



Communications Update

63rd Advisory Forum Meeting,
Malta, 7-8 March 2017

COMMUNICATIONS UPDATE

- Media
- Social Media
- Stakeholders
- Exciting new content and products
- Communication Experts Network (CEN), 1-2 March 2017

MEDIA COVERAGE HIGHLIGHTS

Bloomberg

**Bayer, Syngenta Clash With
EU Over Bees Amid M&A
Charm Offensive**

theguardian

Is America's most common pesticide responsible for killing our bees?

ELMUNDO

¿Sabía que estos 20 alimentos llevan aceite de palma?

Irish Independent

This Irish version of Nutella hits the same spot– without the controversial palm oil

EURACTIV

Report: Commission criteria on endocrine disruptors should not be limited to pesticides

SPECTATOR

HEALTH

Why you don't need to worry about eating brown toast

Le Monde

Une quarantaine d'ONG européennes lancent une initiative citoyenne contre le glyphosate

il fatto alimentare

Antibiotico resistenza: un problema sempre più grave. La presa di posizione dell'Efsa per ridurre l'uso degli antibiotici negli animali da reddito

Süddeutsche Zeitung

Nur in Ausnahmefällen

la Repubblica

Pesticidi, Legambiente: "Contaminato un terzo dei prodotti". Coldiretti: "Allarme aumenta 22 volte extra Ue"

EFSA MEDIA COVERAGE IN NUMBERS

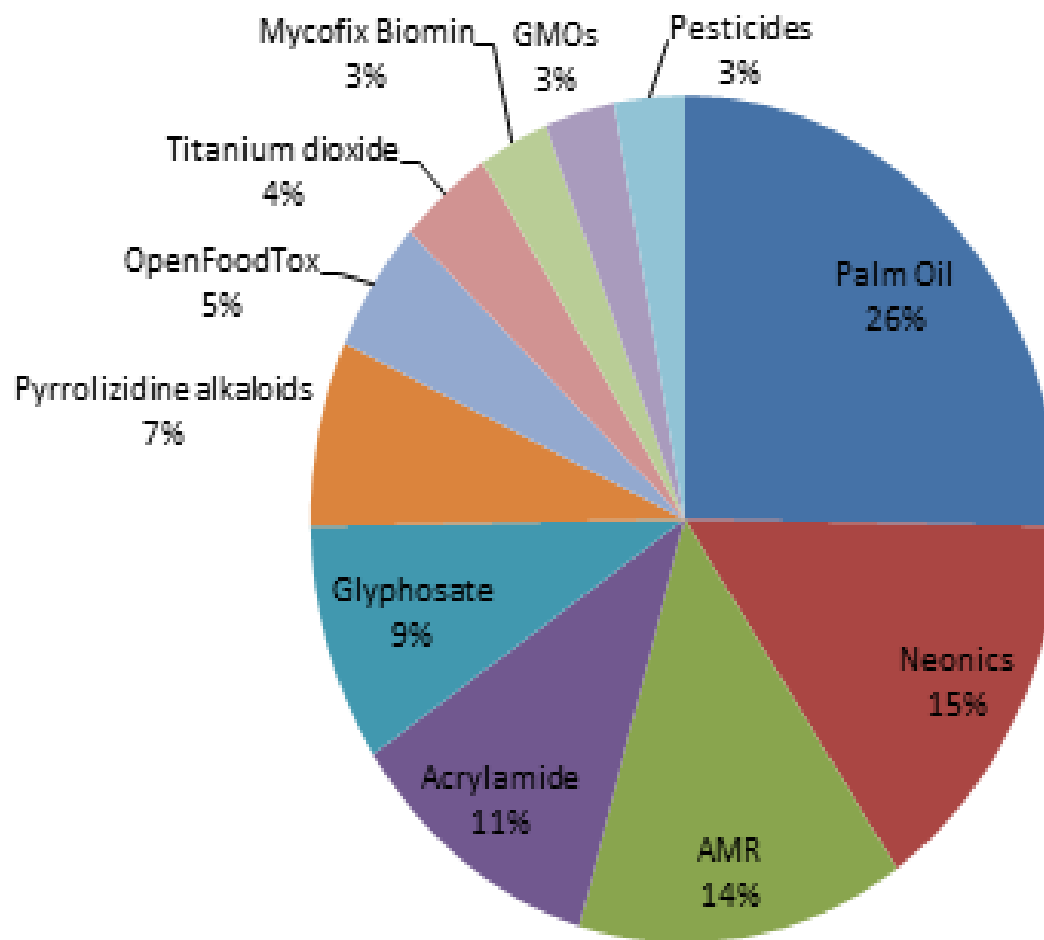
Approx. **1000** enquiries per year
(questions, telephone calls, written interviews or
requests for contribution articles)

