



85th Advisory Forum meeting  
Prague, 25-26 October 2022

# Engagement and Communications update

**Barbara Gallani**

Head of Communication and Partnership Department

Trusted science for safe food

- Engagement and Capacity Building activities, incl.
- EU-FORA and Parma Summer School 2022

Coordinated Comms for strengthened public confidence:

- 2022 Eurobarometer on Food Safety in the EU
- Multi-country Campaigns update
- Food.EU Project
- Hazard and Risk Project
- Recent Media Highlights

# Main public & targeted engagement initiatives

## Since last AF meeting

- **ONE Conference** (21-24 June)
- Workshop on EFSA's new **guidance on biomarkers of effect** (22-23 Sept)
- Info session on EFSA findings on the **animal welfare for transported animals** (26 Sept)
- Parma **Summer School** 2022 - Risk Assessment of regulated products (28 Sept)
- **Belgian Committee** for Energy, Environment and Climate's hearing "For a European ban on glyphosate" (28 Sept)
- EFSA/SANTE workshop on the **draft bee guidance** after public consultation (06 Oct)

## Until end 2022

- Workshop on the **prototype of new database for bee health data** (01 Dec)
- **RARA** 2022 (07 Dec)
- Stakeholder event on **New Genomic Techniques** (12 Dec)

# Main external relations initiatives



## Since the last AF meeting

- Visit to EFSA of the **NVWA** Inspector-General (22 July)
- EFSA ED address to **BVL** (08 Sept)
- EFSA ED address to **Norwegian Scientific Committee for Food and Environment** (19 Sept)
- EFSA ED address to **DTU** (23 Sept)
- 3rd **Autumn School**, Osijek, **Croatia** (12-14 Oct)
- ED meeting with **JRC** and **EEA** (13 Oct)
- EFSA meeting with **ANSES** (20 Oct)

## Until end of 2022

- EFSA ED address to **BfR** (04 Nov)
- Exchange of views with **EP ENVI Committee** (08 Nov)
- EFSA ED meeting with **BVL** President (05 Dec)

# EU-FORA cycle 2022-2023



Induction training (Sept 2022)

## Back in person!

15 fellows and 3 IPA countries

3-week training

More than 20 different tutors



EUROPEAN FOOD  
RISK ASSESSMENT  
FELLOWSHIP PROGRAMME



# EU-FORA cycle 2022-2023 (19MSs; 12 new org)

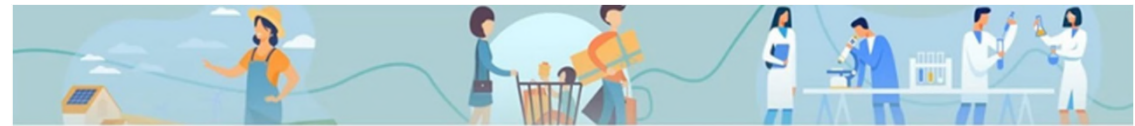
N°	Fellow sending organisation	MS	Hosting site	MS
1.	Austrian Agency for Food and health Safety (AGES)	AT	Agence National de Securite Sanitaire de L'Alimentation de L'environnement et du travail (ANSES)	FR
2.	Institute of Nutrition and Food Technology- University of Granada (INYTA-UGR)	ES	Bundesinstitut fur Risikobewertung (BFR)	DE
3.	Havforskiningsinstituttet Norway (IMR)	NO	Aarhus University (AU)	DK
4.	University of Veterinary Medicine Hungary (UVMB)	HU	Universidad Politecnica de Cartagena (UPCT)	ES
5.	Istituto Zooprofilattico Sperimentale della Lombardia e dell'Emilia Romagna (Izsler)	IT	National Institute for Public Health and the Environment (RIVM)	NL
6.	Institute of Food Safety, Animal Health and Environment (BIOR)	LV	Institute of Marine Research (IMR)	NO
7.	Ghent University	BE	National Research Council of Italy- Institute of Sciences of Food Production (CNR-ISPRA)	IT
8.	University of Agricultural Science and Veterinary Medicine Cluj-Napoca (USAMV)	RO	Universidad Politecnica de Cartagena (UPCT)	ES
9.	Research Institute on Terrestrial Ecosystems- National Research Council of Italy (Iret CNR)	IT	Aristotle University of Thessaloniki (AUTH)	GR
10.	Institute of Nutrition and Food Technology- University of Granada (INYTA-UGR)	ES	Institut National de la Recherche por l'Agriculture L'alimentation et l'Environnement (INRAe)	FR
11.	Trakia University (TrU)	BG	National and Kapodistrian University of Athens (UoA)	GR
12.	Malta Competition and Consumer Affairs Authority (MCCAA)	MT	Benaki Phytopathological Institute (BPI)	GR
13.	Università di Bologna- Department for Life Quality Studies (UNIBO-QU.VI.)	IT	Prof. Wacław Dąbrowski Institute of Agricultural and Food Biotechnology- State Research Institute (IBPRS-PIB)	PL
14.	Kaunas University of Technology (KTU)	LT	National and Kapodistrian University of Athens (UoA)	GR
15.	Biologické centrum AV ČR, v.v.i.(BCAS)	CZ	Centro Interdisciplinar de Investigação Marinha e Ambiental (CIIMAR)	PT

