



# EFSA: how we communicate about Risk

Shira Tabachnikoff  
International Cooperation Adviser

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# CHALLENGES OF COMMUNICATING

## About science...



## STRATEGY - EFSA VISION & MISSION



Vision

### **Trusted science for safe food**

*Contributing to safe food and a trusted food chain for citizens through independent scientific advice*

NEW



Mission

### **The Authority contributes to the safety of the EU food and feed chain by:**

- providing EU risk managers with independent, up-to-date scientific advice on questions linked to the food chain;
- communicating to the public on its outputs and the information on which they are based;
- cooperating with Member States, institutional partners and other interested parties to provide consistent advice to increase trust in the EU food safety system.





# BUILDING TRUST THROUGH ENGAGEMENT

## Challenges and opportunities for communications

Decreasing trust in science and public institutions

Need for increased engagement with the public and other stakeholders, improved accessibility of information and increased transparency in processes

Growing cooperation with Member States and other international partners

Continuous innovation

Understanding Risk Perception and its diversity, managing diverging opinions and uncertainty

For EFSA - Scope limited to Risk Assessment (no Risk Management)

# THE EVAPORATION OF TRUST: NGOS, BUSINESS, MEDIA ALL DECLINE

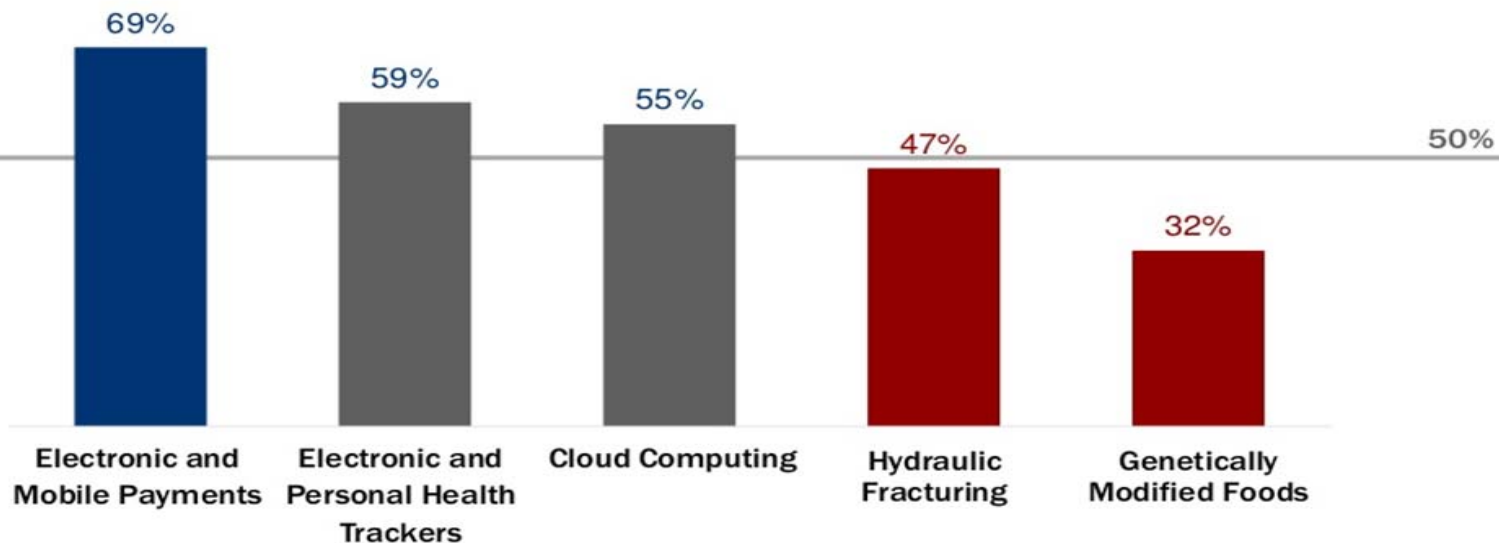
TRUST IN THE FOUR INSTITUTIONS OF GOVERNMENT, BUSINESS, MEDIA AND NGOS, 2014 VS. 2015



Q11-14. [TRACKING] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) Informed Publics in 27-country global total.

