



NVWA-EFSA Summer school Pilot Strategy of Risk Communication

25-29 September, 2023
Utrecht, the Netherlands

15 Nov 2023
53rd Focal Point Meeting
Antoon Opperhuizen





The Summer School

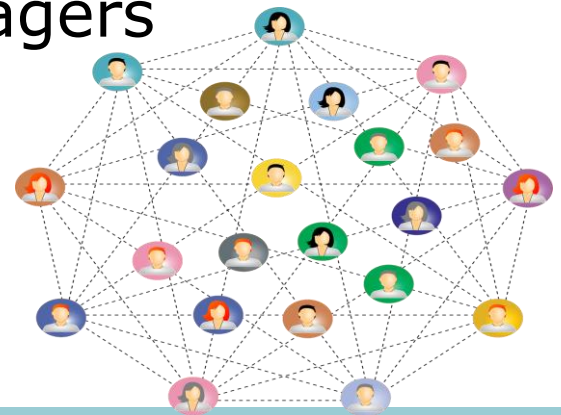
- A joint project of EFSA and NVWA/Buro
- Based on the Strategy of Risk Communication of NVWA/BuRO
- Open for all Member States
- From September 2023 ->





The Summer School intention

- The Summer School is developed to support the implementation of General Food Law + Transparency Regulation: the co-creation of risk communication strategies across Europe; to strengthen the dialogue and promote cooperation between risk assessors, risk managers and risk communicators





The Summer School structure

Our conceptual model: the strategy of risk communication





The Pilot, 25-29 September 2023

- Summer 2023: country visits to listen and understanding needs and wishes
- September, venue: the centre of historical Utrecht, The Netherlands
- Monday – Friday (5 days)
- Free of costs, everything was taken care off
- 2 persons per Member State
- Participants: Estonia, Latvia, Norway, Ireland, Germany, Portugal, Croatia



Values, risk assessment, risk management

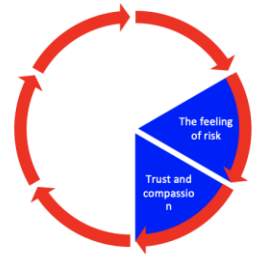
- **Some learning objectives**
- Insight in value conflicts between stakeholders, and prioritizing values/interest when multiple values are at stake
- How to communicate honest and trustworthy about (the uncertainties in) risk assessment
- How to deal with risk management decisions: they might harm or be in conflict with the interests of producers or consumers or politicians or all of them.





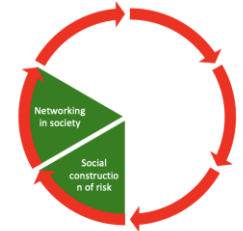
Perception, attitudes, trust, trustworthiness, compassion

- Some learning objectives
- The power of emotional responses, moral foundations and values and heuristics in contrast to the assessment of experts
- How to build, feed and shape trust and confidence: the role of a strategic approach, with expressed commitment, compassion and care





Risk as a social construct, the importance of the network



- **Some learning objectives**
- The role of media, social media and other stakeholders: amplification / attenuation of risk
- Biases, frames and points of view used by (social) media
- Dealing with society: everybody is talking about everything everywhere all the time, in virtual communities -> how to build trust?



Evaluation: some feedback of participants (1)

'Warm welcome and supporting atmosphere'

'Strong connections, we shaped a group and this will enhance our working together at an EU level'

'The exchange: inspiring, helpful with attention for every country'

'95 % between 8 and 10'



Evaluation: some feedback of participants (2)

'We are thankful for the tailor made approach, led by a country visit'

'There was always place for discussions and participants' experiences'

'The course was really adapted to the interests of the participants at the exact moment'



Social events...

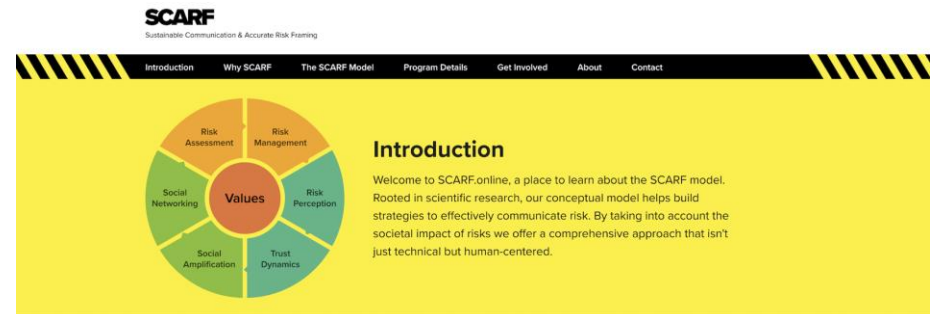




The start... and the future

- All European countries (and IPA) will be trained
- In-house training per country
- Website, meeting point
- Half day during CEN
- Fresh up's
 - Teams
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It has only just started



Navigating the intricate web of social-cultural norms, political-economic landscapes, and behavioral and psychological factors, we aim to redefine how risks are communicated.

Key Points to Consider

Values and Interests: We understand that any effective communication strategy needs to align with the values and interests of the community it serves.

Opinions and Concerns: Your voice matters. Our model seeks to incorporate public opinion and address genuine concerns to create more informed, two-way communication.

Trust and Trustworthiness: At the core of our approach is building and maintaining trust. We're committed to delivering reliable information through a transparent process.

Join us in revolutionizing risk communication, because it's not just about disseminating information; it's about creating a dialogue that resonates.



Thank you!

Tanya, Pedro, Mari, Jane, Iva, Inese, Ilva, Frederic, Erik, Emma, Suzan, Sara, Maarja, Filippa, Barbara, Rory, Tony

We are grateful that you shared with us a fantastic week, with a high level of energy, trust and joy. The beginning of a new era of close cooperation on European communication

- Antoon and Carla



Practical information Summer Schools March + September 2024

- Venue: Historical Utrecht, The Netherlands
- Free of costs, we take care of everything
- 2 persons per Member State
- Participation 5 full days mandatory
- A Member State-visit beforehand: to tailor the summer school according to your needs
- 7 Member States maximum
- Contact Carla Geijskes c.geijskes@nvwa.nl