



Towards the **EU FOOD SAFETY FORUM:** shaping together the new collaborative platform

Sustainable food: how to keep it safe?

15 December 2021

ON LINE EVENT

h. 10:00 - 12:00 CET



Grant Agreement No. 101000613

www.foodsafety4.eu





SafeConsume – a transdisciplinary approach to mitigate food risks

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Nofima,



Aim: Reduce foodborne illness by changing consumer behaviour

What RIA funded by the Horizon 2020

Who Coordinator: Nofima, Norway

Participants: 14 countries, 32 partners

When

2017-2022

Budget

9.5 mill Euro

How:



2017

2018

2019

2020

2021

2022



Trans-disciplinary methodology



People from shop to fork



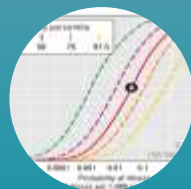
Interviews with students and teachers



Microbes from shop to fork



Laboratory kitchens



Risk analysis



Interviews with risk communicators



Mapping GOs and NGOs

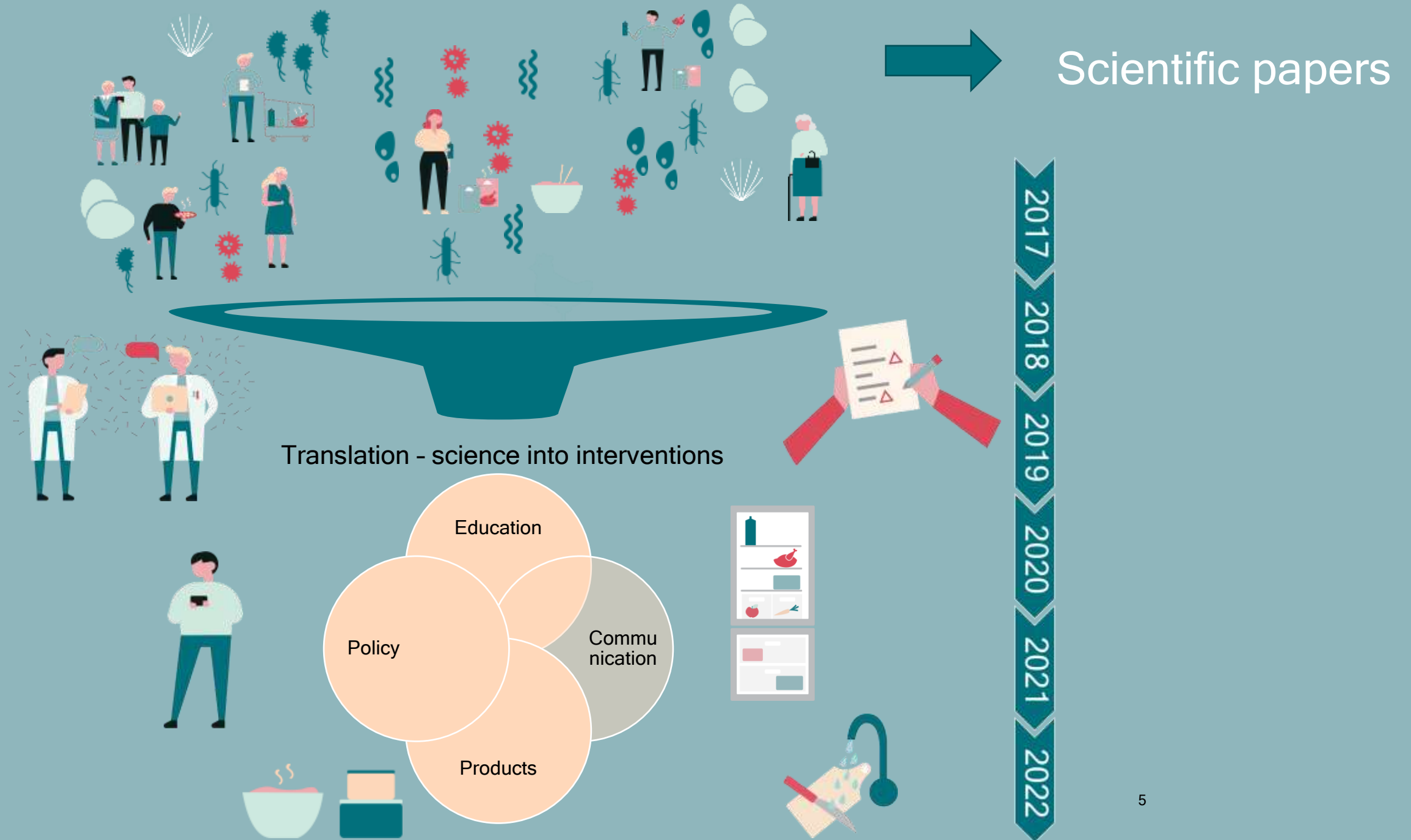


Survey: Risk reduction app



Survey: Market strategies





