

79th Advisory Forum meeting
Virtual meeting, 03-04 March 2021

Engagement and Communication Update

Barbara Gallani

Head of Communication Engagement and
Cooperation Department

Trusted science for safe food

2021 AND BEYOND

- Draft Communication Experts Network 2021 (CEN)
- Priority Topics and Campaigns
- EC Mandate on Risk Communication

PAST THREE MONTHS

- Recent Media Coverage
- SoMe Efforts and Threads
- Stakeholder Engagement Highlights

Annual Work Plan 2021 - Objectives & Highlights

Objective 1 - Coordinated communication

- Contribute to EFSA projects on implementing the Transparency Regulation
- Collaboration on Campaigns and Priority Topics
- Joint Media Relations activities

Objective 2 - Sharing Best Practice

- Sharing MS Key Country issue
- Update of 'Best Practice for Crisis Communicators' guide
- Hot Topic calls

Objective 3 - Targeted Risk Communication

- Joint social research - project on "*public ambiguity of the differences between hazard and risk*"
- Cooperation on social research for jointly identified topics (dietary sugars, microplastics)

Analytics workshop for CEN members

The plan

Map volunteers
& interests

Draft agenda
mid March

Final Agenda
May

Event
June

Our proposal

- Date: June 2021
- Duration ½ day
- Aim: sharing best practices through concrete examples
- Audience: Communication practitioners (CEN, colleagues in the field of communication, Incl. ENVI agencies)
- Format: interactive online workshop



2021 Priority Topics and Campaigns

Priority Topics 2021

Transparency Regulation	Bee health	Sustainable and healthy food	Chemicals in food	Animal health and welfare
<p>Changes in the regulatory framework with focus on participatory processes, and proactive release of data - full openness of scientific information to the public and responding to citizens' needs</p>	<p>Review of the guidance on risk assessment of pesticides and bees</p> <p>Authorisation of neonicotinoids</p> <p>Systems-based approach to the environmental risk assessment of multiple stressors in honey bees</p>	<p>Edible insects, dietary guidelines (e.g. safety of sugar), new mandate on nutrient profiling, history of recycling processes</p> <p>(link to EFSA contribution to Green Deal/F2F targets)</p>	<p>Coordinated communication with MS on TiO₂, BPA and endocrine disruptors</p> <p>Combined exposure to multiple chemicals (SPIDO)</p> <p>Raising awareness of OSOA (w/ECHA)</p>	<p>ASF follow-up mini campaign</p> <p>Animal welfare advocacy for 2022 ANIT work (link to F2F)</p>
<p>EFSA stakeholders (technical)</p> <p>Concerned citizens (reputational)</p>	<p>MEPs, NGOs and thematic organisations</p>	<p>Informed audiences (including risk managers, nutrition practitioners and media)</p>	<p>Member state authorities (via the CEN, FP and AF)</p>	<p>Farmers and hunters</p> <p>Policy makers</p>

Stop African Swine Fever Campaign: Key Visuals

Prevent, Detect, Report



STOP AFRICAN SWINE FEVER.

Prevent spread.

- Clean your clothes
- Disinfect your equipment
- Keep wild boar away from your pigs
- Ensure that your feed and pigs come from trustworthy sources

Report suspicious cases to your veterinarian.

efsa
European Food Safety Authority

www.efsa.europa.eu/StopASF #StopASF



STOP AFRICAN SWINE FEVER.

Detect the signs.

- Fever
- Loss of appetite
- Lack of energy
- Bleeding
- Vomiting
- Redness of the skin

Report suspicious cases to your veterinarian.

efsa
European Food Safety Authority

www.efsa.europa.eu/StopASF #StopASF



STOP AFRICAN SWINE FEVER.

Prevent spread. Detect the signs.

- Disinfect your equipment before leaving the hunting area
- Avoid visiting pig farms after hunting
- Do not leave waste and wild boar offal in forests and fields
- Keep your distance if you come across a dead boar
- If you see a sick or dead boar, **report it**

Report suspicious cases to local authorities.

efsa
European Food Safety Authority

www.efsa.europa.eu/StopASF #StopASF



STOP AFRICAN SWINE FEVER.

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efsa
European Food Safety Authority

www.efsa.europa.eu/StopASF #StopASF

Make food choices with confidence !