Approx. **60** interviews were carried out with EFSA's
scientists / experts in 2016. More than one third were
proactively pitched to media

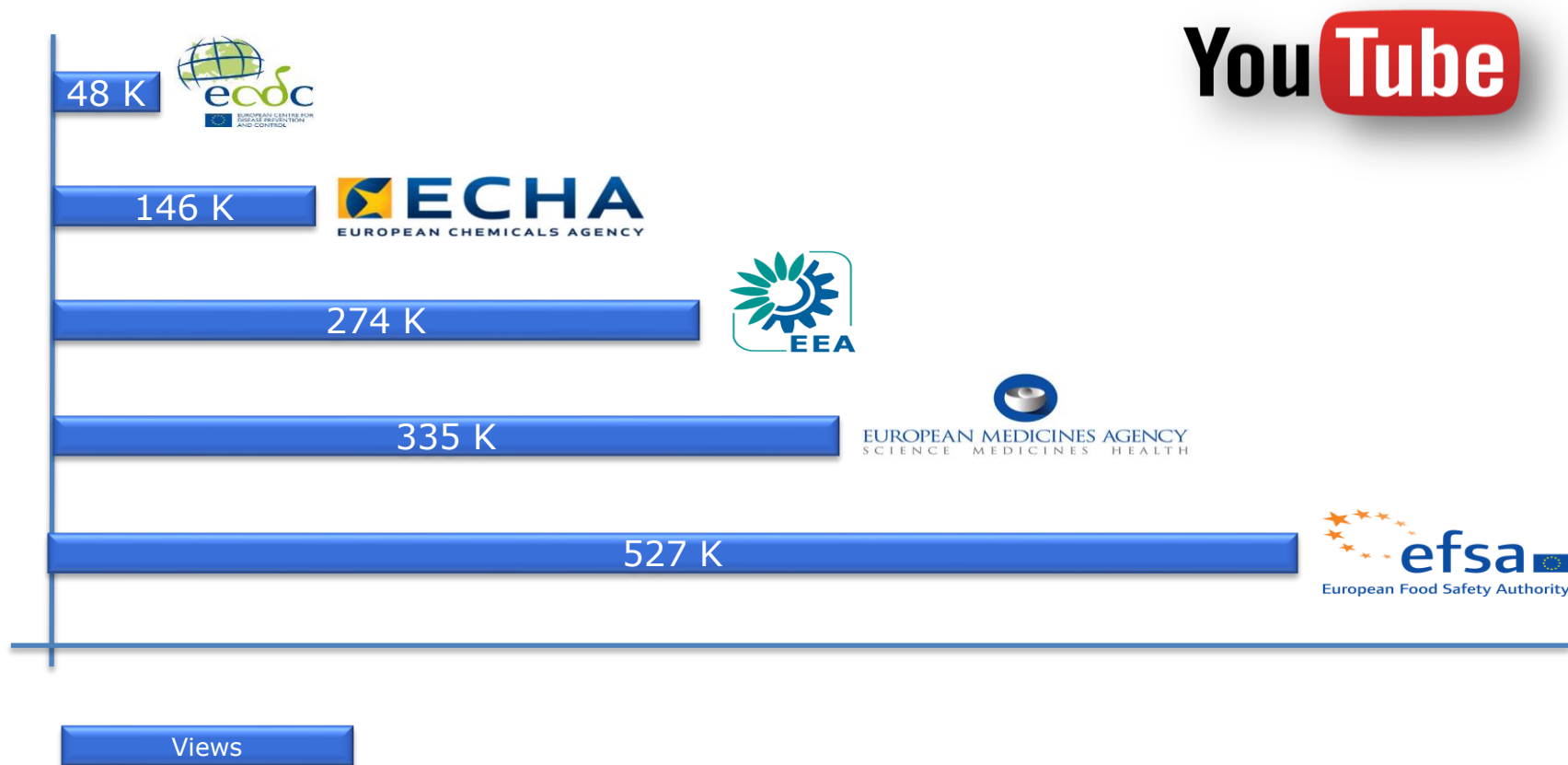
Approx. **10,000** articles are monitored mentioning
EFSA, every year.

