



77th Advisory Forum meeting
Virtual meeting, 28-29 October 2020

Social Science at EFSA: Update on the roadmap, results from recent studies, and future plans

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Trusted science for safe food

Update Social Science Roadmap



The mission

Understanding society helps EFSA achieve its Strategic Objectives

The two pillars

Research

Advice

The foundation

Social science expertise



Reminder | Original **implementation timeline**

Build a function that provides **advice** to processes across EFSA based on **evidence from social research** and **promotes cooperation** in the area of social science

Use established social science function to help EFSA **deliver on the objectives of the 2027 Strategy**

2019

2021



Our **journey** | From “**new**” to “**established**”



Insights

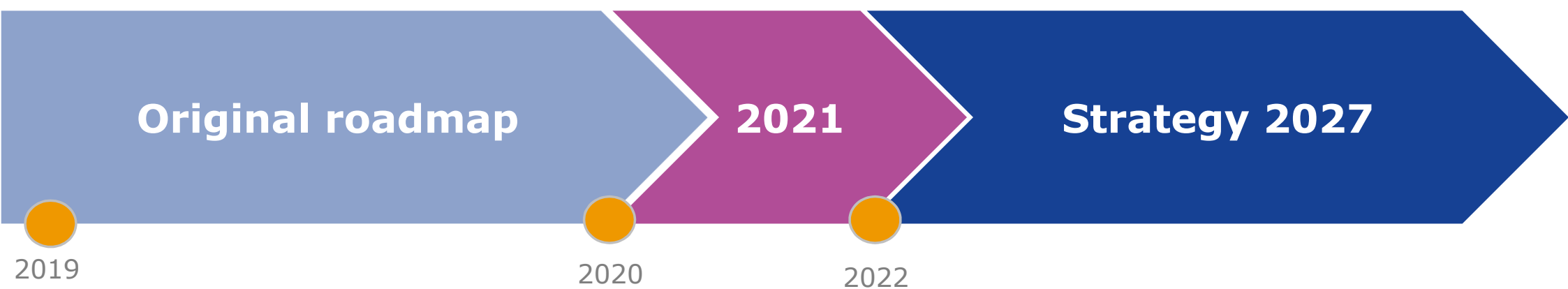


**Part of EFSA
processes**

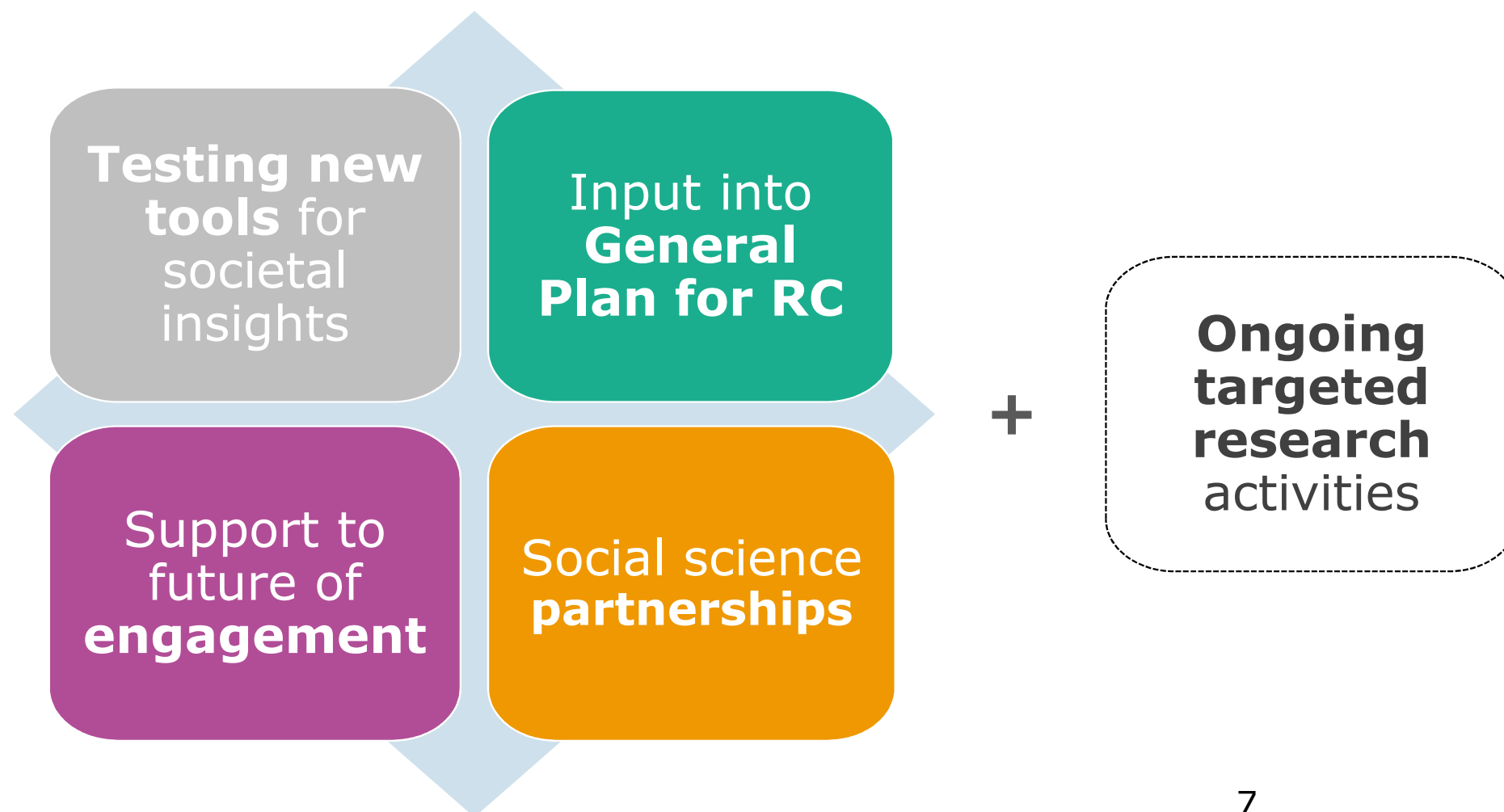
**Expertise and
networks**



The **extra year** | Opportunity to **further improve**



The year to come | What will be on our agenda?



- EU insight study in support of EFSA's scientific opinion on **dietary sugars**

Consumer survey

(EU, Iceland and Norway)

Stakeholder interviews



Insights for both **risk assessors** and **risk managers**



Results from
recent studies

Reputation Barometer



Reputation barometer | The story

2017

Baseline Reputation Barometer study designed and piloted

2018

Findings of the baseline study available with follow-up on recommendations

2019

