

DO WE REALLY KNOW WHAT IS COMMUNICATION EFFECTIVENESS?

Date: 11 November 2022, 10.30-12.30 CET (online)

Context & Objective:

Risk communications¹ means the interactive exchange of information and opinions throughout the risk analysis process as regards hazards and risks, risk related factors and risk perceptions, among risk assessors, risk managers, consumers feed and food business operators, academic community and other interested parties, including the explanation of Risk Assessment findings and the basis of risk management decisions.

The new Transparency Regulation² claims better Risk Communications in the food chain, including to act in close collaboration with all parts involved to promote coherence in the process as well as ensuring appropriate cooperation about public information.

This workshop has the objective to support the development of best practices and guidelines in communication, through exchange experiences. Risk communication responds to societal concerns related to emerging risks and transparency of Risk Assessment.

In addition to the construction and deconstruction of the concept of "Effectiveness Communication", we intend to evaluate the process and the content in an interactive way with the stakeholders and engaging the audience. What is evidence? What is or is not Effectiveness Communication?

Finally, the collected insights will help to inform how to access funding instruments to support research in food safety and to make communication more effective.

¹ According point 13 of Reg (EC) n° 178/2002

² Establish by Reg (EU) 2019/1381



Agenda

Time	Session/ Activities
10:30 – 10:35	Welcome & Introduction and icebreaking activity
10:35 – 10:55	<i>Risk Communication responses to societal concerns in the food safety area: examples relate d to emerging risks and Transparency of Risk Assessment</i> Anthony Smith, EFSA
10:55 – 11:15	<i>What does effective communication really mean?</i> Prof. Jose Palma D'Oliveira, ASAE's Scientific Council, Universidade de Lisboa
11:15 – 12:15	<i>Do we really know what is communication effectiveness?</i> Moderator: Prof. Rui Gaspar, President of Society for Risk Analysis-Europe Panellists ASAE – Filipa Melo de Vasconcelos DGC – Ana Catarina Fonseca FIPA – Pedro Queiroz ONRE – Prof. Maria do Céu Costa
12:15 – 12:30	<i>Risk Communication funding opportunities</i> Maria Maia, FCT- Fundação para a Ciência e a Tecnologia/ Foundation for Science and Technology
12:30 – 12:45	Conclusion/wrap-up