

COMMUNICATION UNIT

Network on Communications Experts Minutes of the 9th meeting

Held on 17- 18 March 2021, Microsoft Teams meeting

(Agreed on 19 April 2021)

Participants

- Network Representatives of Member States:**

Country	Name
Austria	Roland Achatz
Belgium	Jean-Sebastien Walhin
Bulgaria	Mariela Pchelinska
Croatia	Sara Mikrut
Cyprus	Charitini Frenaritou and Chrystalla Kajafa
Czech Republic	Vladimir Brychta
Denmark	Heidi Kornholt
Estonia	Martin Erich Torjus
Finland	Perttu Saralampi
France	Sophie Le Quellec
Germany	Suzan Fiack
Greece	Nikolaos Katerelos
Hungary	Erika Országh
Iceland	Hjalti Andrason
Ireland	Jane Ryder
Italy	Carlotta Ferroni
Latvia	-
Lithuania	Laura Jazgeviciene
Luxembourg	-
Malta	-
Netherlands	Carla Geijskes
Poland	Katarzyna Floryanowicz
Portugal	Ana Oliveira, Filipa Melo De Vasconcelos
Romania	Rares Mihai Habeanu
Slovak Republic	Zuzana Sevcikova
Slovenia	Spela Fristic, Elizabeta Micovic
Spain	Milagros Nieto Martinez
Sweden	Sara Johansson
Iceland	Hjalti Andrason
Norway	Ingrid Hoie, Tanya Samuelsen
Switzerland	-

- **Representatives of Pre-accession Countries:**

Country	Name
Albania	Pamela Radovani
Bosnia and Herzegovina	Dalibor Vidacak
Kosovo	Lamir Thaci
Montenegro	Jelena Vracar Filipovic
North Macedonia	Nikola Savovski and Sanja Ilieva
Serbia	Igor Grabez
Turkey	Nevra Ozcan

- **European Commission:**

Anastasia Alvizou, Fatima Daragov, Edward Demicoli, Frederic Vincent

- **EFSA:**

COMCO Department (Barbara Gallani, Alessandra Triulzi)

COM Unit (Francesca Avanzini, Elisa Corsini, Joao Costa, Barbara Ghizzoni, Rory Harrington, Arthur Healy, Drago Marojevic, Giovanni Mancarella, Francesca Matteucci, Sharon Monti, Johanna Nemes, Matthias Rasche, James Ramsay, Claire Rogers, Tony Smith, Simon Terry, Domagoj Vrbos)

ENCO Unit (Flavio Fergnani)

- **Others:**

FAO (Mia Rowan)

WHO (Liliya Smialkova)

Montenegro (Milan Rogosic)

Poland ((Iwona Kieda, Tamara Boskovic)

1. Welcome from EFSA

Chair welcomed attendees and ran through the agenda.

2. Adoption of agenda

The agenda was adopted without changes.

3. Topics for discussion

3.1 Advisory Forum (AF) and Focal Points (FP) update

Barbara highlighted the key issues discussed at the Advisory Forum meetings relevant for the CEN: Farm to Fork Strategy, food sustainability and the role of EFSA and MSs in this; reduction of pesticides and food waste. Barbara again underlined the need for coordination between CEN and Focal Point members and asked CEN members to make regular contact with their FP counterparts.

3.2 CEN Work plan 2021

- **Work Plan**

Rory presented the main items in the 2021 Work Plan previously circulated and flagged the strengthened role for coordinated communication due to the Transparency Regulation. Beyond 'business as usual' activities such as Hot Topic Calls, other joint working initiative proposals were highlighted: 2021 EU-wide campaign (see item 3.7); review of Crisis Comms Best Practice Guidelines and co-creation of a practitioners' checklist on how to communicate on uncertainty. CEN members endorsed the Work Plan.

- The new **CEN Terms of Reference (ToR) for 2021-23** were presented. They remain largely unchanged with a commitment for greater coordinated communication the only addition. **The document will be circulated for review and request for endorsement.**
- **CEN Portal** – All members will now be able to publish *News and Updates* on the shared portal. Claire Rogers presented a short 'how to' tutorial to members.
- Johanna Nemess presented the proposal to hold an **Analytics Workshop** in June and asked again that members complete the questionnaire on the CEN Portal. A flash poll among the group revealed that a third of members have access to analytics expertise.

