

81th Advisory Forum meeting
Virtual meeting, 27-28 October 2021

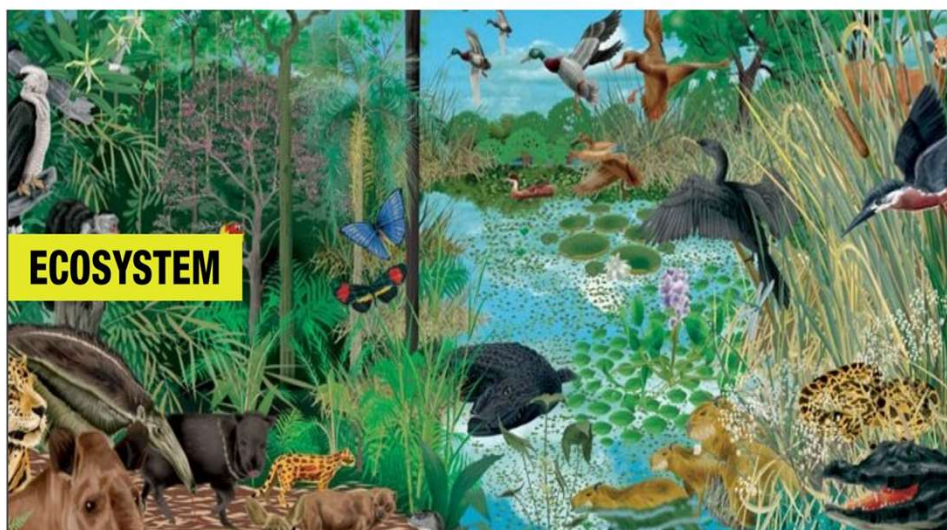
What can a Food Safety Digital Ecosystem do for you?

Eileen O'Dea
Ecosystem Architect
Transformation Services

Trusted science for safe food

What is a digital ecosystem?

The Biological Ecosystem as a blueprint for value creation



"(Business) Ecosystems are dynamic and co-evolving communities of diverse actors, who create and capture new value through both collaboration and competition"

"Business ecosystems come of age", Deloitte University Press, 2015

Definition:

Dynamic and co-evolving communities of diverse actors who **create and capture new value** through both collaboration and competition



Delivering Value



Interactions



Leveraging Technology

What is the value of a digital ecosystem?

What:

Use a platform business model to **build and enhance relationships between participants** and **enable 2-way exchange of value**



Why:

access expertise, experience, knowledge and components of risk assessment and risk communication

Who:

as broad a community of participants as possible



How:

Start with a limited scope and expand

What User Journey Will Inspire Participation?

Easy

Fast

Personal

Valuable

What do participants value?

The currency of the ecosystem:

- Content which helps them deliver **their** work easier, faster, better
- Social Concern/Public Service
- Networking opportunities
- Reputation
- Accessible Data/Information/Knowledge
- Money

Platforms and Social Influence:

