



Wednesday, 10<sup>th</sup> May 2017 - 6<sup>th</sup> 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 Monday 9<sup>th</sup> of May

# CHALLENGES FOR SENSORY AND CONSUMER SCIENCE IN A CHANGING SOCIETY

Program for the 10<sup>th</sup> 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) Paris	
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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 9<sup>th</sup> April

Symposium (10<sup>th</sup> May): 100€

To register please visit:

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

9:30	<b>General welcome</b>	Laurence LEBARBANCHON (Global Head of Product Performance Evaluation, L'Oréal R&I)
9:40	<b>Understanding the changing society</b>	Laurent GUILLAUME (General Manager Kantar France) Pascale HEBEL (Head of consumer science Department CREDOC) Gilles TRYSTRAM (Managing Director of AgroParisTech)
10:40	<b>Refreshment break</b>	
11:20	<b>Capture consumers' perception of naturalness and authenticity</b>	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 &amp; sustainable beauty solutions on the market</i>
12:30	<b>Today's sensory and consumer research by European students</b>	Selected Flash student presentations (PhD and Master level)
13:30	<b>Lunch Break</b>	Lunch break & Poster session
14:30	<b>Understand and encourage sustainable behaviours</b>	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 &amp; Consumer inputs to ensure sustainable eating behaviours</i>
16:00	<b>How to communicate sensory properties?</b>	Jean-Marc SIEFFERMANN (AgroParisTech) <i>Communicating sensory properties</i> Denis BERTRAND (Université Paris 8) <i>How do players communicate about sensory? A semiotic analysis of discourse</i>