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Betina Bergmann Madsen is the team lead for Strategic Procurement and Food and chief procurement officer for the municipality of Copenhagen, Denmark. Madsen works closely with Denmark's Ministry of Food, Agriculture and Fisheries and Ministry of Environment to implement requirements for green tenders (bids) and is the coordinator of a national public food procurement network. The work of the network includes incorporation of the SDGs into the tender documents and follow up documentation and evaluation of results. At the regional European Union (EU) level she participates in several projects (COACH, Food Trails, SF4C, JA-PreventNCD) including building a European network of public food purchasers. In 2021 she was named a UN Food System Champion in the context of the UN Food Systems Summit and helped form a School Meals Coalition that came out of the summit. She works closely with WHO Europe on guidance for public procurement officers as an author of "How together we can make the world's most healthy and sustainable public food procurement" and was a member of an EU Expert Group developing a legislative framework for the EU Farm to Fork Strategy. She is a member of the 2025 EU Stakeholder Expert Group on Public Procurement.