



COMMUNICATION UNIT

Network on Communications Experts Minutes of the 12th meeting

Held on 26-27 October 2022, Online meeting

(Agreed on 09 December 2022)

Participants in person

Network Representatives of Member States

Country	Name
Austria	Marlies Martha
Begium	Walhin Jean Sebastien
Bulgaria	Pchelinska Mariela
Croatia	Mikrut Vunjak Sara
Cyprus	Frenaritou Charitini, Kaiafa Chrystalla
Czech Republic	Brychta Vladimir
Denmark	Kornholt Heidi
Estonia	Koppel Julius, Priisalu Piret
Finland	Eloranta Jari
France	Le Quellec Sophie
Germany	Fiack Suzan
Greece	Katerelos Nikolaos
Hungary	Országh Erika, Tóthné Lippai Edit
Iceland	-
Ireland	Ryder Jane
Italy	Tiozzo Barbara, Crovato Stefania
Lithuania	Priegauskaitė Aistė
Luxembourg	Barilozzi Elisa
Netherlands	-
Norway	Hoie Ingrid
Poland	Floryanowicz-Czekalska Katarzyna, Gajewska Malgorzata
Portugal	Oliveira Ana
Romania	Habeanu Rares Mihai
Slovak Republic	Dringusova Gabriela
Slovenia	Fistic Spela
Spain	Lopez Franco Maria Aranzazu
Sweden	Johansson Sara

- **Representatives of Pre-accession Countries**

Country	Name
Bosnia Herzegovina	Vidacak Dalibor
Republic of Kosovo	Thaçi Lamir
Montenegro	Vracar Filipovic Jelena, Rogosic Milan
Republic of North Macedonia	Ilieva Sanja
Turkey	Özcan Nevra

- **Observers**

Switzerland	Hain Estelle
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- **European Commission**

Darago Fatima

- **EFSA**

ENGAGE Department (Barbara Gallani, Alessandra Triulzi)

COM Unit (Francesca Avanzini, Edward Bray, Elisa Corsini, Alessandra Fantini, Rory Harrington, Matilde Garcia Gomez, Giovanni Mancarella, Francesca Matteucci, Sharon Monti, Andrea Nironi, James Ramsay, Tony Smith, Joana Sousa Lourenco, Maria Tejero, Domagoj Vrbos, Irene Zanetti).

1. Welcome from EFSA and adoption of the agenda

James Ramsay, Chair, welcomed all attendees, giving a special mention to new members Julius Koppel (Estonia); Malgorzata Gajewska (Poland) & the two Slovak colleagues Gabriela Dringusova and Kristina Lepesova . The agenda was tabled and confirmed.

2. Social Science update

- 2.1** Hazard/risk project: Tony Smith presented the rationale for the project, outlined the steps taken with MS to develop the products and showed a montage of the final GIFs. All GIFs are available in English plus language of country that chose it. MSs will also receive: (i) source files to include own logo/translate GIFs (ii) a dissemination guide.
- 2.2** Eurobarometer: a presentation of finalised Eurobarometer 2022 dashboard was made and a demonstration given on how to access and use the dashboard. The full report and country-specific factsheets can be found [HERE](#).
- 2.3** Social research topics in 2023: a Menti poll to canvas proposals from MS for EFSA's social research topics next year was held. Initial suggestions were discussed and MS were requested to provide more input by 14/11/22 via the Menti link to be shared via the WhatsApp chat.

Actions:

- I. Hazard vs Risk - EFSA to share GIFs and dissemination guide with CEN members via the CEN Portal by 18/11/2022

- II. Eurobarometer - CEN members encouraged to provide comments on the EB dashboard by year end; EFSA to share results of further data analyses once available
- III. 2023 social research topics - CEN members to input research proposals by responding to questions on Menti poll by 14/11/22

3. Media Round-up

EFSA Media & Content Management team presented (i) media highlights during the previous six months, highlighting a strong emphasis on animal health and welfare (AHAW) (ii) an overview of its media training course and initiated an exchange of views on similar courses MSs run or attend.

Actions:

- I. CEN members to contact EFSA if interested in learning more about our media training course.

