food; Birgir Örn Smáráson Research Group Leader, MATIS, Iceland

#### **Summing-up**

#### **14:45 – 16:45 Session 3**

**Understanding consumer awareness and changing buying habits. Moderated by Audun Lem, FAO**

*This session will focus on measures and initiatives taken by public authorities and private fisheries operators in underpinning consumers buying decisions for food, with a focus on fish and fish products. The session will also provide insights on consumer perceptions on climate change.*

**14:45- 15:15** Sweden's Mistra Sustainable Consumption project and how taxes can be used to change consumer behaviour. Jörgen Larsson, Associate Professor, Chalmers University

**15:15- 15:35** A fish processors view on labelling for sustainability, food intake and CO2. Jennie Montell, Espersen A/S

**15:35 – 15:55** Do consumers care about labelling for climate change? Anna Kristina Edenbrandt, Department of Economics, Swedish University of Agricultural Sciences, Sweden

**15:55 – 16:15** A fisher organisation perspective on CO2 taxes and carbon labelling. Ole Lundberg Larsen, Danish Fishermen's Organisation, Denmark

**16:15 – 16:45** Swedish retailer ICA's work on nudging consumers towards more climate friendly food consumption. Anders Axelsson, ICA Sweden

#### **16:45 – 17:00 Summing up and Farewell**