# BUSINESS INNOVATION: TRUST IN NEW DEVELOPMENTS VARIES

TRUST IN RECENT DEVELOPMENTS IN BUSINESS AND INDUSTRY



Q355-359. Below are a number of recent developments in business and industry. To what degree do you trust each of these recent developments? Informed Publics, 27-country global total.

## IMPORTANCE OF UNDERSTANDING RISK PERCEPTION



Annual global fatalities  
from shark attacks:  
around 6



Annual global fatalities  
from skin cancer:  
around 48,000

# HOW EFSA COMMUNICATES

## Key activities

### Best practice in Risk Communications

- Accessible, transparent, trusted
- Understanding target audiences

### Engagement and building trust

- With the EU, Member States, Stakeholders such as scientists, industry, NGO's, consumer organisations, general public, media, staff

### Scientific Cooperation to strengthen partnerships

- Closer alignment with Member States, Joint projects, grants and procurements, collaborative networks, international outreach





## Applying Best Practice of Risk Communications: EFSA's Guiding principles

**Openness** is crucial to good risk communications and the reputation of an organisation.

It is important that risk assessments are published in a timely way. Open dialogue with stakeholders and interested parties is also critical.

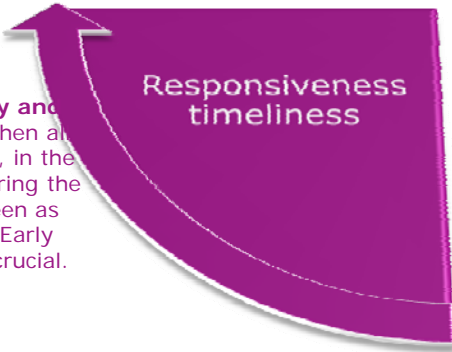


Openness



Transparency

**Transparency** is key when it comes to build trust and confidence. Transparent decision-making and a transparent approach to explaining how an organisation works, its governance and how it makes its decisions, are also crucial.



Communicating in a **timely and accurate manner**, even when all the facts are not known will, in the long-run, contribute to ensuring the source of information is seen as credible and trustworthy. Early communications are often crucial.

