



# FoodSafety4EU

MULTI-STAKEHOLDER PLATFORM  
FOR FOOD SAFETY IN EUROPE

*Include, shape, act!*

New formats and models  
for risk communication  
to target public

## **a FS4EU Key Exploitable Result for**

- International Organisations (ex. OECD, FAO, UN, etc.)
- Research and Technology Organisations
- Academia/ Universities

## **CONTRIBUTORS & OWNERS**



### **ISEKI FOOD**

Contact: Katherine Flynn

e-mail: [kflynn@iseki-food.net](mailto:kflynn@iseki-food.net)>





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## FS4EU project and platform

23 project partners and 50+ supporting partners of the Horizon 2020 funded project **"FoodSafety4EU"** are generating value to shape the EU Food Safety System (FSS) of the future by consolidating the network in the **EU Food Safety platform**, and gathering major actors from different levels from the EU FSS: institutions, authorities, EU Agencies, policy makers, research and academia, industry, enterprises, consumers, citizens and umbrella organizations.

The overall mission of the platform is to become a **Knowledge/Competence Centre for Food Safety in Europe** supporting the transformation towards a SAFE and SUSTAINABLE food system, by facilitating connections and cooperation among the platform members in a multi-level interactive participatory process.

This platform aims at participating in the EU dialogue on food safety by providing updated knowledge and toolkits, by joining high level expert groups, by sharing tested multi-actor approaches developed by the FS4EU project partners, using digital tools, and hosting any pilot action. It is open to collaboration and to enlarge its network, through available membership options for organizations and individuals (contact form).

Thanks to facilitated collaboration, communication, and co-creation among scientists, policymakers, and various societal stakeholders, the platform is expected to grow further in the next future, by valorizing the FS4EU Key Exploitable Results (**KER**), as the one described in the following pages.





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KER

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## FORMATS AND MODELS FOR RISK COMMUNICATION

New methods and materials were developed in FoodSafety4EU project during experimental social laboratories involving a multi-stakeholder group and considering results of [surveys](#) on food safety communication.

The problem addressed was: *"How to improve risk communication?"*

The group co-created new formats and models to fill in the gap of the technical language used in the food safety domain, in order to simplify and clarify messages based on scientific bases, and attract non-expert targets.

The idea proposed by the so-called [FSOLab4](#), is to mix a storytelling approach and comics with scientific contents, by creating original characters representing common people dealing with food safety issues in daily life, with a pilot host organization in charge of leading the communication campaign.

## MAIN STEPS

1

### **Co-creation workshop**

+20 participants among food safety actors, food industry and consumer associations from EU and associated countries, supported by the FSOLab manager and facilitator, elaborate the communication concept, messages and model, by using creative tools.

2

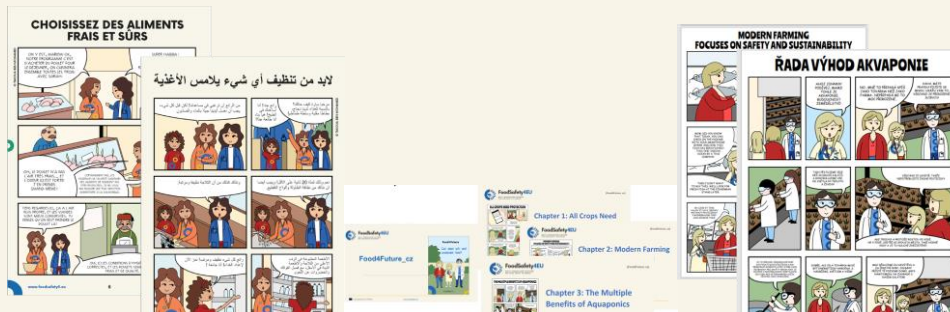
### **Design and materials development**

The FSOLab manager prepares a summary of the idea with scope, target, tools, roles, workplan, involving communication experts, and action learning exercises.

3

### **Communication Campaign**

The pilot host leading organization (a Food Safety Authority, an Industry organization, a company) prepares and runs the campaign in collaboration with other civil society and education bodies via communication channels targeted to reach different stakeholders and countries.



4

### **Impact evaluation**

The lead organization keeps track of percentage of the target group reached and frequency (single user), collects perceptions and comments through evaluation tools.

This format includes:

- Co-creation workshop for planning campaigns on risk assessment
- material targeted for young students about food safety, youngs and large public for sustainable food choices
- videos involving a start-up company
- leaflets
- teaching materials for action learning exercises and learner-centered discussion
- supportive material

The campaigns can be used for sessions in primary schools, publication on social networks, website, spots broadcast in the media, showrooms, awareness days. Material can also be used for training of minorities and e.g. immigrants with different cultural background. The format can enable teachers and entrepreneurs to scientific divulgation.

This tool can be replicated also in other countries after translation of the materials, used for other topics and addresses the following Business Sector/ Policy Area:

- Food safety
- Education and training
- Consumers
- Business and industries

Find the pilot action as an example here: [https://old.foodsafety4.eu/food4future\\_cz/](https://old.foodsafety4.eu/food4future_cz/)



[www.foodsafety4.eu](http://www.foodsafety4.eu)



## FS4EU PARTNERS

CNR ISPA – NATIONAL RESEARCH COUNCIL of ITALY  
UGENT - GHENT UNIVERSITY  
WU - WAGENINGEN UNIVERSITY, DEPARTMENT AGROTECHNOLOGY AND FOOD SCIENCES  
UCT PRAGUE - VYSOKA SKOLA CHEMICKO-TECHNOLOGICKA V PRAZE  
TUM - TECHNISCHE UNIVERSITAET MUENCHEN  
VTT – TECHNICAL RESEARCH CENTRE OF FINLAND  
ENEA - AGENZIA NAZIONALE PER LE NUOVE TECNOLOGIE, L'ENERGIA E LO SVILUPPO ECONOMICO SOSTENIBILE  
IBA BUCAREST - INSTITUTUL NATIONAL DE CERCETARE-DEZVOLTARE PENTRU BIORESURSE ALIMENTARE  
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FDA – RUOKAVIRASTO  
AKU - AUTORITETI KOMBETAR I USHQIMIT  
INSSPA - INSTANCE NATIONALE POUR LA SECURITE SANITAIRE ET LA QUALITE DES PRODUITS ALIMENTAIRES  
Premotec GmbH  
ZSI - ZENTRUM FÜR SOZIALE INNOVATION GMBH  
APRE - AGENZIA PER LA PROMOZIONE DELLA RICERCA EUROPEA  
EUFIC - EUROPEAN FOOD INFORMATION COUNCIL  
ISEKI-Food Association  
ILSI EU - INTERNATIONAL LIFE SCIENCES INSTITUTE EU  
FOODDRINKEUROPE  
EURO COOP AISBL  
FIPA - FEDERAÇÃO DAS INDUSTRIAS PORTUGUESAS AGRO-ALIMENTARES  
FFDI - FEDERATION OF FOODS AND DRINKS INDUSTRIES CR

