



77<sup>th</sup> 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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Communication Unit

Trusted science for safe food



European Food Safety Authority

# Update **Social Science** Roadmap



# The mission

Understanding society helps EFSA achieve its Strategic Objectives

## The two pillars

Research

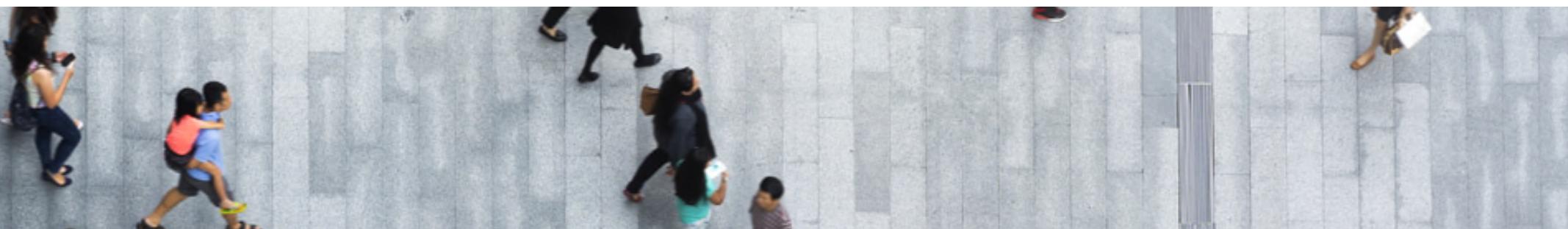
Advice

## The foundation

Social science expertise



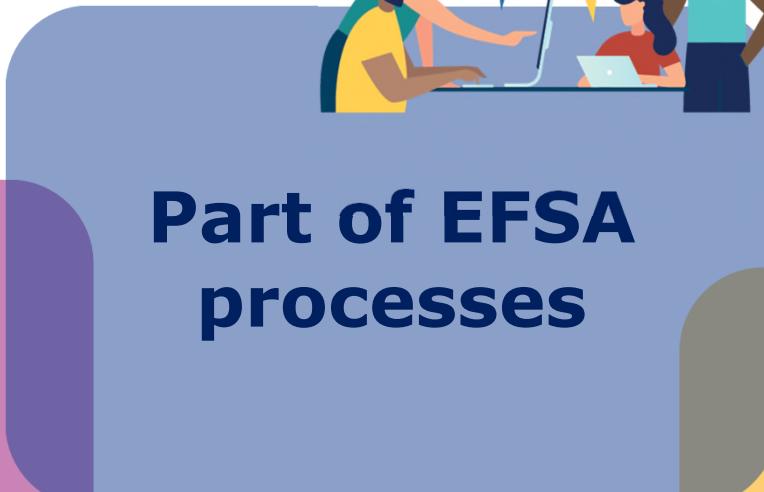
## Reminder I Original **implementation timeline**



