



EFSA STAKEHOLDER FORUM

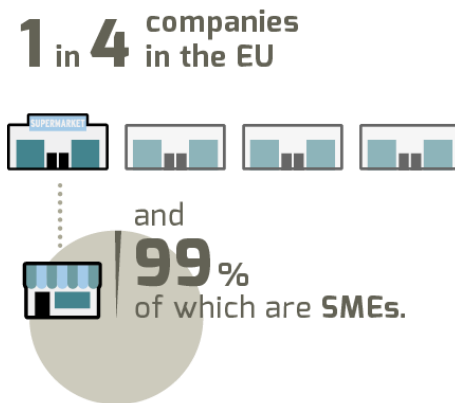
VIEWS ON EFSA CLEAR COMMUNICATION

Parma, Italy

30 May, 2017

EuroCommerce is

...the principal European organisation representing the retail and wholesale sector. It embraces national associations in **31** countries and **5.4** million companies, both leading multinational retailers such as Carrefour, Ikea, Metro and Tesco, and many small family operations. Retail and wholesale provide a link between producers and **500** million European consumers over a billion times a day. It generates **1** in **7** jobs, providing a varied career for **29** million Europeans, many of them young people. It also supports millions of further jobs throughout the supply chain, from small local suppliers to international businesses. EuroCommerce is the recognised European social partner for the retail and wholesale sector.



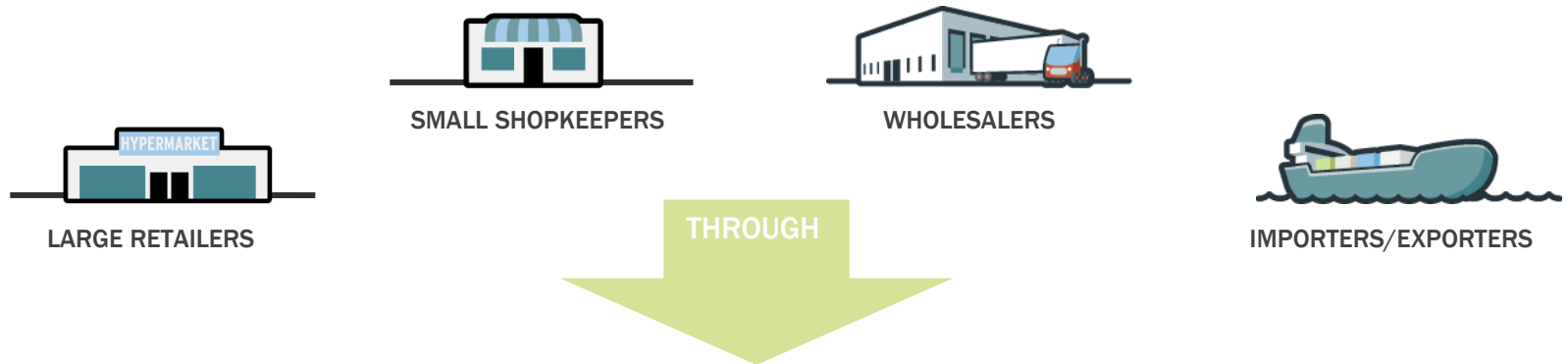
10 % of EU's GDP



29 million jobs



We represent



LARGE RETAILERS

SMALL SHOPKEEPERS

WHOLESALEERS

IMPORTERS/EXPORTERS

THROUGH

3 types of member organisations



National Associations

- Broad support base and legitimacy
- National perspective (politics & market)
- National lobbying capacity (Council & MEPs)
- Issue expertise (some)



