



82nd Advisory Forum meeting
Virtual meeting, 01-02 December 2021

Engagement and Communication update

Barbara Gallani

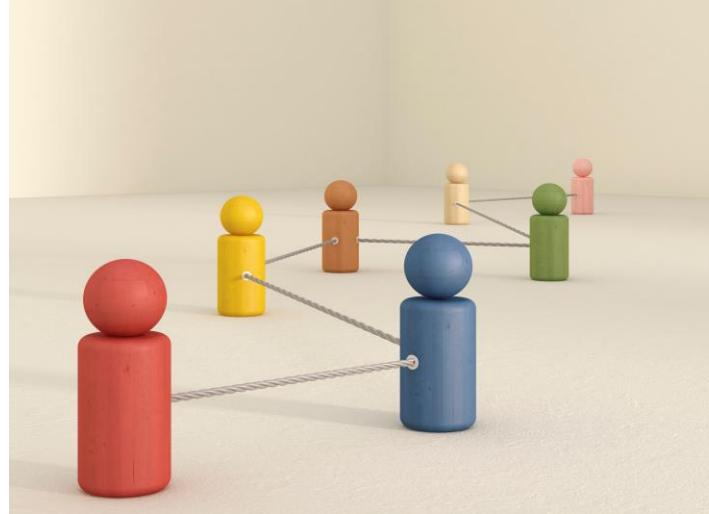
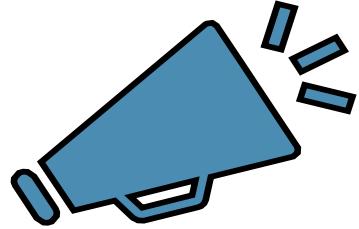
Head of Communication, Engagement
and Cooperation Department

Trusted science for safe food

- Media Highlights
- Hot topic calls
- Update on BPA initiatives
- Campaigns results
- Engagement initiatives on bees
- EU FORA 2.0

Hot Topic Calls

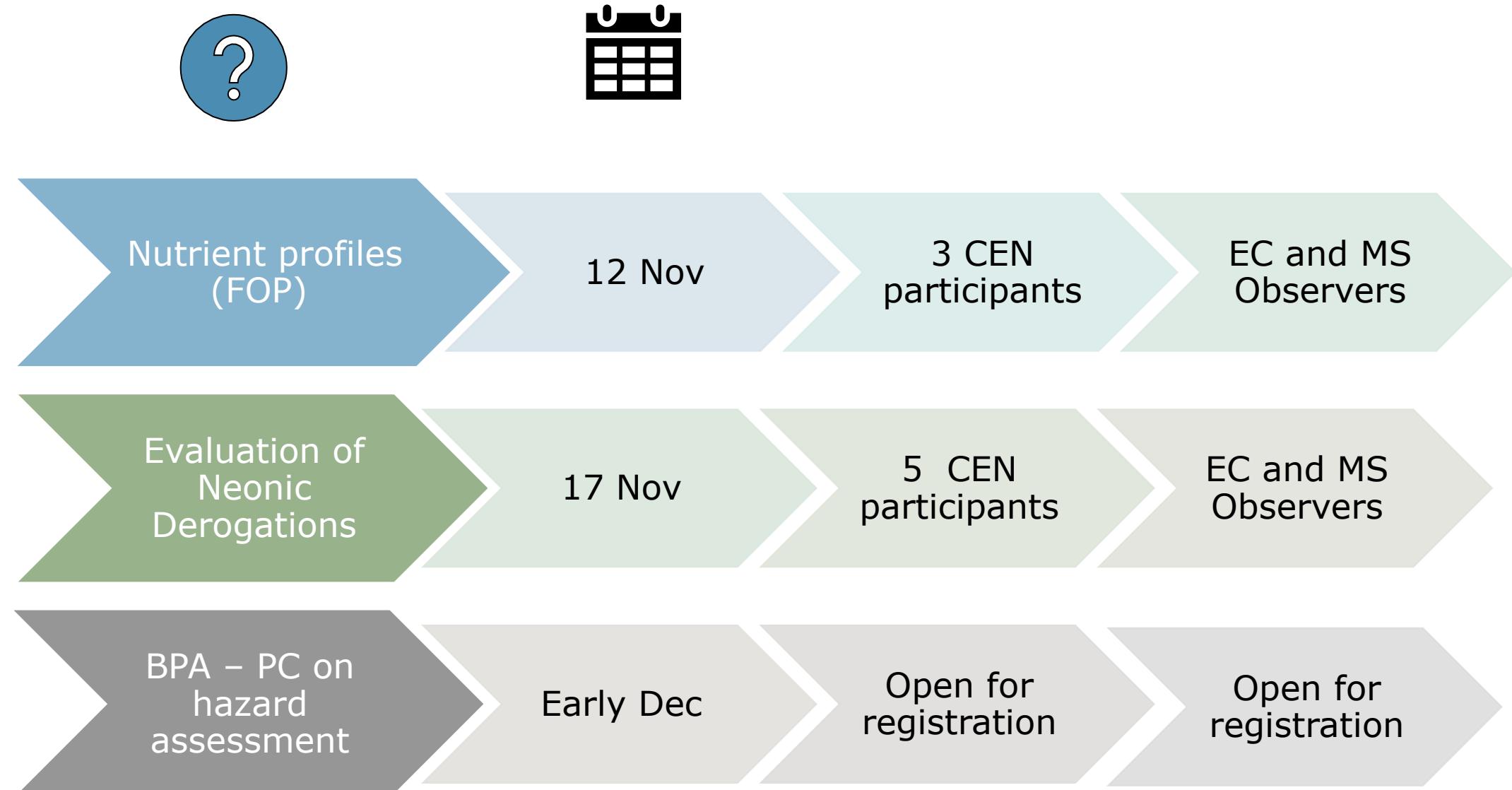
Hot Topic Calls – what are they?



