



**74th Advisory Forum meeting
Parma, Italy 27-28.11.2019**

Update on communications and engagement

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Trusted science for safe food

- Media Highlights
- Social Media Highlights
- High Profile Communications
- CEN meeting in Berlin 21-22 October
- Stakeholder Forum 2019
- EU FORA update

MEDIA HIGHLIGHTS

Media Highlights (Sep–Nov 2019)

france•3
PLH Chair on Xylella conference



ORF
TVTHEK
Konsumenten
sehen Risiken
nicht



EL PAÍS
EL PERIÓDICO GLOBAL EN ESPAÑOL
La bacteria que amenaza con
dejar en el paro a 300.000
personas

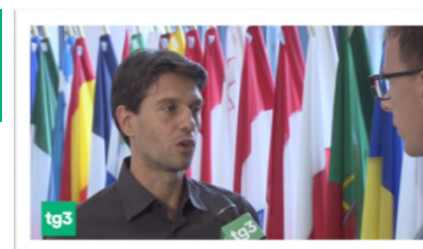
EURACTIV

New scientific research offers hope
for overcoming olive tree killer

>> Italpress
Agenzia di Stampa
Eurobarometro
EFSA sulla
sicurezza
alimentare



tg3



NUTRI expert on Novel Foods

HELSINGIN
SANOMAT



Soumalaiset pelkäävät lihan
antibiootteja



DW
Deutsche Welle

'Olive tree leprosy'
in France has
growers alarmed

POLITICO

Five policy powderkegs from the
EU's food safety chief

EFSA's Bernhard Url talks bees, transparency,
gene-editing and cash.

SOCIAL MEDIA HIGHLIGHTS

Social Media Highlights (Sep-Nov 2019)

World Food Safety Day 16 October



Xylella Conference 28-29 October



ENVI Committee 7 November



Social Media analytics report – top Tweets



EU Agencies at the ENVI
42.198 impressions



Xylella Conference
12.088 impressions




ICYMI report
5.799 impressions




Conference on Bee Health
1.698 impressions

| Sep 22Sep 29Oct 6Oct 13Oct 20Oct 27Nov 3Nov 10Nov 17 | | | | | | |
|--|------------|--------------------|----------|-------------------------|-------------|-----------------|
| Tweets | Top Tweets | Tweets and replies | Promoted | Impressions | Engagements | Engagement rate |
|  EFSA @EFSA_EU · Nov 7 Today in Brussels the heads of @EU_ECHA @EMA_News @ECDC_EU @EFSA_EU and @EUEEnvironment will address MEPs on the Committee on Environment, Public Health and Food Safety to present the responsibilities and activities of their agencies. Follow it live: bit.ly/2WLXj8f pic.twitter.com/BeRBrCzkMw | | | | 42,198 | 203 | 0.5% |
| View Tweet activity | | | | Promote | | |

| TweetsTop TweetsTweets and repliesPromotedImpressionsEngagementsEngagement rate | | | | | | |
|--|--|--|--|-------------------------|-----|------|
|  Plants EFSA @Plants_EFSA · Oct 22 One week to Xylella conference 2019: final programme at bit.ly/2p7XZly , and if you didn't manage to register, consider following via streaming. Mention the event as #xylella19 Thanks to @EFSA_EU @CBNCorse @Anses_fr @Inra_France @ponteprojecteu @xt_actors @Euphresco twitter.com/Plants_EFSA/st... | | | | 12,088 | 121 | 1.0% |
| View Tweet activity | | | | Promote | | |

| TweetsTop TweetsTweets and repliesPromotedImpressionsEngagementsEngagement rate | | | | | | |
|---|--|--|--|-------------------------|----|------|
|  Methods EFSA @Methods_EFSA · Oct 2 ICYMI major report on #ScientificAdvice to policymakers by @EUScienceInnov Group of Chief Scientific Advisers, support for @EFSA_EU methods & approaches on #ExpertKnowledgeElicitation #UncertaintyAnalysis and #Communication, 📢 to contribute @EUScienceInnov @SAPEAnews twitter.com/SAPEAnews/stat... | | | | 5,779 | 17 | 0.3% |
| View Tweet activity | | | | Promote | | |

| TweetsTop TweetsTweets and repliesPromotedImpressionsEngagementsEngagement rate | | | | | | |
|---|--|--|--|-------|----|------|
|  Animals EFSA @Animals_EFSA · Nov 15 Great news! 📢 @EFSA_EU is co-hosting with @Anses_fr a scientific conference on #bee health and the role of #research in supporting #RiskAssessment 🐝🐝🐝 Read more on our website: bit.ly/378Co68 pic.twitter.com/ERvYZyYvhq | | | | 1,698 | 40 | 2.4% |
| View Tweet activity | | | | | | |