Set out an approach to reputation measurement in the Social Science Roadmap

First discourse analysis of EP conducted

2020

Implemented Reputation Barometer 2.0, including analysis of how peer organisations measure reputation

2021

Findings of the study to inform our work in preparation of EFSA 2027 strategy

Work on harmonization of measurement among peers

12 Attributes

- Approach for providing scientific advice
- Quality of our opinions
- Efficiency in producing them
- Emerging risks
- Harmonization of risk assessment methods
- Independence and objectivity
- Transparency
- Risk communication
- Engagement
- Assistance for crisis management
- Governance
- Innovativeness

Audiences

7

- Member State authorities
- European Commission
- European Parliament
- Food industry (businesses, farmers and primary producers)
- Consumer and environmental NGOs
- Members of the scientific community

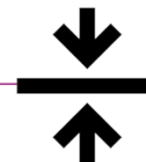
The methodology | Improvements & participation



Alternative approach to measuring EFSA's reputation **with MEPs** was piloted in 2019, using discourse analysis



Questions for 2020 survey were reduced from 126 in 2017 to 47 in 2020 with the help of our WG



The questions that remained in the study were **aligned to the Customer Satisfaction Survey**

A new approach was taken to sampling members of the **scientific community**

Practitioners and distributors were included in the survey



We added the **dimension of frequency** with which the respondent has been interacting with EFSA

Advisory forum had the highest response rate!!!