## Next steps – EU-FORA call 2023-2024

- To be launched beginning of November  
Open until mid-March
- Pilot of e-grants platform
- Pre-notification to FPs at the 49<sup>th</sup> meeting (14-15.09.2022)
- Taking stock of challenges from past call  
Further support to creation of consortia via FPs

# Parma Summer School 2022

- Average of **150 people** connected **per day**
- 94.8% considered the event as good or excellent
- 98% considered the calibre of the programme and spokespeople as relevant or very relevant
- 98.7% considered the event to have been relevant or very relevant for their learning



## PARMA SUMMER SCHOOL

28 – 30 September 2022, Parma

### RISK ASSESSMENT OF REGULATED PRODUCTS



## Coordinated Comms for strengthened public confidence

## Transparency Regulation | Coordinated Communications

#EUChooseSafeFood  
campaign (CEN)

#StopASF campaign  
(FP)

Hazard vs risk  
project

Food.eu

Eurobarometer 2022  
with country-specific  
factsheets

Ongoing exchange of  
comms info and  
materials via CEN

*New operational  
framework for the  
FPs*

*"Communication  
Coordinators" in the  
MS*

*Continuous  
Professional  
Development for the  
community*

## 2022 Eurobarometer on Food Safety in the EU

# 2022 Eurobarometer on Food Safety in the EU



26,509 citizens in EU27



Mar – April 2022



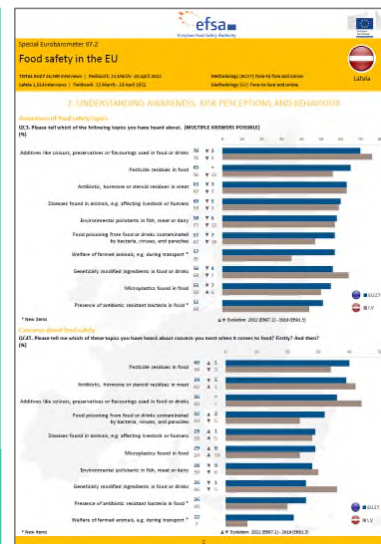
Survey face-to-face (F2F)  
or F2F and online



