

03

NOV

2026

IN-PERSON EVENT

12:30-14:15

📍 Martens Centre HQ, Rue du Commerce 20, 1000 Brussels

Who Foots the Bill?

Health Taxes and the EU's Search for Revenue

ABOUT THE EVENT

Today, a quarter of European children aged seven to nine are overweight or obese. Smoking is a major cause of preventable death in the EU. In order to improve health outcomes and its own budgetary situation, the European Commission's next budget leans on new own resources, including a tobacco levy, and a tax on foods high in fat, sugar, and salt is now openly discussed.

But can a tax designed to discourage consumption also serve as a reliable source of public revenue? And who will ultimately bear the cost: consumers, businesses, or lower-income households? As Brussels looks for new ways to finance its priorities, these questions deserve closer scrutiny.

The Martens Centre and EPICENTER invite you to question whether a new levy would guide Europeans towards healthier choices or fill a budget hole. Drawing on the Nanny State Index and Hungary's own food-tax experiment, we will discuss how prosperity, not punishment, can lead to a healthier Europe.

We ask a harder question than "tax or no tax". How do you improve health outcomes through growth, prosperity and a disciplined EU budget, rather than through a levy on the weekly shop?

In collaboration with EPICENTER



Wilfried
Martens Centre
for European Studies

PROGRAMME

12:30 Registration & Light Lunch

13:00 Opening Remarks

13:05 Panel Discussion

13:50 Q&A

14:15 End of Discussion

SPEAKERS

Opening Remarks:

Tomi Huhtanen

Executive Director, Martens Centre

Discussants:

Theodoros Rousopoulos

MP, President, Parliamentary Assembly of the Council of Europe (2024-2026), Greece

Irena Pereša

Head of Unit BUDG.B.3, Revenue Policy and Management

Christopher Snowdon

Editor of EPICENTER's Nanny Index

Moderator:

Adam Bartha

Director, EPICENTER

Stay tuned via our WhatsApp Channel, scan the QR code



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