Companies

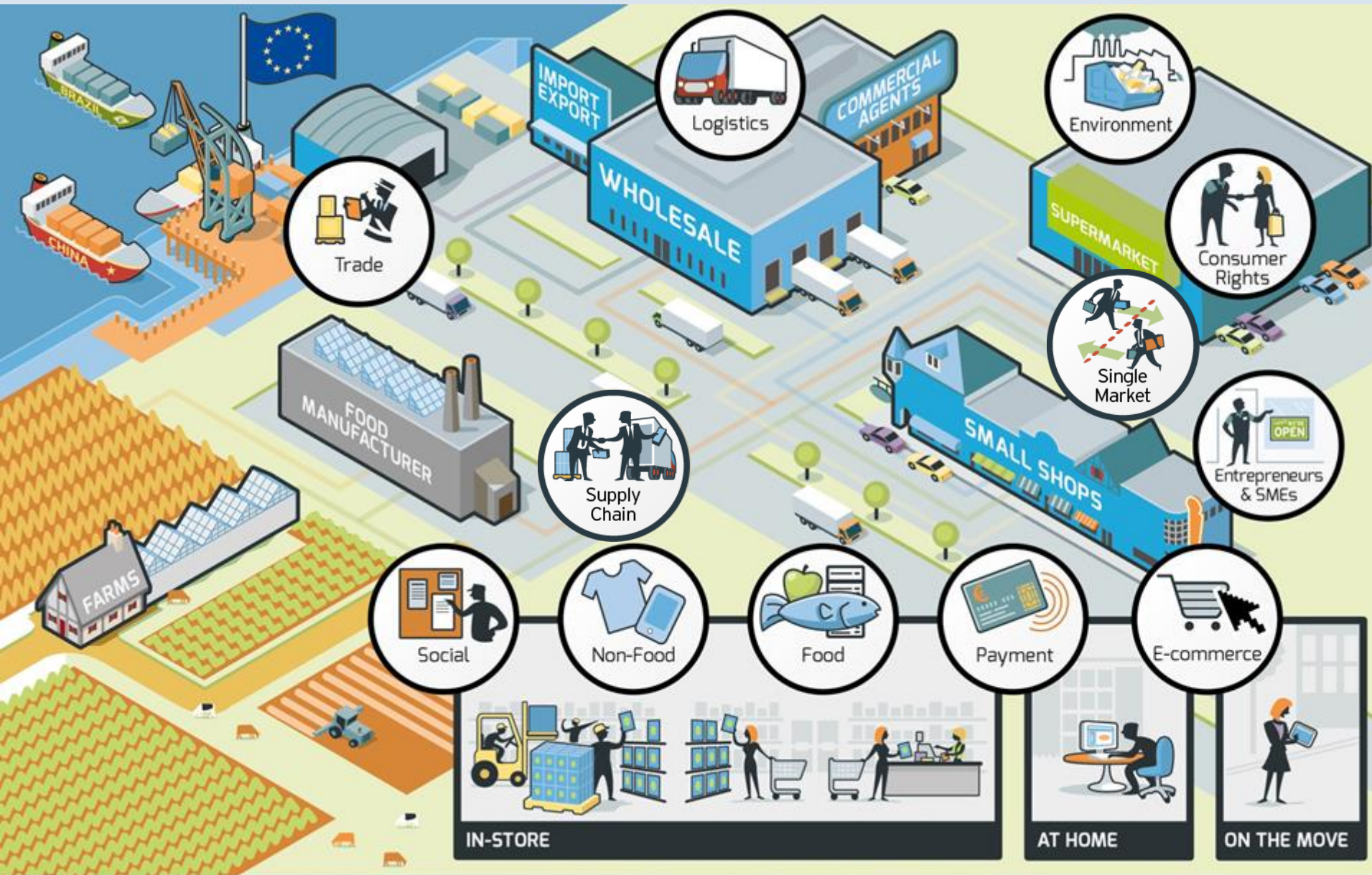
- Business outlook & insights
- Technical expertise
- European perspective



