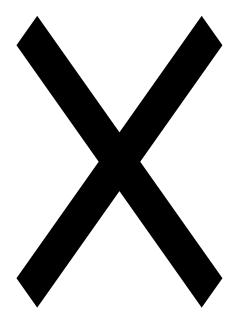


2ND HEC PARIS WORKSHOP ON REGULATION: REGULATING LIFESTYLE IN EUROPE

Posted on 28 Luglio 2012 by Alberto Alemanno

The workshop will take place on September 20-21, 2012 at HEC Paris main campus. The draft program is now available and registration is open



This promising 2-day event discusses the emerging global phenomenon of regulating lifestyle risks, also called risk factors, such as harmful use of alcohol, unhealthy diets, tobacco use, and gambling, by discussing the moral, legal and political challenges facing any attempt made at regulating individual choices.

It targets industry representatives, researchers and academics as well as policymakers and other interested parties, who have to answer to the growing calls for regulatory action on lifestyle risk factors and face the difficulty of formulating socially-acceptable and economically-effective policies.

The event will be discussing the emerging policy and legal initiatives

adopted across jurisdictions by focusing in particular on the role of the EU in developing lifestyle policies and regulations. A special focus will devoted to the ongoing efforts aimed at integrating behavioral research into policy making.

The draft program is available <u>here</u> and you can register <u>here</u>.