- 1 Increase **awareness** that the EU food safety system is based on science

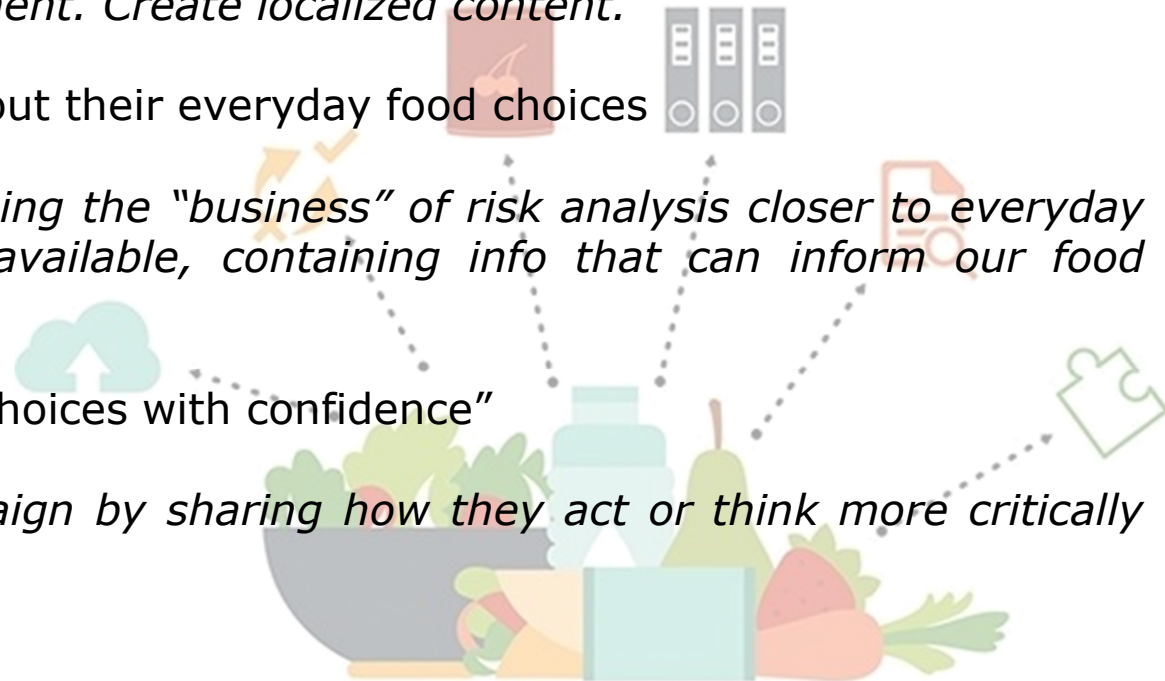
Starting from available social research data, showcase the role of science in protecting human, animal and plant health and the environment. Create localized content.

- 2 Encourage citizens to **think critically** about their everyday food choices

Use examples people can relate to, bringing the "business" of risk analysis closer to everyday life. Showcase some sources that are available, containing info that can inform our food choices.

- 3 Inspire a **call for action** > "make food choices with confidence"

EU citizens to become part of the campaign by sharing how they act or think more critically after consuming campaign content



World Food Safety Day 2021



The banner features logos for the Food and Agriculture Organization of the United Nations, the World Health Organization, and the Sustainable Development Goals. The main text reads 'SAFE FOOD NOW FOR A HEALTHY TOMORROW' and 'Food safety is everyone's business'. A large graphic shows a stylized orange 'C' shape with a green leaf and a blue hand holding it, surrounded by a ring of colorful dots. The hashtag #WorldFoodSafetyDay is at the bottom left.

Food and Agriculture Organization of the United Nations | World Health Organization | SUSTAINABLE DEVELOPMENT GOALS

