

Visit of the Collegio Europeo di Parma 08 Apr 2022



Communication and Engagement at EFSA
An audience-first approach

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Trusted science for safe food



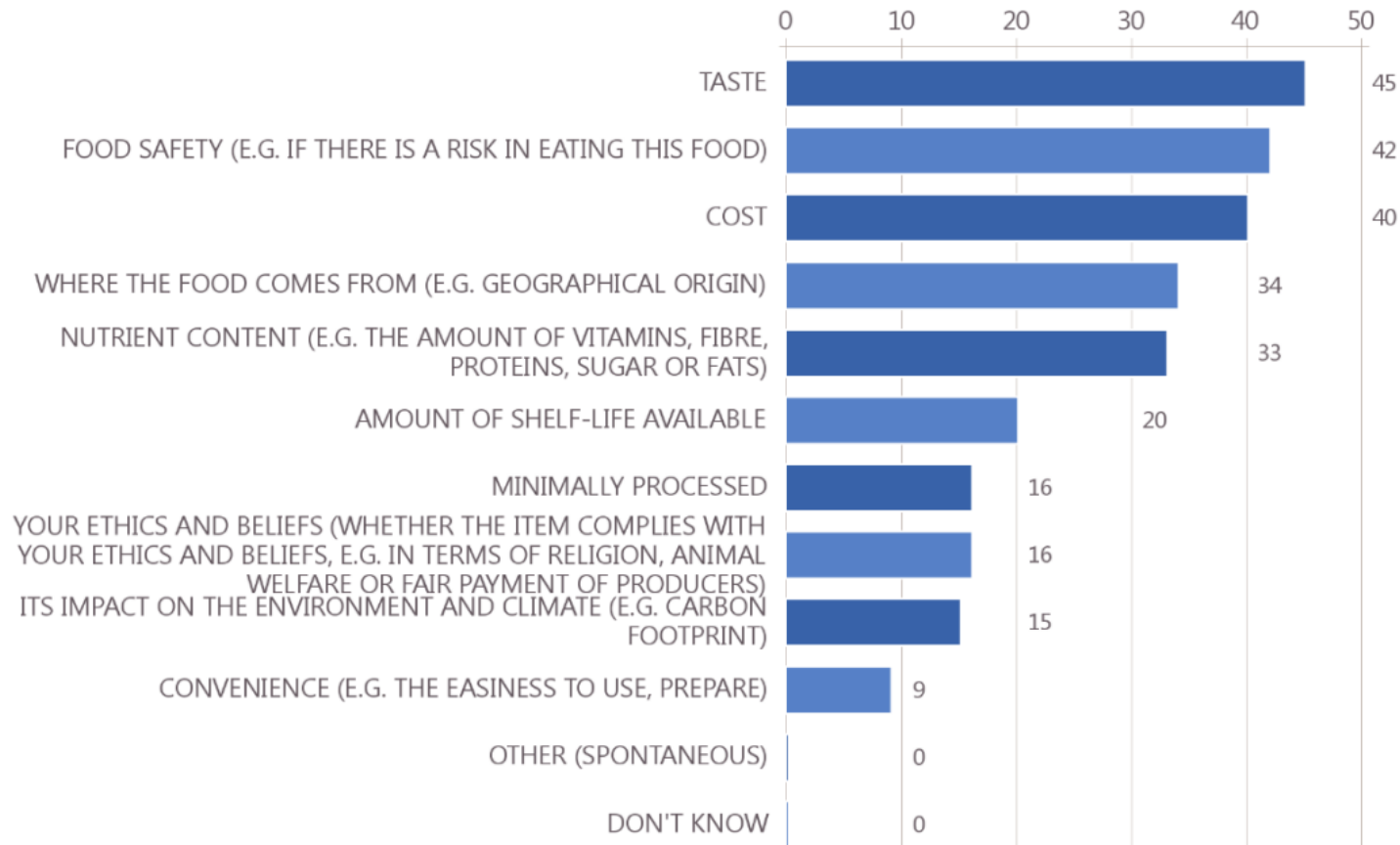


Food & food safety > An interplay of "passion" and "duty"

**menti.com
9971 1729**

Interplay of 'passion' and 'duty' | A mix of factors

QB1T When you buy food, which of the following are the most important to you? Firstly? And then? (MAX. 3 ANSWERS)
(% - EU)



