



sme connect
Health & Nutrition

/ How healthy nutrition can help prevent cancer?

/ How to create the right conditions to promote a more active and healthier lifestyle?

/ What the European Union is doing to beat cancer, also in time of crises?

Webinar

09.06 /

2020

09:15 /

10:30

The Role of Nutrition in Cancer Prevention



During the coronavirus pandemic, the fight against cancer and its prevention cannot be neglected. As cancer patients face high mortality from communicable diseases, it is vital to develop evidence-based prevention strategies to reduce cancer risks overall.

Analysis of worldwide research shows that a third of the most common types of cancer can be prevented through diet, weight and physical activity.



Our Initiative on **Healthy Lifestyle at Work & at Home** aims to encourage SMEs support their employees in shifting their behaviours towards a healthier lifestyle which would benefit employees and employers alike. SMEs can contribute in many ways to the workers' motivation to modify their personal health behaviours in a positive way. However **prevention** starts with **information**.

With aim of contributing to the cause, we are organizing a series of events on health prevention. We strongly support the Europe Beating Cancer Plan presented by **European Commissioner Stella Kyriakides** and are willing to bring the debate into the SME ecosystem.



SME Connect **Working Group on 'Health & Nutrition'** was established to bring together SME actors of the food sector, stakeholders and policymakers to raise awareness of the role of healthy nutrition and an active lifestyle in the fight against non-communicable diseases, hunger and malnutrition. Our work is also dedicated to raise awareness of the importance of a more significant investment in innovations in the food sector to ensure a healthier and more productive economic environment. We are convinced of the need to promote sustainable food productions, whilst ensuring our food safety systems work for SMEs.



The Role of Nutrition in Cancer Prevention

09 June 2020 | 09:15 - 10:30 | Programme

Welcome | **H.E. Goran Štefanić**

Ambassador - Deputy Permanent
Representative at Croatian Permanent
Representation to the EU

Speech of Honour | **Stella Kyriakides** tbc

European Commissioner
for Health & Food Safety

Opening | **Christine Schneider MEP**

Member ENVI & AGRI Committees, Shadow
Rapporteur Farm to Fork; Chair Working Group
Health & Nutrition, SME Connect

Keynotes | **Prof. Ian Rowland**

Emeritus Professor of Human Nutrition,
University of Reading

| **Andrea Bertocco**

Director Scientific Affairs EMEA,
Herbalife Nutrition

Moderation | **Dr. Horst Heitz**

Chair Steering Board, SME Connect

| **María Soraya Rodríguez Ramos MEP**

Member ENVI Committee,
Member of the MEPs Against Cancer (MAC)