



Wednesday, 10th May 2017 - 6th E3S symposium, Paris

Challenges for Sensory and Consumer Science in a Changing Society



L'Oréal Research & Innovation
9 rue Pierre Dreyfus, Clichy, France

E3S and SFAS are arranging
General Assemblies
and Working Group Workshops
on Tuesday 9th of May

CHALLENGES FOR SENSORY AND CONSUMER SCIENCE IN A CHANGING SOCIETY

Program for the 10th May

10:30	SFAS General Assembly & PhD Award (SFAS members)	
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12:00	Buffet (SFAS members and E3S delegates)	
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13:00	SFAS Workshop (SFAS members) • GT méthodes	E3S General Assembly (E3S delegates)
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Refreshment break		
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15:00	SFAS Working Groups (SFAS WG members) • Réunions opérationnelles des GT SFAS	E3S Working Groups (E3S WG members) • Education WG • Children WG • PDO WG • Non-food WG
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17:00	E3S sum up (All SFAS and E3S members)	
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20:00	Dinner (E3S delegates, SFAS Board & Scientific Committee) <i>Paris</i>	
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Suggested hotel: **Hôtel Ampère**
102 avenue de Villiers, 75017 Paris
Tel: +33 1 44 29 17 17
Fax: +33 1 44 29 16 50
www.hotelampere.com

For negotiated rate, please book before 9th April

Symposium (10th May): 100€

To register please visit:

<http://www.e3sensory.eu/e3s-general-assembly-and-symposium-2017>

9:30	General welcome	Laurence LEBARBANCHON (Global Head of Product Performance Evaluation, L'Oréal R&I)
9:40	Understanding the changing society	Laurent GUILLAUME (General Manager Kantar France) Pascale HEBEL (Head of consumer science Department CREDOC) Gilles TRYSTRAM (Managing Director of AgroParisTech)
10:40	Refreshment break	
11:20	Capture consumers' perception of naturalness and authenticity	Margrethe HERSLETH (Nofima) <i>Perception of authenticity: what characterizes a local taste?</i> Anne SAINT-EVE (AgroParisTech/INRA) <i>Perception of naturalness and healthiness of processed food</i> David LABBE (Nestlé) <i>Impact of packaging sensory cues on perceived food naturalness</i> Francesca VINCENZI, David MORIZET, Victoire DAIROU (L'Oréal R&I) <i>Challenges in putting natural & sustainable beauty solutions on the market</i>
12:30	Today's sensory and consumer research by European students	Selected Flash student presentations (PhD and Master level)
13:30	Lunch Break	Lunch break & Poster session
14:30	Understand and encourage sustainable behaviours	Eric SINGLER (BVA) <i>Nudge marketing to efficiently change behaviours</i> Laure SAULAIS (Institut Paul Bocuse) <i>Using Behavioural Economics to design more sustainable food choice environments</i> Eloïse CASTAGNA (Bonduelle) <i>Sensory & Consumer inputs to ensure sustainable eating behaviours</i>
16:00	How to communicate sensory properties?	Jean-Marc SIEFFERMANN (AgroParisTech) <i>Communicating sensory properties</i> Denis BERTRAND (Université Paris 8) <i>Senses and meaning: Semiotic analysis of sensory properties</i>