We log and score **10** articles a day, amounting to
2500 articles a year for which we carry out an impact
analyses

Topics dealt with in Media in January 2017

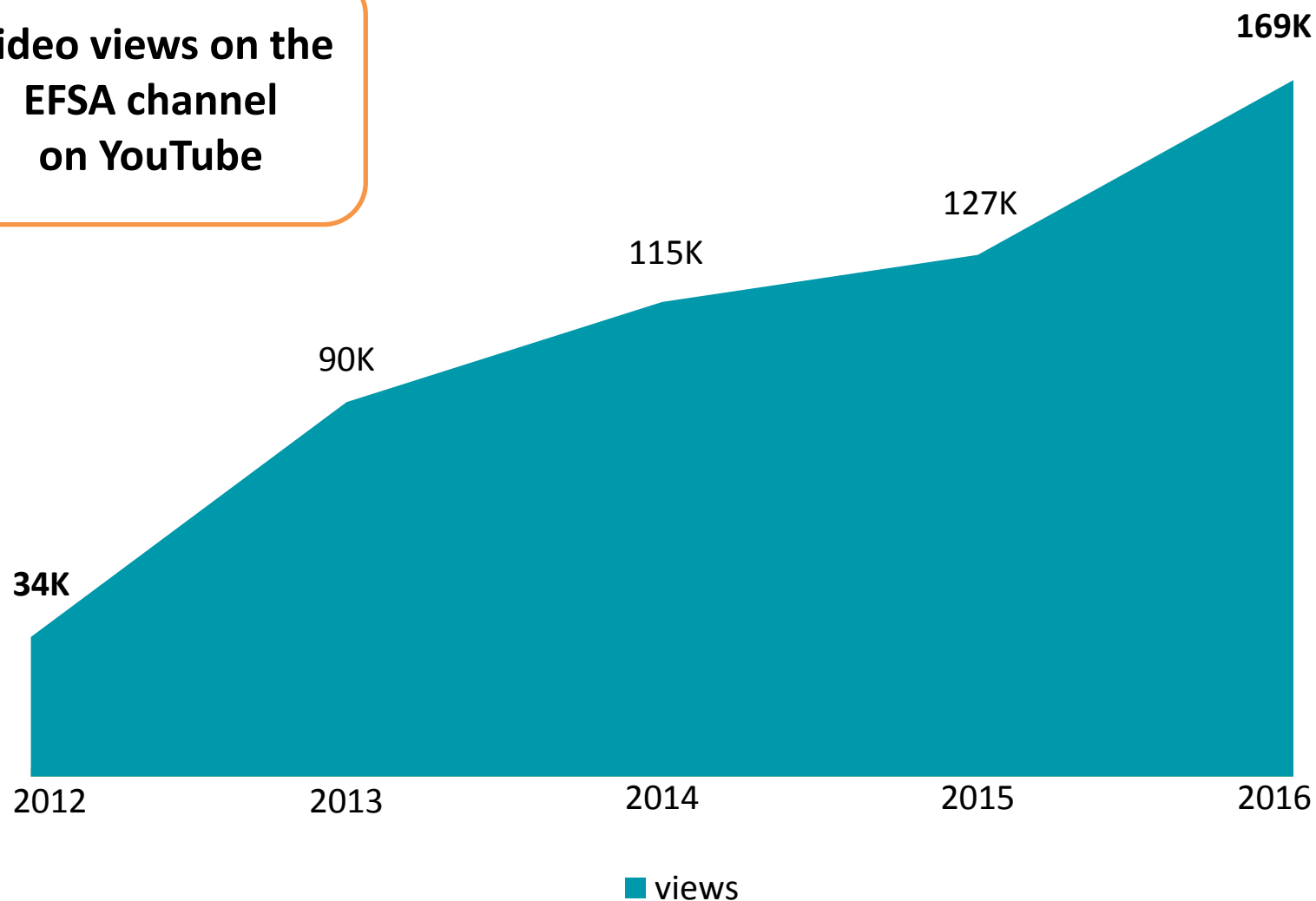


YOUTUBE | BENCHMARKING



YOUTUBE | EFSA CHANNEL EVOLUTION

Video views on the
EFSA channel
on YouTube



YOUTUBE | TOP VIDEOS



What is E.Coli? What can you do to protect yourself and others?

