

Management Board
19 June 2019

Social science at EFSA

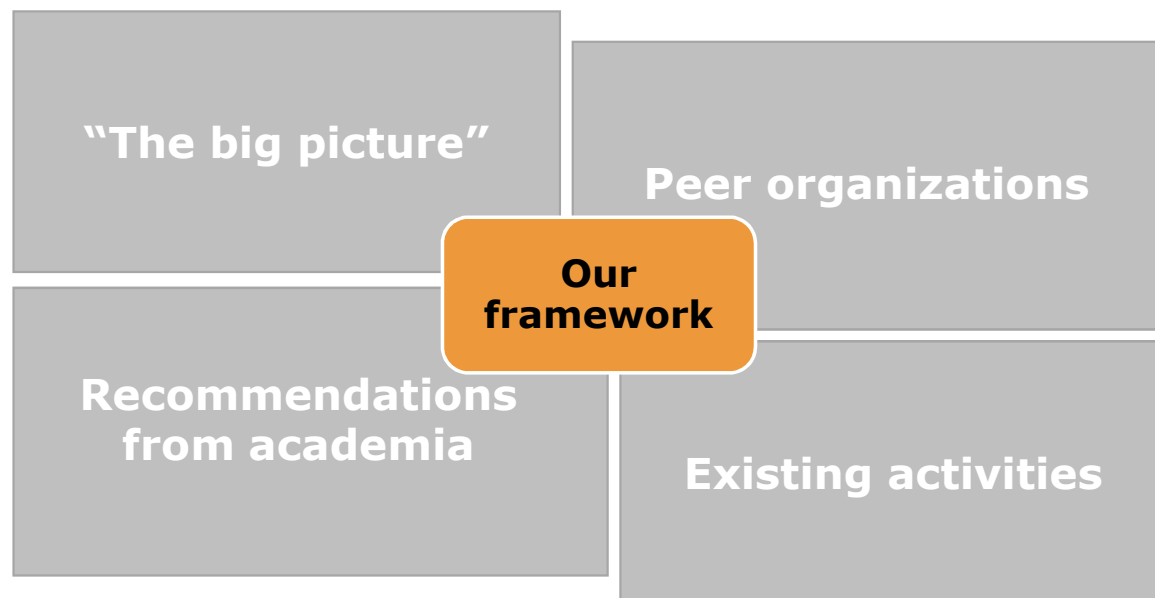
Barbara Gallani

Head of COMCO



Trusted science for safe food

Building the roadmap



Implementation I Phased approach

Build a function that provides **advice** to processes across EFSA based on **evidence from social research** and **promotes cooperation** in the area of social science

Use established social science function to help EFSA **deliver on the objectives of the 2021-2027 Strategy**

Today

2021



The mission

Understanding society helps EFSA achieve its Strategic Objectives

The two pillars

Research

Advice

The foundation

Social science expertise



Pillar 1 | Social research (with examples)

Objective 1.A

Set up a functioning system for monitoring risk perceptions in the area of food safety

Revised GFL

EU insight study on **awareness, understanding and perceptions on chemical mixtures**

Eurobarometer 2019

"Food Safety in the EU"

Objective 1.B

Strengthen EFSA's reputation management process through understanding of institutional partners and stakeholders

Reputation Barometer study and European Parliament **discourse analysis**



Pillar 2 | Social science advice (with examples)

Objective 2.A

Better understanding and enhanced engagement with society

Objective 2.B

Use social science to contextualize communication about risk assessment

Objective 2.C

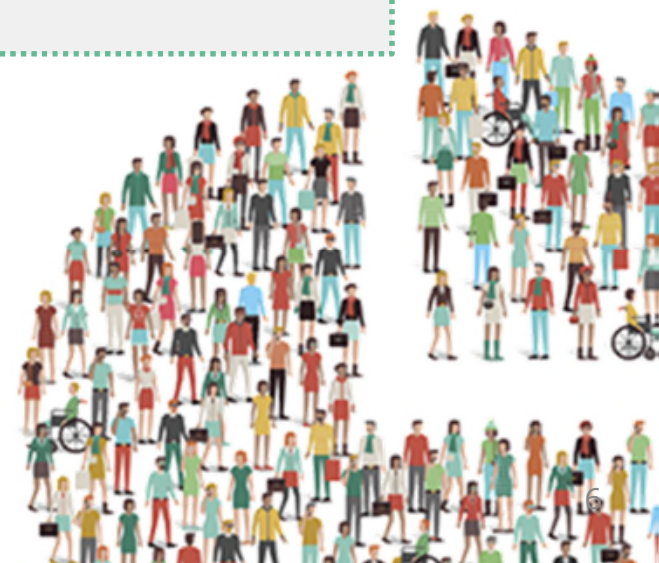
Provide social science perspectives in corporate processes

