

UGent University

Food Risk Communication Workshop – FS4EU:

'How can we communicate food safety in the context of false information?'

14 December 2022

16.00-18.00 CET

University of Ghent, Faculty of Pharmaceutical Sciences

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.
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 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. Meanwhile there is wide-spread acknowledgement and concern about the propagation of unreliable or unverified information related to food</p>



safety, and its ability to influence public opinion and people's choices when it comes to food.

We know that science has a key role to play in tackling the spread of false information, but *how* can we guarantee that emerging issues are effectively being communicated to citizens and consumers to cut through the noise?

Part of the ambition of the FS4EU project is to improve methods and tools for communicating and engaging with the wider public, as well as improving the understanding of how emerging issues can be communicated to citizens and consumer.

To this end, this workshop will enable and citizen contribution to the future European Food Safety System (FSS). Active 'dialogue between the invited participants will provide input in support of new methodologies and toolkits that will guide Food Safety Authorities, policy makers and researchers to better communicate with the large public on food safety, in turn strengthening the citizen-science-policy long-term collaboration.

The workshop aims to:

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

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

AGENDA:

16.00-16.10	Introduction: (Celine Meerpoel, FS4EU/UGent)
	<p>To present:</p> <ul style="list-style-type: none"> ○ The FS4EU project ○ Topic of false information linked to the chocolate and salmonella scandal in Belgium. ○ Workshop aims ○ Opportunities for winning team.
16.10-16.35	<p>Presentation by 3 communication experts:</p> <p>To share diverse experiences of the chocolate and <i>Salmonella</i> case in Belgium, which will answer (and trigger) questions relevant from a communication perspective and shed light on best practices/risks/challenges for crisis communication.</p> <p>Experts confirmed:</p> <ul style="list-style-type: none"> - Jeroen Wils (expert in reputation and crisis communication) - H�el�ene Bonte (spokesperson Federal Agency for the Safety of the Food Chain) - Stefan Van Rompaey (Chief editor RetailDetail, Author)
16.35-17.55	Co-creation exercise with students of UGent and presentations
16.40-17.40	<p>Aim: using the insights from the presentations (and focusing on different perspectives) the students will contribute their recommendations as to how crisis communication could be improved and the propagation of false information avoided; The session is guided by the speakers and designed in cooperation with Julie Cl�ement (Strategic advisor in communication at Federal Public Service Social Security / Lector & practical assistant communication Artevelde Hogeschool & UGent</p>
17.40- 17.55	<ul style="list-style-type: none"> • Activity will be presented. 4 groups (of 6-8 students) will work together to develop an innovative communication campaign related to the learnings presented from the scandal. Templates will be provided by FS4EU, with some guiding questions. • The proposals will be shared and voted on in the plenary (peer2peer), where one group will win the opportunity to pitch their



	proposal to renowned experts in the FS4EU Pre-forum on 15 December (trip, lunch vouchers etc. will be covered).
17.55 -18.00	5 minute wrap-up (Celine Meerpoel, FS4EU/Ugent)