by EFSACHannel

+51K
views



Listeria infections in humans

by EFSACHannel

+30K
views



What are pesticides and how do they get into our food?

by EFSACHannel

+29K
views



What are health claims and how are they assessed?

by EFSACHannel

+28K
views



Science protecting consumers from field to fork

by EFSACHannel

+18K
views



Nutrition: dietary reference values

by EFSACHannel

+18K
views

SOCIAL MEDIA | THEMATIC ACCOUNTS



Plants EFSA
 @Plants_EFSA
 The EU hub for information on assessment and emerging risks on #plants. Account managed by the @EFSA_EU #PlantHealth team.
 Parma, Emilia Romagna
 efsa.europa.eu/en/topics/topi...
 Joined July 2016

Tweet to Plants EFSA

32 Followers you know

TWEETS	FOLLOWING	FOLLOWERS	LIKES
405	229	456	85

Tweets Tweets & replies Media

Plants EFSA @Plants_EFSA · Feb 17
EPPO CEH training workshop on PRA for #InvasiveAlienPlants just closed. it was very good! thank you @EPPONews @CEHScienceNews



NERC and EPPO Pest Risk

+240 followers
+117 tweets



Methods EFSA
 @Methods_EFSA
 The EU and international talk shop for information on scientific assessment methodologies and tools. Account managed by @EFSA_EU scientists on the #Methods team
 Parma, Emilia Romagna
 efsa.europa.eu/en/science/met...
 Joined August 2016

Tweet to Message

23 Followers you know

+450 followers
+405 tweets



Methods EFSA
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 The EU and international talk shop for information on scientific assessment methodologies and tools. Account managed by @EFSA_EU scientists on the #Methods team
 Parma, Emilia Romagna
 efsa.europa.eu/en/science/met...
 Joined August 2016

Tweet to Message

23 Followers you know

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
117	234	244	52	2

Tweets Tweets & replies Media

Methods EFSA Retweeted
Bernhard Url @BUrl_EFSA · Feb 17
 Evidence based science hand in hand with the #3R principle. Contribute now!

ECHA @EU_ECHA
 #EUHaveYourSay on this testing proposal by 23 March. Help us find #AlternativesToAnimalTesting. bit.ly/2l6e65r

Methods EFSA Retweeted
Maged Younes @MagedYounes1 · Feb 15
 A huge step forward towards enhancing transparency!

Methods EFSA @Methods_EFSA
 Great news, today our #SC_EFSA endorsed draft guidance #weightofevidence and #biologicalrelevance we'll publicly consult soon #haveyoursay

SOCIAL MEDIA | AMBASSADORS



Bernhard Url

@BUrl_EFSA

Executive Director @EFSA_EU.
#FoodSafety, #Innovation and #Science.



Hans Verhagen

@HVerhagen_EFSA

Head of RASA Dept. Biological hazards, chemical contaminants, plant health, animal health, data collection, emerging risks, exposure assessment, risk assessment



Didier Verloo

@dverloo FOLLOWS YOU

How, why and when to make evidence based decisions to move on. Unless it is about going cycling. @EFSA_EU Tweets are mine.



Alberto Spagnoli

@albertspagnoli FOLLOWS YOU

EU civil servant, with @EFSA_EU since 2010. Father of three desperates. Loves mountains, friends and good wine. Views are my own. RT is not endorsement.