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



**Insights**



**Part of EFSA  
processes**



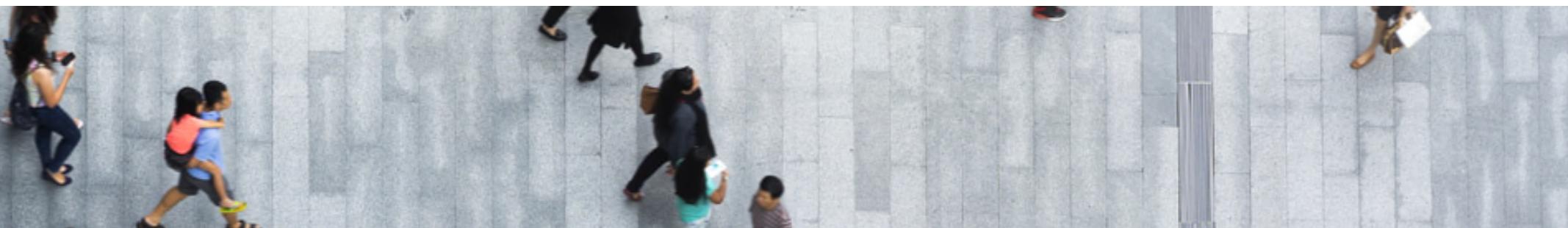
**Expertise and  
networks**

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

**Original roadmap**

**2021**

**Strategy 2027**



**Testing new tools** for societal insights

Input into **General Plan for RC**

Support to future of **engagement**

Social science **partnerships**

+

**Ongoing targeted research activities**

- 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



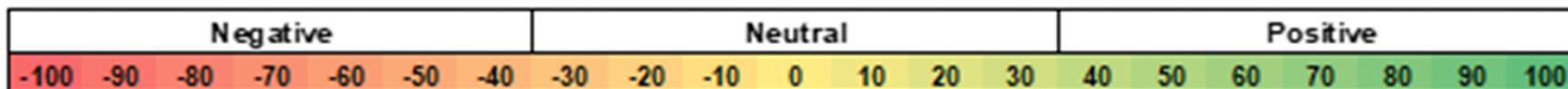
We added the **dimension of frequency** with which the respondent has been interacting with EFSA

