

Healthy & Sustainable Food Consumers Communication Award Jury Members



ÖRJAN BRINKMAN

President of BEUC and of the Swedish Consumers Association

Graduated from teacher education university in 1978, pre-primary and principal in municipality to 1988, Head of development and later county manager in TBV adult education to 1996, Marketing manager and expert on labor market and education in Foundation of Women's Forum to 2002, Director of Administration in culture and education in municipality of Sodertalje 2000, Principal in primary and secondary education in Vittra to 2006, Secretary General of The Swedish Disability Federation to 2012. Former member of the Monitoring committee and the Working Committee of The European Social Fund I Sweden until 2011, The Swedish Government's Disability Delegation 2011. Today active in a number of confidence assignment related to his current position. Member of the Board of Agriculture's consumer advisory group, Chemicals Agency's advisory council, Thematic Group on Equality in ESF, President in UNICUM - Design for All since 2012, President in Väddö Södertörn - College foundation, Member of the dialogue forum - Dental and Pharmaceutical Benefits Agency, President of The Swedish Consumers Association and Råd & Rön Consumer Magazine, President of BEUC – The European Consumer Organisation.



FRANCA BRAGA

Nutrition and Health Manager of Altroconsumo

Degree in food science at the State University of Milan. After a brief experience in researching, she began working for Altroconsumo in 1989. She has twenty-five years of experience in consumer protection, before organizing comparative tests on food, then coordinating the Altroconsumo's team that deals with issues of nutrition and health. Board member of the association has for many years a role as representative on issues of nutrition and health. Among the most important projects she coordinated, there is the campaign on generics in 2001 for the Ministry of Health, the campaign "A plate of health" in 2005, and "Advertising that fattens" in 2008. She is a member of the council on nutrition security at the Ministry of Health in 2012 and currently is a member of the council on food safety in the same ministry.





GIUSEPPE FATTORI

Responsible of the Program of Communication and Health Promotion

Physician with experience in the management of healthcare services, currently he is working in the health promotion field. His activities-studies are focused on social marketing, health communication and health education. He is responsible of the Program of Communication and Health Promotion at the local Health Unit of Modena, of the Italian research area about "Social Marketing and Health Communication". He is also an adjunct professor at the Bologna University, where he teaches "Social Marketing", member of editorial advisory board of "Journal of Social Marketing" published by Emerald, member of Social Marketing European Panel (Dublin 2011).



EMILIO HAIMANN

President and Creative Director of Hi!

Chairman and copywriter Hi! (which he founded in 2000) a creative and independent communication Group with offices in Milan, Rome, Padova. Before: copywriter in FCB, DDB, JWT and Pirella Goettsche Lowe. Creative Director and partner of Canard. Founder, creative director and partner of BDDP Italy and then President and Creative Director of TBWA / BDDP. Founder of Hyphen, first Italian agency of media creativity. Twice Vice President Italian Art Directors Club. Member of the Experimental Center of Cinematography communication. Juror Italian television in Cannes, Epica, Eurobest, ADCE. All the major Italian and international awards won. Author of many of the most famous Italian claim, for example, "What do you want from life? A Lucano".



KIM HEALY

Deputy Chief Executive of ICRT

Deputy Chief Executive & Senior Research Coordinator of International Consumer Research & Testing (ICRT) and Topic Leader for Food, Health & Environment. She has a degree in History and has worked in consumer comparative testing for over 30 years, joining Which? magazine (UK) as a researcher and writer in 1979. She has also worked as a freelance writer specialising in environmental, energy and sustainability topics. She has been involved with ICRT since it began in 1990 and became Deputy CEO in 1996. ICRT is a global consortium of 35 independent consumer organisations with the principal objectives of facilitating co-operation between its members and promoting research and testing in the field of consumer goods and services. ICRT runs thousands of product tests each year and has the capacity to reach out to an average of 30 to 40 million people, through the publications of member organisations worldwide.





AMANDA LONG
Director General of CI

Director General of Consumers International (CI), the world federation of 252 consumer groups that, working together with its members, serves as the only independent and authoritative global voice for consumers. Amanda joined CI following a highly-successful career working with blue-chip multinational FMCG corporations, small/medium-sized enterprises and the public sector. She is a champion of ethical business practice and pro-consumer issues and has an exemplary track record in business, social enterprise and the public sector. She has pioneered sustainability within businesses and worked with global businesses and NGOs to forge unlikely partnerships to drive powerful change for the pro-consumer agenda. She was shortlisted for the 'Public Service' category at the 2011 First Women Awards, hosted by the CBI and Real Business magazine recognizing trailblazing women and in 2012 was awarded the 'Responsible Business Game Changer' Award by HRH Prince Wales charity, Business in the Community.