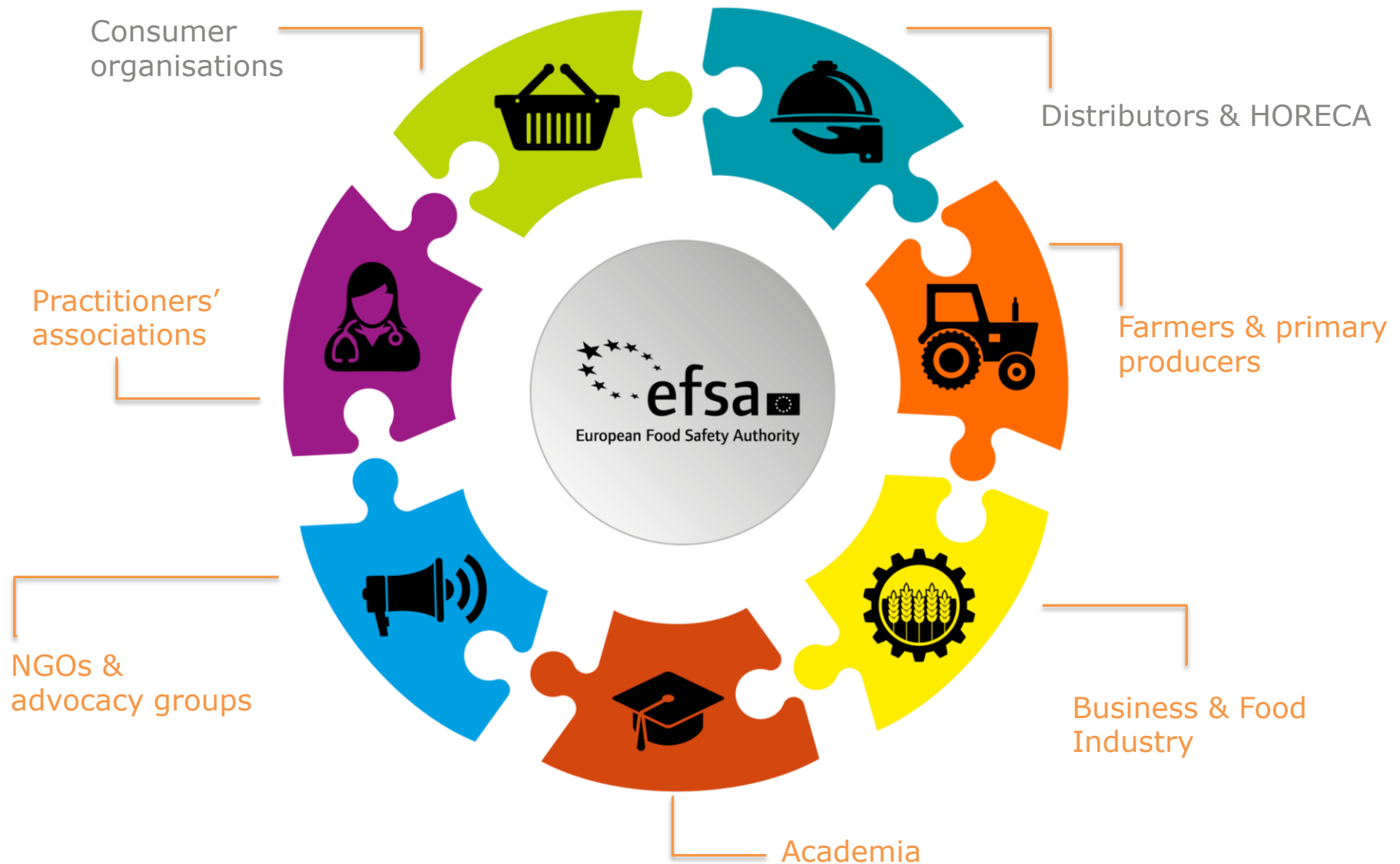


Lucia de Luca

@LuciadeLuca4 FOLLOWS YOU

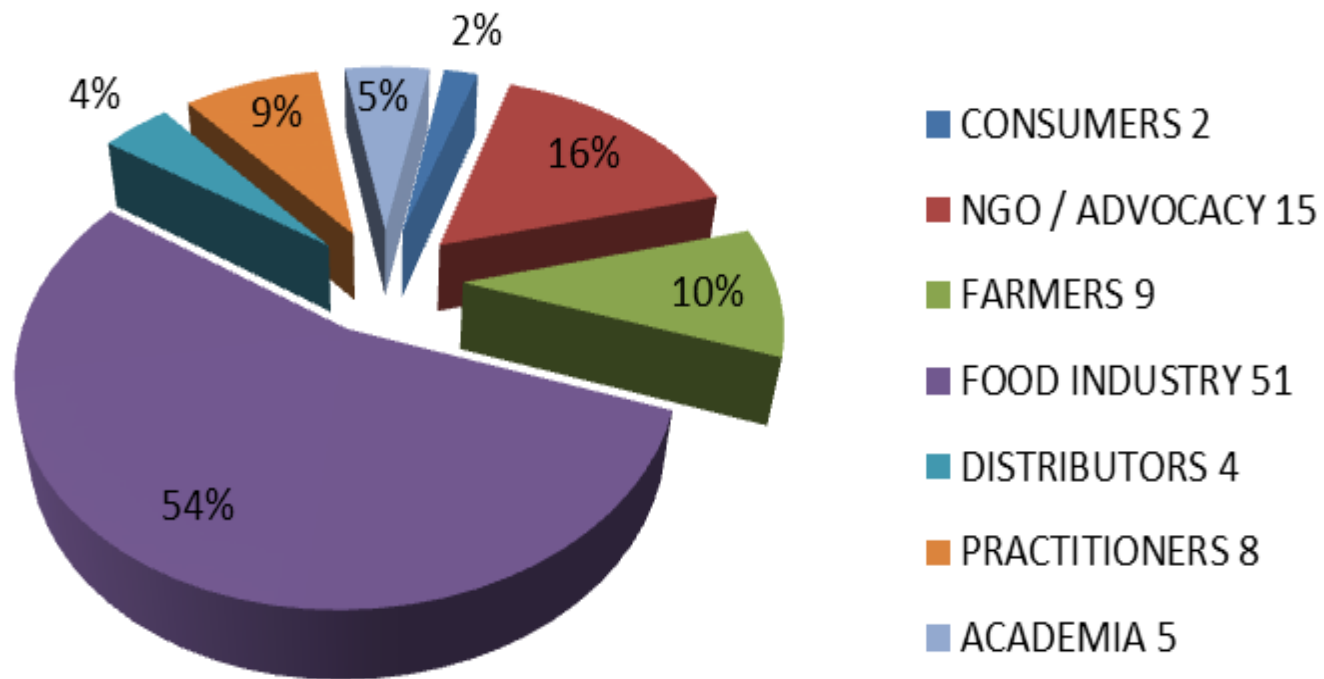
Born in Italy, foreigner by destiny. Strategic communications expert @EFSA_EU. Views are my own.

OUR STAKEHOLDERS



STAKEHOLDER REGISTRATION – STATE OF PLAY FEB 2017

EFSA REGISTERED STAKEHOLDERS



TOTAL: 94

1ST EFSA STAKEHOLDER FORUM – PARMA, 30-31 MAY 2017

- **Annual meeting** of all registered stakeholders,
- Opportunity to provide **strategic input** to EFSA's work plans and future priorities,
- Provide **recommendations** on how different engagement platforms work