1

Taste

2

Food safety

3

Cost

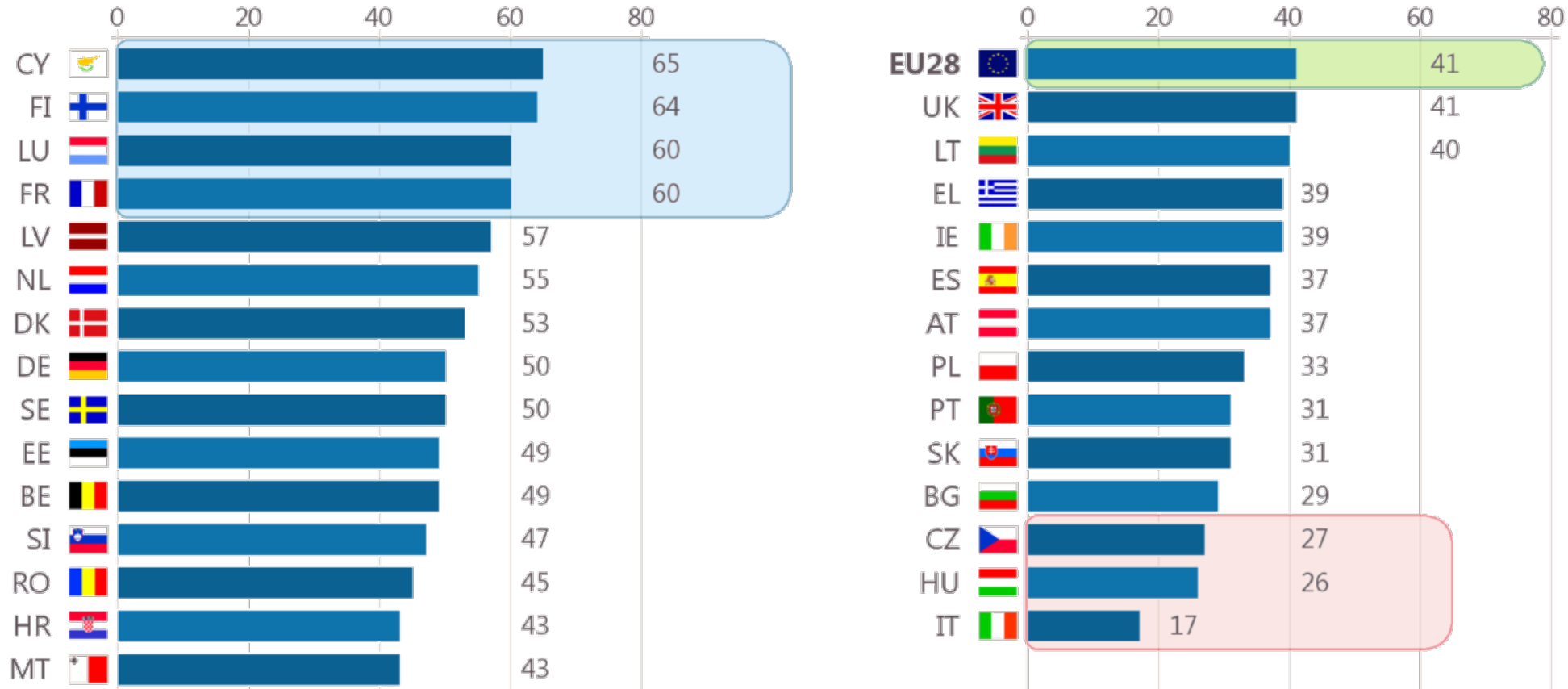
4

Origin

Food safety | Less of a personal passion

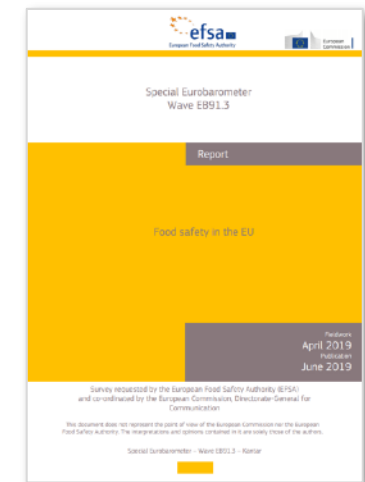
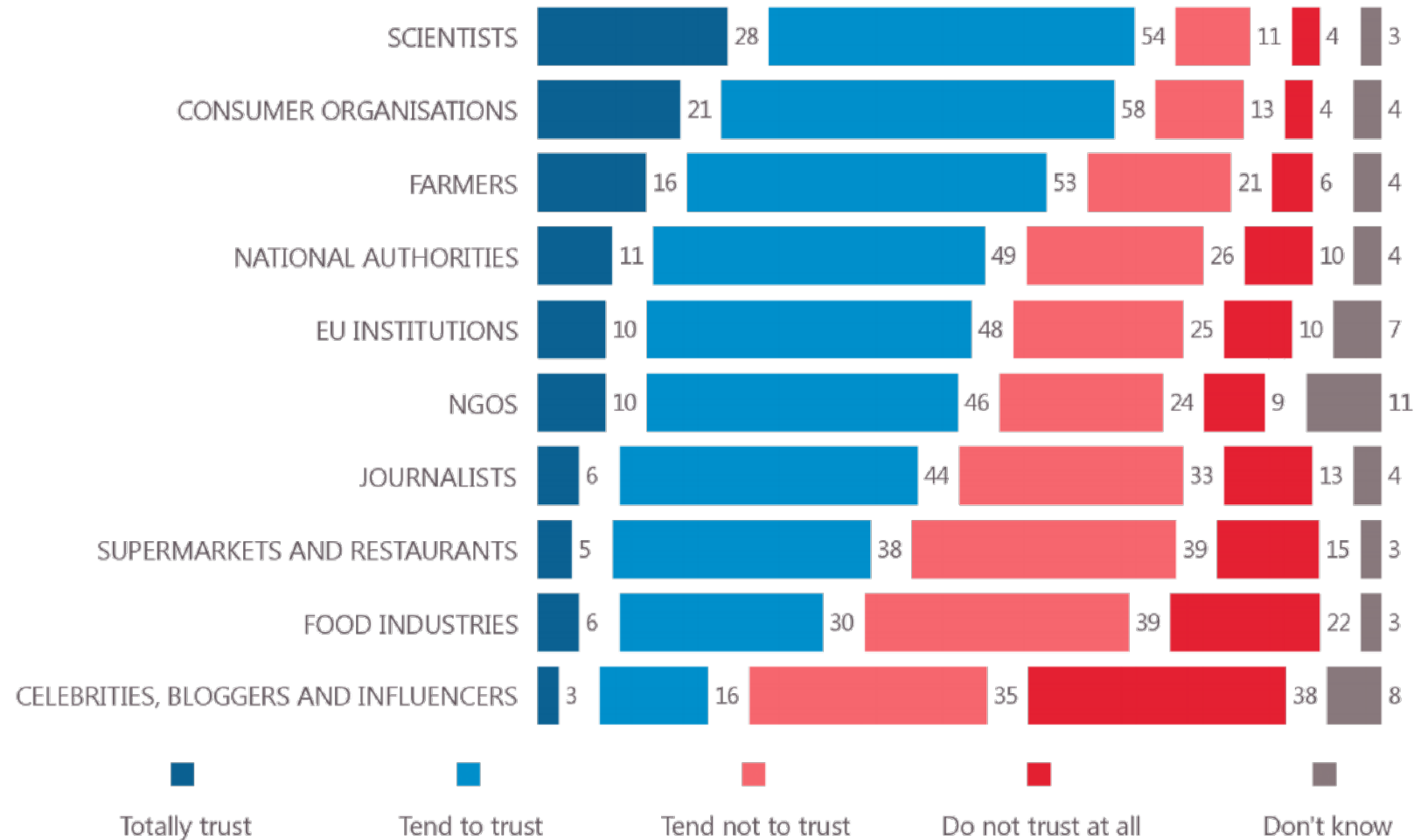
QD8 Please tell me which of the following statements you agree with: (MULTIPLE ANSWERS POSSIBLE)

(% - YOU ARE PERSONALLY INTERESTED IN THE TOPIC OF FOOD SAFETY)



Trust | Scientists leading the way

QD7 Please tell me to what extent you trust the following sources or not for information on food risks.
(% - EU)



Source:
[EB Food Safety in the EU \(2019\)](#)