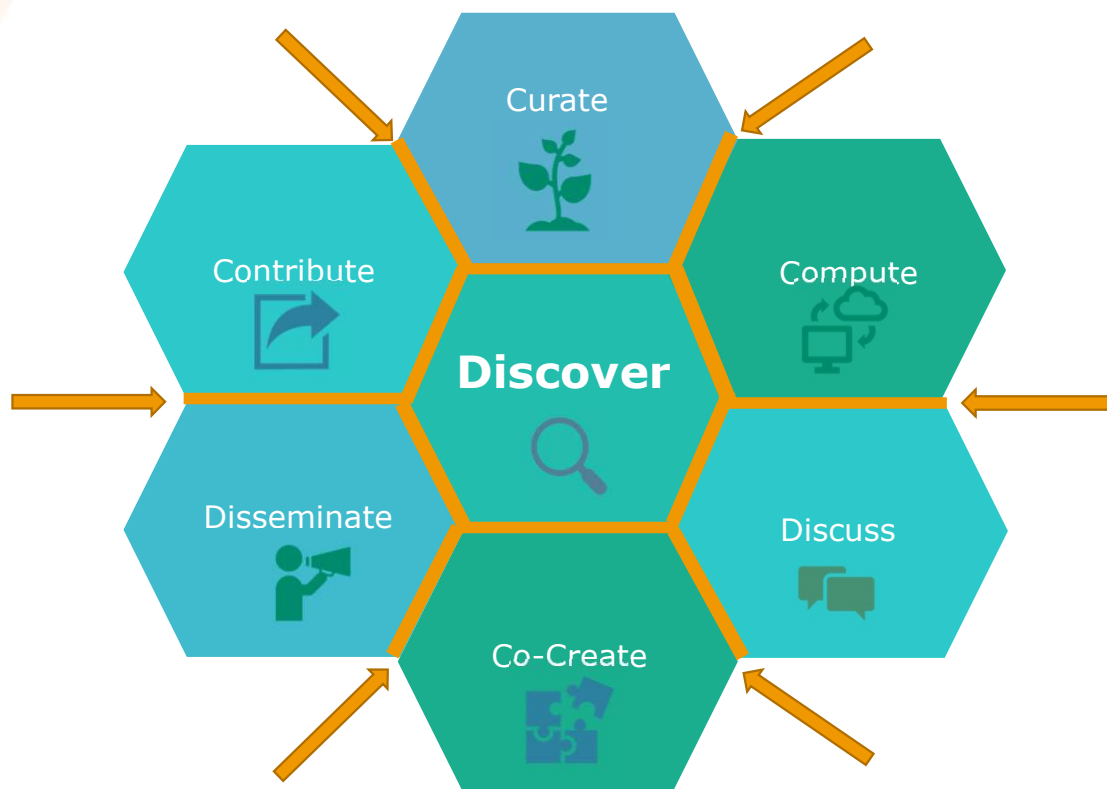
The activities of one participant build on and contribute to others' work in an ongoing cycle of activity.

The 'influence' of individual experts' contributions is based on quality indicators e.g.

- DOI
- Employing organisation
- EU FORA fellow; other RA/RC qualifications
- Member of EFSA Committee, WG, Panel, network
- Reach (followers, likes, influence)
- Conversions (downloads, derivatives, citations)

What Functionalities Will Enable Participation?