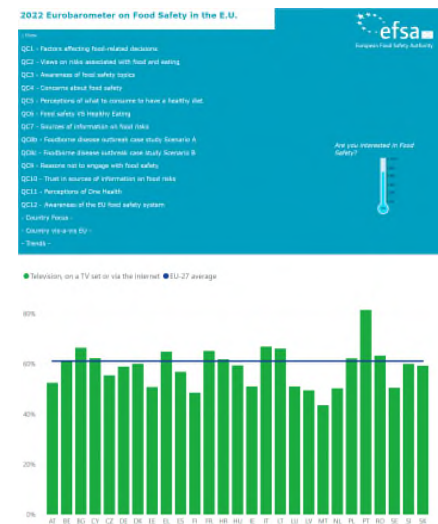
Report



Country Factsheets



Dynamic dashboard



Find out  
more

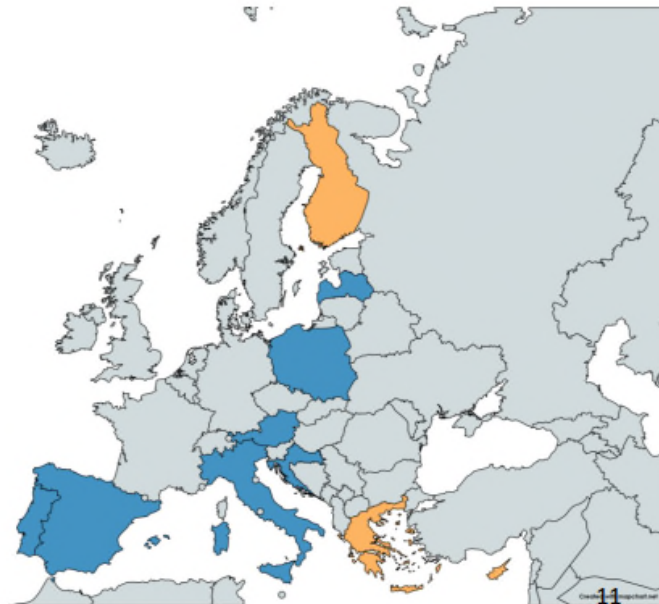
<https://www.efsa.europa.eu/en/corporate/pub/eurobarometer22>

## Multi-country Campaigns update

# #EUChooseSafeFood Campaign

- Italy
- Spain
- Austria
- Croatia
- Latvia
- Poland
- Portugal
- Finland
- Greece
- Cyprus

 Continuing Year 1 Countries  
 New Year 2 Countries



**Eating a plant-based diet? That's choice.**



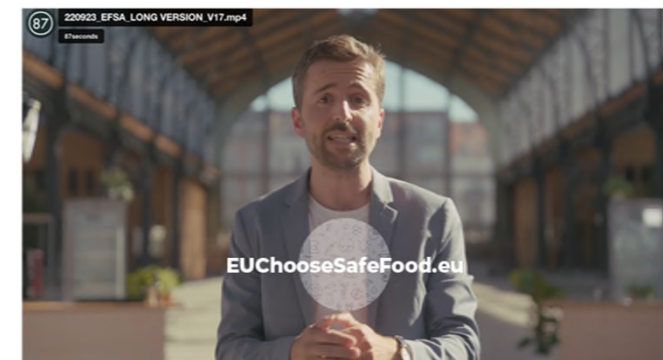
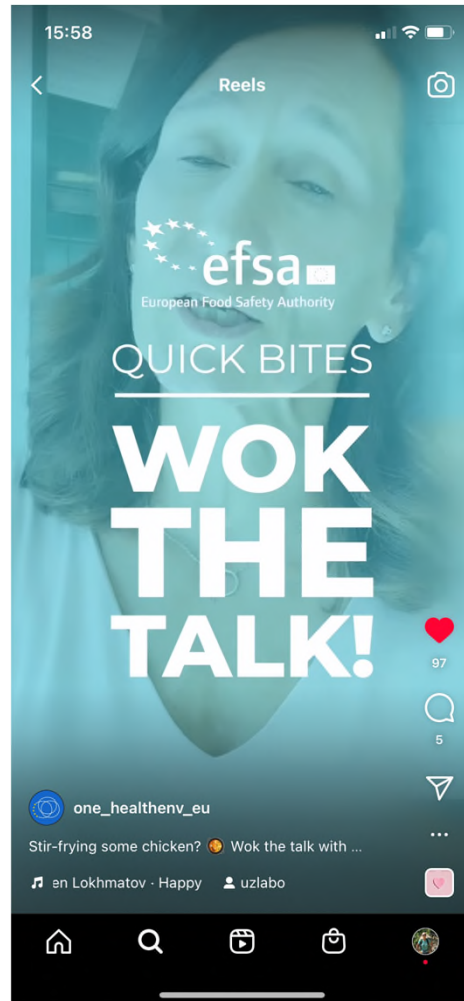
**Protecting plants from disease? That's science.**

