



# Communication and stakeholder engagement

**Barbara Gallani**  
Head of Department  
Communications & External Relations

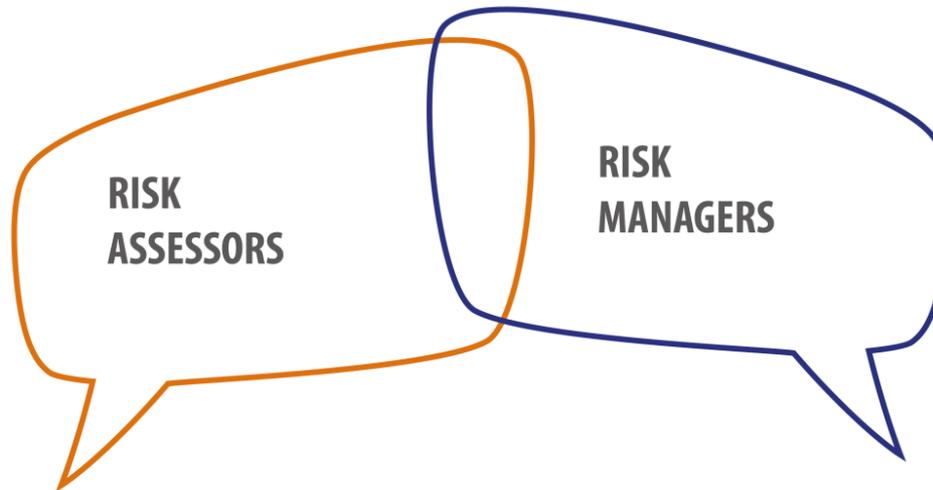
Prague, 12 September 2017

# EFSA COMMS...

***“Science isn’t finished until it’s communicated.”***

Sir Mark Walport,  
UK Government Chief Scientific Adviser.

# EU RISK ANALYSIS PRINCIPLE



**RISK COMMUNICATION** 

# EVERYBODY IS A FOOD EXPERT...







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Scientific Opinion

## Malachite green in food

EFSA Panel on Contaminants in the Food Chain (CONTAM)

First published: 27 July 2016 Full publication history  
DOI: 10.2903/j.efsa.2016.4530 View/save citation

Cited by: 0 articles Citation tool: [Scopus](#)

Requestor: European Commission  
Question number: EFSA-Q-2014-00815  
Panel members: Jan Alexander, Lars Ba Kraupp, Christer Hogstrand, Laurentius Vera Maria Rogiers (until 9 May 2016), N Wallace

Acknowledgements: The Panel wishes to thank the following experts for their contribution to the work: Katrine Lundevy, Carlo Stefano Nebbio, Eva Persson, and EFSA staff member Panel acknowledges all European comp leuomalachite green in food, and supp Adopted: 24 June 2016

Correspondence: [contam@efsa.europa.eu](mailto:contam@efsa.europa.eu)

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## Scientific Opinion on the risks to human health posed by zearalenone in the EU territory, with the identification of risk reduction options

Overview of attention for article published in EFSA Journal, January 2015

### Abstract

Malachite green (MG) is used to treat and prevent diseases in farmed fish and shellfish. Malachite green (MG) producing animals in 12 EU countries. Whether a reference point for malachite green in food is suitable for a reliable calculation, considering crustaceans. Mean die-off range from 0.1 to 1.0.

**66**

About this Attention Score

In the top 5% of all research outputs scored by Altmetric

Mentioned by

- 5 news outlets
- 1 blog
- 1 policy source
- 12 tweeters
- 9 Facebook pages

Readers on

- 22 Mendeley

### Appropriateness to set a group health-based guidance value for zearalenone and its modified forms

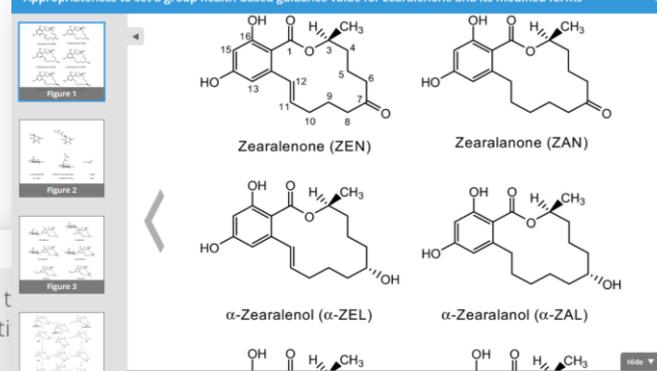


Figure 1: Chemical structures, numbering system and abbreviations used for members of the zearalenone (ZEN) family (the parent compound ZEN and some phase I metabolites)