Pre-publication
teleconferences on
sensitive / high-profile
issues

Give partners time to
prepare
communication
approaches / messages

Coherent and
consistent
communication of our
work



Update on BPA initiatives

- **Draft Opinion** expected to be endorsed by CEP Panel (Plenary meeting 23-26 November)
- **Public Consultation** from 15 December 2021 to 08 February 2022
- **Stakeholders workshop** organised during public consultation (end of January)



Campaigns Results

#EUChooseSafeFood!

Objective: Increase awareness that the EU food safety system is based on science

Purpose: (More) European citizens make food choices with confidence once reassured by the science behind.

Target audience: 25-45 years old, 65% women – 35% men, with an extra focus on future and young parents

Phases:

- Raise Awareness
- Trigger critical thinking
- Encourage engagement



- Italy
- Spain
- Austria
- Croatia
- Hungary
- Latvia
- Poland
- Portugal
- Slovakia

Assets



Partnerships

The FOP/CEN organisations were actively involved in the campaign and contributed to it, therefore, their visual identity was part of the campaign elements such as:
The logo of national partners appears on the:

- Campaign website



The screenshot shows the EUChooseSafeFood campaign website. At the top, there are logos for efsa, ASAE, REPÚBLICA PORTUGUESA, GOBIERNO DE ESPAÑA, MINISTERIO DE CONSUMO, and Państwowa Inspekcja Sanitarna. The main content features a large image of an omelette and the text "Zapraszamy do #EUChooseSafeFood". Below this, there is a section with the text "Czy wiesz, że bezpieczeństwo żywności opiera się w dużej mierze na nauce?" and a link to "Poznaj nasze tematy dotyczące bezpieczeństwa żywności". There are also social media icons for Twitter, LinkedIn, Facebook, and Instagram.