Discovery is the entry point



**Minimum structure,
Maximum content/activity**

**Orchestration and moderation of the
activities becomes a key scientific skill**

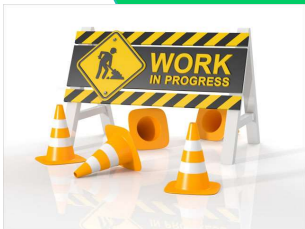
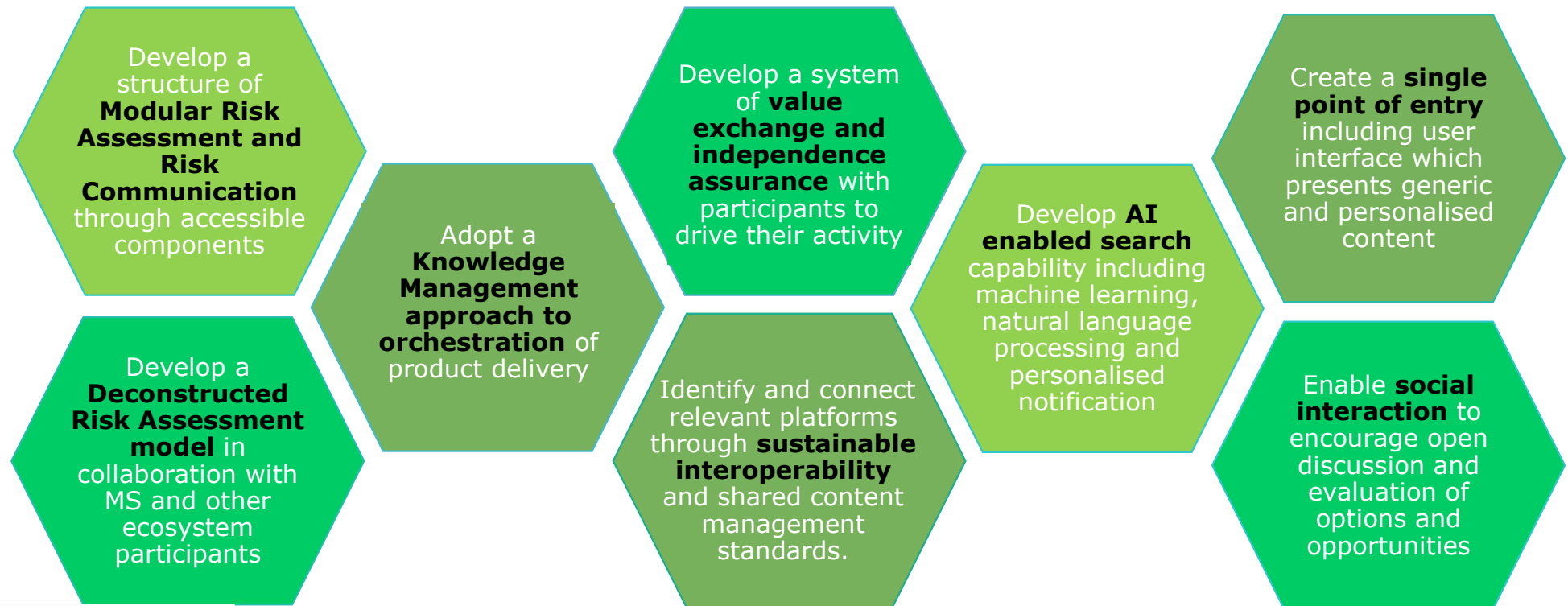
**Quality of content is visible through social
interaction, influence, reputation,
moderation**

To attract participation:

- Focus on improving the platform experience
- Make the dialogue two-way and the decision bilateral
- Content dissemination and quality driven by more social influence

