



FoodSafety4EU

MULTI-STAKEHOLDER PLATFORM
FOR FOOD SAFETY IN EUROPE

Include, shape, act!

Communication kit for improving public awareness

a FS4EU Key Exploitable Result for

- Public or private funding institutions
- International Organisations (ex: OECD, FAO, UN, etc.)
- Research and Technology Organisations
- Academia/Universities
- Others

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CNR ISPA National Research Council
of Italy



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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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COMMUNICATION KIT

One of the main goals of FoodSafety4EU is to ease the dialogue among researchers, consumers, policymakers, food business operators of the whole value chain. In order to reach the objective it is necessary to adapt the language of risk communication and risk assessment also for the not-expert stakeholders.

The communication kit for improving public awareness is a collection of all the educational materials developed during FoodSafety4EU project life, especially under the specific communication campaigns delivered with the aim to improve consumers' awareness around the communication risk.

The products developed and contained in the Communication kit take into account a double perspective that make them unique from a communication point of view: difficult terms and concept explained in a simple language understandable by civil society and with a very attractive graphic design.

MAIN STEPS

1

Choose an interesting topic for consumers

Giving the wide range of interesting topics for consumers, it is important to choose a relevant theme/trend which is fundamental to be focus on.

2

Use an easy and understandable language

In order to allow civil society to understand difficult terms and concepts is important to use a simple and understandable language which can provide an easily understanding of certain topics of the food safety field. This approach empowers consumers to directly contribute to the debate around a specific argument and to make more consciousness choices related to food safety in their daily life.

3

Use an attractive graphic design

Images represent one of the most powerful means of communication. This is the reason why is essential to use them, alongside with a simple language, to explain concepts related to risk communication that otherwise could be difficult to be understood.

Using this material to inform the large public, as for example on the social network, could be useful to attract, and of course inform, more people as possible. Indeed all of us, when scrolling the social networks is firstly attracted by the images and colors contained in a certain card, before of the title or text contained. After our attention is being attracted by the picture, then we focus on title and text.

These are the key ingredients to produce educational material useful for different stakeholders of the food safety fields.

FoodSafety4EU Communication Kit is a collection of educational materials produced during the different communication campaigns held during the project.

The kit is useful to understand complex terms with simple languages, with the objective to involve the large public around the debate of the food safety field. Making the civil society aware of their choices and action during their daily decision is crucial for the future.

The communication kit can be used by the different stakeholders of the entire food safety value chain.

For the professionals, it can have the aim to support them in their work of spreading knowledge; For the not-expert stakeholders it could have the objective to inform themselves becoming more conscious of their choices.

Find examples here: <https://foodsafety4.eu/knowledge/edu-and-coms/>



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 UNIVERSITÄT MÜNCHEN
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
AFSCA - AGENCE FEDERALE POUR LA SECURITE DE LA CHAÎNE ALIMENTAIRE
ASAE - AUTORIDADE SEGURANÇA ALIMENTAR E ECONOMICA
FDA – RUOKAVIRASTO
AKU - AUTORITETI KOMBETAR I USHQIMIT
INSSPA - INSTANCE NATIONALE POUR LA SÉCURITÉ SANITAIRE ET LA QUALITÉ 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