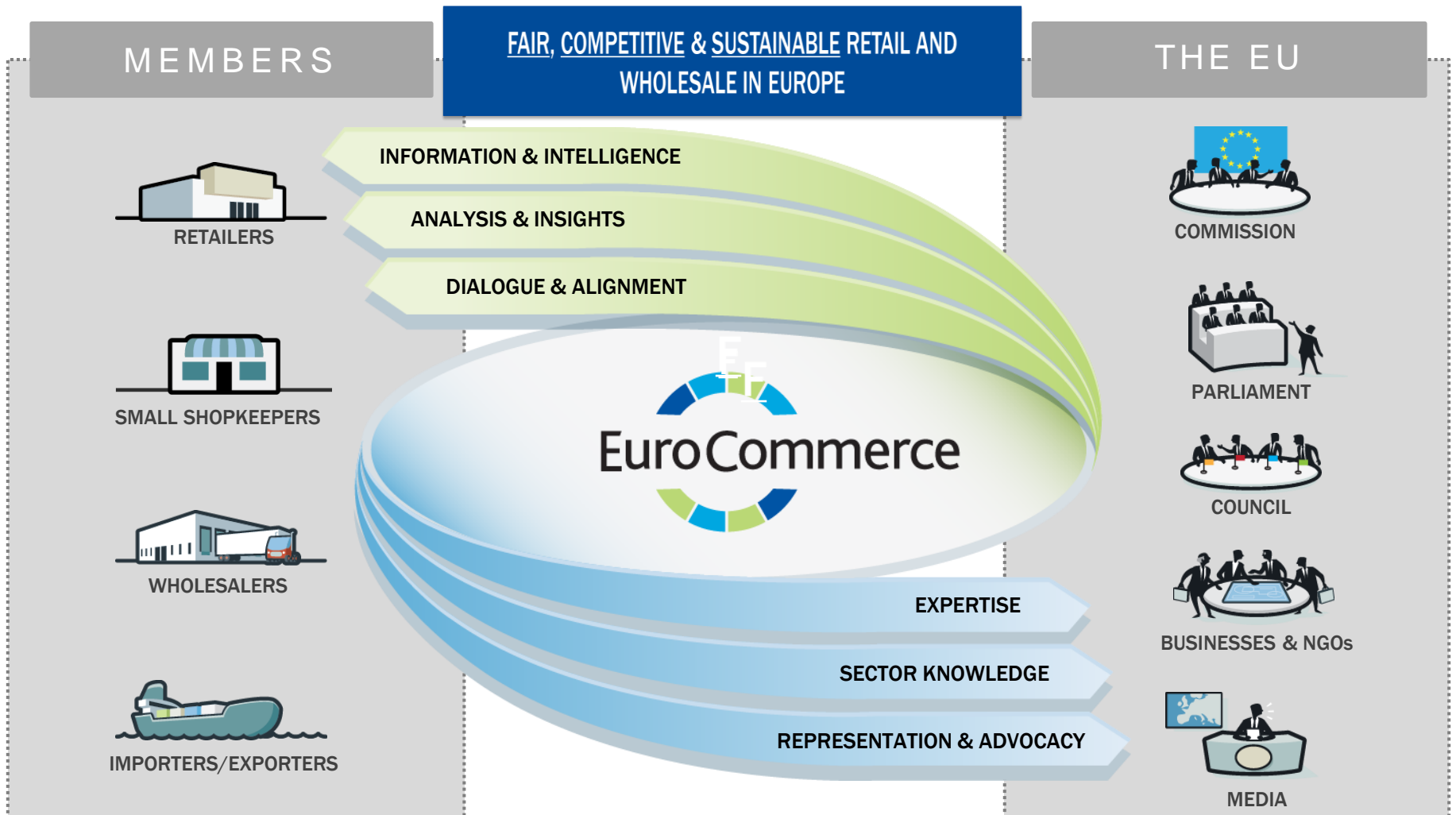
Affiliated Federations

- European perspective
- Niche perspective in sub-sectors

Our value chain and priority work areas



Audience



How do we communicate?

Guiding principles

- Focus on priorities agreed by the membership
 - > Based on the European agenda
- Direct relevance for members' business environment
 - > Engaging members and policy makers
- Multiple tools/channels (according to the target audience)
 - > Reuse and repeat!
- Coordinated /aligned where possible
 - > Members' communication actions
 - > EU stakeholders

Communication tools

MESSAGING TOOLS



TARGET AUDIENCE

Resources

Manifesto

Narrative
Main

Narrative
Digital

Narrative
Sustainability

Narrative
Supply chain

Narrative
Employment

Narrative Trade

Narrative Single
Market

Infographics

Issue Briefs

Position papers

Policy guidances

Other
Publications

Joint letters

Dissemination channels

- Website - *public*
- Mailings - *targeted*
- InBrief - *members*
- Twitter, LinkedIn - *public*
- Dissemination at events - *public*
- Through members, partners, other stakeholders - *public*

Members

Commission

EP

Council

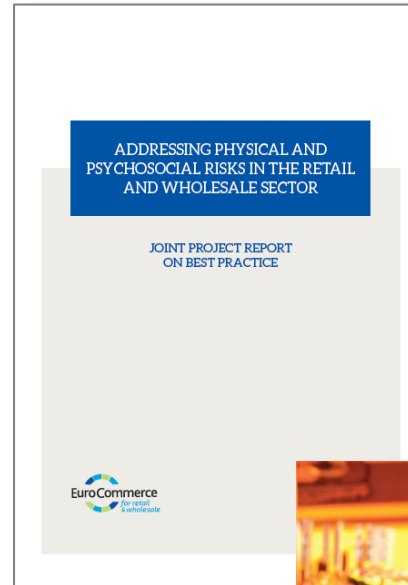
NM business
federations

NGOs, Civil
Society

NM companies
& prospects

Larger audience
through media

Some key publications in 2017



How we interact with our Members

Food, Nutrition & Health

Meetings

- > Food Policy Committee meetings (3x/yr): regulatory & quality experts
- > Working groups /conf calls
- > Food Safety Incident Management group

Written

- > Status report (3x/yr)
- > Food E-news (3 weekly)
- > Topical mails – for action/for info

« *Less is more* »

« *K.I.S.S* »

Information needs - members

In support of internal quality management systems:

- **Food safety and consumer confidence** are an absolute priority
- Sourcing safe, quality products, and to applying good and compliant hygiene and quality management practices when storing, transporting and handling food.
- State-of-the-art quality control systems (incl. horizon scanning).

In support of their communication towards consumers:

- Retailers communicate with millions of consumers every day through **product labels, point of sale information, leaflets, websites and other means of modern communication.**
- Provide consumers ***with clear, understandable and reliable*** information - based on science.
- Increasing consumer demand => Information (& labelling) requirements have increased => information-overload?

Views on EFSA - Clear Communication

Consultation EFSA by members?

- Companies primarily rely on national or regional food safety authorities, or commercial service providers gathering the relevant news items;
- EFSA only consulted sporadically (in crisis and when an opinion could ev. lead to risk management measures)
- Opinions difficult to understand by non-scientists

Positive aspects

- Crisis management: neutral & reliable source
- Outreach to stakeholders (building trust!)
 - > Public consultations – engaging stakeholder
 - > Unique position of retailers– connection to consumer
- Press releases, newsletter, videos

Clear Communication

General comments and remarks

- Time and resources within retail organisations / associations is limited
- Lack of scientific knowledge of audience;
- When discussions are settled (risk management measures): less relevant to consult EFSA regularly?
- Concerns about risk assessment opinions published: Media can create panic? Risk of over-communicating?
- Challenge: defining the real target audience & how to meet their needs?



THANK YOU

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www.eurocommerce.eu



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