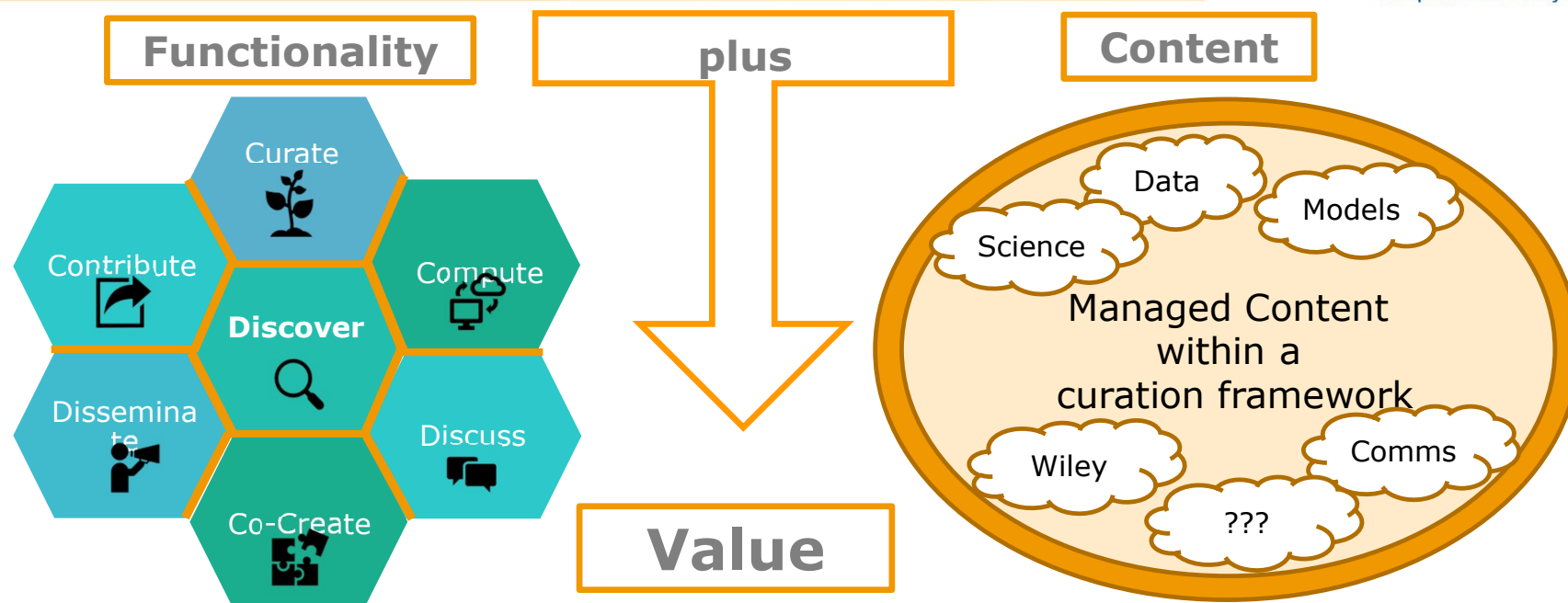
Ecosystem Architectural Recommendations

Build on and enable evolution of existing directions



What participation can our partners contribute?

Partnership is a 2-way street: what works for you?



Different Value for different stakeholder groups

Understand what would

- improve knowledge, build capacity, deal with complexity
- save resources, increase efficiency, decrease duplication & divergence

Imagine.....

Google

mealworms as food

Mandates Hazard characterisation Workflows Literature (SLR) Datasets Models Tools Visualisation


Ads · Shop mealworms as food



Edible Mealworms - Eat Grub (45g)
€7.48
£6.49
Amazon.co.uk
By Google



Mealworm Food (250g)
€2.25
£1.95
Birdfood.ie
By Redbrain



Dried Mealworms in Bucket - 1l
€10.00
Petstop.ie
By Feedoptimise



Mealworm
Insects

Mealworms are the larval form of the mealworm beetle, *Tenebrio molitor*, a species of darkling beetle. Like all holometabolic insects, they go through four life stages: egg, larva, pupa, and adult. Larvae typically measure about 2.5 cm or more, whereas

<https://www.theguardian.com> > environment > jan > yel...

Yellow mealworm safe for humans to eat, says EU food safety

13 Jan 2021 — Dried yellow mealworms can be eaten as an aperitif and come in a variety of flavours. Alternatively, the insect can be turned into a flour-type ...

People also ask

Is it safe to eat mealworms?

Are mealworms healthy for humans?

What do mealworms taste like?

One for all and
all for one....
with
personalisation

Data & personalisation

Your data, activity and preferences that help make Google services more useful to you

Privacy suggestions available

Take the Privacy Check-Up and choose the settings that are right for you



Review suggestions (4)

Activity controls

You can choose to save your activity for better personalisation across Google. Turn on or pause these settings at any time.



Web & App Activity

On

Location History

On

Things you create and do

Check Google Dashboard to see a summary of your services and the data saved in your account



YouTube



Gmail



Maps



Calendar



Drive



Google Play

go raibh míle maith agat



Thank You



Questions?

Discussion:

What are the shared activities which EFSA and MSs can collaborate on?

What is valuable to MS actors?

What would inspire them to contribute their resources and deliverables?



Stay connected



Subscribe to

efsa.europa.eu/en/news/newsletters
efsa.europa.eu/en/rss



Receive job alerts

careers.efsa.europa.eu – job alerts



Follow us on Twitter

[@efsa_eu](https://twitter.com/efsa_eu)
[@plants_efsa](https://twitter.com/plants_efsa)
[@methods_efsa](https://twitter.com/methods_efsa)
[@animals_efsa](https://twitter.com/animals_efsa)



Follow us Linked in

[Linkedin.com/company/efsa](https://linkedin.com/company/efsa)



Contact us

efsa.europa.eu/en/contact/askefsa