7 June 2021 World Food Safety Day

**SAFE FOOD NOW FOR
A HEALTHY TOMORROW**

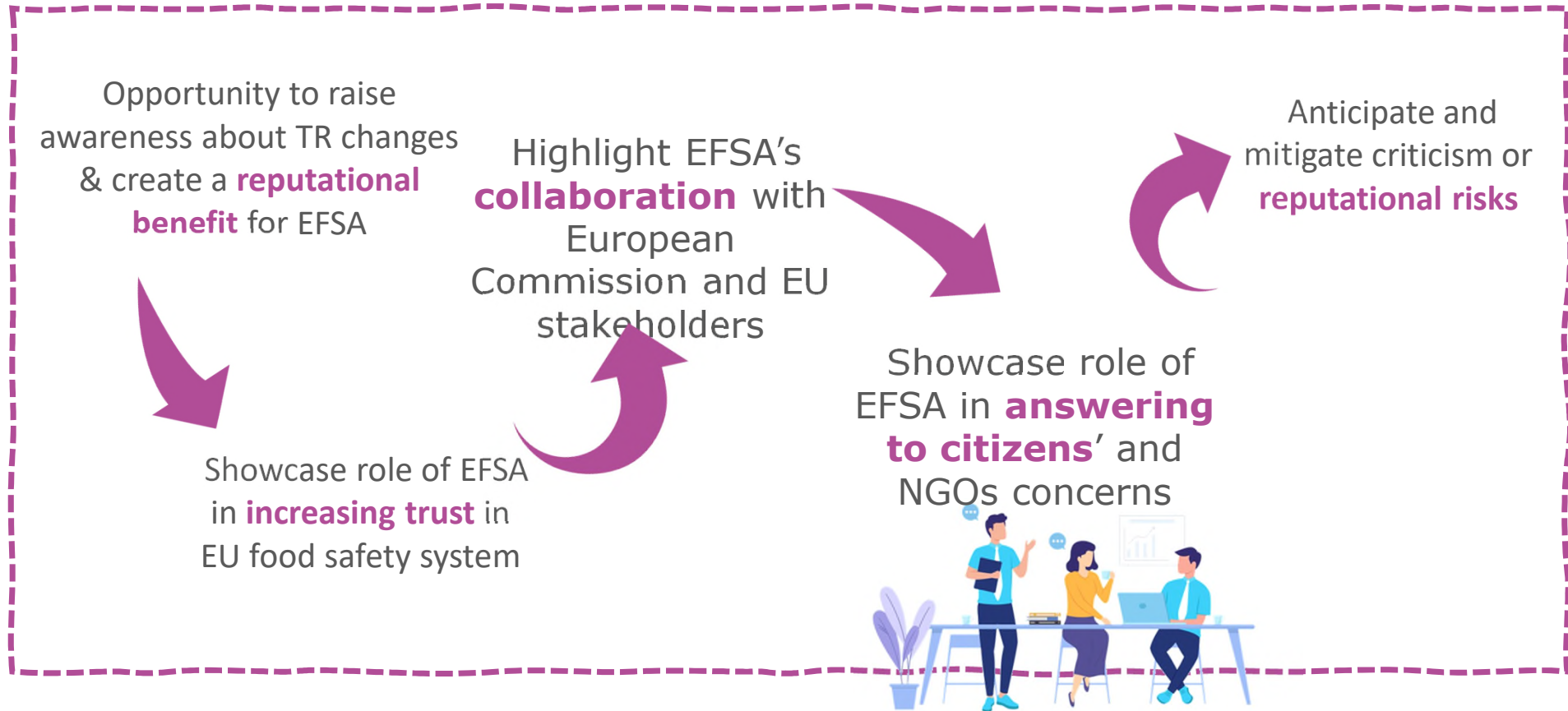
Food safety is everyone's business

#WorldFoodSafetyDay

- EFSA/CEN - coordinate to support the annual event
- Receive and share FAO/WHO communication pack to develop bespoke materials
- Joint cross-promotion of activities and materials from all relevant organisations
- Contribute to discussions of following year's themes & activities via the IRCLG

Update on EC Mandate on Technical Assistance on Risk Communication

TR Ext Comms plan | Opportunity for EFSA



High level

Target audience

Concerned citizens
Academia
Media

1

- Increase awareness and understanding of measures put in place by to **improve transparency**
- Position EFSA as an organisation that cares for and respond to citizens' concerns, ultimately **increasing trust in the EU food safety system**
- Position EFSA as an organisation embracing **technology & innovation** to improve RA and enhance public health



Technical/Operational

Target audience

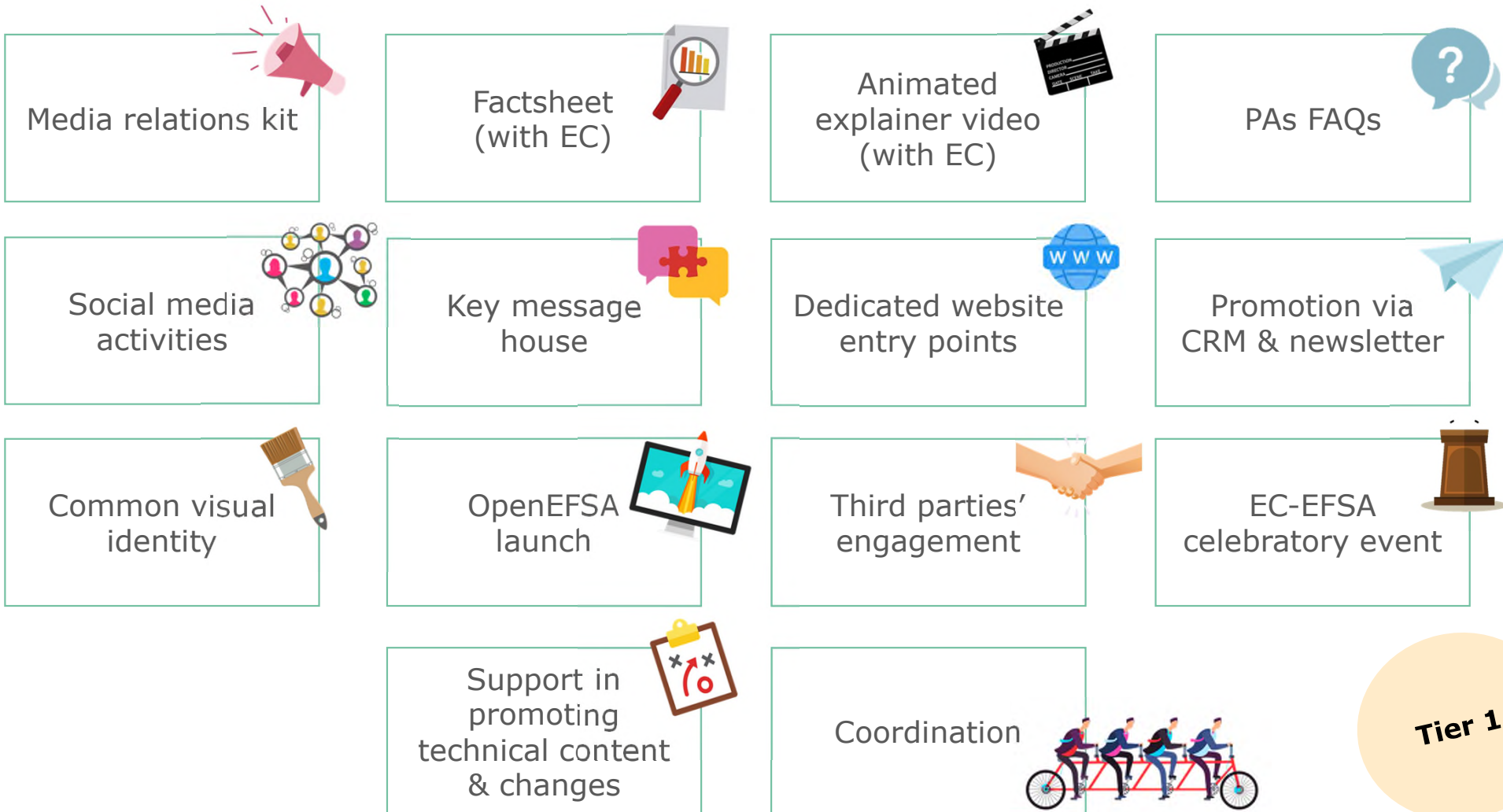
Applicants and BOs
Stakeholders' groups
EFSA's partners

