

Taxation or Transformation? Re-evaluating the Role of Sugar Taxation in Europe's Health Strategy

Date: 23 April 2026, 13:30 – 15:00

Location: European Parliament, SPINELLI 3H1

Hosted by: MEP Kristian Vigenin (S&D, ENVI & SANT)

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High-level event

The European Commission's "Safe Hearts Plan" rightly identifies overweight and obesity as key risk factors for non-communicable diseases such as cardiovascular diseases. Obesity is a multifactorial condition shaped by diet, physical activity, socio-economic status, education, and mental health.

However, as the plan considers fiscal measures to influence consumer behaviour, it is essential to ensure a neutral, evidence-based discussion on the effectiveness of such tools. Sugar is often narrowly targeted, with sugar taxation proposed as a solution despite the absence of real-world evidence demonstrating a reduction in overweight and obesity rates. To date, demonstrable effects have been market distortions and a disproportionate impact on lower-income households, raising concerns about regressive outcomes and added pressure on small businesses.

In this context, reference to national sugar taxes underscore the importance of carefully assessing the role of fiscal instruments within the broader health strategy.

Against this evolving EU policy backdrop, this 90-minute European Parliament event, organised in partnership with SME Connect and moderated by Horst Heitz, Chair of the SME Connect Steering Committee, will bring together policymakers, experts, academics, and other stakeholders to examine the role of sugar taxation in Europe's health strategy and to explore a more holistic "Transformation" model focused on innovation, consumer education and balanced lifestyles.

Agenda

Opening remarks

MEP Kristian Vigenin, ENVI & SANT Committee

Keynote speeches

European Commission

Head of Unit DG TAXUD/DG SANT (TBC)

Prof. dr.ir. Frans Kok

Chair of Scientific Advisory Board Cosun Nutrition Centre, Emeritus professor Human Nutrition and Health, Wageningen University and Research

Panel discussion followed by Q&A

Members of the European Parliament

ENVI/SANT Committee (TBC)

Marie-Christine Ribera

Director General at CEFS (European Association of Sugar Manufacturers)

Pietro Paganini

Co-funder of Competere

Dirk Jacobs (TBC)

Director General at FoodDrinkEurope

Consumer Perspective (TBC)

European Food Information Council (TBC)

Moderated by **Horst Heitz**, Chair of the Steering Committee SME Connect

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