**Advisory forum had the highest response rate!!!**

Overall improved participation

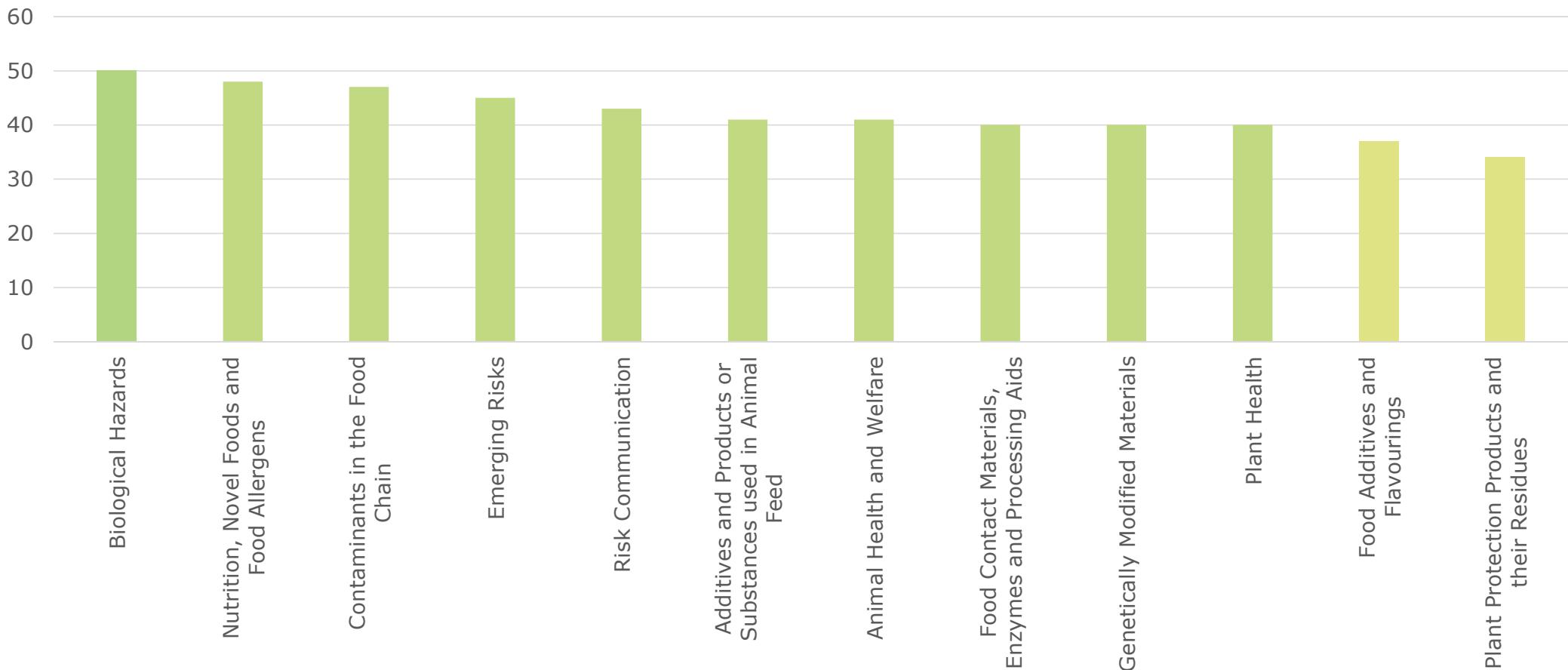
120 responses

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

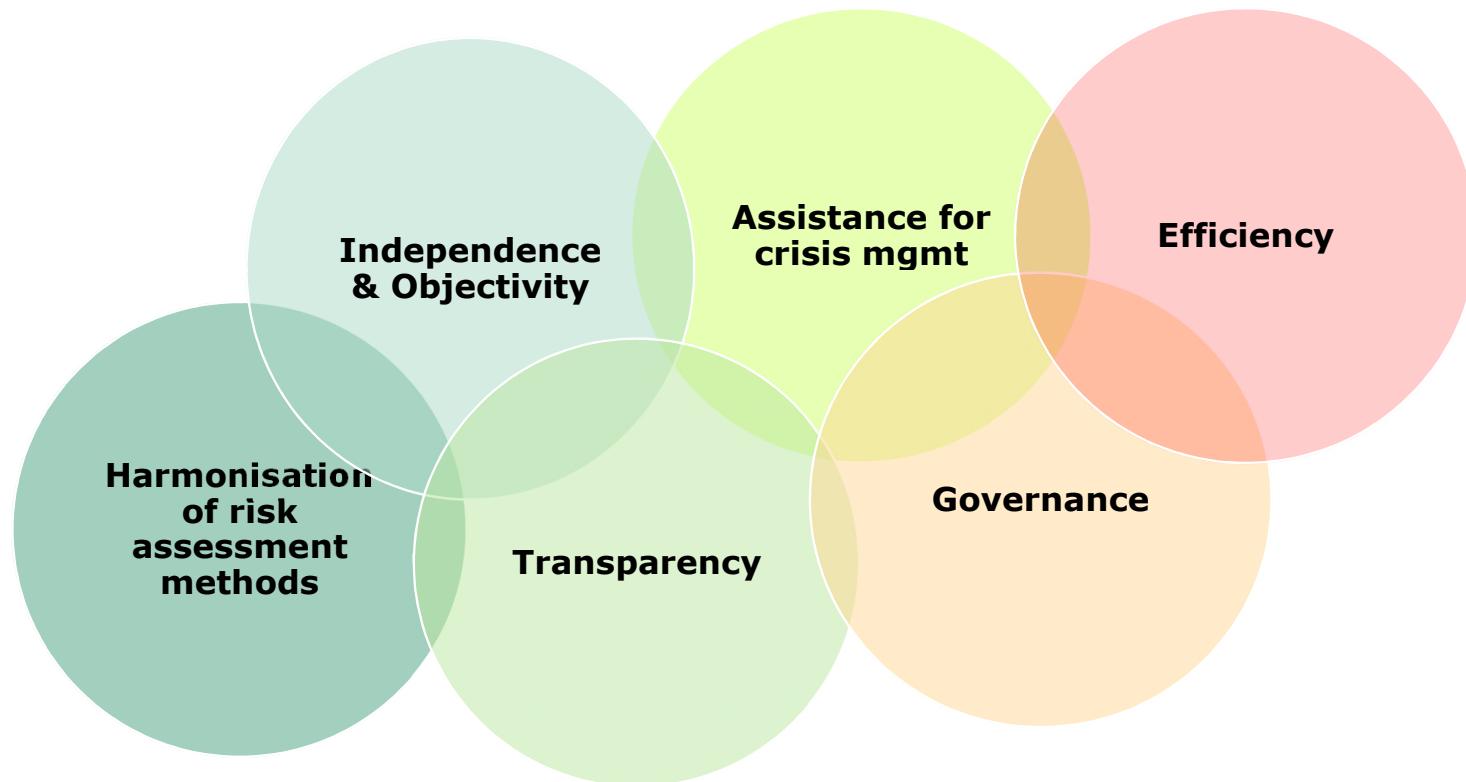


## And how about our **work areas?** | Reputation scores

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**

# Stay connected



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