Actions: (i) EFSA to circulate CEN ToR for review and request endorsement; Members to (ii) consider how to become involved in joint working activities; (iii) share updates on their work via publication on the CEN Portal (iv) complete questionnaire on Portal to shape Analytics Workshop in June

3.3 Media Roundup

- Francesca Avanzini provided a round-up of EFSA media highlights between November 2020 and Feb 2021 that featured an assessment of COVID 19 in mink and avian flu. Joao Costa presented an overview of the global coverage of EFSA's positive assessment for edible insects
- A discussion on Hot media topics in 2021 showed there was significant shared interest in the following: titanium dioxide; pesticides, AMR (& emerging zoonoses), date marking of foods. Members' requests to take part in specific Hot Topic calls were noted.

3.4 Social Science update

- **Eurobarometer data visualisation access** – Matthias Rasche gave an overview of the functionality and information in the Eurobarometer data visualisations that had been published on the CEN Portal. He asked members to consider if/how the information could be better presented.
- **Dietary sugars** – Tony Smith gave update on social research and preliminary results of the EU-wide survey that gauged interest, understanding and knowledge of the topic. Provided an update on the timeline for completion of EFSA's opinion on dietary sugars: public consultation August/Sept 2021;

adoption of final opinion in December 2021, with publication currently scheduled for Jan 2022. Ingrid (VNM, Norway) said the Norway Health Directorate is responsible for providing national input into EFSA's opinion and she would coordinate contact between them and EFSA. Barbara invited all Nordic countries (who developed the mandate for this opinion) to consider how their national authorities could liaise best with EFSA in the time (i) up to publication and (ii) post-publication in coordinating communications.

- **Joint projects planning** - (a) Domagoj Vrbos outlined the planned Hazard vs Risk project and explained how members could be involved as either (i) PR expert Role or (ii) Advisor Role. CEN asked to feedback by 30/4/21 on their preferred level of involvement. (b) EFSA asked Members to propose topics for joint social research in 2021. Following break-out groups the following ideas were tabled: AMR, biodiversity, sustainability vs food safety: PPP reduction; vector borne diseases; consumer vs expert views; front of pack labelling; animal welfare.

Actions: (i) CEN members to feedback on Eurobarometer data visualisations (ii) All members (esp. those from Nordic countries) to consider how best to liaise with EFSA in 2021 on dietary sugars opinion (iii) Members to feedback on their level of involvement in the Hazard vs Risk project.

3.5 Presentation of EFSA's Communication activities:

James Ramsay presented the main topics for communication in the coming months. He also highlighted issues for Hot Topic Calls (HTC) – including titanium dioxide, report on pesticide residues and date marking, bisphenol A, dietary sugars and ethoxyquin as a feed additive. Suzan (BfR) asked if scientists could attend HTCs. It was agreed they could as observers given that these calls are for communicators rather than scientists.

Action: EFSA to post an updated Hot Topic calendar and CEN Members to indicate which topics they are interested in attending.

3.6 Glyphosate ongoing risk assessment

Flavio Fergnani presented an update of the ongoing reassessment process for glyphosate and invited questions comments from the floor. Sophie (ANSES) confirmed that members of a FR consortium to assess glyphosate had withdrawn from the project. Discussion points: (i) agreement that glyphosate remains a high-profile political issue even if media/ public interest is currently low (ii) Coordinated communication between EFSA & ECHA upon publication of the new assessment would provide immediate clarity and help meet needs of audiences.

3.7 2021 Campaign

Sharon Monti introduced the EU-wide multi-annual campaign – Making food choices with confidence to kick-off in 2021; explained the data sources that had informed the choice, the approach in terms of segmenting countries and audiences to be targeted. A structured approach for CEN members to partner

in the campaign was presented: Amplifier, Content Creator, Consultant and Full Partner. The meeting divided into four breakout groups to discuss the campaign concept – including the multi-layered partnership roles and reported their reflections to the plenary session.

Action: EFSA to update members once the country segmentation is completed. Members to reflect on the role they could play in supporting the campaign.