4. Key country issues (Part I)

Eliza Barillozzi (LUX) – explained that Luxembourg has created a new single food safety and veterinary body. Called the Luxembourg Veterinary and Food Administration (ALVA), it oversees controls in animal health and welfare, feed, foodstuffs & food contact materials. A separate body - the Administration of Technical Agricultural Services (ASTA) – covers primary production (plants); organic farming and EU quality labels.

5. Presentation of EFSA's Communication activities

EFSA presented the current calendar of its key communication activities.

Actions:

CEN members to express interest in proposing and/or attending hot topic calls for upcoming EFSA opinions via the CEN Portal Calendar function.

6. Crisis Communication Roadmap update

Performing a gap analysis by assessing EFSA's crisis communication preparedness to inform improvements, benchmarking and spokespersons training are three key areas in the Authority's activities in this area for 2022. Next year's activities will include an assessment of an Emergency Operation Centre (EOC) for EFSA and contributing to internal and external simulation exercises as well as building a shareable list of key contacts for crisis communication of EFSA partners.

Action:

EFSA to contact CEN members to identify key contacts for crisis communication in 2023

7. Conclusions and housekeeping

Day 1 of the meeting was summarised by the Chair and a preview to Day 2 provided

8. Welcome and opening of Day 2 by Chair Barbara Gallani

9. Advisory Forum and Focal Points update

Barbara noted the upcoming activity for the renewal of EFSA's scientific panels and highlighted the accompanying communication campaign to raise awareness

among candidates from across the EU. At the most recent Advisory Meeting, members requested that the CEN share information and communication approaches on two important issues: glyphosate and new genomic techniques (NGTs).

Actions:

- I. CEN asked to support the Panel Renewal communication campaign in their countries
- II. Interested CEN members to form an information sharing group on glyphosate, using the dedicated Glyphosate Hub on the CEN Portal to facilitate this.
- III. New Genomic Techniques - CEN requested to express interest in creation of an info hub page on this topic on the Portal.

10. Coordinated communications (2023 -27)

EFSA presented the rationale and plans to develop an EU framework for coordinated communication in response to requirements set out in the Transparency Regulation for EU and national bodies. A menu of proposed 'tailor-made' coordinated communication activities were presented and MSs invited to make expressions of interest. MSs were informed of the significant budget to be available to fund the proposed activities, including the opportunity to recruit a dedicated resource for coordinated communication in MSs. The meeting divided into break out groups to discuss further and report their reflections and learnings to plenary.

Actions:

- I. CEN to consider making expressions of interest on one or more of the tailor-made tasks for 2023
- II. EFSA to be available for follow-up meetings with CEN members to discuss further.

11. EFSA Multilingualism project

The project aim to boost stakeholder/audience access to EFSA's work by increasing the language offerings on our website was outlined. A demonstration of the tool to translate material on EFSA website was given. CEN members were encouraged to use it and provide feedback on the translations via the in-page survey tool to improve quality. EFSA announced the website will be available in all 24 EU languages by the end of 2022.

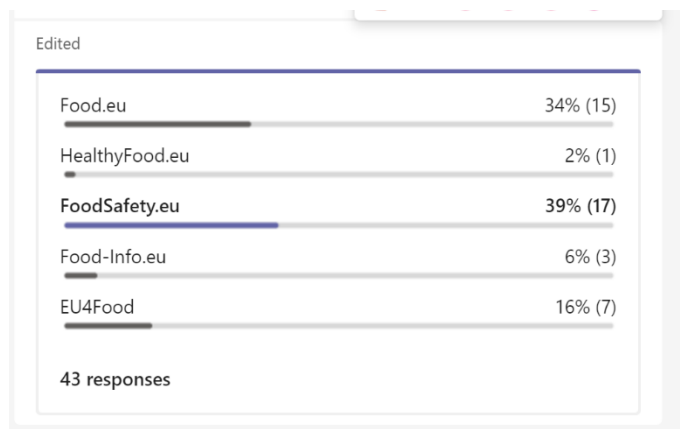
Action:

CEN members to use the machine translation tool on the EFSA website and provide feedback via the survey.