Discover more on [efsa.europa.eu](https://efsa.europa.eu)

  
European Food Safety Authority  
Trusted science for safe food.



# #EUChooseSafeFood Campaign



#ScienceCooks video

# Stop ASF Campaign



# Food.EU Project



# Roadmap for Food.eu

## Stage 1: Scoping (completed)

- Mission & Vision
- Defining audience and institutional needs
- Stakeholder needs

## Stage 2: Define & Plan (Completion Nov 2022)

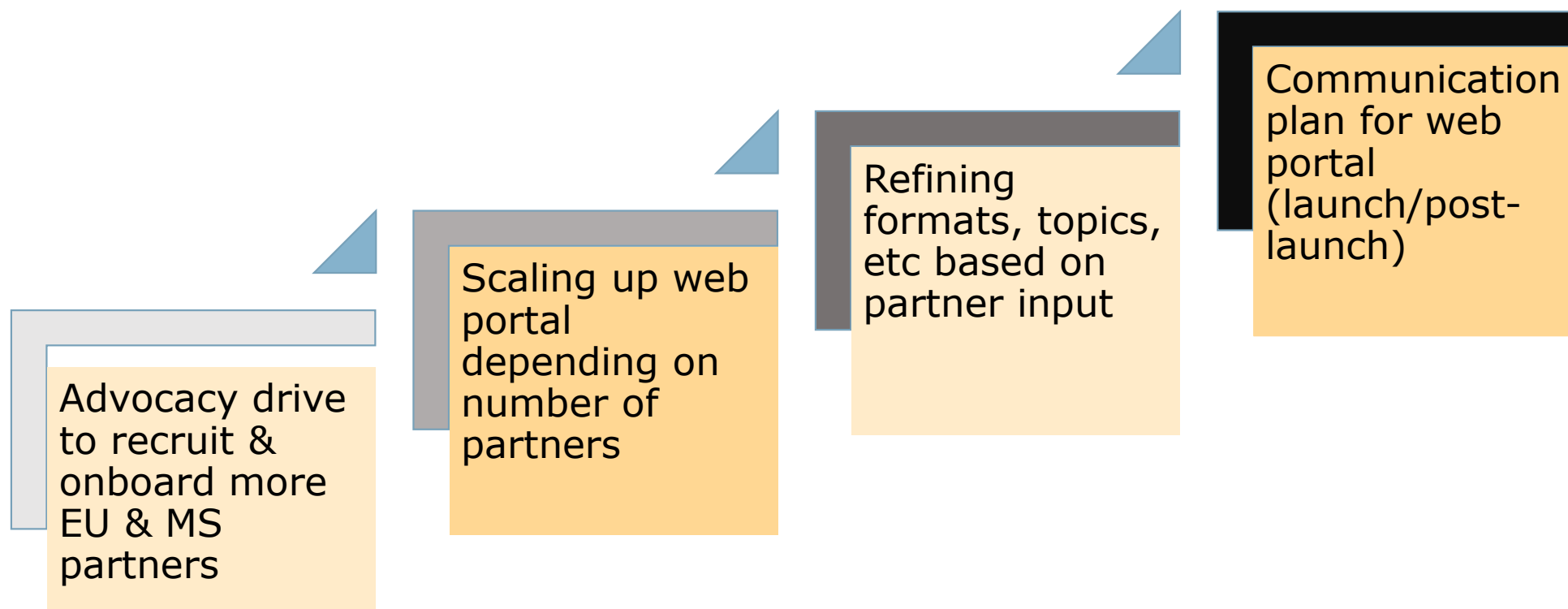
- Content Strategy – inc Tone of Voice, tailoring for national audience
- Governance structure
- Information architecture
- Branding and naming



## Stage 3: Develop & Build (Nov. 2022 – May 2023)

- Detailed web design
- Creating content briefs, editorial guidelines
- SEO optimisation
- Result – a clickable prototype - agreed layout, sections, and functionalities of the future pilot portal.