Science isn't over
until it's **communicated.**

2013, **Sir Mark Walport**, UK Chief Scientist

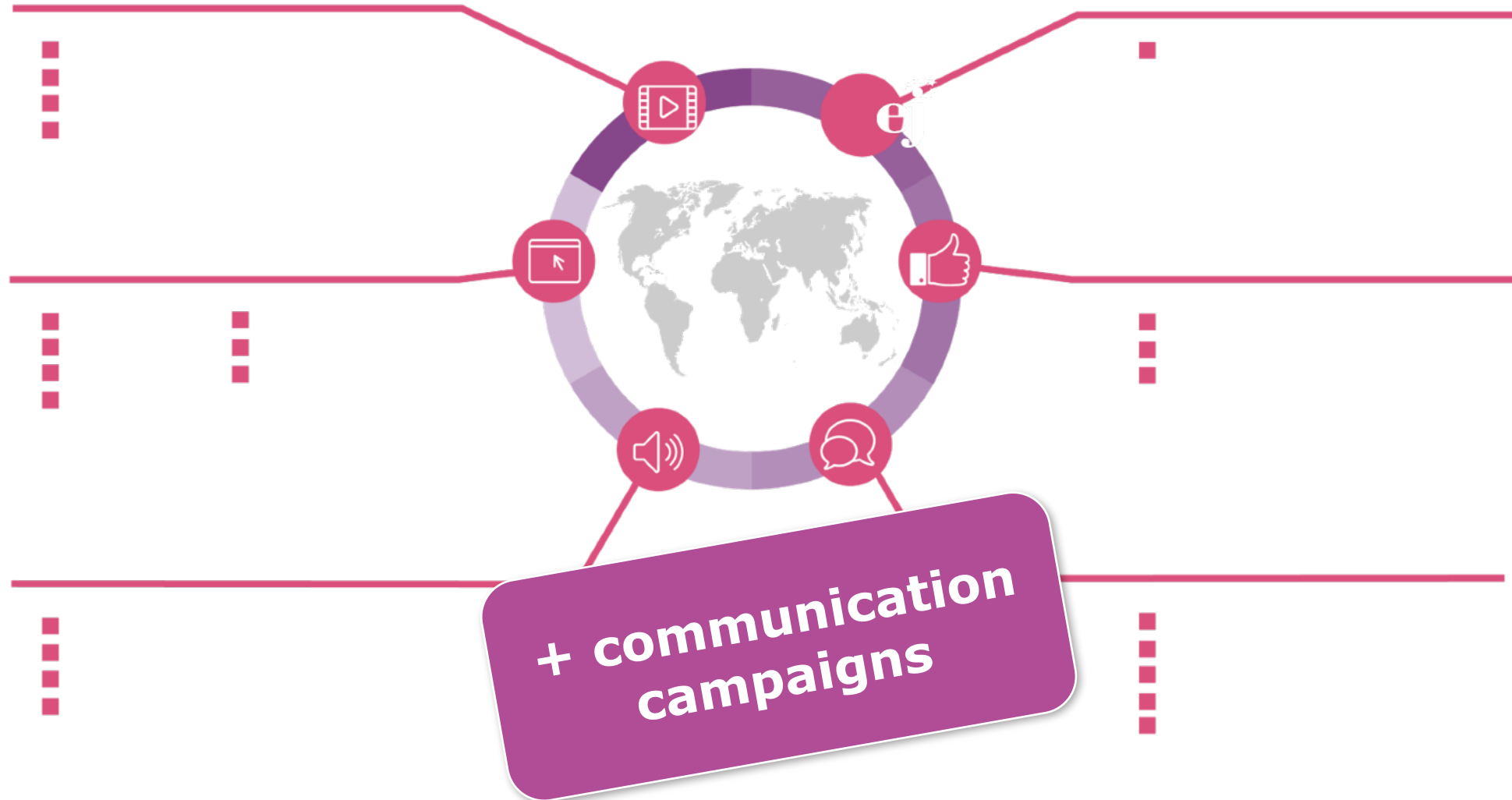
Communication and engagement leading the way





- Building confidence in EU food safety system
- Raising awareness of and understanding about risks
- Providing the context of risks, including benefits
- Bridging the gap between science and society, being accurate and consistent with the science
- Understanding audiences and providing them appropriate information to make informed choices

Our established **communication** toolbox



EFSA campaigns | The approach

**Il tuo sogno è mangiarlo
senza sensi di colpa.
Il nostro obiettivo è
garantirti la sua sicurezza.**



**Tortilla,
sí.
Salmonela,
no.**



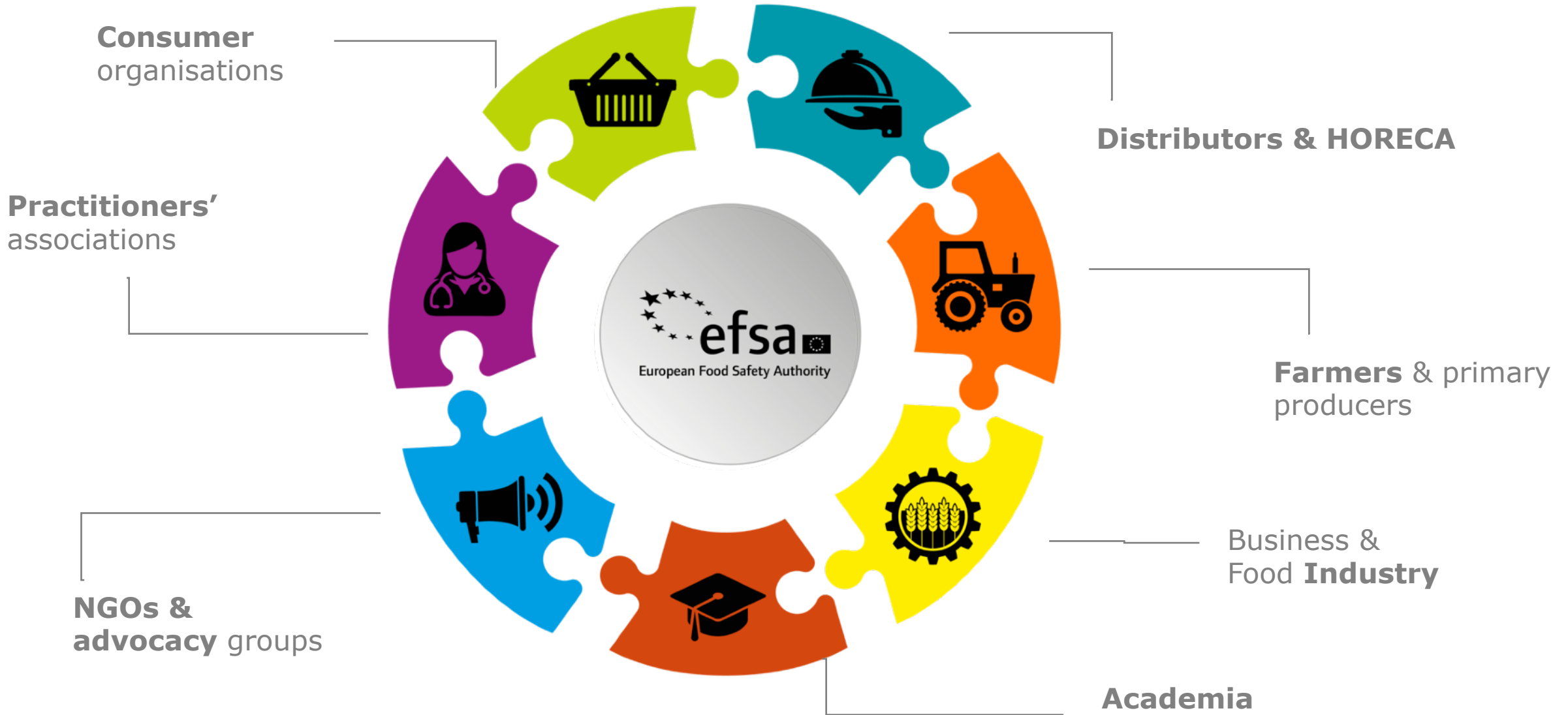
Social listening | Provides insights into online discourses, sentiment, audience interests