3.8 World Food Safety Day 2021

Mia Rowan (FAO) and Liliya Smialkova (WHO) joined the meeting to provide a summary of WFSD 2020 and give an overview of this year's event, including: the theme (Safe food now for a healthy tomorrow); the visual identity, key messages, promotional materials (the official video was shown to the meeting); and an indicative planning timeline. Mia shared several links in the chat and committed to share all materials as a follow up action. Members discussed several ideas for how they could support the event. Cyprus informed about WFSD2020 actions at national level (e.g. MoH General Director's message/ Press release/ Promotion of the day via Websites, translation in Greek FAO's & EFSA' material in cooperation with Greece). An informative workshop for the journalists had been postpone due to the lockdown measures. It could be organized this year but nothing have been decided yet.

Action: Mia and Liliya to share materials; CEN members to reflect on activities to support WFSD 2021.

3.9 Proposal to include MS publication in the EFSA Journal

Arthur Healy, EFSA Journal Lead Editor, outlined a proposal to include MS scientific outputs on the EFSA Journal publishing platform. This third channel would complement the existing ones for EFSA's own scientific outputs and Supporting Publications. Arthur outlined the benefits (efficiency, reach, visibility, retrievability and user experience) along with practical considerations such as formatting, branding and timeliness. EFSA would meet the costs. If agreed with MS partners, the platform could go live in 2022. Members from DE and FR noted an issue for MSs to consider would be whether publication in high profile scientific journal would be preferable to publication in the EFSA Journal.

Action: None – for information only

3.10 The ONE Conference 2022

Elisa Corsini gave an overview of the next EFSA conference, One Health, One Environment, One Society, which is being co-shaped with EU partners. The event goals and programme structure were outlined; the communication approach and timeline for key activities provided. Members were asked to act as conference ambassadors, amplifying communication material which was available to download on a shared space in Teams.

Action: Members to act as amplifiers for the communication materials. EFSA (Elisa) to provide ongoing support.

3.11 Key Countries Issues

- African Swine Fever Awareness Campaign, implemented in Montenegro**

Milan Rogosić, DVM, explained the campaign was part of the national surveillance and prevention programme and that it was combined with EFSA ASF campaign and other ad-hoc awareness activities. He summarised the key activities: communication material development (posters, flyers and TV/radio advertisements) and distribution, combined with over 60 meetings with various target audiences.

- ASF Campaign 2021**

Francesca Matteucci, EFSA, summarised the continuation of the 2020 ASF campaign in south eastern Europe and 10 other countries at risk. The campaign would use the same materials, and target farmers.

- BfR-MEAL kitchen**

Suzan presented the inter-active multi-format multi-media tool that, based on the Total Diet Method, allows audiences to explore the likely dietary exposure to quantities of desirable/undesirable substances from farm to fork (including preparation and cooking).

- Digital meetings with the public and stakeholders**

Ingrid (VKM) presented the 'pros and cons', and lessons learned from running online meetings & events in the past 12 months. Conclusions: Pro - an effective and economic tool; invest in resources and do in-house; Con - loss of networking opportunities.

- EIT Food "Health Claims Unpacked" project - Developing a Digital Toolkit to Enhance the Communication of Scientific Health Claims**

Iwona Kieda, Institute of Animal Reproduction and Food Research, Polish Academy of Sciences, summarised the research that explored the impact that language, register and grammar can have on consumer understanding, perception and behaviour in relation to health claim information.

3.12 Transparency Regulation (Part 1)

Tony Smith gave an update on the completion of the report on technical assistance to the EC on risk communication. He provided a short overview and summarised the key recommendations. The report will be sent to DG SANTE by 27 March as part of a package that includes the two reports below and one on stakeholder engagement best practice.

- Communication Products Catalogue and Dissemination Best Practice**

Elisa Corsini and Rory explained the report provided a benchmark on communication tools used by partners and mapped current dissemination best practice among EU and MS bodies. They outlined the structure the report and showed examples of the Information cards for the communication tools. The report was based largely on Member State input and EFSA thanked the CEN and Focal Points for their vital help in this.

- Mapping of Risk Communication Mechanisms**

Johanna Nemess gave an overview of the objectives of the report, showed examples of the flowcharts depicting information pathways for risk communication at a national level and summarised several key findings. The role of the CEN and Focal Point members was again highlighted as being key to the success of the report.