Figure 2: Chemical structure of Zearalenone (ZEN)

Figure 3: Chemical structure of Zearalanone (ZAN)

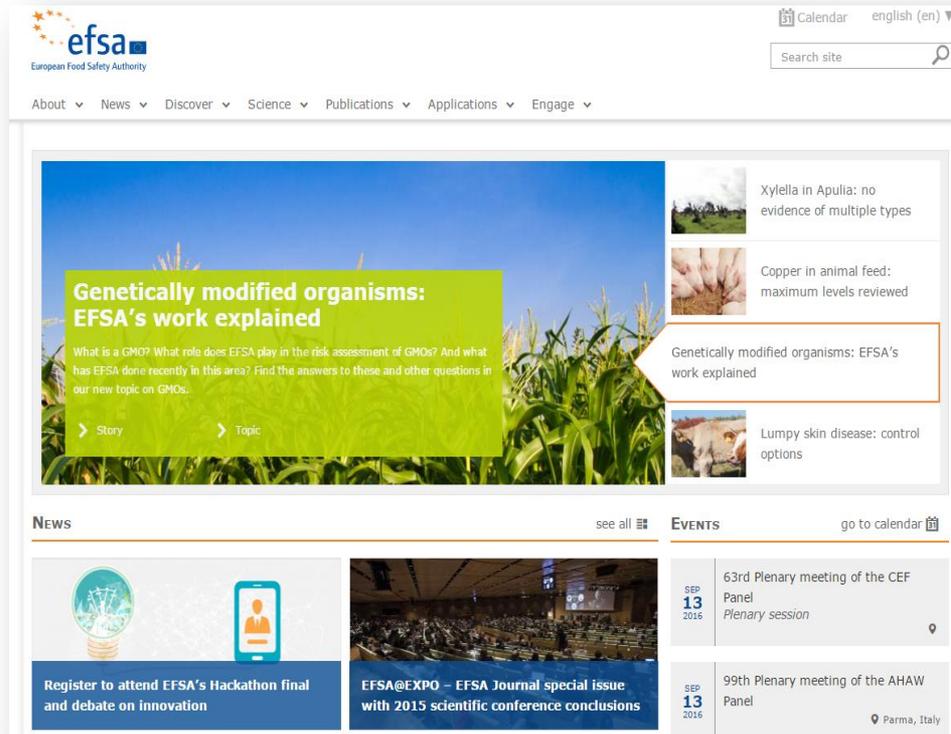
Figure 4: Chemical structure of alpha-Zearalenol (alpha-ZEL)

Figure 5: Chemical structure of alpha-Zearalanol (alpha-ZAL)

Twitter Demographics: The data shown below were collected from the profiles of 12 tweeters who shared this research output. [Click here to find out more about how the information was compiled.](#)



# WEBSITE

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## Genetically modified organisms: EFSA's work explained

What is a GMO? What role does EFSA play in the risk assessment of GMOs? And what has EFSA done recently in this area? Find the answers to these and other questions in our new topic on GMOs.

Story Topic

- Xylella in Apulia: no evidence of multiple types
- Copper in animal feed: maximum levels reviewed
- Genetically modified organisms: EFSA's work explained
- Lumpy skin disease: control options

News see all

EVENTS go to calendar

Register to attend EFSA's Hackathon final and debate on innovation

EFSA@EXPO – EFSA Journal special issue with 2015 scientific conference conclusions

