

**4th Stakeholder Bureau Meeting
Brussels, 14.05.2019**

Update on communications and engagement

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Trusted science for safe food

- Social Science at EFSA
- Eurobarometer 2019
- #EUandMyFood Campaign

Social science at EFSA

Understanding society helps EFSA achieve its Strategic Objectives

The two pillars

Research

Advice

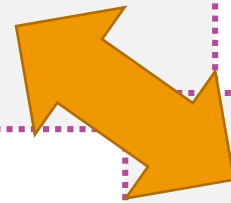
The foundation

Social science expertise



Setting up a system for **monitoring risk perceptions** to understand citizens' concerns in the area of food safety

Periodic studies on risk perceptions among Europeans



Alignment of studies at EU and Member State (MS) level in the area of food safety

Revised GFL



Eurobarometer: 2019 study

WHY?

Perception monitoring can **inform and strengthen risk analysis** process

WHO?

Study **commissioned by EFSA, with MS contributions** through the Communication Experts Network.

WHEN?

Field work in April 2019.
High-level results as part of marking of the World Food Safety Day.

WHAT?

- **Food safety** as a topic and its standing vis-à-vis other food-related factors such as price, origin or taste;
- Awareness on human, animal and plant health-related topics, and more specifically, **perception of related risks**;
- **Preferred information sources** through which citizens gather information about food related topics;
- Understanding of the **food safety system** and trust and attitudes towards information coming from different actors.



Alignment with national surveys



Potential for data sharing, visualization and trend analysis over time



Contribute to **better understanding of societal concerns** and **enhanced engagement** with society along the risk assessment process

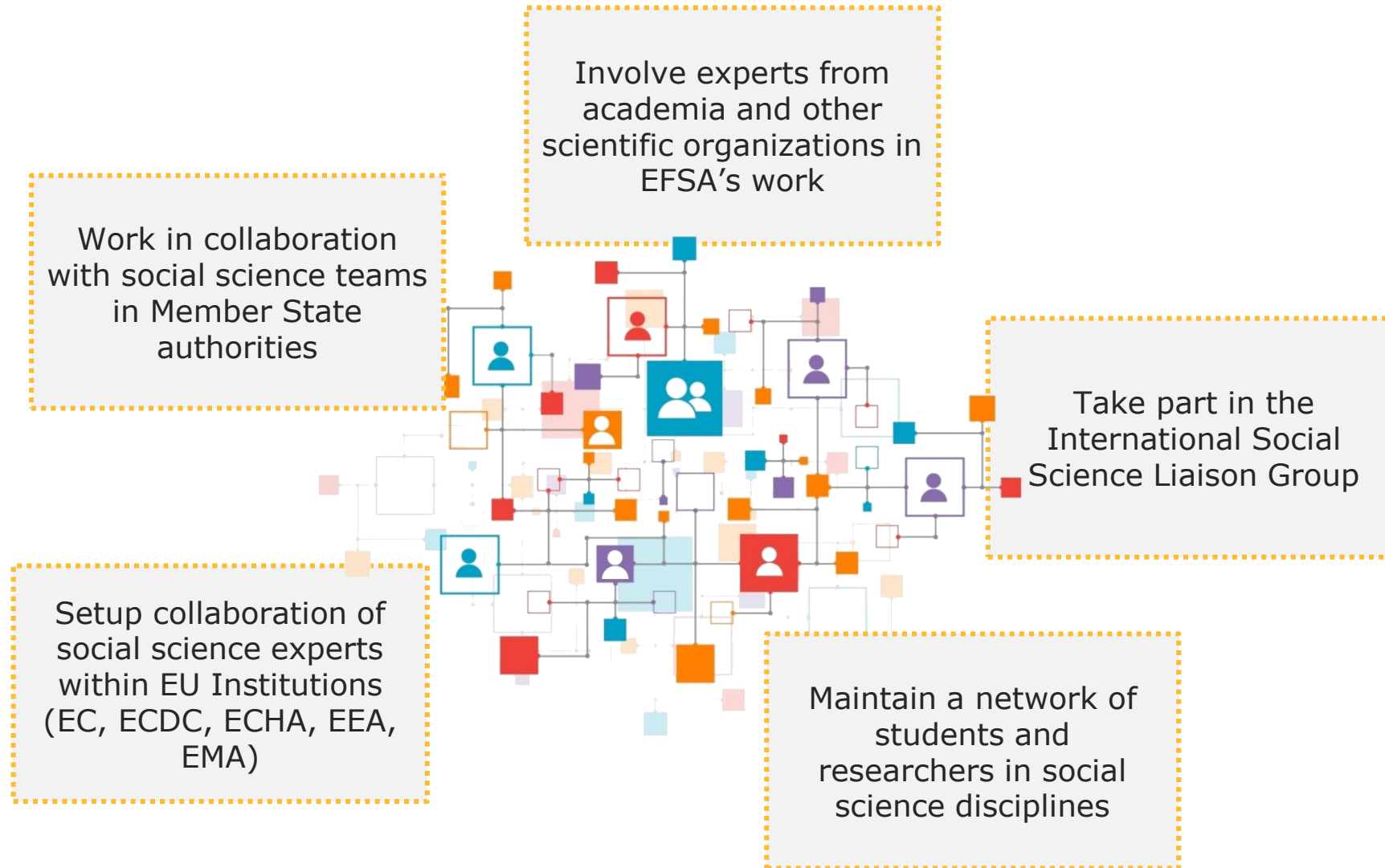
Evidence from social research...