Social media always approach | One of our key communication channels to deliver accessible, clear and engaging content

Interaction | Engagement with audiences and sharing of interactive content on different social networks (e.g. campaign material tailored to Instagram)



The way we engage with stakeholders





Implementing an “audience” first approach

People are different | Understanding our audiences

	1	2	3	4
Confidence, respect and education	0.614	0.514	0.511	0.486
Confidence	0.646	0.546	0.543	0.517
Confidence in authorities	0.644	0.544	0.541	0.515
Confidence in the market	0.642	0.542	0.539	0.513
Confidence in the system	0.640	0.540	0.537	0.511
Confidence in the industry	0.638	0.538	0.535	0.509
Confidence in the government	0.636	0.536	0.533	0.507
Confidence in the media	0.634	0.534	0.531	0.505
Confidence in the scientific community	0.632	0.532	0.529	0.503
Confidence in the public	0.630	0.530	0.527	0.501
Confidence in the general public	0.628	0.528	0.525	0.499
Confidence in the private sector	0.626	0.526	0.523	0.497
Confidence in the academic community	0.624	0.524	0.521	0.495
Confidence in the business community	0.622	0.522	0.519	0.493
Confidence in the political community	0.620	0.520	0.517	0.491
Confidence in the cultural community	0.618	0.518	0.515	0.489
Confidence in the religious community	0.616	0.516	0.513	0.487
Confidence in the artistic community	0.614	0.514	0.511	0.485
Confidence in the sports community	0.612	0.512	0.509	0.483
Confidence in the entertainment community	0.610	0.510	0.507	0.481
Confidence in the media community	0.608	0.508	0.505	0.479
Confidence in the public community	0.606	0.506	0.503	0.477
Confidence in the private community	0.604	0.504	0.501	0.475
Confidence in the academic community	0.602	0.502	0.499	0.473
Confidence in the business community	0.600	0.500	0.497	0.471
Confidence in the political community	0.598	0.498	0.495	0.469
Confidence in the cultural community	0.596	0.496	0.493	0.467
Confidence in the religious community	0.594	0.494	0.491	0.465
Confidence in the artistic community	0.592	0.492	0.489	0.463
Confidence in the sports community	0.590	0.490	0.487	0.461
Confidence in the entertainment community	0.588	0.488	0.485	0.459
Confidence in the media community	0.586	0.486	0.483	0.457
Confidence in the public community	0.584	0.484	0.481	0.455
Confidence in the private community	0.582	0.482	0.479	0.453
Confidence in the academic community	0.580	0.480	0.477	0.451
Confidence in the business community	0.578	0.478	0.475	0.449
Confidence in the political community	0.576	0.476	0.473	0.447
Confidence in the cultural community	0.574	0.474	0.471	0.445
Confidence in the religious community	0.572	0.472	0.469	0.443
Confidence in the artistic community	0.570	0.470	0.467	0.441
Confidence in the sports community	0.568	0.468	0.465	0.439
Confidence in the entertainment community	0.566	0.466	0.463	0.437
Confidence in the media community	0.564	0.464	0.461	0.435
Confidence in the public community	0.562	0.462	0.459	0.433
Confidence in the private community	0.560	0.460	0.457	0.431
Confidence in the academic community	0.558	0.458	0.455	0.429
Confidence in the business community	0.556	0.456	0.453	0.427
Confidence in the political community	0.554	0.454	0.451	0.425
Confidence in the cultural community	0.552	0.452	0.449	0.423
Confidence in the religious community	0.550	0.450	0.447	0.421
Confidence in the artistic community	0.548	0.448	0.445	0.419
Confidence in the sports community	0.546	0.446	0.443	0.417
Confidence in the entertainment community	0.544	0.444	0.441	0.415
Confidence in the media community	0.542	0.442	0.439	0.413
Confidence in the public community	0.540	0.440	0.437	0.411
Confidence in the private community	0.538	0.438	0.435	0.409
Confidence in the academic community	0.536	0.436	0.433	0.407
Confidence in the business community	0.534	0.434	0.431	0.405
Confidence in the political community	0.532	0.432	0.429	0.403
Confidence in the cultural community	0.530	0.430	0.427	0.401
Confidence in the religious community	0.528	0.428	0.425	0.399
Confidence in the artistic community	0.526	0.426	0.423	0.397
Confidence in the sports community	0.524	0.424	0.421	0.395
Confidence in the entertainment community	0.522	0.422	0.419	0.393
Confidence in the media community	0.520	0.420	0.417	0.391
Confidence in the public community	0.518	0.418	0.415	0.389
Confidence in the private community	0.516	0.416	0.413	0.387
Confidence in the academic community	0.514	0.414	0.411	0.385
Confidence in the business community	0.512	0.412	0.409	0.383
Confidence in the political community	0.510	0.410	0.407	0.381
Confidence in the cultural community	0.508	0.408	0.405	0.379
Confidence in the religious community	0.506	0.406	0.403	0.377
Confidence in the artistic community	0.504	0.404	0.401	0.375
Confidence in the sports community	0.502	0.402	0.399	0.373
Confidence in the entertainment community	0.500	0.400	0.397	0.371
Confidence in the media community	0.498	0.398	0.395	0.369
Confidence in the public community	0.496	0.396	0.393	0.367
Confidence in the private community	0.494	0.394	0.391	0.365
Confidence in the academic community	0.492	0.392	0.389	0.363
Confidence in the business community	0.490	0.390	0.387	0.361
Confidence in the political community	0.488	0.388	0.385	0.359
Confidence in the cultural community	0.486	0.386	0.383	0.357
Confidence in the religious community	0.484	0.384	0.381	0.355
Confidence in the artistic community	0.482	0.382	0.379	0.353
Confidence in the sports community	0.480	0.380	0.377	0.351
Confidence in the entertainment community	0.478	0.378	0.375	0.349
Confidence in the media community	0.476	0.376	0.373	0.347
Confidence in the public community	0.474	0.374	0.371	0.345
Confidence in the private community	0.472	0.372	0.369	0.343
Confidence in the academic community	0.470	0.370	0.367	0.341
Confidence in the business community	0.468	0.368	0.365	0.339
Confidence in the political community	0.466	0.366	0.363	0.337
Confidence in the cultural community	0.464	0.364	0.361	0.335
Confidence in the religious community	0.462	0.362	0.359	0.333
Confidence in the artistic community	0.460	0.360	0.357	0.331
Confidence in the sports community	0.458	0.358	0.355	0.329
Confidence in the entertainment community	0.456	0.356	0.353	0.327
Confidence in the media community	0.454	0.354	0.351	0.325
Confidence in the public community	0.452	0.352	0.349	0.323
Confidence in the private community	0.450	0.350	0.347	0.321
Confidence in the academic community	0.448	0.348	0.345	0.319
Confidence in the business community	0.446	0.346	0.343	0.317
Confidence in the political community	0.444	0.344	0.341	0.315
Confidence in the cultural community	0.442	0.342	0.339	0.313
Confidence in the religious community	0.440	0.340	0.337	0.311
Confidence in the artistic community	0.438	0.338	0.335	0.309
Confidence in the sports community	0.436	0.336	0.333	0.307
Confidence in the entertainment community	0.434	0.334	0.331	0.305
Confidence in the media community	0.432	0.332	0.329	0.303