SEP 13 2016 63rd Plenary meeting of the CEF Panel Plenary session

SEP 13 2016 99th Plenary meeting of the AHAW Panel Parma, Italy



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23 August 2016

GMO

Tweet Share Share

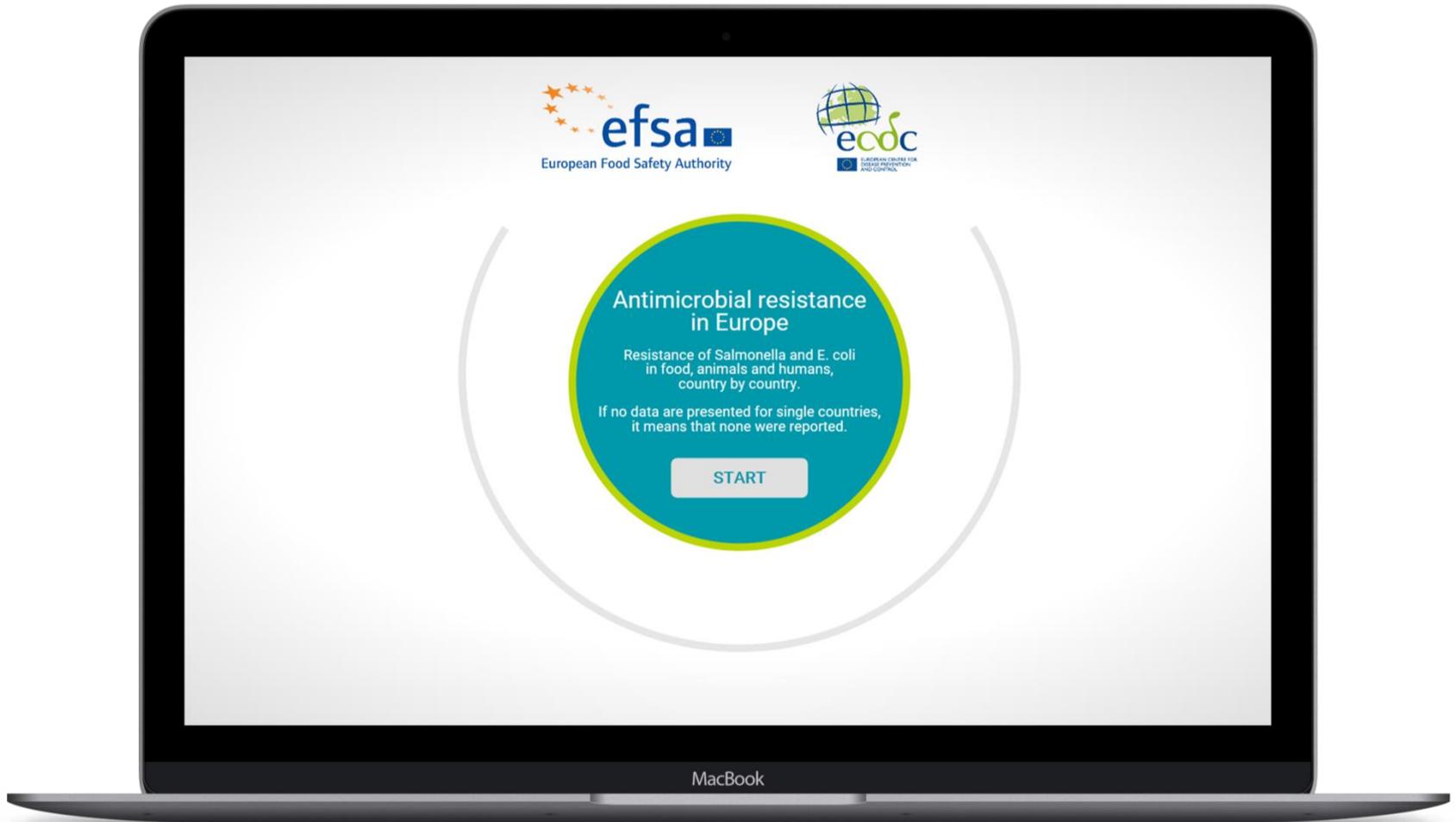
## Genetically modified organisms: EFSA's work explained

What is a GMO? What role does EFSA play in the risk assessment of GMOs?

# VIDEOS



# DATA VISUALISATION



# LAY SUMMARIES



EFSA explains **risk assessment**

## Caffeine

- ▶ What is **caffeine**?
- ▶ How does the **body process** caffeine?
- ▶ What are the **risks**?
- ▶ Why did EFSA carry out its **risk assessment**?
- ▶ What does the assessment **cover**?
- ▶ **How much** caffeine do we consume?
- ▶ How much caffeine is it **safe** to consume?
- ▶ **How much caffeine** is there in...
- ▶ Does caffeine have an **adverse effect** when consumed with other constituents of "energy drinks" and/or with alcohol?

### What is **caffeine**?

Caffeine is a naturally occurring chemical compound found in plant constituents such as coffee and cocoa beans, tea leaves, guarana berries and the kola nut, and has a long history of human consumption. It is added to a variety of foods, such as baked pastries, ice creams, sweets, and cola drinks. **Caffeine** is also found in so-called energy drinks, alongside other ingredients such as taurine, and D-glucuronoy-lactone. It is also present in combination with p-synephrine in a number of food supplements that are marketed for weight loss and sports performance. Some medicines and cosmetics contain caffeine.

When consumed by humans, caffeine stimulates the central nervous system, and in moderate doses increases alertness and reduces sleepiness.

Caffeine is also found in so-called energy drinks, alongside other ingredients such as taurine, and D-glucuronoy-lactone.