Responsiveness  
timeliness

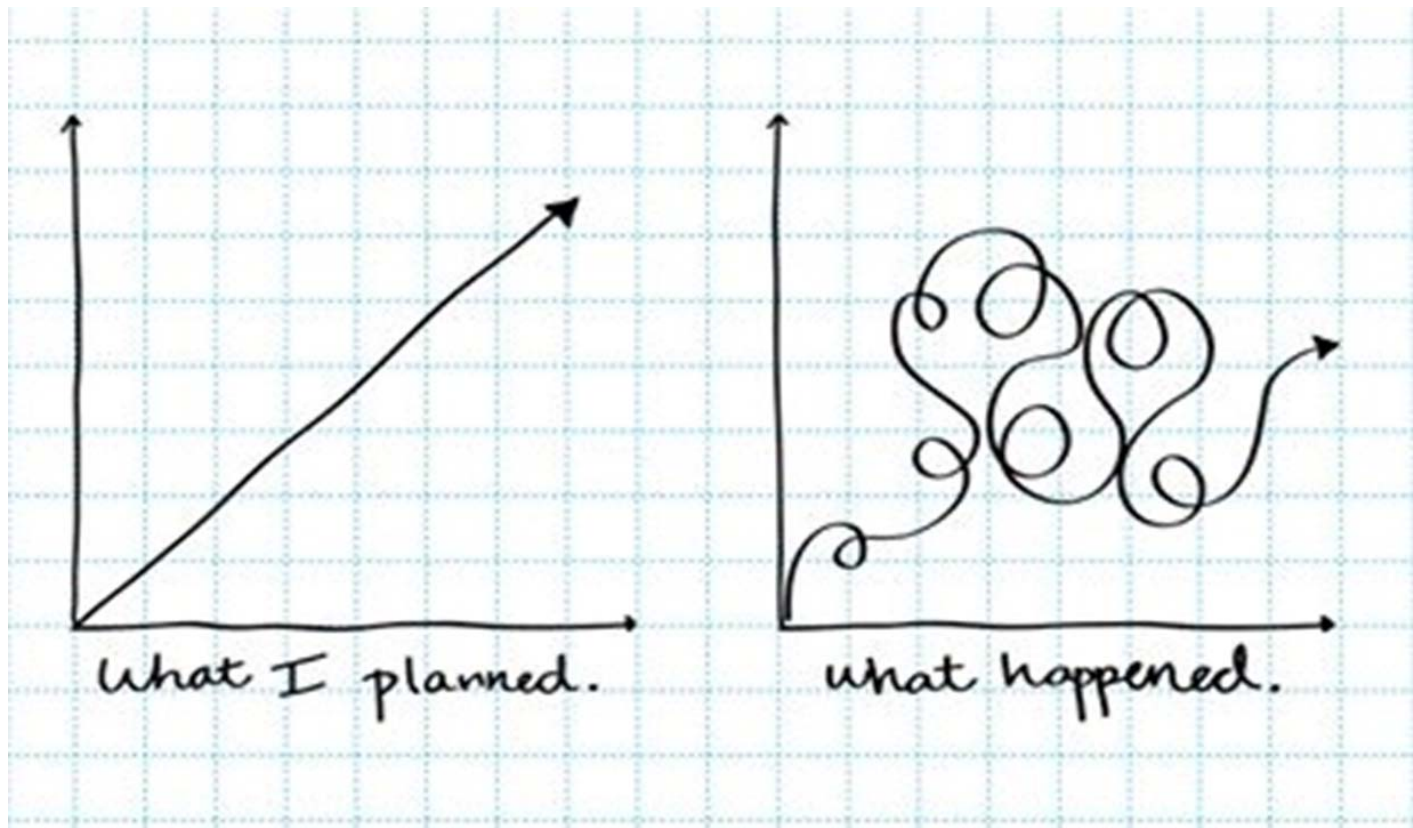


Independence

Communicating on risks will be perceived as more trustworthy if those undertaking the risk assessments, and communicating them, are **independent** from political decision makers, industry, NGOs or other vested interests.



# When plan meets reality...



# Who we communicate with





## How we are organised : EFSA's Communications & External