2

- Organise information related to TR in an **accessible and meaningful** way for interested stakeholders
- Provide relevant audience with resources to achieve a **suitable level of awareness and understanding** of TR-derived changes, including related new tools and services



TR Ext Comms plan | Leading up to 27 March



Tier 1

EC mandate: technical assistance on RC

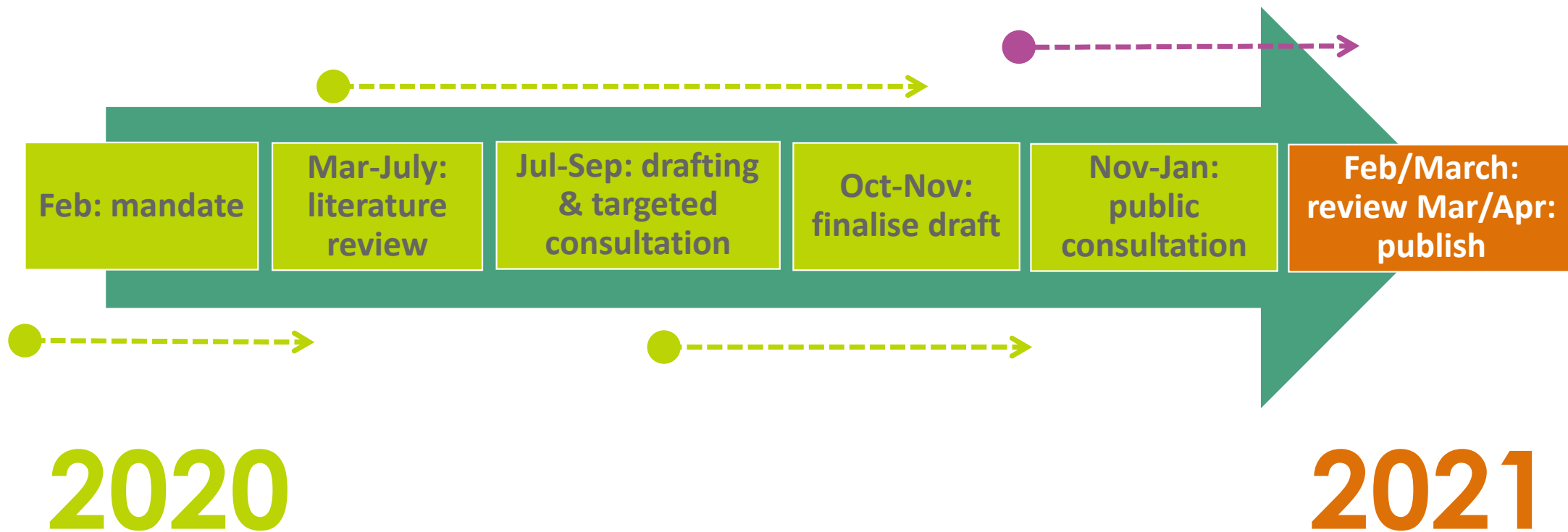
Science of Risk Communication (scientific report)

**Communication
Product Catalogue**

**Dissemination
Guidelines
(best practice)**

**Mapping
Communication
capacities,
processes and
linkages through
fora and networks
(RAs & RMs)**

Scientific report | Timeline 2020-21



Future of Communications at EFSA

Editorial: Risk communication directions

EDITORIAL



APPROVED: **xx** Month 2021
doi:10.2903/j.efsa.2021.eNNNNN

PUBLISHED: **dd** mmm 2021

1 Editorial: future directions for risk communications at EFSA

2 Anthony Smith, Domagoj Vrbos, Jacopo Alabiso, Arthur Healy,
3 James Ramsay, and Barbara Gallani

4 Abstract

5 This editorial proposes directions for the European Food Safety Authority (EFSA) to meet its current and
6 future obligations as a source of public information and communication on food-related risks in the EU.
7 These directions are intended to guide EFSA's communications through changes driven by new legal
8 obligations, a new organisational strategy cycle and social and technological evolution. This editorial
9 summarises the rationales for shifts in some cases already underway towards embedding audience
10 analysis throughout our risk communication practices, rolling out partnership approaches for producing
11 and delivering public information and greater digital prowess and social media integration. It describes
12 the main audience clusters for EU food safety risk communication, related content strategies and the
13 technical and professional skills required to pursue them.