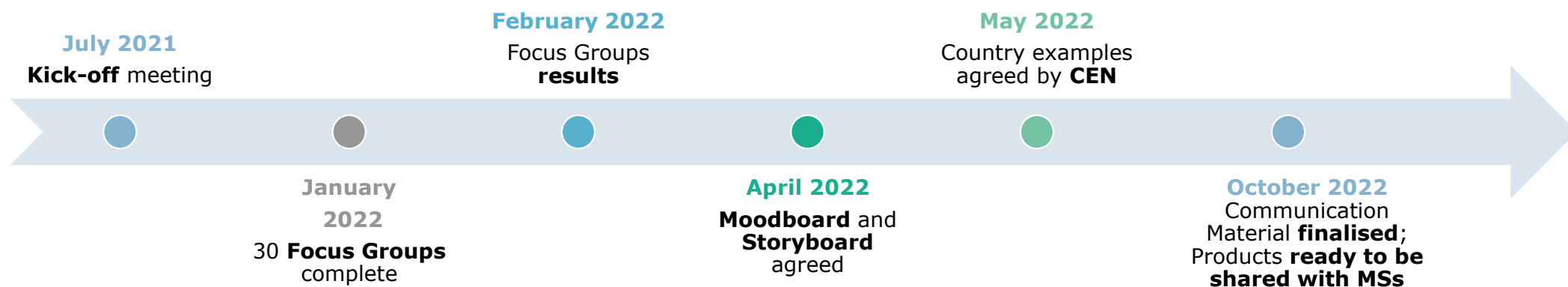
## Stage 4 – Future Steps (Post Roadmap)



# Hazard and Risk Project



# Hazard and risk project



## Food poisoning

it's a hazard



## Crossing the street



## Mushroom picking



## Forest fire

it's a hazard



## Sunburn

it's a risk



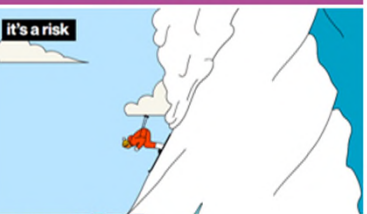
## Ice skating

if doing something can lead to harm,



## Avalanche

it's a risk



## Electrocution

it's a risk

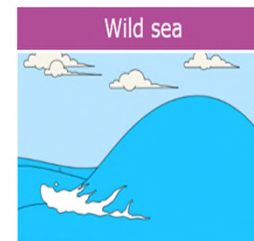


## Knife use

it's a hazard



## Wild sea



## Speed driving

if something can potentially harm you,



All GIFs available in **English + language of country that chose it**

**Source files** will be provided for MSs to include own **logo/translate** GIFs

## Latest Media Highlights

## Latest Media Highlights



# Le Monde

## Températures maximales et temps de trajet : l'EFSA propose de nouvelles règles pour encadrer le transport d'animaux



EFSA: Guía Metodológica  
sobre bienestar animal



# POLITICO

**EFSA has published the first of several opinions on the welfare of farmed animals, covering pigs.**



## Shorter, cooler journeys needed to protect animals in transport, says EU agency



**“Con este documento se proponen recomendaciones cuantificables para el bienestar porcino”**



## Wie sich Europa gegen die Vogelgrippe stemmt

# Bloomberg

## Pigs and Cows Need Better Shipping Conditions, EU Watchdog Says

**GAZZETTA DI PARMA**

# Stay connected



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