Relations Department (COMMS)

### Risk Communication (RISKCOM)

- EFSA Journal
- Web
- Content

### External Relations (EXREL)

- Media Relations
- Social Media
- Institutional relations
- Stakeholders

### Advisory Forum and Scientific Cooperation (AFSCO)

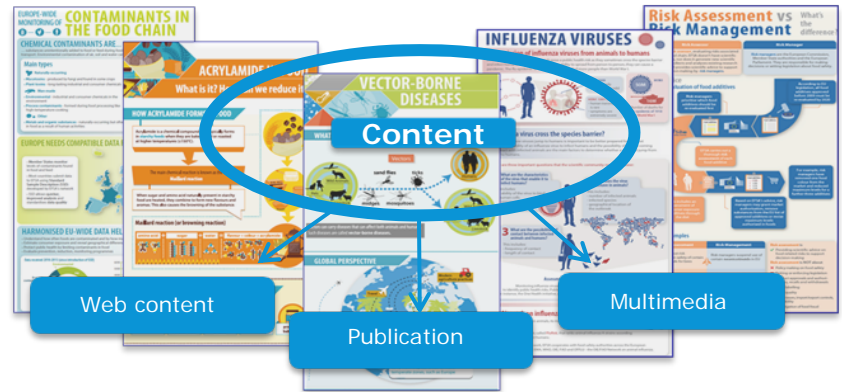
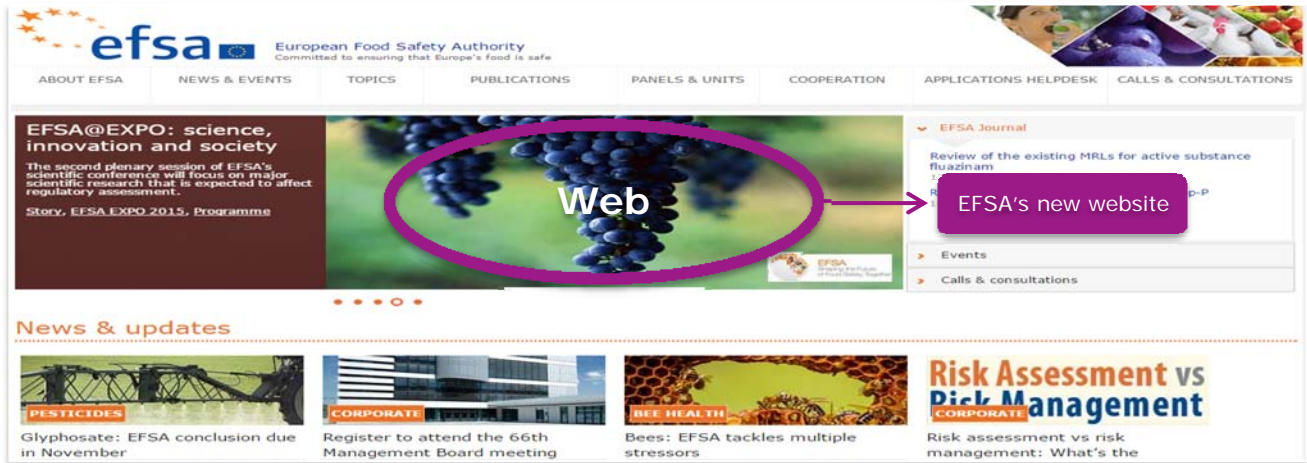
- EU
- International Cooperation
- Article 36
- European Neighbourhood Programme