3.13 Transparency Regulation (Part 2)

Food.eu – proposal for a pan-EU web platform - Rory presented a high-level proposal to develop a pan-EU web platform to combine existing information on food safety and the risk analysis process with other relevant food information to create simplified and targeted content accessible to a non-specialist audience. The next step will be the development of a Roadmap involving multiple partners to develop a detailed proposal by the end of 2022.

Transparency Regulation – External Communication (TREC)

Barbara Ghizzoni presented EFSA's plans to communicate on the changes to its processes to meet the requirements of the Transparency Regulation.

Action: Members to provide support in promoting these materials when they are published (from end of March onwards)

4. Any other business

No AOB items tabled.

5. Conclusions and housekeeping

Summary of actions

ACTION	WHO	DATE
Work Plan 1 - EFSA to circulate CEN ToR for review and request endorsement;	EFSA (Rory)	16/4/21
Work Plan 2 - Members to consider how to become involved in Work Plan joint working activities;	CEN Members	30/4/21
Work Plan 3 - Share updates on their work via publication on the CEN Portal	CEN Members	Ongoing
Work Plan 4 - complete questionnaire on Portal to shape Analytics Workshop in June	Cen Members	23/4/21
Social Science 1 - CEN members to feedback on Eurobarometer data visualisations	CEN Members	30/4/21

Social Science 2 - All members (esp. those from Nordic countries) to consider how best to liaise with EFSA in 2021 on dietary sugars opinion	CEN Members	Post Publication of the opinion Q1 2022
Social Science 3 - Members to feedback on their level of involvement in the Hazard vs Risk project	CEN Members	30/4/21
Hot Topic Calls - EFSA to post an updated Hot Topic calendar and CEN Members to indicate which topics they are interested in attending.	EFSA /CEN Members	EFSA - 9/4/21 CEN - ongoing
Pan-EU campaign – Making Food Choices with Confidence - EFSA to update members once the country segmentation is completed. Members to reflect on the role they could play in supporting the campaign and inform Rory & Sharon Monti.	EFSA/CEN	30/4/21
WFSD 2020 - Mia Rowan (FAO) and Liliya Smialkova (WHO) have shared links to materials (see below) ; CEN members to reflect on activities to support WFSD 2021.	FAO/WHO CEN Members	9/4/21 7/6/21
EFSA ONE Conference 2020 Members to act as amplifiers for the communication materials. EFSA (Elisa) to provide ongoing support.	EFSA (Elisa) CEN Members	Ongoing Ongoing
Transparency Regulation – EFSA external comms plan - Members to provide support in promoting these materials when they are published (from end of March onwards)	CEN members	End of March Ongoing as needed

World Food Safety Day – Links to materials

Dear colleagues,

We are pleased to share with you the latest information on the third edition of the #WorldFoodSafetyDay campaign, which will be observed on 7 June 2021. FAO, in collaboration with WHO, is leading this year's celebrations under the theme is 'Safe food now for a healthy tomorrow' and the slogan is 'Food safety is everyone's business'. More information on the theme and key messages is available on the [World Food Safety Day website](#).

Join the call to action by reading our [Get Started Guide](#), which includes tips on how to promote the Day and raise awareness on food safety. Take a fresh approach by considering different activities or new formats for events – either by going digital or respecting any physical distancing measures!

You can also find a range of material, available in FAO's official six languages, to get you started:

- [Posters](#)
- [Gadgets](#) (mug, t-shirt, tote bag, lanyard, cap, apron, mask)
- [Email signature](#)
- [Virtual background](#)

All the material is available on the World Food Safety Day website and in the [WFSD Asset Bank](#). If you want to share our material on social media, have a look at our [WFSD Trello Board](#) and the [Codex Twitter](#) to get some inspiration for your posts! For example you can [retweet](#) our campaign launch event or view it on [YouTube](#). This newscast video is being translated and will be available in all six official UN languages.

We will keep you posted on the release of new material and on details for the official virtual event that will take place on 7 June 2021.

We hope you can help us to spread the word on the benefits safe food has on human, economic and environmental health. For any queries or if you need support for your events or outreach activities, please write to World-Food-Safety-Day@fao.org

Hoping you are all safe and well, we send our warm regards,

The World Food Safety Day team