HIGH PROFILE COMMUNICATIONS

High profile communications (Sept-Nov 2019)

- **Age to start complementary feeding of infants**



- **Priority plant pests in the EU: 5 things you need to know**

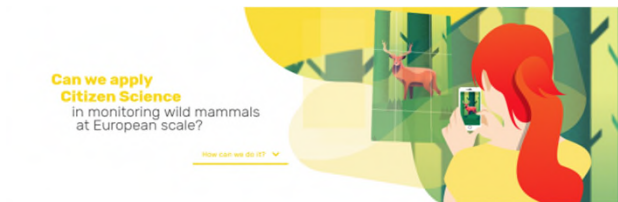


- **Xylella fastidiosa: “Together we can find solutions”**



High profile communications (Sept-Nov 2019)

- **MammalNet is live!**



- **Poultry welfare at slaughter**



- **EU Antibiotic Awareness Day**



- **African swine fever: early detection is key to controlling spread**



COMMUNICATION EXPERTS NETWORK (CEN)

CEN meeting, Berlin 21-22 Oct

- **'Transparency Regulation'** workshop on General Plan for Risk Communication (EC participation)
- CEN 2020 **Work Plan**
- **Key country issues** – recall procedures, fake news, genome editing, animal health, nutrition for the elderly
- **Eurobarometer** follow-up: country-by-country analysis
- **Social media** echo chambers



CEN – Joint Lines To Take on microplastics in food



- Action for CEN from 72nd AF meeting
- Sep – backgrounder circulated to CEN for input
- Oct – CEN meeting in Berlin discussion and request for input in scientific colloquium

Actions: add remaining MS activities

- Nov – EFSA to finalise and share with AF

STAKEHOLDER FORUM

Stakeholder Forum - Background



- annual gathering of ALL registered stakeholder organisations
- platform for networking and building relations
- opportunity to gather stakeholder input to inform improved and future engagement mechanisms

Stakeholder Forum 2019

Objectives

- Involve stakeholders and collect concrete proposals to (re)shape EFSA's stakeholder engagement mechanisms



Format

- Onboarding session for newcomers
- Plenary sessions
- World café conversation sessions



Main outcomes

Take home messages

- engagement should be **balanced and topic-based**;
- Current engagement mechanisms can be further improved;
- EFSA should provide regular feedback and a **science-based justification** for all its actions;
- **clear and concise** communication is needed to be able to track EFSA's scientific outputs;
- invest in **remote access** to EFSA's events to save stakeholders' time and ease their interaction along the risk assessment process.



Stakeholder feedback

- 96% good or excellent
- Appreciated high degree of interactivity
- Main reason for attending: strengthen interactions with EFSA and network with other stakeholders
- Majority felt that their contribution will inform EFSA's future directions
- Requested more clarity on how their input impacts EFSA's work

EU-FORA UPDATE

2019 Candidates

- 117 applications received
 - 11 non-eligible (non-EFTA)
- 21 different EFTA countries
- 32 candidates from Art. 36 organisations
- **75% from Greece, Spain and Italy**

Crucial role of FP as amplifier:

- Broad dissemination of information especially to the career offices in universities (GR)
- Broad dissemination and reminders of deadlines (ESP)
- Contact with applicants and promotion of the applications (IT)

Important role of EFSA's Communication campaign

- Social Media (LinkedIn, Twitter)

New for 2019 Call

- Call to be launched in TALEO
- New article 36 list as of January 2020
- Request EU-FORA alumni to contribute to dissemination
- Request current fellows to contribute to dissemination
- Dedicated info sessions on career opportunities



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