MB rec's

Incoming mandates
“**checklist**” for informed risk communication and engagement

Societal perspective in the development of a **holistic** RA of multiple stressors in **honey bees**

Societal perspective in the **Strategic Environmental Scanning** exercise



Social science I **Expertise**

Objective 3.A

Maintain relations between EFSA and social scientists specialising in areas related to the Authority's work and develop collaboration opportunities



Next steps

- **Research:** Study on beekeepers/farmers in support of MUST-B work; preliminary literature review in support of Risk Communication guidance
- **Advice:** 1ST meeting of the Social Research and Advice Working Group (Q3 2019)
- **Expertise:** Social science workshop with the Communications Experts Network (CEN)
- **Implementation planning:** Using the roadmap to meet requirements of the GFL amendments

Eurobarometer | Key features of the report

Why?

To understand
views and
perceptions of
EU citizens

Trust in sources of
information

Food safety as a
concern

Food-related **choices**

Perceived food-related
risks

Risk comms and
behaviour change

EU food safety **system**

Sources of
information

How?

28 Member
States

27,655
interviews

Myth #1 | Food safety as a concern

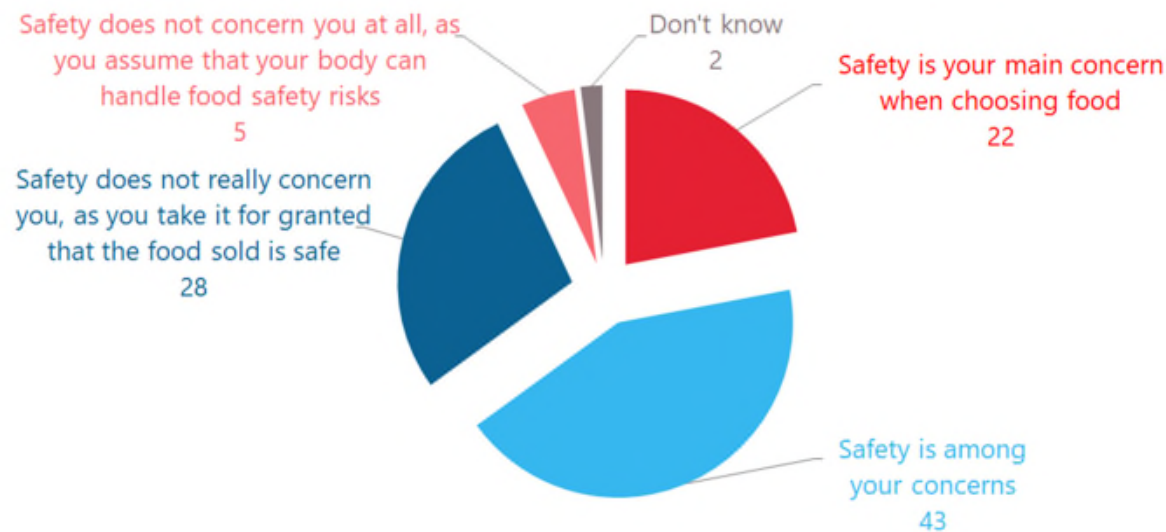
In EU we
largely assume
that **food is
safe**



Fact #1 | Food safety as a concern

For 4 out of 5 EU citizens, safety is **not the top concern** when it comes to food

QD2 Focusing now on food safety (e.g., if eating certain foods poses a risk), please tell me which of the following is closest to your opinion.
(% - EU)



Myth #2 | Sources of information

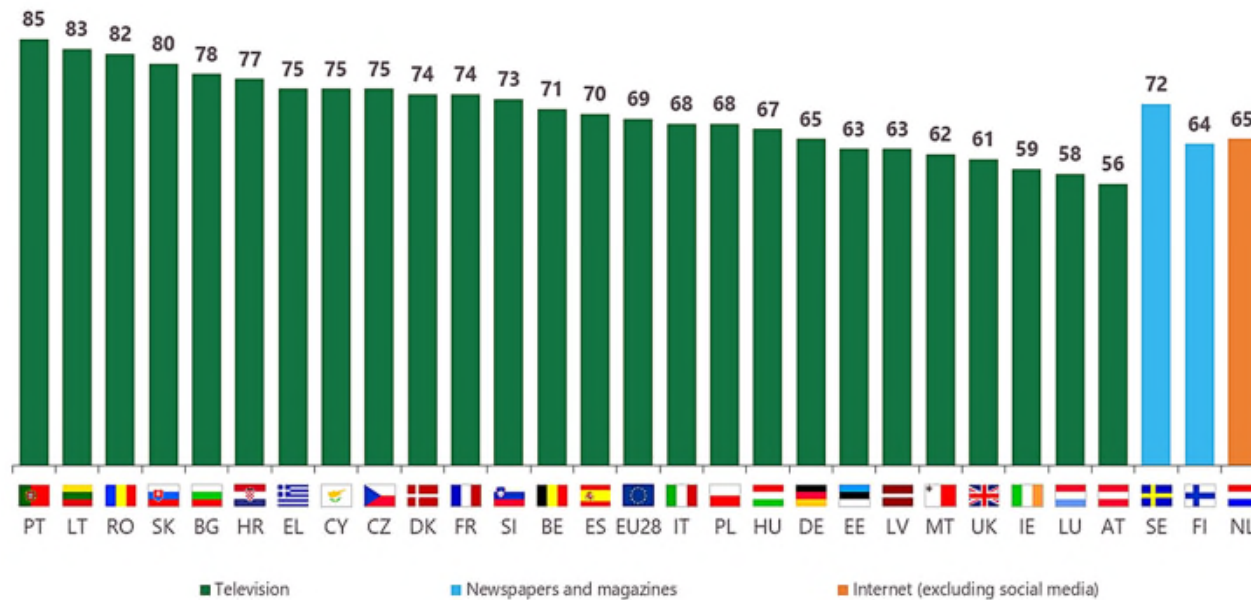
Nowadays, **Internet**
and **social media**
have totally
“overpowered” other
information channels