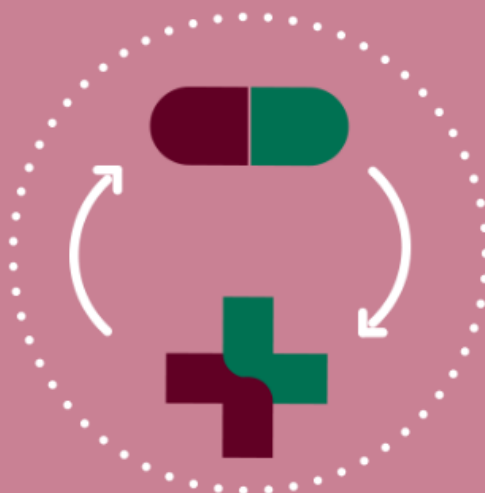


AMR | REDUCE, REPLACE, RETHINK



reduce

the use of antimicrobials



replace

antimicrobials with alternative
treatments



rethink

the livestock production system

AMR | DATA VISUALISATION

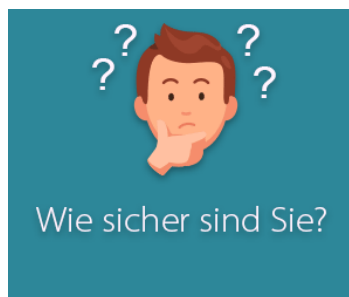


UNCERTAINTY | SURVEY CAMPAIGN

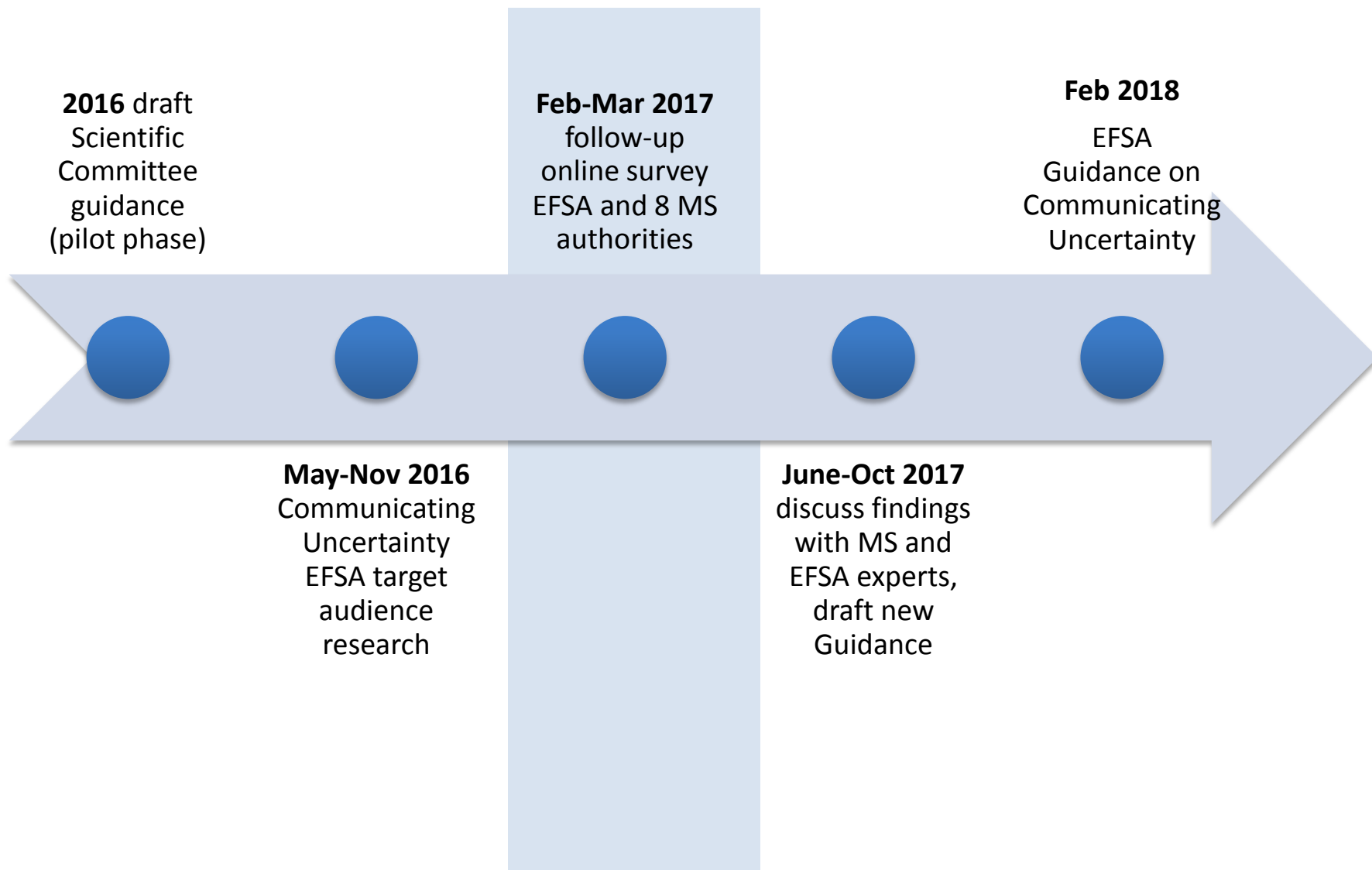
- ***How certain are you?*** Help us to better explain scientific uncertainty – take our survey