Confidence in the public community	0.430	0.330	0.327	0.301
Confidence in the private community	0.428	0.328	0.325	0.299
Confidence in the academic community	0.426	0.326	0.323	0.297
Confidence in the business community	0.424	0.324	0.321	0.295
Confidence in the political community	0.422	0.322	0.319	0.293
Confidence in the cultural community	0.420	0.320	0.317	0.291
Confidence in the religious community	0.418	0.318	0.315	0.289
Confidence in the artistic community	0.416	0.316	0.313	0.287
Confidence in the sports community	0.414	0.314	0.311	0.285
Confidence in the entertainment community	0.412	0.312	0.309	0.283
Confidence in the media community	0.410	0.310	0.307	0.281
Confidence in the public community	0.408	0.308	0.305	0.279
Confidence in the private community	0.406	0.306	0.303	0.277
Confidence in the academic community	0.404	0.304	0.301	0.275
Confidence in the business community	0.402	0.302	0.299	0.273
Confidence in the political community	0.400	0.300	0.297	0.271
Confidence in the cultural community	0.398	0.298	0.295	0.269
Confidence in the religious community	0.396	0.296	0.293	0.267
Confidence in the artistic community	0.394	0.294	0.291	0.265
Confidence in the sports community	0.392	0.292	0.289	0.263
Confidence in the entertainment community	0.390	0.290	0.287	0.261
Confidence in the media community	0.388	0.288	0.285	0.259
Confidence in the public community	0.386	0.286	0.283	0.257
Confidence in the private community	0.384	0.284	0.281	0.255
Confidence in the academic community	0.382	0.282	0.279	0.253
Confidence in the business community	0.380	0.280	0.277	0.251
Confidence in the political community	0.378	0.278	0.275	0.249
Confidence in the cultural community	0.376	0.276	0.273	0.247
Confidence in the religious community	0.374	0.274	0.271	0.245
Confidence in the artistic community	0.372	0.272	0.269	0.243
Confidence in the sports community	0.370	0.270	0.267	0.241
Confidence in the entertainment community	0.368	0.268	0.265	0.239
Confidence in the media community	0.366	0.266	0.263	0.237
Confidence in the public community	0.364	0.264	0.261	0.235
Confidence in the private community	0.362	0.262	0.259	0.233
Confidence in the academic community	0.360	0.260	0.257	0.231
Confidence in the business community	0.358	0.258	0.255	0.229
Confidence in the political community	0.356	0.256	0.253	0.227
Confidence in the cultural community	0.354	0.254	0.251	0.225
Confidence in the religious community	0.352	0.252	0.249	0.223
Confidence in the artistic community	0.350	0.250	0.247	0.221
Confidence in the sports community	0.348	0.248	0.245	0.219
Confidence in the entertainment community	0.346	0.246	0.243	0.217
Confidence in the media community	0.344	0.244	0.241	0.215
Confidence in the public community	0.342	0.242	0.239	0.213
Confidence in the private community	0.340	0.240	0.237	0.211
Confidence in the academic community	0.338	0.238	0.235	0.209
Confidence in the business community	0.336	0.236	0.233	0.207
Confidence in the political community	0.334	0.234	0.231	0.205
Confidence in the cultural community	0.332	0.232	0.229	0.203
Confidence in the religious community	0.330	0.230	0.227	0.201
Confidence in the artistic community	0.328	0.228	0.225	0.199
Confidence in the sports community	0.326	0.226	0.223	0.197
Confidence in the entertainment community	0.324	0.224	0.221	0.195
Confidence in the media community	0.322	0.222	0.219	0.193
Confidence in the public community	0.320	0.220	0.217	0.191
Confidence in the private community	0.318	0.218	0.215	0.189
Confidence in the academic community	0.316	0.216	0.213	0.187
Confidence in the business community	0.314	0.214	0.211	0.185
Confidence in the political community	0.312	0.212	0.209	0.183
Confidence in the cultural community	0.310	0.210	0.207	0.181
Confidence in the religious community	0.308	0.208	0.205	0.179
Confidence in the artistic community	0.306	0.206	0.203	0.177
Confidence in the sports community	0.304	0.204	0.201	0.175
Confidence in the entertainment community	0.302	0.202	0.199	0.173
Confidence in the media community	0.300	0.200	0.197	0.171
Confidence in the public community	0.298	0.198	0.195	0.169
Confidence in the private community	0.296	0.196	0.193	0.167
Confidence in the academic community	0.294	0.194	0.191	0.165
Confidence in the business community	0.292	0.192	0.189	0.163
Confidence in the political community	0.290	0.190	0.187	0.161
Confidence in the cultural community	0.288	0.188	0.185	0.159
Confidence in the religious community	0.286	0.186	0.183	0.157
Confidence in the artistic community	0.284	0.184	0.181	0.155
Confidence in the sports community	0.282	0.182	0.179	0.153
Confidence in the entertainment community	0.280	0.180	0.177	0.151
Confidence in the media community	0.278	0.178	0.175	0.149
Confidence in the public community	0.276	0.176	0.173	0.147
Confidence in the private community	0.274	0.174	0.171	0.145
Confidence in the academic community	0.272	0.172	0.169	0.143
Confidence in the business community	0.270	0.170	0.167	0.141
Confidence in the political community	0.268	0.168	0.165	0.139
Confidence in the cultural community	0.266	0.166	0.163	0.137
Confidence in the religious community	0.264	0.164	0.161	0.135
Confidence in the artistic community	0.262	0.162	0.159	0.133
Confidence in the sports community	0.260	0.160	0.157	0.131
Confidence in the entertainment community	0.258	0.158	0.155	0.129
Confidence in the media community	0.256	0.156	0.153	0.127
Confidence in the public community	0.254	0.154	0.151	0.125
Confidence in the private community	0.252	0.152	0.149	0.123
Confidence in the academic community	0.250	0.150	0.147	0.121
Confidence in the business community	0.248	0.148	0.145	0.119
Confidence in the political community	0.246	0.146	0.143	0.117
Confidence in the cultural community	0.244	0.144	0.141	0.115
Confidence in the religious community	0.242	0.142	0.139	0.113
Confidence in the artistic community	0.240	0.140	0.137	0.111
Confidence in the sports community	0.238	0.138	0.135	0.109
Confidence in the entertainment community	0.236	0.136	0.133	0.107
Confidence in the media community	0.234	0.134	0.131	0.105
Confidence in the public community	0.232	0.132	0.129	0.103
Confidence in the private community	0.230	0.130	0.127	0.101
Confidence in the academic community	0.228	0.128	0.125	0.099
Confidence in the business community	0.226	0.126	0.123	0.097
Confidence in the political community	0.224	0.124	0.121	0.095
Confidence in the cultural community	0.222	0.122	0.119	0.093
Confidence in the religious community	0.220	0.120	0.117	0.091
Confidence in the artistic community	0.218	0.118	0.115	0.089
Confidence in the sports community	0.216	0.116	0.113	0.087
Confidence in the entertainment community	0.214	0.114	0.111	0.085
Confidence in the media community	0.212	0.112	0.109	0.083
Confidence in the public community	0.210	0.110	0.107	0.081
Confidence in the private community	0.208	0.108	0.105	0.079
Confidence in the academic community	0.206	0.106	0.103	0.077
Confidence in the				

