



FoodSafety4EU

MULTI-STAKEHOLDER PLATFORM
FOR FOOD SAFETY IN EUROPE

Include, shape, act!

Online media training in science
communication toolkit

a FS4EU Key Exploitable Result for

- Research and Technology Organisations
- Academia/ Universities

CONTRIBUTORS & OWNERS



CNR-ISPA

Contact: Frederic Bayer, Agric.Eng., MSc
EFSA fellow (EU-FORA 21/22: training
program in risk assessment)

e-mail: k.vistes@gmail.com



FoodSafety4EU has received funding from the European Union's Horizon 2020
Research and Innovation programme under Grant Agreement No. 101000613





FoodSafety4EU

MULTI-STAKEHOLDER PLATFORM
FOR FOOD SAFETY IN EUROPE



Include, shape, act!

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.





Include, shape, act!

ONLINE MEDIA TRAINING IN SCIENCE COMMUNICATION

This toolbox aims at giving to any food scientist (with motivation and basic communication skills) the opportunity to lead a media training workshop for other food scientists in her/his lab.

It consists of a workshop which aims at developing skills in media headlines/press release writing, as well as facing a journalist in an online interview setting.

The overall objective is for the trainees to improve their abilities and skills in:

- Pitching a scientific study
- Writing media headlines and articles
- Facing a journalist in an online interview setting

The 2-days workshop is intended for up to 6 food scientists.

MAIN STEPS

1

Day 1 session: How to write

After explaining the basis of what a Press Release is, how to get in touch with journalists and how to act in an interview setting, the trainer invites trainees to role playing exercises, by supporting them in interactive online sessions through collaborative online co-creation tools and videos.

The session includes a plenary meeting, individual work and polls.

3h 30'

2

Homework session: Preparing for an interview

Each trainee writes a press release around his/her scientific publication, putting him/herself back in the shoes of scientist recently publishing a study or a paper worth communicating on.

The session includes the trainees' individual work on their own and trainer's introductory presentations and questions as a preparatory work.

2h

3

Day 2 session: How to speak

The trainer - as a journalist - interviews the trainees (each interview lasts 20'), by asking some questions and recording videos. They watch each interview together and give critical suggestions to each other.

After completing a questionnaire, the trainer prepares and shares a document with collective feedback on interviews.

20'+ 2h

One of the objectives of FoodSafety4EU is to come up with innovative ways of communicating food risks and food safety, for the future EU food safety system to be even more open, transparent and resilient. Complementary to finding new channels of communication as well as updated, targeted messages, from food scientists towards society, food system stakeholders and policy makers alike, the FS4EU Communication and Dissemination Team has piloted and provided a toolbox for food scientists themselves to better enjoy communicating.

One of the main features of this toolbox is to stay easy-going, interactive, participative, and overall accessible, allowing any motivated, communication-sensitive scientist to lead workshop sessions of media training in his/her lab.

The format can enable teachers and entrepreneurs to scientific divulgation and the materials can also be used for further training and/or shared in scientific communities.

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
- Business and industries

Find the toolkit [here](#).



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
AFSCA - AGENCE FEDERALE POUR LA SECURITE DE LA CHAINE ALIMENTAIRE
ASAE - AUTORIDADE SEGURANCA 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