...complements the engagement process with stakeholders.

This is valuable for a number of processes, such as assessment of existence of **societal concerns about specific mandates, framing of the questions**, deciding on **consultation needs**, or testing of **communication approaches**.



Working with external expertise



#EUAndMyFood Campaign - Background



European elections – heightened attention on the EU



Campaign by EP and EU institutions to promote the value and benefits of the European Union



EFSA – partner with MS and EU agencies to demonstrate value of the EU food safety system

#EUAndMyFood Campaign - Goals



Raise awareness of the vital role EU system (EFSA) plays in protecting citizens by ensuring Europe's food is safe.

Encourage EU citizens to vote by highlighting the value of the Internal Market, other EU-wide structures and initiatives.

- **Pan-EU – High level (Levels 1 & 2)**

- Focus on the impact of the EU system:
 - Keeping food safe - and through this enriching the quality of life and well-being of EU citizens
 - The Mission of the EU to protect animals and the environment

- **MS focused campaigns (Level 3)**

- Partner with representative group of Member States
- Choose together high-profile topic(s) in EFSA's remit that appeal to MS citizens, i.e. animal health in Eastern Europe.

Dissemination through our partners

Member States,
Networks and social
media

Stakeholder
organisations, media

Institutional
partners – European
Commission, MEPs

EU agencies –
ECDC, EMA, ECHA

#EUAndMyFood Campaign



We all love food.

It contributes to the health of our families, our culture and traditions and our fondest memories. In short, food is part of our identity.



#EUandMyFood

#EU
AND
ME

thistimeinvoting.eu

EU
TOGETHER WE
PROTECT

#EUAndMyFood [Web link](#)

Timeline



Upcoming engagement opportunities

- Workshop on the problem formulation for the environmental risk assessment of gene drive modified insects, Brussels, 15 May 2019
- Web meeting with stakeholders on the draft opinions on dietary reference values for sodium and chloride, 15 May 2019
- Meeting of the EFSA Discussion Group on Food Chemical Occurrence Data, Brussels, 16 May 2019
- Setting-up of the Bee Guidance Stakeholder Consultative Group, deadline for nominations 21 May 2019
- Technical meeting with stakeholders on applications for food enzymes, Brussels, 19 - 20 June 2019