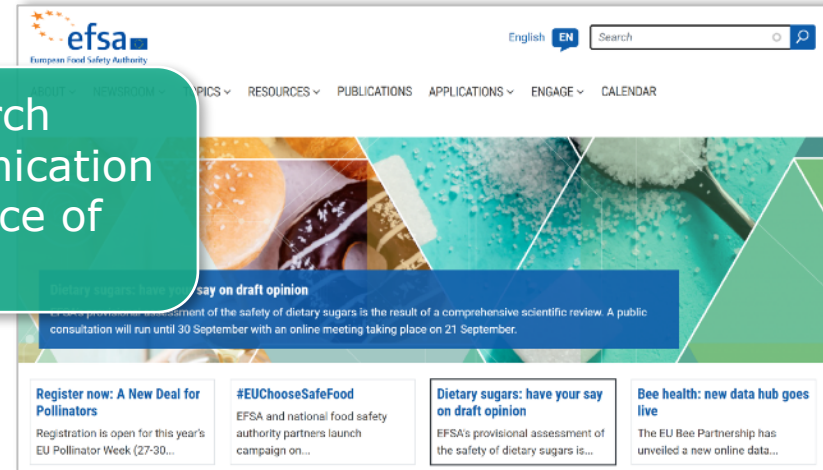


Which topics concern Europeans most?

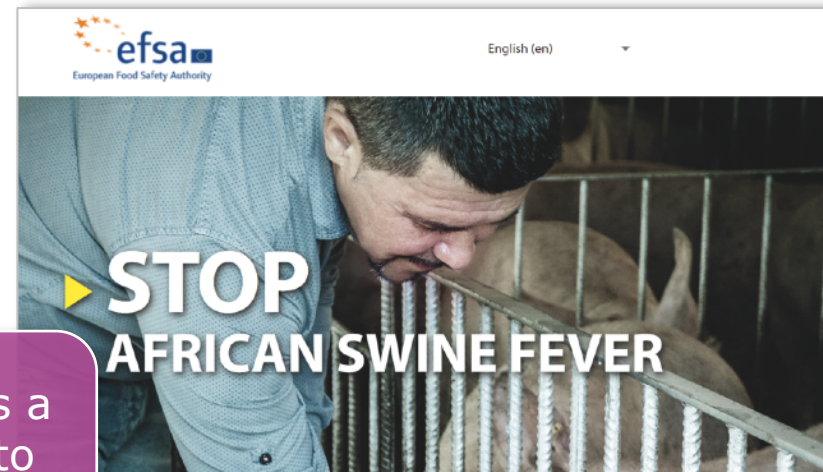
- PESTICIDE RESIDUES
- ADDITIVES
- ANIMAL DISEASES
- ANTIBIOTICS, HORMONES OR STEROIDS
- FOOD HYGIENE
- BACTERIA POISONING



“Strategic” research helps us inform communication planning and the choice of topics



“Targeted” research explores a specific topic or an audience to best frame the communication



Increased focus on **campaigns** means tailoring content to the information needs of our target audiences ...



**You wait all year
for food in season.
We work all year
for food safety.**



European Food Safety Authority

Trusted science for safe food

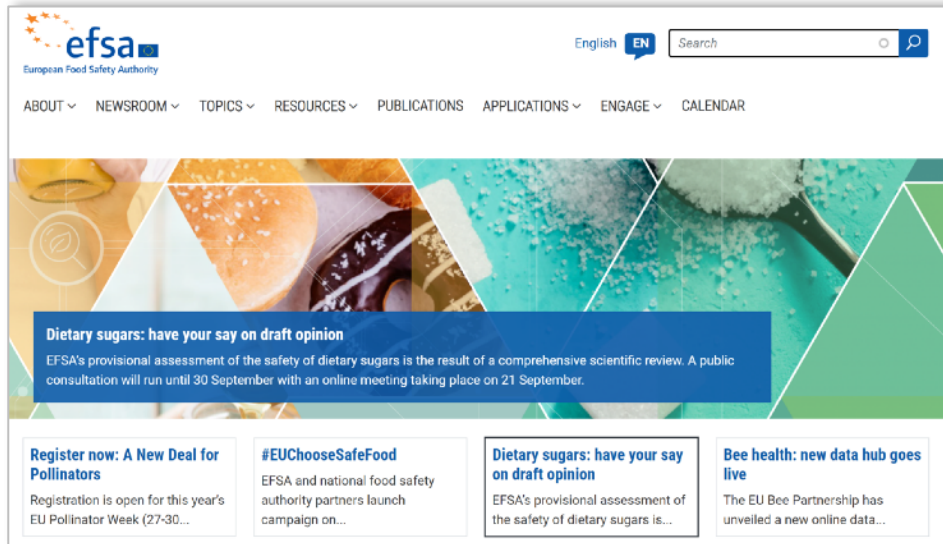
... which includes **message testing** within the campaign development process:

e.g. 10 online focus groups held for **#EUChooseSafeFood**

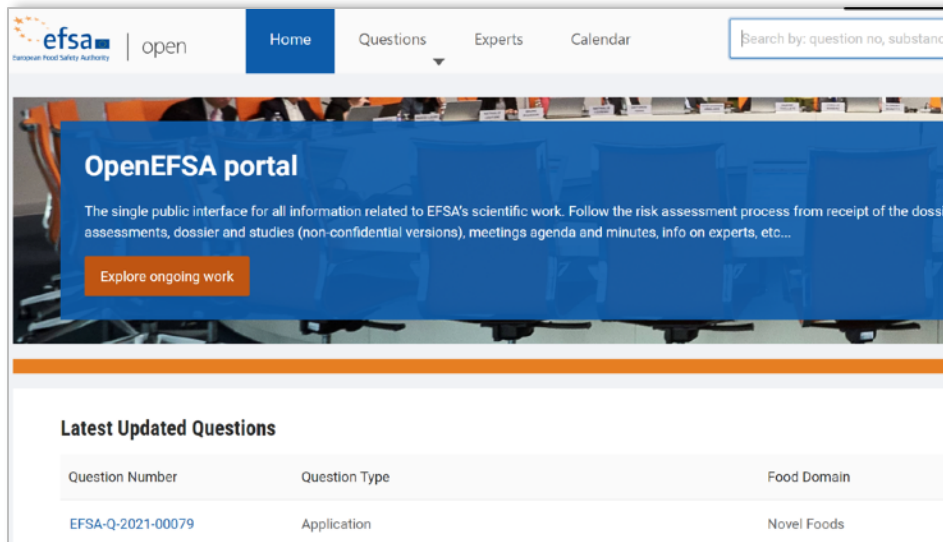


Listen and adjust | Next stages of user involvement

2



The screenshot shows the EFSA website home page. At the top, there is a search bar and navigation links for ABOUT, NEWSROOM, TOPICS, RESOURCES, PUBLICATIONS, APPLICATIONS, ENGAGE, and CALENDAR. A main banner features a collage of food images and a blue box with the text: "Dietary sugars: have your say on draft opinion. EFSA's provisional assessment of the safety of dietary sugars is the result of a comprehensive scientific review. A public consultation will run until 30 September with an online meeting taking place on 21 September." Below the banner are four promotional boxes: "Register now: A New Deal for Pollinators", "#EUChooseSafeFood", "Dietary sugars: have your say on draft opinion", and "Bee health: new data hub goes live".



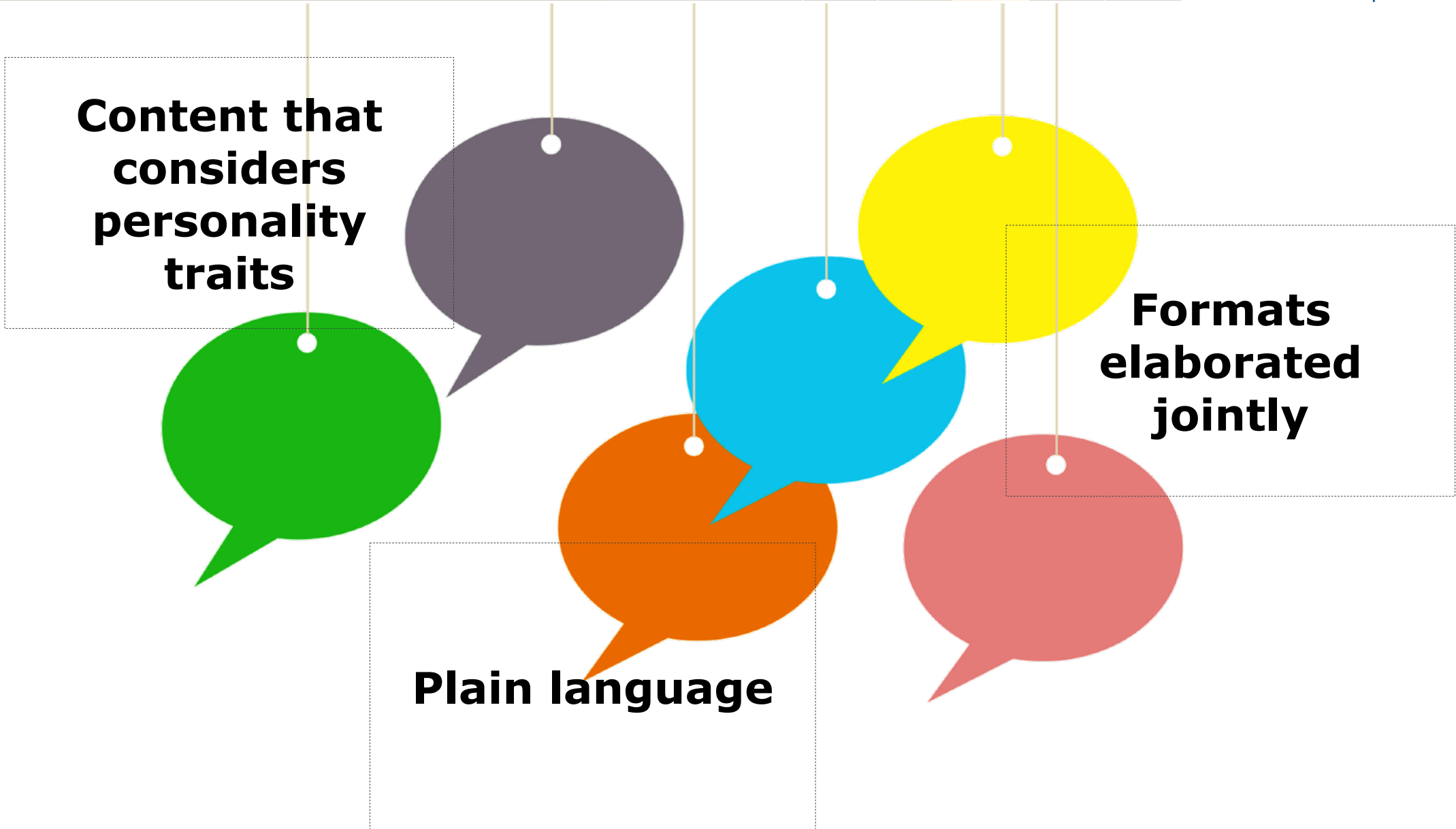
The screenshot shows the OpenEFSA portal. It features a blue header with the EFSA logo and navigation links for Home, Questions, Experts, and Calendar. A search bar is located on the right. Below the header is a large blue banner with the text: "OpenEFSA portal. The single public interface for all information related to EFSA's scientific work. Follow the risk assessment process from receipt of the dossier assessments, dossier and studies (non-confidential versions), meetings agenda and minutes, info on experts, etc..." and a button labeled "Explore ongoing work". Below the banner is a section titled "Latest Updated Questions" with a table listing a question.