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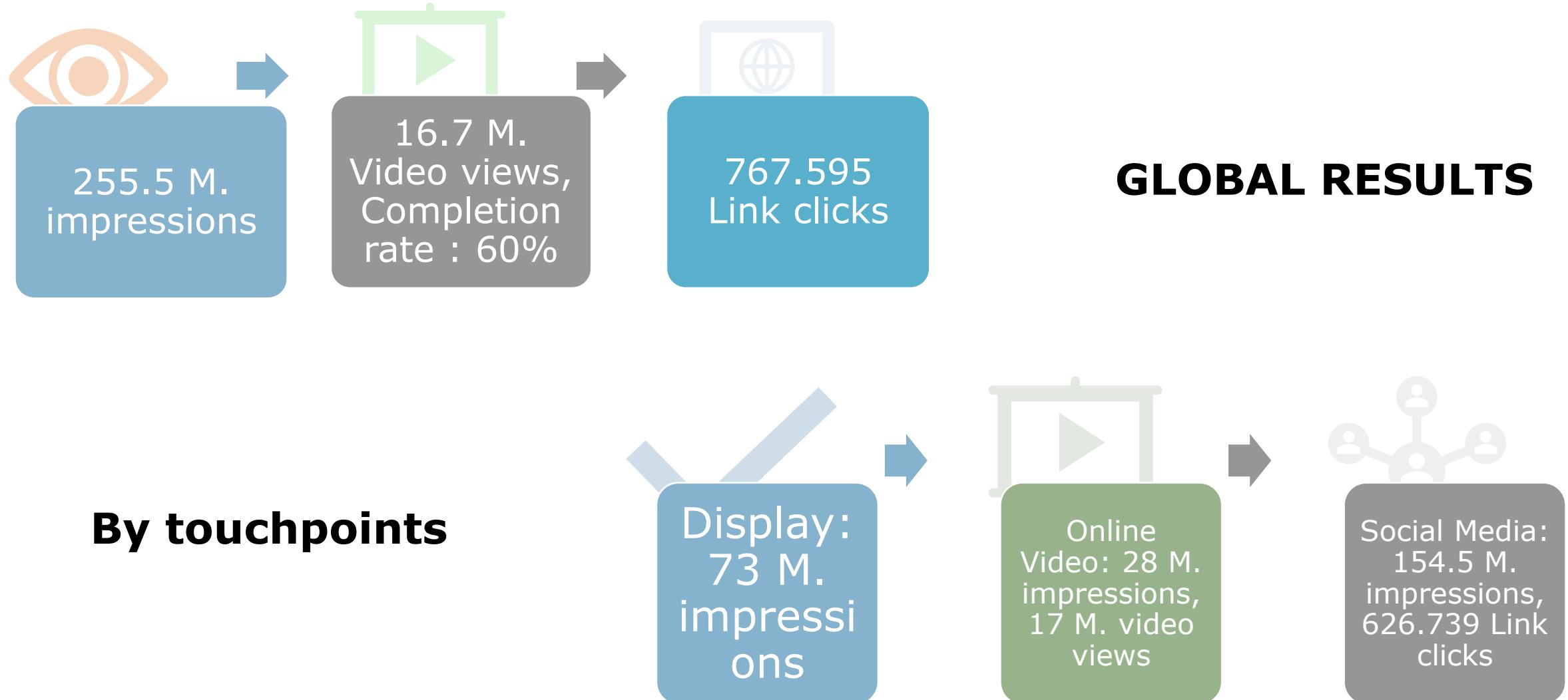


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- Localised assets



OVERVIEW OF CAMPAIGN ACTIVITIES



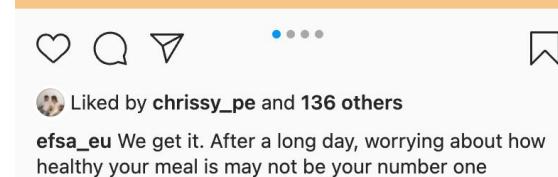
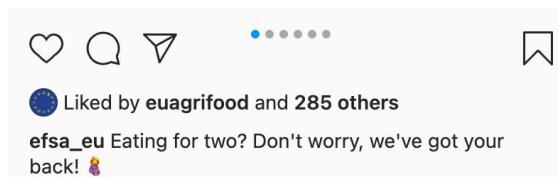
Paid media activities: Media partnerships

- Cooperation with a total of **31 (media) partners** in **6 countries** with an objective of reaching out to diverse audience relevant to the campaign

Country	Media partners
Austria	familienschatz.at; schauFamilie; Kronen Zeitung; Woman; Biorama
Croatia	Net.hr + zena.hr + rtl.hr; 24sata.hr; Tportal.hr
Italy	COOK; La Cucina Italiana
Latvia	Ieva; Mans Mazais; Jauns.lv; santa.lv; 7 regional portals
Poland	Onet.Kobieta; ofeminin.pl; zdrowie.gazeta.pl; StronaZdrowia.pl (and 23 regional portals); money.pl; Kobieta WP; Parentig.pl
Spain	Clara; Cocina Fácil; Saber Cocinar; Hola; Pronto; Muy Interesante; Mia; Ser Padres; Prensa Ibérica; El Comidista; OPPIS Shopping Malls