Fact #2 | Sources of information

TV remains the main channel
Social media more popular among **young crowd**,
even if less than TV

QD5T Which of the following are your main sources of information about food risks? Firstly? And then? TOTAL (MAX. 4 ANSWERS)
(% - THE MOST MENTIONED ANSWER BY COUNTRY)



Myth #3 | Trust in sources of information

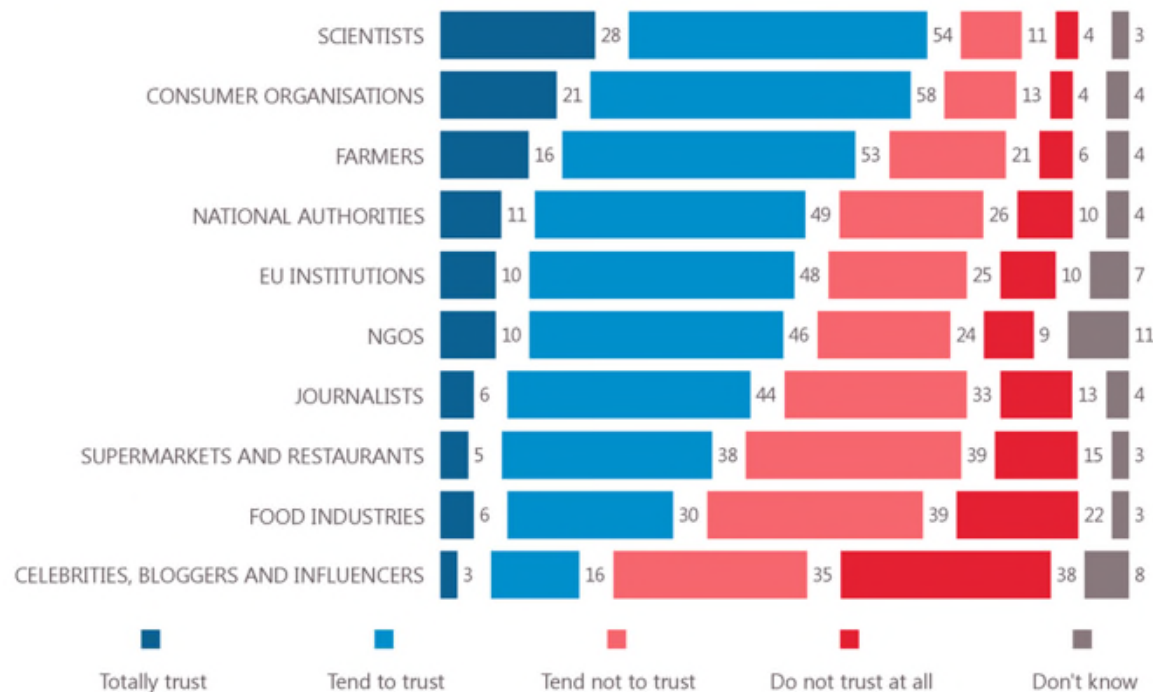
Nowadays,
celebrities are
more trusted than
scientists



Fact #3 | Trust in sources of information

Scientists are the most trusted on information on food risks

QD7 Please tell me to what extent you trust the following sources or not for information on food risks.
(% - EU)



Myth #4 | EU food safety system

Most people don't
know about the
existence and role
of **EFSA**



Fact #4 | EU food safety system

Only **1 in 5 respondents** knows that an institution like EFSA exists

QD8 Please tell me which of the following statements you agree with: (MULTIPLE ANSWERS POSSIBLE)

(% - THE EU HAS A SEPARATE INSTITUTION THAT PROVIDES SCIENTIFIC ADVICE ON THE SAFETY OF FOOD)