12. Food.eu update

A recap on the rationale for the project was followed by an update on the latest activities to execute Stage 2 of the Roadmap. These included definition of a governance structure, content strategy and development of the portal's information architecture & wireframes. This phase also includes research on a final portal name. Current proposals were shared (**Food.eu; HealthyFood.eu; FoodSafety.eu; Food-Info.eu; EU4Food**) and an analysis of each one based on SEO results were presented. FoodSafety.eu or FoodSaferty4eu are currently

recommended as performing best in the exercise. A flash poll conducted. CEN members voted, with the results as follows.



CEN members made other suggestions: *safefood4.eu* (SWE); *Mysafefood.EU* (BEL); (IRE noted *safefood.eu* already exists and it may be confusing if *safefood4.eu* is used).

SWE asked to have further discussions about the portal and EFSA committed to contact any MS interested in (i) knowing more and (ii) who wish to become a partner in the initiative. Stage 3

will launch in December leading to the development of a prototype by mid-2023. CEN members are invited to express an interest in joining.

Actions:

- I. EFSA to launch a consultation/competition to name the Portal
- II. CEN members invited to express an interest becoming partners in the initiative
- III. EFSA to consider adding Food.eu to the list of tailor-made coordinated communication activities for 2023.

13. EFSA logo



A video presenting the new EFSA logo was shown explaining it had been developed to meet changing needs resulting from the Transparency Regulation and the current EFSA Strategy (2023-27). MSs were thanked for their contribution to consultation workshops and then shown the new logo. EFSA's graphic designer Matilde Garcia Gomez shared further insights on how design features supported

organisational values & aims. The roll-out plan was noted to ensure MS are able to update EFSA-related materials by the launch date in January 2023.

Action:

EFSA to share the roll out/ implementation plan and the animation for the new EFSA logo with MS via the CEN Portal

14. Key Country Issues (Part 2)

14.1 Reaching target audiences with social media (DE)

Germany outlined how it is using social media platforms such as LinkedIn, Instagram and Mastodon to reach target audiences. A flash poll with the CEN confirmed that social media is becoming a key tool for the vast majority of organisations. Germany outlined its current approach, followers and monitoring for each of the platforms mentioned – including Mastodon (a microblogging platform that not all members were aware of).

14.2 Setting up an Italian Working Group for food risk communication.

Italy set out its initiative to develop the 23-member risk communication working group that was established by the Ministry of Health and coordinated by the CEN member. Its aim is to “build food risk communication together, in Italy and in Europe”. The initial meetings have shared expectations and defined target audiences. Future efforts will focus on defining a common framework for risk communication in Italy. The initiative was widely praised by the CEN as a model for other MS and fully in line with the requirements of the Transparency Regulation.

Actions:

CEN members invited to consider following this model among their own national partners

15. Campaigns

- 15.1** #EUChooseSafeFood – EFSA summarised the rationale, aims and methodology of the campaign, before sharing a selection of the materials that had been developed to complement and promote the fully multilingual microsite. Three (Croatia, Greece and Cyprus) of the 10 participating MSs provided an overview of their impressive and successful activities. The campaign will fully conclude by the end of November. EFSA made a call for expressions of interest to participate in the 2023 campaign.
- 15.2** Stop ASF – The campaign aims, tactics & timeframe and were set out. Once again the participating countries were drawn from south east/ eastern Europe where the disease is predominantly present. Campaign highlights from Serbia, Poland and Croatia were shared. The campaign will continue in 2023, retaining primary target audience of veterinarians, hunters, farmers. Outreach tactics will be revised.
- 15.3** Plant Health – EFSA will launch a campaign on plant health in 2023 at the request of the European Commission. The pre-campaign phase of audience segmentation & literature review is in progress, with the multi-year communication plan due to be sent to the EC by April 2023. The campaign will roll out later in the year and MSs will be contacted to participate. Early expression of interest is welcome.

Actions:

CEN members invited to register expressions on interest in the 2023 campaigns. Plant Health - EFSA to share updates on the pre-campaign phase and implementation of Y1 of the campaign.

16. AOB

Cyprus gave a short summary of its participation training workshop on the food-based risk assessment model called *ImproRisk*.

17. Barbara Gallani, chair, closed the meeting.