Overall improved participation

120 responses

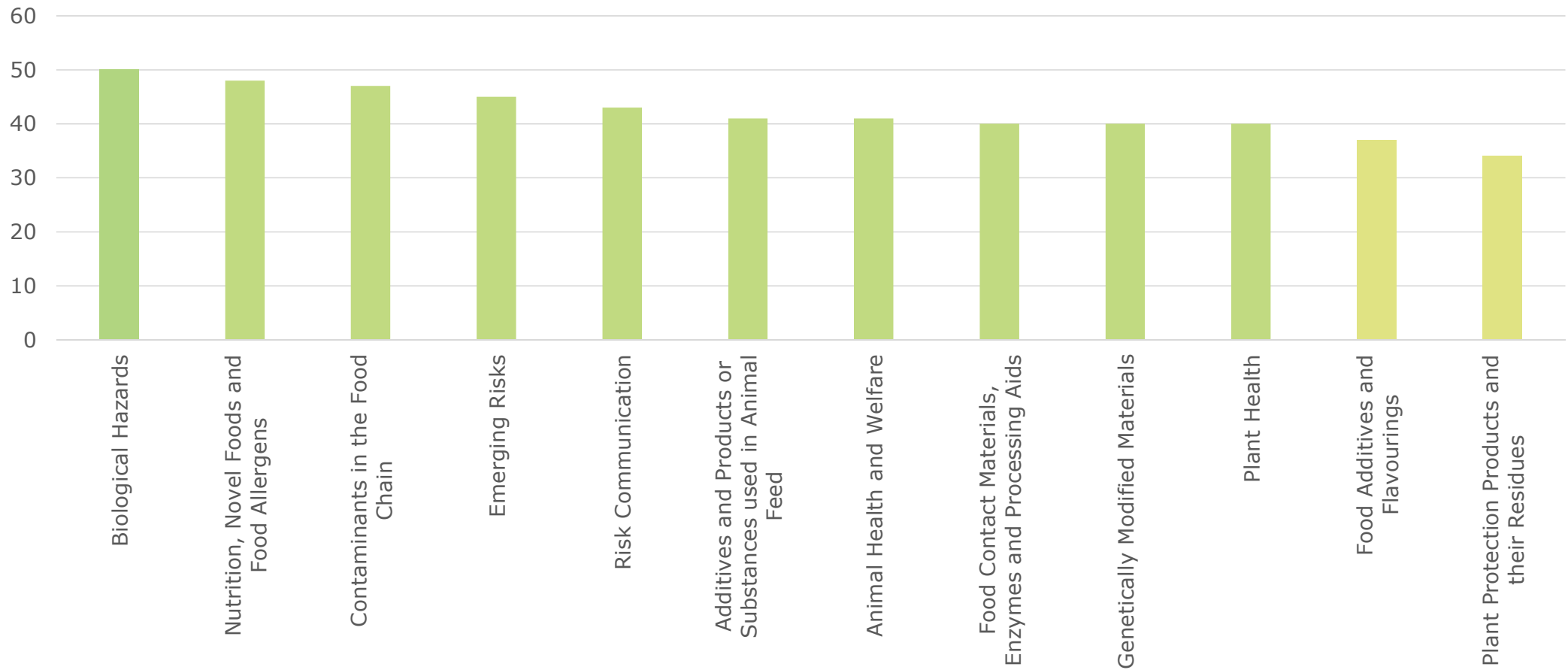
So how did we do in 2020? | **Reputation** scores

Member State authorities	European Commission	Business, farmers and primary producers	Consumers and thematic organisations	Scientific community

