

39th Focal Point Meeting, EFSA,
22-23 May 2019

#EUandMyFood

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Trusted science for safe food



European elections – heightened attention on the EU

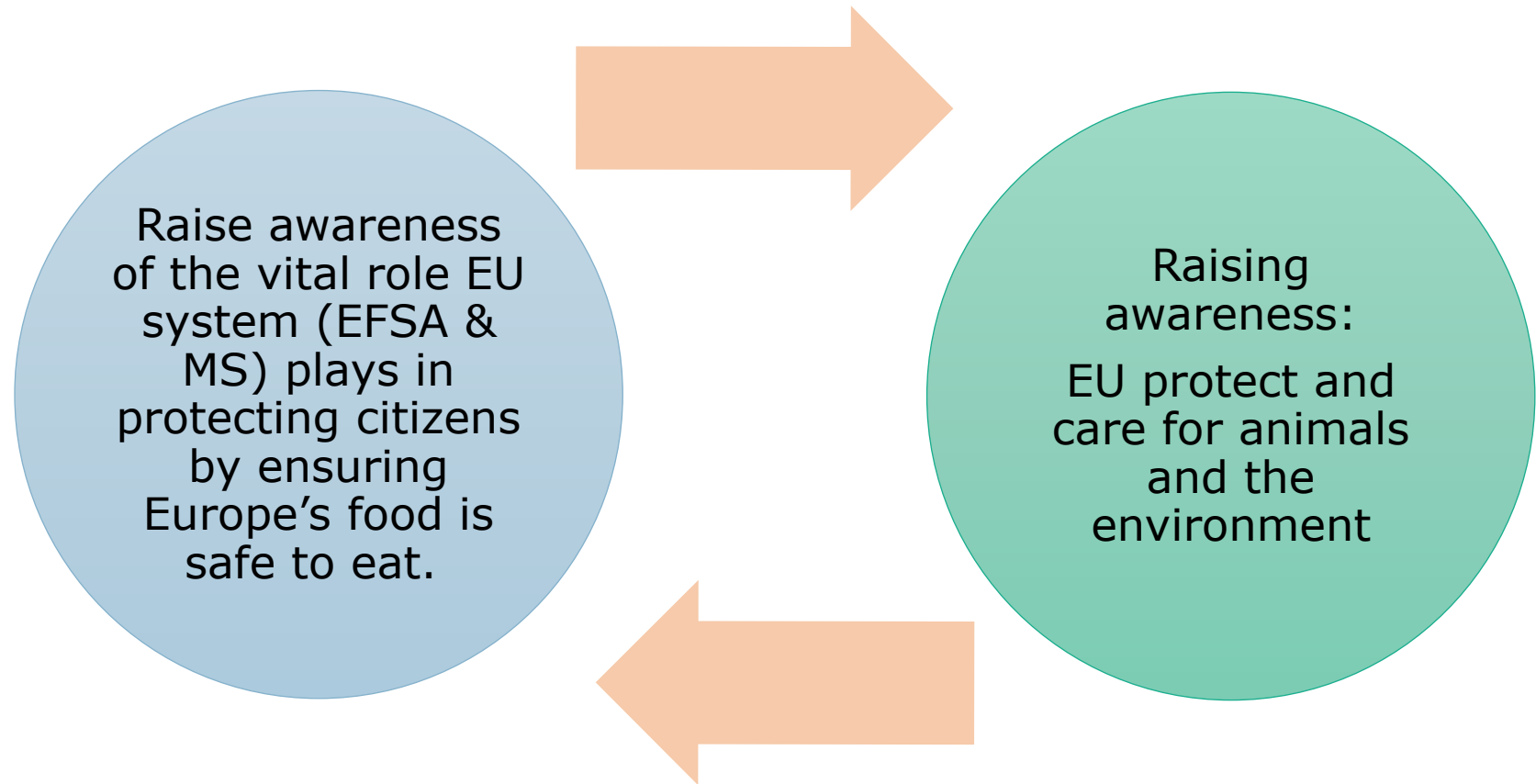


Campaign by EP and EU institutions to promote the value and benefits of the European Union



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

Campaign Goals - EUAndMyFood



Demonstrate that working together on a joint campaign we can produce tangible, beneficial results for all of us.

Given the reform of the Food Law, this could provide a template for future collaborations.

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

- Focus on the impact of the EU system (EFSA/MS partnership):
 - 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 focussed campaigns
(Level 3)

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

Member States
(CEN, Focal Points,
Advisory Forum) –
networks and
Social media

National
organisations –
consumer
groups, media

Institutional
partners –
European
Commission, MEPs

EU agencies –
ECDC, EMA, ECHA
etc

Wave 1: Launch 25 April – 05 May

- Rationale
- How to support the campaign
- Campaign Landing Page
- The video

Want to know more? Visit

<https://www.efsa.europa.eu/en/eu-and-my-food>

Wave 2: 6-12 May – Public Health

- animation “Safe and nutritious food”
- download the full Communication package from Adobe
- the animation could be easily embedded on your website and you can set up your own language subtitle automatically (see instructions)

Wave 3: 13-19 May – Animal Health

- animation “Better conditions for our animals”
- download the full Communication package from Adobe
- the animation could be easily embedded on your website and you can set up your own language subtitle automatically

Wave 4: 20-24 May - Environment

- animation
“Sustainable environment and protection for wildlife”
- download the full Communication package from Adobe
- the animation could be easily embedded on your website and you can set up your own language subtitle automatically

Timeline & Evaluation



Please note:

The use of **material has no timeline** 😊

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We need **your feedback!**

- **Intro:** <https://www.efsa.europa.eu/en/eu-and-my-food#intro>
- **Video:** <https://www.efsa.europa.eu/en/eu-and-my-food#video>
- Human Health:
<https://www.efsa.europa.eu/en/eu-and-my-food#human-health>
- Animals: <https://www.efsa.europa.eu/en/eu-and-my-food#animal-health>
- Environment:
<https://www.efsa.europa.eu/en/eu-and-my-food#environment>