14 Introduction

15 This reflection paper arises from a strengthened science-based approach to communication, which took
16 root at the European Food Safety Authority (EFSA) over 2015-2020. It proposes directions for EFSA to
17 evolve as a trustworthy and inclusive source of public information and communication on food-related
18 risks in the EU. This thinking is needed to guide us through changes driven by new legal obligations, a
19 new organisational strategy cycle and social and technological evolution. Foremost among these, the
20 'Transparency Regulation'¹ introduced fundamental changes to the EU food safety system and to many
21 aspects of EFSA's core operations: governance, scientific cooperation with national competent
22 authorities, the further opening of evidence used in risk assessments and, most importantly in this
23 context, EFSA's role in EU-wide risk communication in a changed communications environment. The
24 Regulation includes provisions for a new framework called the 'General Plan for Risk Communication'
25 intended to strengthen the coherence of communication on food and feed safety issues in the EU
26 through increased cooperation and coordination among European and national risk assessors and risk
27 managers. The European Commission is responsible for implementing this framework and mandated
28 EFSA to provide technical assistance on risk communication² to ensure a scientific basis for its
29 development. A new 'EFSA Strategy 2027', currently under development, marks the close of one

¹ Regulation (EU) 2019/1381 on the transparency and sustainability of the EU risk assessment in the food chain
(OJ L 231, 6.9.2019), which amends, among others, the EU 'Food Law' Regulation (EC) No 178/2002.

² Mandate number M-2020-0059 in the EFSA Register of Questions.

- Reflection paper – an “internal focus” to complement GPRC implementation, EFSA Strategy, social/technological/demographic change
- Audience-driven approach
- Communication technologies & systems
- Content strategies & communication skills

Recent Updates

Media Highlights (December 2020 - January 2021)



GAZZETTA DI PARMA



JutarnjiLIST

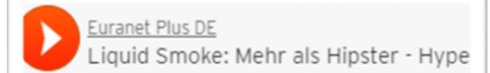
Europska agencija za sigurnost hrane o održavanju kvalitete hrane tijekom božićnih blagdana

olive magazine.gr



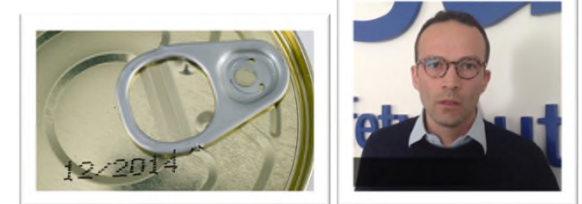
Συμβουλές για ένα ασφαλές γιορτινό τραπέζι από την Ευρωπαϊκή Αρχή για την Ασφάλεια των Τροφίμων (EFSA)

euranet^{plus}



Il Giornale del Cibo

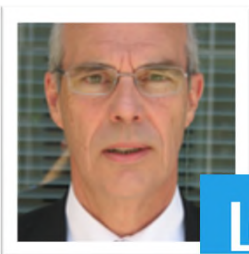
Conoscere, Scoprire, Gustare.



SCADENZA DEI PRODOTTI: LA GUIDA DELL'EFSA PER PRODUTTORI E CONSUMATORI

SAPO

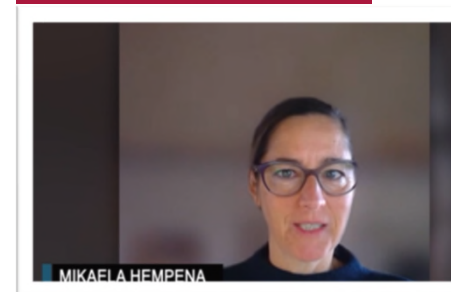
Faça as refeições de Natal em segurança: as recomendações Autoridade Europeia para a Segurança Alimentar



Le Parisien

Mais pourquoi y a-t-il des pesticides dans la raclette ?

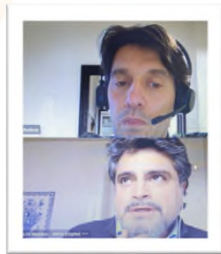
LTV.LV



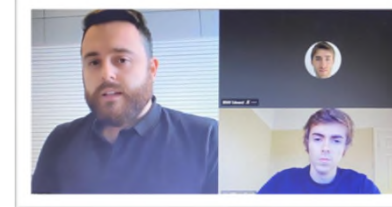
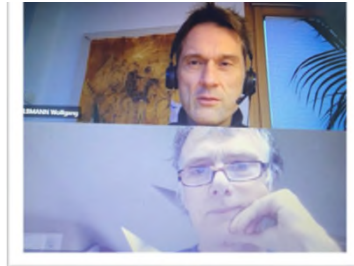
arte