# Risk Communication



- Single point of access for all EFSA outputs
- Open access
- Increases visibility and impact

efsa European Food Safety Authority  
Committed to ensuring that Europe's food is safe

ABOUT EFSA | NEWS & EVENTS | TOPICS | PUBLICATIONS | PANELS & UNITS | COOPERATION | APPLICATIONS HELPDESK | CALLS & CONSULTATIONS

**EFSA@EXPO: science, innovation and society**  
The second plenary session of EFSA's scientific conference will focus on major scientific research that is expected to affect regulatory assessment.  
Story, EFSA EXPO 2013, Programme

**Web** → EFSA's new website

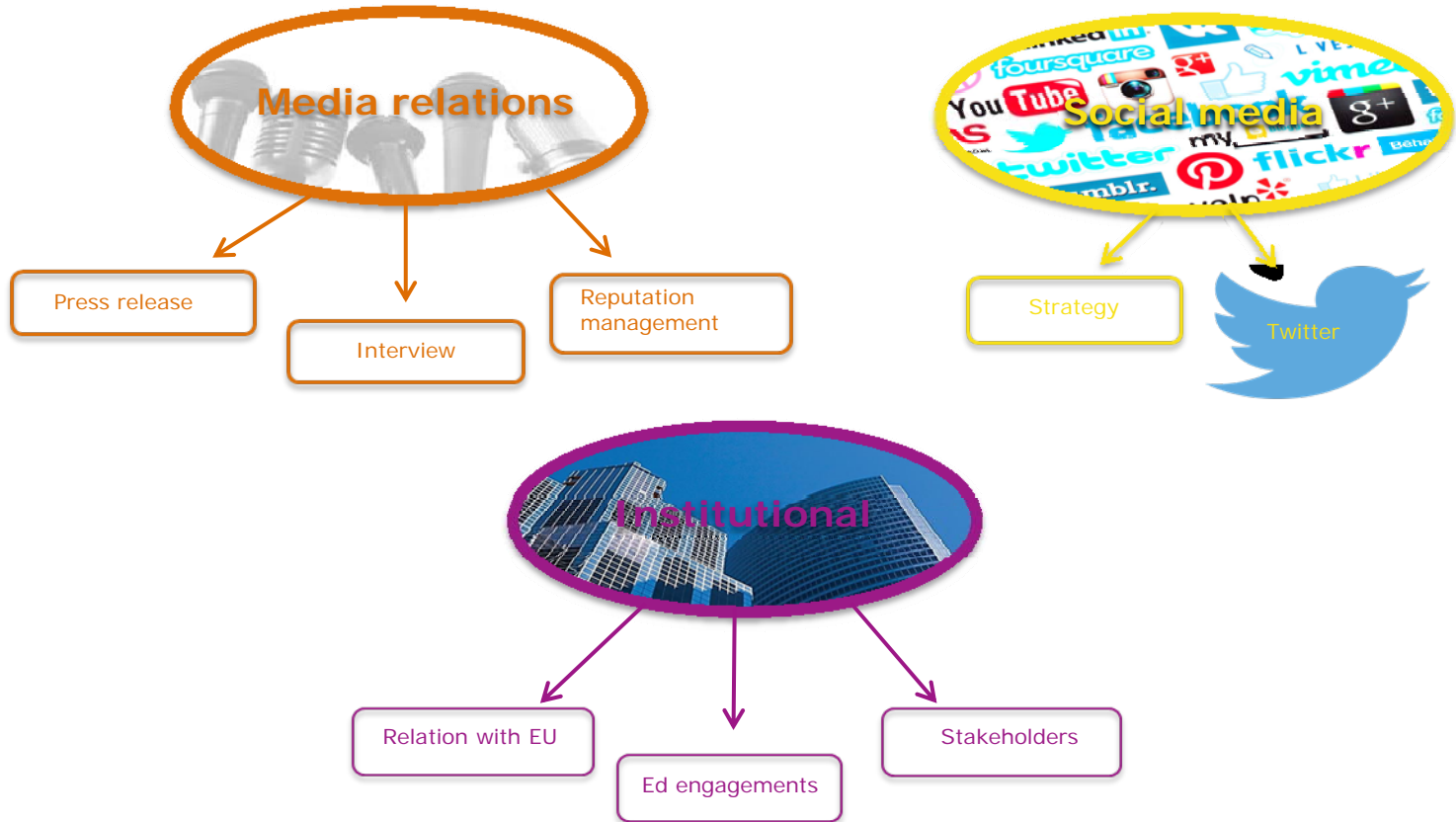
EFSA Journal  
Review of the existing MRLs for active substance fluzinam  
Events  
Calls & consultations

**News & updates**

- PESTICIDES**  
Glyphosate: EFSA conclusion due in November
- CORPORATE**  
Register to attend the 66th Management Board meeting
- BEE HEALTH**  
Bees: EFSA tackles multiple stressors
- Risk Assessment vs Risk Management**  
CORPORATE  
Risk assessment vs risk management: What's the difference?

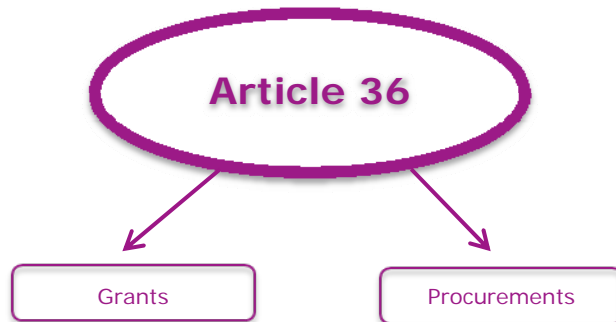
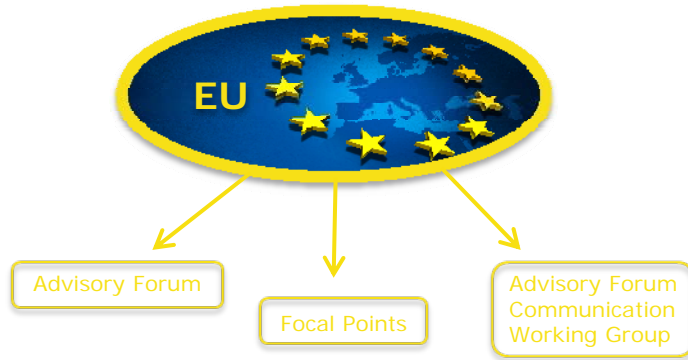


# External Relations (EXREL)





# Advisory Forum and Scientific Cooperation (AFSCO)





Hvala lijepa!  
Any questions?