Today our society is faced with complex challenges to deal with: climate change, energy crisis and aging population are just some of the problems. Leading to such profound change requires behavioral experts, figures who can integrate a solid understanding of psychology and decision-making levers with knowledge about health, environment and global economy. The master's degree program “Consumer Behavior: psychology applied to food, health and environment” is pleased to invite you to a short series of seminars designed to explore the role that psychologists of the future may play in meeting the challenges posed by today’s society.

**Guest**  
Francesco POZZI, A Better Place

**Discussant**  
Guendalina GRAFFIGNA  
Paola IANNELLO

**THE SEMINAR WILL BE CONDUCTED IN DUAL MODE**

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**Incontro**

**Tuesday 21 May 2024**
**Room G.011 Borsi**
**5.00pm - 6.00pm**
**Largo A. Gemelli, 1 - Milano**

L’evento si svolge in presenza con la possibilità di collegamento da remoto. Per collegarsi all’evento da remoto e ricevere il link, compilare entro il 20 maggio il seguente [FORM](#).