

EU Green Week - Partner Event

How can we communicate food safety in the context of sustainable food systems?

Online, Wednesday, 1 June 2022 - 10.00-12.00 CET

Organisation	FoodSafety4EU (FS4EU) project
Main FoodSafety4EU challenge	<ul style="list-style-type: none"> • Ensuring continued researchers-citizen-policymaker interaction and citizen contribution to the European Food Safety System (FSS). • Ensuring that communication toolkits, tools and methodologies are fit-for-purpose for engaging citizens and stakeholders in debates on food safety.
Collaboration	FoodSafety4EU & EU Green Week
Expected outcomes	<ul style="list-style-type: none"> • Novel insights into how continued researchers-citizen-policymaker interaction and citizen contribution to the European FSS can be achieved and ensured in the future. • Stakeholder and citizen contribution to the: <ul style="list-style-type: none"> ○ Development of best practices ensuring continued public-researcher-policymaker interaction. ○ Development of user-friendly toolkits, communication tools and methodologies targeted to different actors and tailored to address citizen needs/expectations.
Target participants	<ul style="list-style-type: none"> • Consumer associations • General public • Policymakers • NGOs • Food scientists • All other interested stakeholders across Europe and the globe.
Objectives	<p>EU policy agenda, particularly the From Farm to Fork Strategy under the EU Green Deal, has placed significant importance on the transition towards more sustainable food systems and healthy diets, while maintaining a steady, high level of food safety - particularly, in the context of novel foods/methods being introduced into the food chain, that may present new, hard to assess, emerging risks. We know that science has a key role to play in this transition, but how can we guarantee that science is understood by consumers?</p> <p>The objective of the session is to have FoodSafety4EU partners and other selected speakers from the European Food Safety System showcase and reflect on their best public communication/engagement</p>



practices. Stakeholders will then identify, where relevant, existing shortcomings to be addressed.

The introductory session would then foster debate among diverse actors/stakeholders present at the event (who will be encouraged to participate via a smartphone), that will provide novel insights into how to ensure relevant, continued public-research dialogue and collaboration, as well as citizen engagement and contribution to the European FSS in the future.

The workshop aims to:

Involve citizens and diverse stakeholders in discussions on best communication practices, in order to collect insights that would help ensure:

- Relevant, continued public-researcher-policymaker interaction and sustained citizen contribution to the future European FSS.
- The development of tailored, innovative, user-friendly, communication tools and methodologies, targeted to different specific actors.

Registration link

Participation is free but you need to [register here](#).

AGENDA:

<p>Introduction 10.00 - 10.20</p>	<p><i>Introductory presentation</i></p>
	<ul style="list-style-type: none"> • <i>EUFIC will give a short introductory presentation, outlining the key objectives and structure of the session, as well as highlighting the relevant themes it will aim to address. The topic of the session, “how can we communicate food safety in the context of sustainable food systems?” will be highlighted and contextualised within the frame of the EU Green Deal and other relevant policy initiatives.</i>
<p>10.20 – 11.45</p>	<p><i>Interactive panel debate with experts followed by a public discussion</i></p> <ul style="list-style-type: none"> • <i>The goal of this session is to encourage an interactive debate among the panelists on best practices for communication and public engagement, through a mixture of short presentations given by experts, followed by a moderated Q&A, which will pave the way for a discussion with the wider public. The audience will be invited to engage in an active dialogue via the use of a smartphone through online tools e.g., Slido/Mentimeter.</i> <p><i>Moderators:</i> <i>Maria Scherbov and Matteo Sabini (EUFIC)</i></p> <p><i>Panel experts:</i></p> <ul style="list-style-type: none"> • Veronica Lattanzio – FoodSafety4EU Coordinator, CNR-ISPA • Domagoj Vrbos – Team Leader, Strategic Communications, EFSA • Dr. Suzan Fiack – Head of Unit Press and Public Relations, German Federal Institute for Risk Assessment, BfR • Barbara Tiozzo - Communication Expert Network of EFSA, Istituto Zooprofilattico Sperimentale delle Venezie • Tbd – Cereal Partners Worldwide - CPW (<i>tbc</i>) • Federica Dolce – SAFE, EU Policy Manager
<p>11.50 - 12.00</p>	<p><i>Wrap-up and main conclusions</i></p> <ul style="list-style-type: none"> • Maria Scherbov and Matteo Sabini – EUFIC • Karl Presser – PREMOTEC, FS4EU expert finder app