Insect Opinion Coverage



**Grubs up! Mealworms are on the menu
- but are we ready for them?**

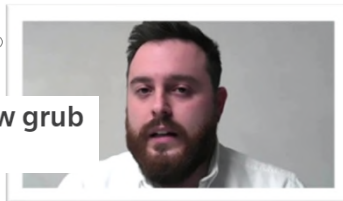


QUOTA
**Black soldier fly consumption
requires food safety research**

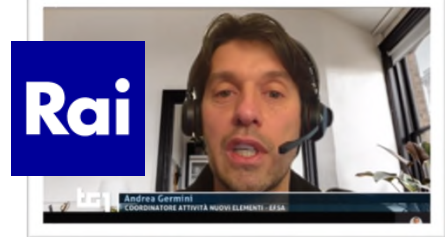
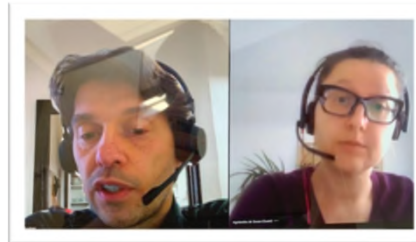
Ok Efsa a tarme della farina
essiccate come alimento



Overcoming the 'yuck factor': Yellow grub
becomes EU's first insect food



Bloomberg



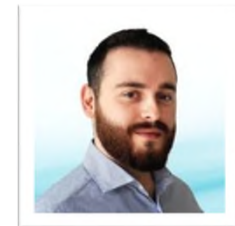
Bugs for dinner: EU agency



From mealworms to 'miracle' berries, EU sees boom in
novel food applications

**Bugs Head for European Menus
After Mealworms Get Green Light**

**GAZZETTA
DI PARMA**

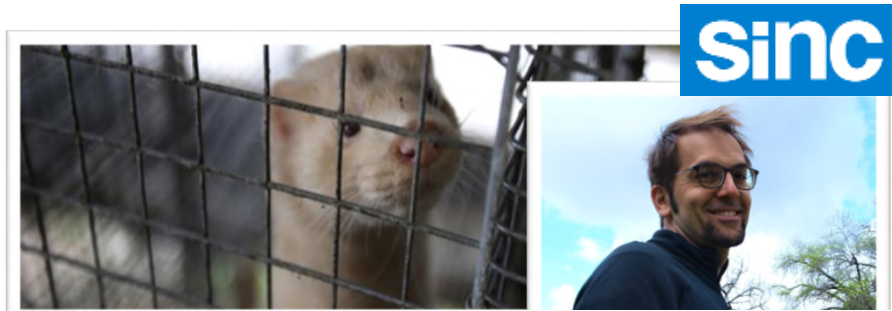


Un derivado de insectos está camino de ser el
primero para consumo en la UE



EFSA's first completed assessment of dried yellow mealworms as novel food triggered great media attention around the globe. The news has been picked up by over **700** newswires, dailies and specialist news outlets. **11** interviews were carried out with EFSA's experts on the topic

COVID-19 in Mink and Bird Flu Coverage



Alessandro Broglia, experto científico en Salud Animal de la EFSA

“Si alguien en el hogar está infectado, las mascotas susceptibles deberían someterse a pruebas”

EFSA and ECDC’s joint report on the prevention and control of the spread of coronavirus among minks

The news has been picked up by over 90 newswires, dailies and specialist news outlets. Two interviews with EFSA’s experts were carried out



EFSA’s assessment, with ECDC, of Avian influenza

The news has been picked up by over 100 newswires, dailies and specialist news outlets

SoMe Campaigns and Threads

Animal Welfare Campaign (Phase III)

Phase III
27/11/2020
– 25/01/2021

EFSA @EFSA_EU

The successful #EndTheCageAge 🇪🇺 Citizens' initiative urged to end use of cages in #AnimalFarming. In this context & as part of #EUFarm2Fork mandates, EFSA will assess welfare issues related to keeping animals in cages, providing scientific advice to EU legislators.#EFSA4Animals



#efs4animals

Tilly Metz MEP and 5 others

9:41 AM · Dec 4, 2020 · Twitter Web App

View Tweet activity

27 Retweets 5 Quote Tweets 60 Likes

EFSA @EFSA_EU

The @Eu_commission asked EFSA for scientific advice reflecting the most up-to-date data on #AnimalWelfare. #EUFarm2Fork strategy is an opportunity to start the transition towards sustainable food systems and animal welfare is essential to a healthy #FoodChain. #EFSA4Animals



#efs4animals

Bas Eickhout and 4 others

9:21 AM · Jan 7, 2021 · Twitter Web App

View Tweet activity


29 Retweets 4 Quote Tweets 71 Likes

Tilly Metz MEP @MetzTilly

Looking forward to work with you on this, where the citizens of the EU expect us to act! 🙌🐾 #EndTheCageAge #EUFarm2Fork @NikolausKriž @BernhardUrl #EFSA4Animals

EFSA @EFSA_EU · Dec 4, 2020

The successful #EndTheCageAge 🇪🇺 Citizens' initiative urged to end use of cages in #AnimalFarming. In this context & as part of #EUFarm2Fork mandates, EFSA will assess welfare issues related to keeping animals in cages, providing scientific advice to EU legislators.#EFSA4Animals



#efs4animals

12:09 PM · Dec 4, 2020 from Luxembourg · Twitter for iPhone

Andrea Gavinelli @andregavinelli · Jan 7

Replying to @EFSA_EU @EU_Commission and 5 others

These are decisive moments to steer EU farming towards innovation and new technologies and animal welfare is key to this process promoting alternative systems reflecting animal behaviour

8

Retweeted by

Dr Elena Nalon @ElenaEG4A Follows you

Senior Veterinary Adviser for Farmed Animals @Act4AnimalsEU. Animal advocate. Proud member @caring_vets. Guerrilla gardener & keen nature lover. Views=my own.