### How does the **body process** caffeine?

Taken orally, caffeine is absorbed rapidly and completely by the human body. The stimulatory effects may begin 15 to 30 minutes after ingestion and last a number of hours. In adults the half-life of caffeine – the time it takes for the body to eliminate

50% of the caffeine – varies widely, depending on factors such as age, body weight, pregnancy status, medication intake and liver health. In healthy adults, the average half-life is approximately four hours, with a range of two to eight hours.

### What are the **risks**?

Short-term adverse effects on adults and children can include issues related to the central nervous system such as interrupted sleep, anxiety and behavioural changes. In the

longer term, excessive caffeine consumption has been linked to cardiovascular problems and, in pregnant women, stunted foetus development.



European Food Safety Authority

# EFSA ON SOCIAL MEDIA IN 2016



# MEDIA RELATIONS



**1,000**  
**queries per**  
**year** from  
media



**200**  
**interviews**  
per year



**+ 10,000**  
**articles**  
mentioning  
EFSA per year

**Le Monde**

**nature**

**The  
Economist**

**theguardian**

## MAIN TOPICS COVERED BY MEDIA – LAST 6 MONTHS

June 2017 **EL PAÍS**

**¿Qué está ocurriendo con las abejas?**

June 2017 **SCIENCES  
D'AVENIR**

**Un million de signatures contre le glyphosate**

January 2017 **REUTERS**

**Nutella maker fights back on palm oil after cancer risk study**

February 2017 **BBC**

**What future for E numbers after Brexit?**

February 2017 **Berliner Morgenpost**

**Mineralöle – versteckte Gefahr in unseren Verpackungen**

February 2017 **Independent.ie**

**Common Salmonella types now showing extremely high multi-drug resistance, says EU report**

April 2017 **adnkronos**

**Xylella, l'olivo 'Favoloso' resiste al batterio**

March 2017 **theguardian**

**Europe poised for total ban on bee-harming pesticides**

June 2017 **Le Monde**

**Le bisphénol A considéré « extrêmement préoccupant » par l'Europe**

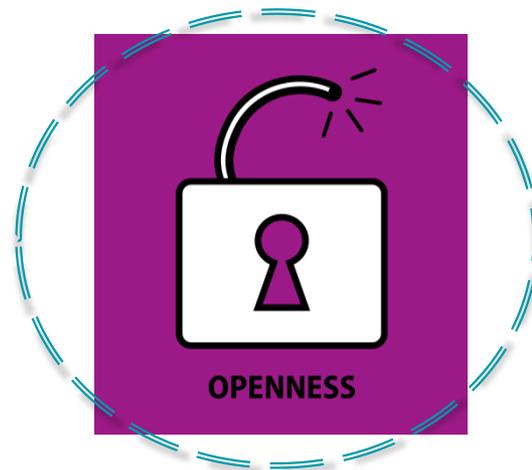
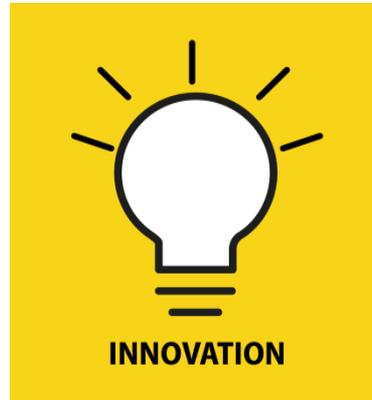
February 2017 **EURACTIV**