- Stakeholder engagement resulted in a total of **774 publications**:
 - 181 publications by stakeholder organisations
 - 593 publications by FOP/CEN organisations (550 in Poland)
- **A total of 102 stakeholder organisations** were engaged over the course of the campaign and contributed in one way or another to the success of the campaign (without counting the respective FOP/CEN organisations).
- **9 webinars for stakeholders** took place to launch the campaign.

Owned - Instagram Feed & Stories



+56%
reach

+58%
engagement
x post

+25%
engagement
rate

Twitter



#Salmonella may be the most common cause of #foodborne outbreaks in the EU  - but it can be avoided! We work on the science behind reducing Salmonella prevalence. Find out how to do your part by preparing eggs and raw meat hygienically: campaigns.efsa.europa.eu/EUChooseSafeFood #EUChooseSafeFood



Did you know that 75% of allergic reactions among children are caused by eggs, nuts, cows' milk and fish? Thanks to European legislation, these #allergens are all clearly listed on #FoodPackaging. Follow #EUChooseSafeFood to learn more about #FoodSafety in the EU!



Is your body getting the nutrients it needs? Be sure to check #nutrition information labels to maintain a balanced diet. Thanks to EU  legislation, these are clearly displayed on #FoodPackaging! Follow #EUChooseSafeFood to learn more: campaigns.efsa.europa.eu/EUChooseSafeFood



+20%
impressions

+37%
engagements

+ 36%
link clicks

Engagement initiatives on bees

- **Technical reports** published on **18 Nov** with accompanying information
- **Public info session** held on **30 Nov** with the aim to:
 - Present and explain the work carried out by EFSA;
 - Collect initial feedback from stakeholders on the development of a tool to harmonise the assessment of applications for emergency authorisations.

70 + participants from a wide variety of SHs

- **EU Pollinator Week 2021 event** with EU institutions, European Parliament, European Commission, Slovenian Presidency of the Council (27-30 September)
- **EFSA/ECHA science session** at EU Pollinator Week 2021 on bee health ongoing work – attended by 170 participants online



Info session with Member State risk assessors and ad hoc stakeholder group **on progress of review of Bee Guidance Document** (15 November):

- keep Member States and stakeholders updated on bee guidance work through info sessions and workshops
- focus on Specific Protection Goal