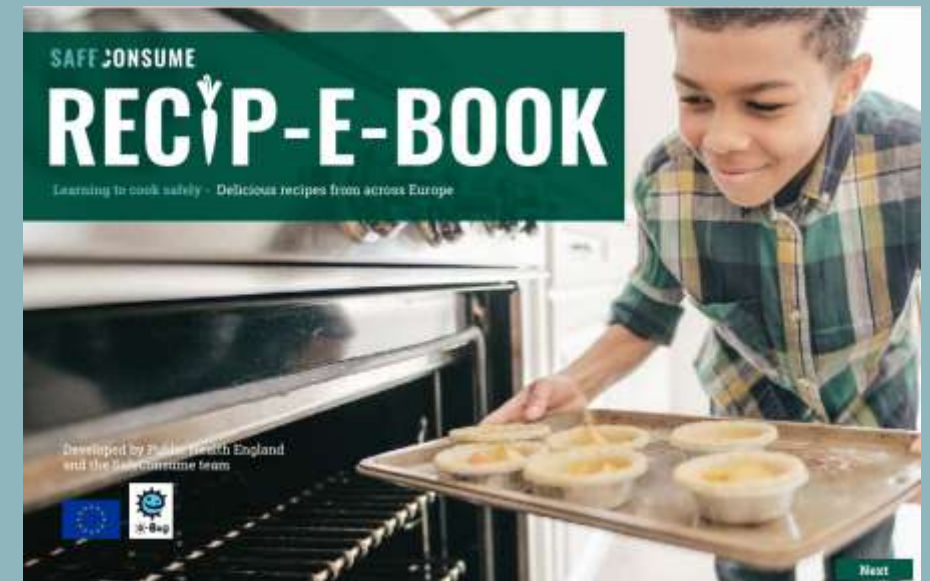
Documented for behavioral change:

E-learning materials in six languages: <https://www.e-bug.eu/>

- Student resources & Teacher guides
- Debate cards
- Cooking book
- Web pages to host educational resources:

Food safety game

- English version: Available at our web page, Apple store and Google play
- Coming soon: Danish, French, Greek, Hungarian, Portuguese, Norwegian, Romanian and German



What about sustainability?

SafeConsume – keep food safe using sustainable solutions, e.g.

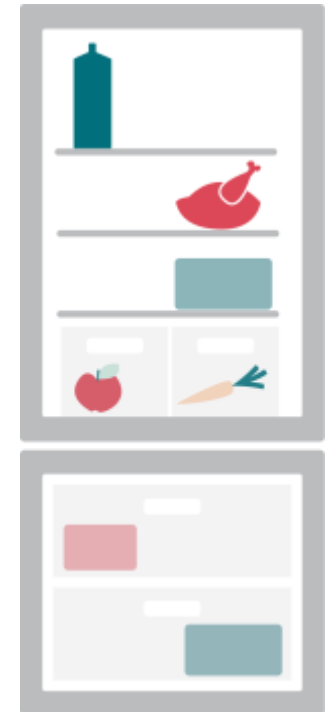
- Improved cooling for safer food and less food waste
- Hygienically clean vs visually clean

For those who prefer backyard eggs (e.g for sustainable consumption)

- Recipe: How to get a safe cooked egg with running yolk or pasteurise eggs at home?

SafeConsume2 – sustainable food practices while keeping food safe ??

Same approach, the same or other solutions?





THANK TO ALL



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