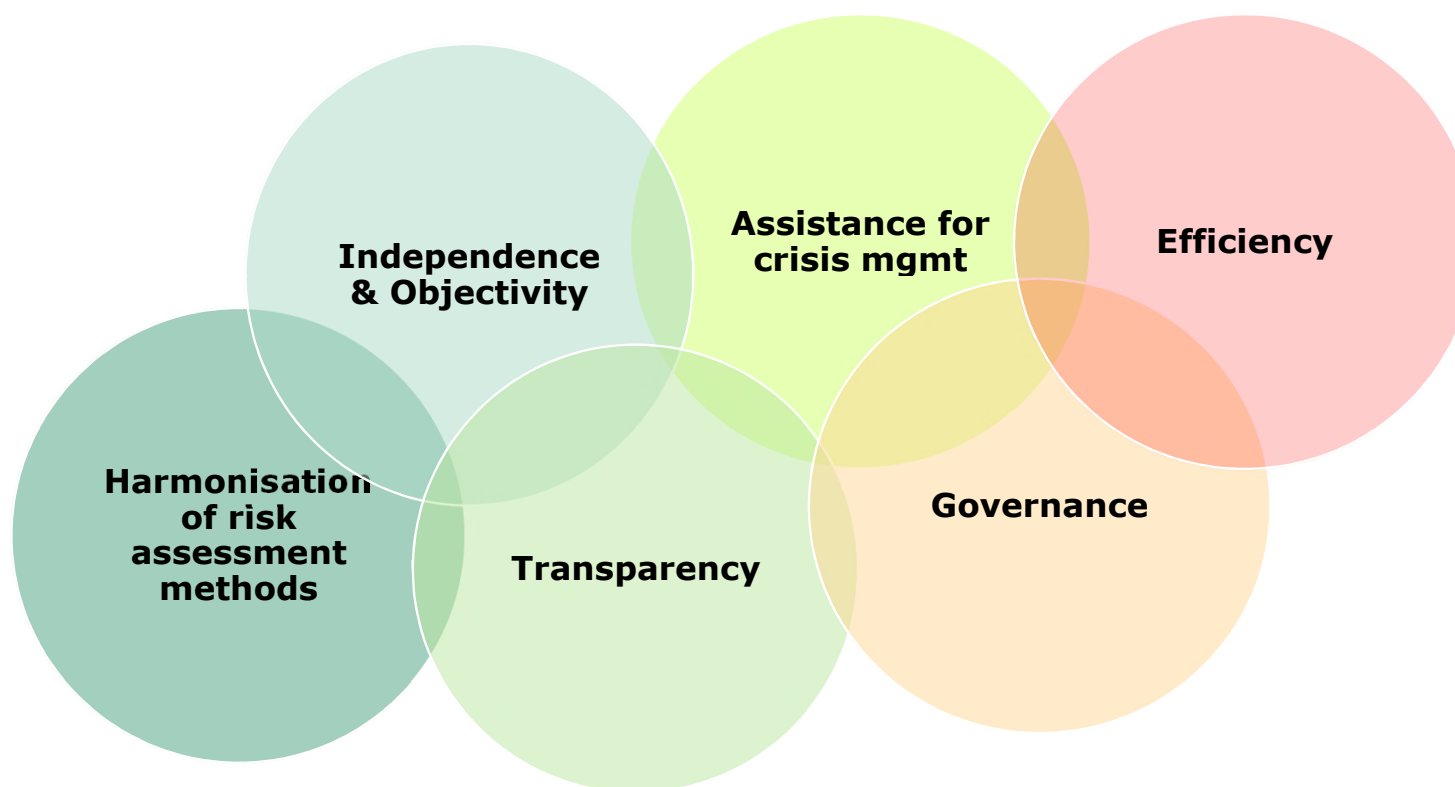
Negative								Neutral								Positive							
-100	-90	-80	-70	-60	-50	-40	-30	-20	-10	0	10	20	30	40	50	60	70	80	90	100			

And how about our **work areas?** | Reputation scores

Average reputation scores on a scale from -100 (negative) to +100 (positive)



Some key determinants of our 'reputation'



Measuring reputation | How to improve?

1

Systematic approach to analysis of **media and social media data** in support of reputation management

2

Find out a “formal” way of analysing “**informal**” **feedback** (qualitative component)

3

Reputation definition and measurement
harmonisation among peers

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