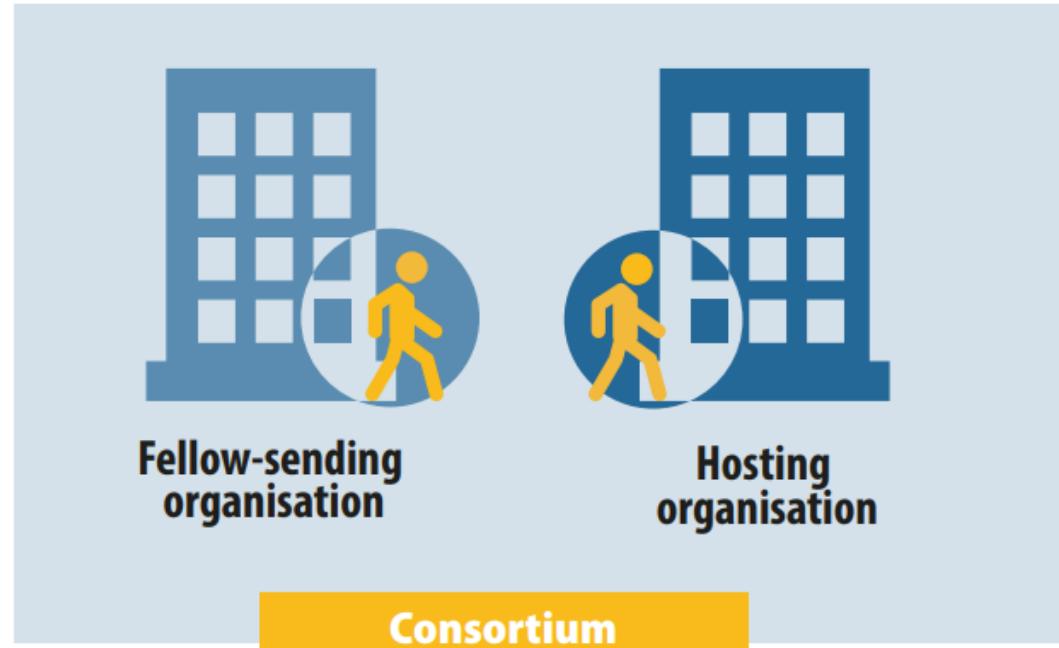


- **9th Discussion Group meeting of the EU Bee Partnership** (February 2022): beekeepers, NGOs (PAN-Europe), industry (CropLife), producers, academia, etc.
- **EUBP data platform prototype** launched in July to support effort to protect bee and pollinator health
- EFSA to **assist transformation of prototype** to fully operational tool by providing finance for next phase of development

EU FORA 2.0

Call for proposals (GP/EFSA/ENCO/2021/01)

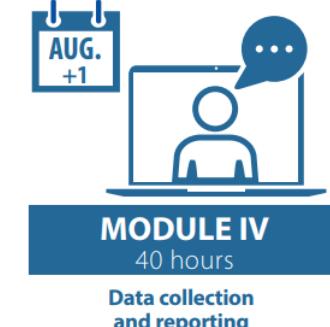
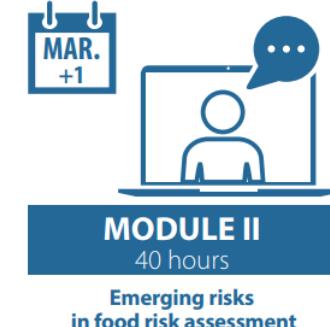
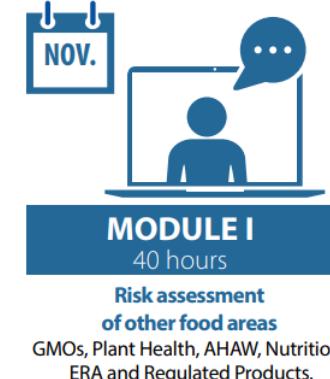
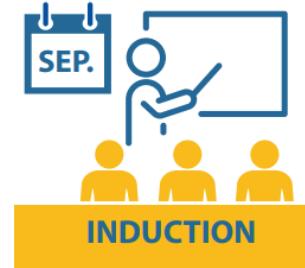
- Selection of **consortia** of fellow sending organisation and hosting site
 - Deadline **18/03/2022**
 - Summer workshop: end of June 2022
 - Start of cycle: September 2022



- The **fellow-sending organisation and the hosting organisation apply** to the fellowship programme **as a consortium**, identifying the fellow and proposing the programme.
- The **fellowship lasts for 12 months**, during which time the fellow is released from his/her regular tasks to follow a work programme offered by the hosting site.
- Although most of the work programme is followed remotely, around one third of the time will be spent at the hosting organisation **gaining first-hand experience**, with the aim of enhancing knowledge exchange and networking.

Call for Tender

- Selection of **training contractor** for organisation and delivery of summer workshop and complementary training.
 - To be officially launched by end of this week (submitted to Tenders Electronic Daily, awaiting translation)
 - Ideal scenario:
 - Summer workshop, induction training and module 3 in person
 - The other modules, remote





Dissemination call

- FPs (for dissemination and action)
- AF (for information)
- Art. 36 organisations contact points (Art. 36 Database)
- EFSA website - updated
- Alumni Network → banner in their website
- Former and current supervisors informed
- SoMe plan (Twitter and LinkedIn)

Info Session

- Joint session FIN/ENCO
- 15 December 2021
- FP event with Art. 36 organisations





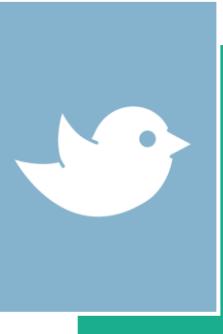
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2022
EU CONFERENCE

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SAVE
THE
DATE!

HEALTH • ENVIRONMENT • SOCIETY

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