Francisco Guerreiro @FGuerreiroMEP Follows you

MEP @greensEFA. Vegan. Feminist. Animal Welfare/activist

Inter-Agency Cooperation

EFSA @EFSA_EU · Jan 26
👤 (1/5) Today our Claudia Roncacio Pena together with Elina Karhu from @EU_ECHA presented at @EUEnvironment EtoNet meeting. How can the EU foster a sustainable and safe use of #chemicals? Stay tuned!



EU Environment and 5 others

💬 2 🔄 7 ❤️ 7 📤

EFSA @EFSA_EU

Replying to @EFSA_EU

👤 (2/5) An integrated and holistic scientific assessment is key for the identification and assessment of potentially harmful #chemicals. That's why, together with @EU_ECHA, we strongly support the #1substance1assessment approach. What are the benefits?
[#EUChemicalsStrategy](#)

2:58 PM · Jan 26, 2021 · Twitter Web App

1 Retweet 3 Likes

European Chemicals Agency - ECHA @EU_ECHA · Jan 26
Replying to @EFSA_EU
👤 (3/5) With #1substance1assessment, @EU_ECHA and @EFSA_EU intend to speed up identification of harmful #chemicals – hazard, #RiskAssessment of the uses and, as important, the cumulative risks from all uses of the same chemical. How can this be achieved?

fcd.ly/osoat

💬 1 🔄 2 ❤️ 3 📤

EFSA @EFSA_EU · Jan 26
👤 (4/5) In one word: cooperation! The #1substance1assessment approach will ensure better coordinated output from independent #EUAgencies. This means...

bit.ly/39k9AsE

💬 1 🔄 2 ❤️ 2 📤

European Chemicals Agency - ECHA @EU_ECHA · Jan 26
👤 (5/5)

- 👉 central coordination,
- 👉 better distribution of tasks
- 👉 data sharing in the same structured format for all EU authorities.

[#1substance1assessment](#)

💬 🔄 3 ❤️ 6 📤

#OneEU2022

 Pinned Tweet



EFSA  @EFSA_EU · Feb 2

The first #OneEU2022 Scientific Conference co-designed with @ECDC_EU, @EU_ECHA, @EUEnvironment, @EMA_News, @EU_ScienceHub will happen on 21-24 June 2022. Save the date and connect with us to shape a more sustainable future for ! Stay tuned for more info  bit.ly/3cz1aQ6



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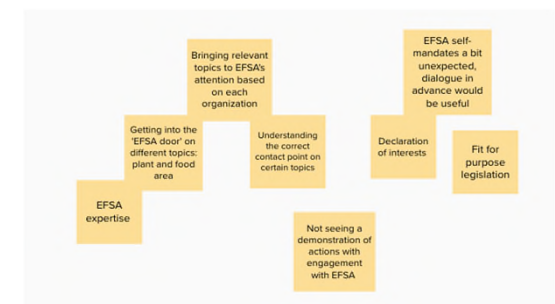
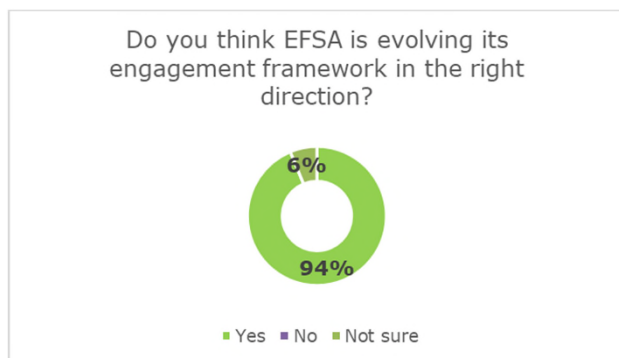
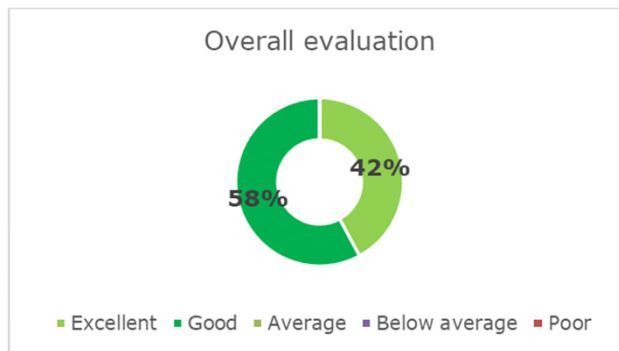
Stakeholder Engagement Highlights

- **Digital events series** on evolution of stakeholder engagement; **Workshop on Preparedness in Risk Assessment and Innovation**, 26 January
- **Webinar: Use of the XETA in the assessment strategy of the ECHA/EFSA guidance on endocrine disruptors**, 1 February
- **Webinar: Introduction on notification of studies and pre-submission advice**, 16 February

Workshop on Preparedness in Risk Assessment and Innovation, 26 January – Main Outcomes