**Report: Commission criteria on endocrine disruptors should not be limited to pesticides**

May 2017 **de Volkskrant**

**Pesticiden moet je van groente en fruit wassen: klopt dit wel?**

# EFSA 2020 STRATEGY AND STAKEHOLDER ENGAGEMENT



**TRANSPARENCY  
&  
ENGAGEMENT**

# OUR JOURNEY TO STAKEHOLDER ENGAGEMENT

START

2002 - Food Law 178/2002 requirement; Article 42

2005 - EFSA Stakeholder Consultative Platform

ADOPTION

2016 - EFSA Strategy 2020

2016 - Stakeholder Engagement Approach

ROLL-OUT

2017 - Implementation; Registration, Forum meeting, Targeted Mechanisms

2017 - Review of the Stakeholder Engagement Approach

2020 - Regular review every three years

## STAKEHOLDER ENGAGEMENT – OBJECTIVES

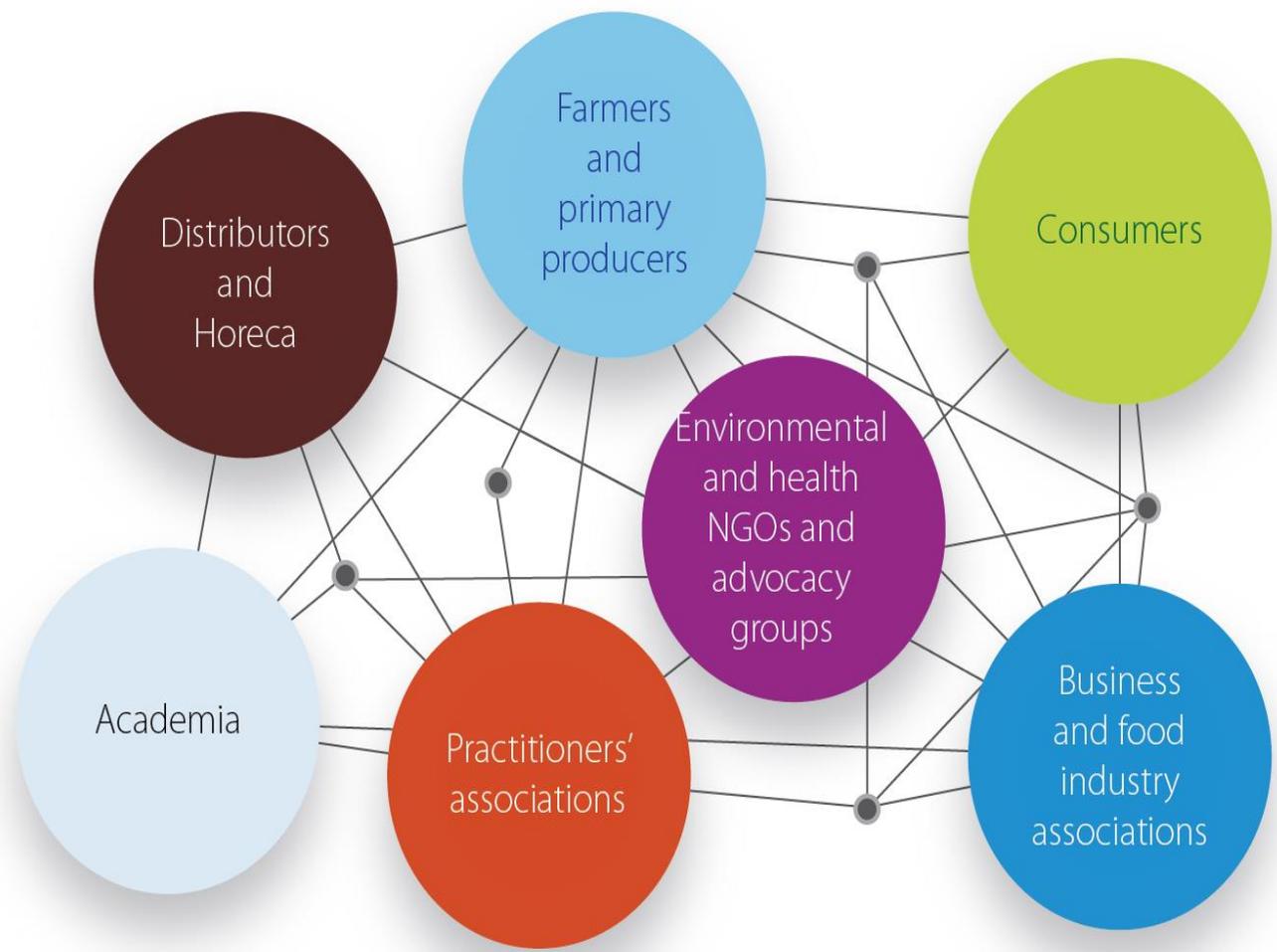
Prioritise public and stakeholder engagement in the process of scientific assessment

Possibility for stakeholders to provide recommendations on strategic planning, horizontal processes, and the review of how the various engagement platforms function

Improve the opportunities SH have to contribute to the different stages of scientific assessment, ensuring balanced representation of views

Gather knowledge, views and concerns from stakeholders as early as possible in the risk assessment process

# EFSA'S STAKEHOLDERS





FIRST MEETING OF  
EFSA STAKEHOLDER  
FORUM

30-31 MAY 2017, EFSA PREMISES, PARMA



@EFSA\_EU

drawn4ism



Video report

<https://youtu.be/b048MOMLEZ4>

# EFSA'S EXPERIENCE WITH DISCUSSION GROUPS

- Discussion Groups act as “learning systems” that allow EFSA to capitalise on stakeholders’ specialist knowledge in specific areas,
- Examples of successful EFSA stakeholder Discussion groups;

Emerging Risks, Chemical Occurrence Data, GMO Allergenicity, MATRIX –  
electronical submission of applications for regulated products, Endocrine Disruptors, Feed Additives



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