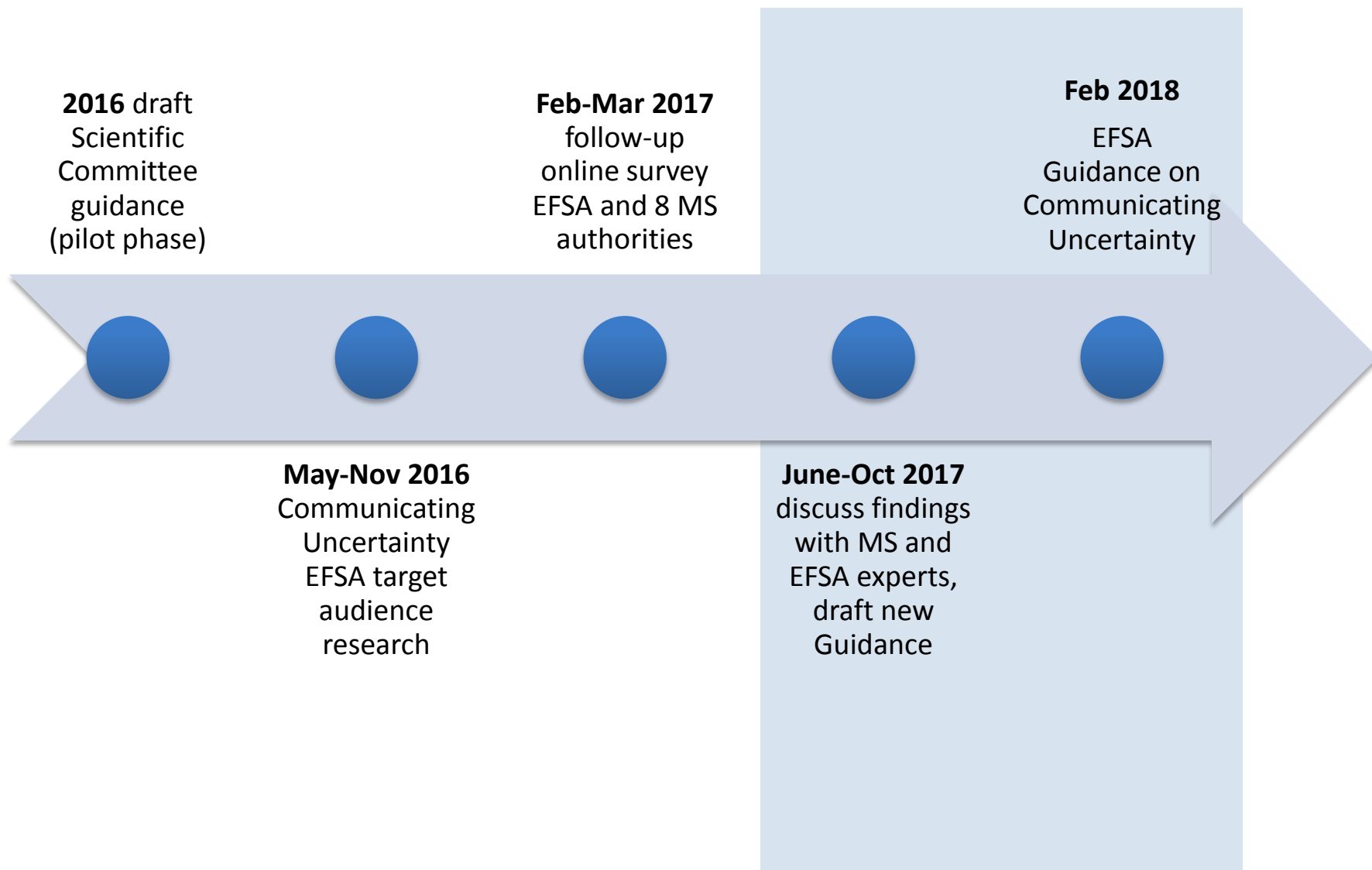
- **Channels** - website, banner, mailings, newsletters, social media



UNCERTAINTY | COMMUNICATION



UNCERTAINTY | COMMUNICATION



LIVE WEBSTREAMING OF OPEN PLENARIES

EFSA to live webstream open scientific meetings in 2017



EFSA is increasing its transparency to stakeholders by introducing video streaming of open meetings of its Scientific Panels. This is intended to boost the number of observers by allowing remote attendance. Online submission of questions to EFSA's scientists will also be possible.

Following a pilot phase in Brussels, which did not significantly increase attendance, all open plenary meetings will move back to Parma in 2017. Registered observers will still be able to attend the meetings but now they also have the option of following open sessions of the meetings on EFSA's website and taking part in the question and answer sessions with EFSA's experts while online. For observers following the meetings via the web, the cost of attending is effectively removed.

The calendar of open scientific meetings in 2017 is available today. Updated guidelines for observers will be provided in the coming weeks on EFSA's website. Anyone wishing to attend – whether in person or remotely – should consult the updated guidelines and apply as soon as registration for the relevant meeting opens.

- ☐ **Video streaming of open meetings of all Scientific Panels**
- ☐ **Increased transparency**
- ☐ **Higher number of observers through remote attendance**
- ☐ **Online submission of questions will be possible**

COMMUNICATIONS EXPERTS NETWORK - UPDATE

1st CEN meeting
Parma, 1-2 March

Integration of **social science** on the agenda

CEN **2017 work programme** discussed

EU Insights Report

«Public perception of the risks associated with AMR»



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

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