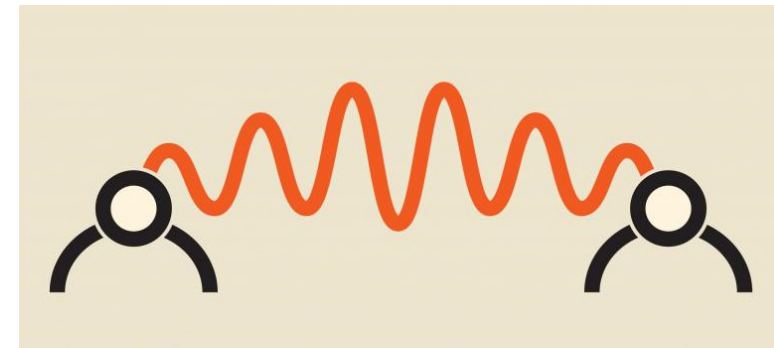
- 50 stakeholder organisations attended
- High participant satisfaction rate

- Constructive input on engagement for preparedness and innovation in Risk Assessment



Stakeholder events – What comes next?

- **8th Stakeholder Bureau meeting, 16 March**
- **Roundtable with NGO Associations, 13 April**
- **Digital events series** on evolution of stakeholder engagement; **Workshop on Digital Collaboration Platform, 27 April**
- **3rd European Conference on Xylella fastidiosa and XF-ACTORS final meeting, 29-30 April**
- **Scientific Colloquium 25 “A coordinated approach to assess the human health risks of micro- and nanoplastics in food,” 6-7 May**
- **GMO Workshop on allergenicity assessment, 15-16 June**

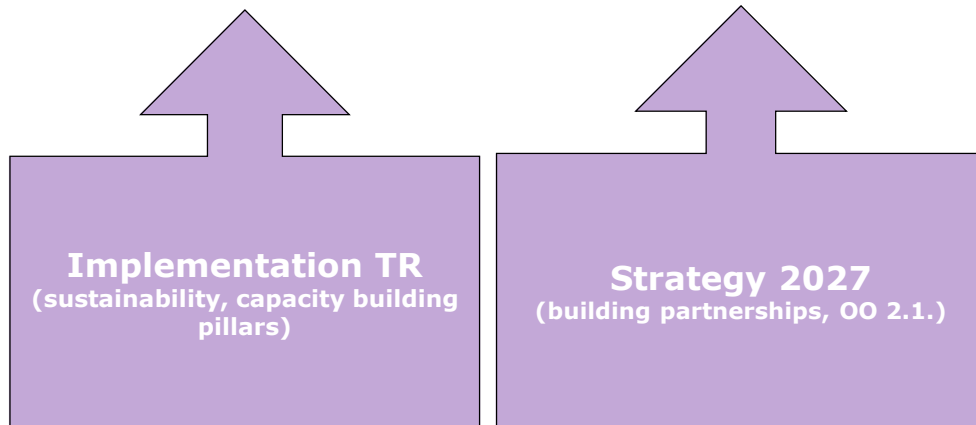


2020: EVALUATION OF THE EU-FORA PROGRAMME

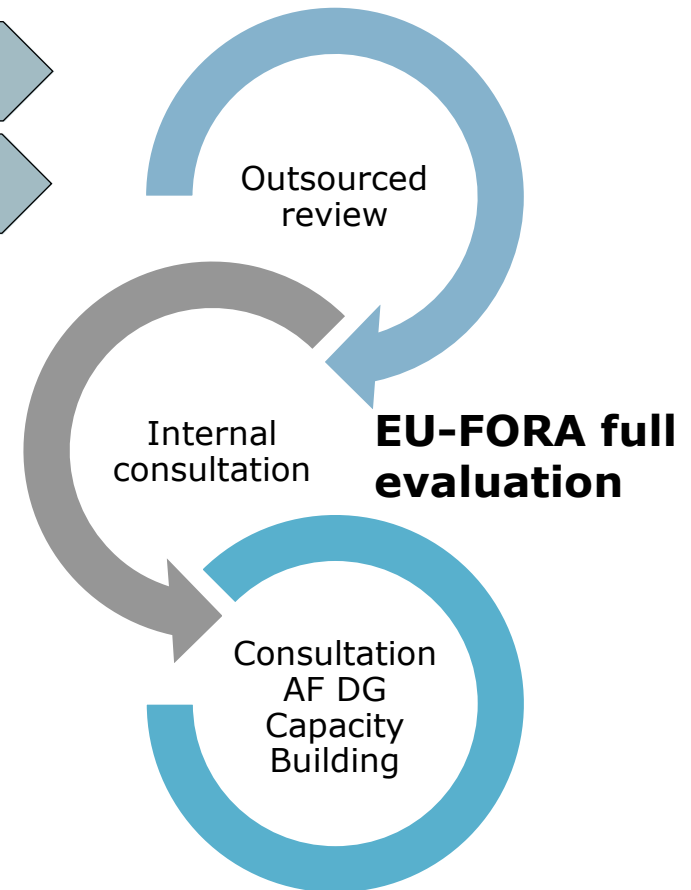
Why this evaluation?

End of EU-FORA agreed pilot phase in 2019

Increase in EU-FORA budget



Drivers for evolution onto EU-FORA 2.0



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@methods_efsa