Question Number	Question Type	Food Domain
EFSA-Q-2021-00079	Application	Novel Foods



- Introduction of the **Spanish website version in 2020** to complement EN, FR, DE and IT
- Investments in **hybrid solutions (human + neural machine)** ongoing > recently **added 5 languages** to the website (**EL, NL, PL, PT, SV**)
- Further investments in **translating the entire website content** as well as the **scientific work (primary communication products)** in the context of **EFSA 2027**





Content that considers personality traits

Formats elaborated jointly

Plain language



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@methods_efsa



Career opportunities for young professionals

Eline De Vel & Panos Kalavros

HuCap Team talent selection

Trusted science for safe food





Standard positions

- For **anyone** meeting the specific requirements of the different job positions
- Renewable contracts of 3 to 5 years
- Payed
- Full time



Guest Programme

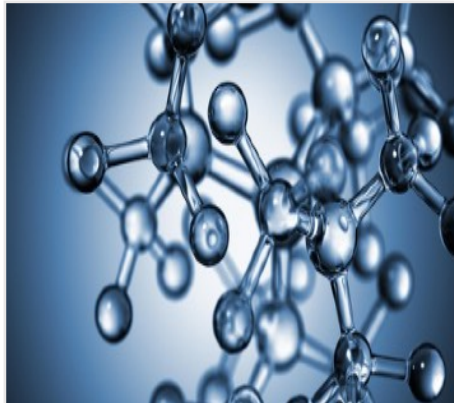
- For **PhD candidates** and public workers
- Up to 6 months for PhD candidates, 12 months for public workers
- Unpaid
- Full time



Traineeship

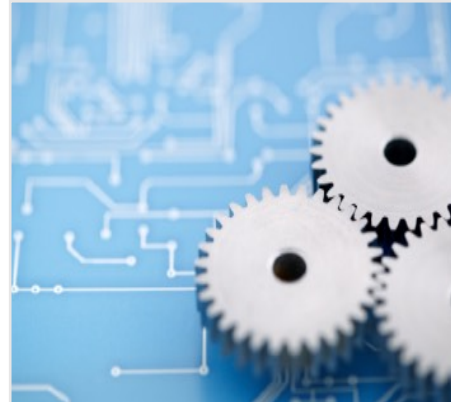
- For **university graduates**
- Open to ex trainees of EU institutions
- 5 to 12-month contract
- Payed
- Full time

SCIENCE



Biology
Toxicology
Veterinary
Chemistry
Statistics
Nutrition
Pesticides

BUSINESS SERVICES



International relations
Legal Affairs
Accounting
Event and Campaign
Management
HR administration
Business ICT Systems

COMMUNICATIONS



Editors
Media Relations
Engagement and
External Relations
Digital Communications
and Multimedia



Our traineeship is
OPEN

APPLY NOW!

#EFSAttraineeship



Goal

Gain professional experience in a leading scientific European Agency

Develop and strengthen your skills and competencies in the chosen field of interest

Expand your professional network

Eligibility

University degree

B2 level in English

Have never been employed by EFSA

EU and non-EU citizen

EU trainees are eligible to apply

Characteristics

Up to 12 months

Monthly maintenance grant €1,250

Working language: English

How to apply for a job at EFSA

Careers.efsa.europa.eu

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EFSA Professional Opportunities

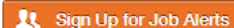


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Scientific Coordinator – Regulatory Science

NEW

Italy, Emilia-Romagna, Parma

EFSA is looking for a highly motivated scientist with the knowledge and determination to join an international scientifically driven organisation.

Science Professionals
EFSA/X/AD/2021/05

Notice of call for expressions of interest - Scientific and Technical Support - Various Scientific Profiles

Italy, Emilia-Romagna, Parma

Notice of call for expressions of interest (corrigendum) Scientific and Technical Support in the areas of the assessment of Animal Health and...

Science Professionals
EO/EFSA/2020/01

HR Business Partner

NEW

Italy, Emilia-Romagna, Parma

EFSA is looking for talented HR Business Partners ready to play a pivotal role in providing advice to EFSA business units and managers.

Business and Administration Professionals
EFSA/F/4/2021/03

Traineeship 2022 - Overview of the Selection Process



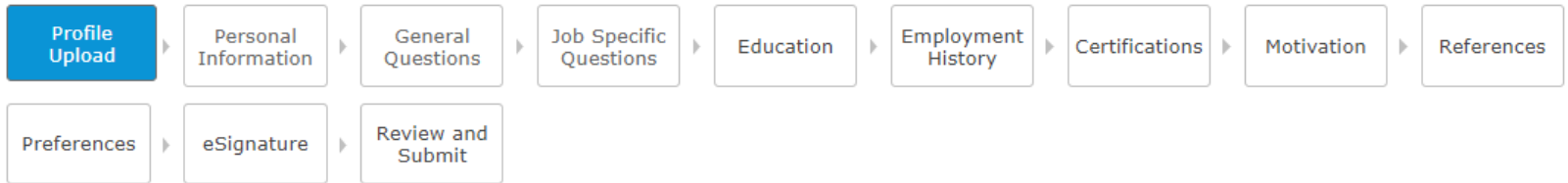
Deadline for applications:
25th April

Selection process:
May - June

Starting dates:
September to December

Applying for: Scientific Officer - Regulatory Science (Job Number: EFSA/X/AD/2019/09)

Step 1 out of 12



Save and Continue Save as Draft Quit

Profile Upload

Profile Upload

You can submit personal and professional information by uploading a profile. The system will automatically extract the relevant information included in the profile and fill out part of the online submission. You can review the extracted information and make the appropriate changes in the next steps. If you do not upload a profile, you will need to fill out the online submission manually.

Uploading a profile

To upload a profile through a third-party service, select the radio button next to the relevant service icon. The system imports the data

Keep in Mind

- Make sure you fulfil eligibility criteria
- Read the vacancy note carefully, all info is there
- Mention all relevant experience with details
- Pay attention and fill in carefully the Job Specific Questions
- Don't wait until the last day to apply
- Once you apply your profile will remain available for future applications

- **Recorded Online Video Interview**

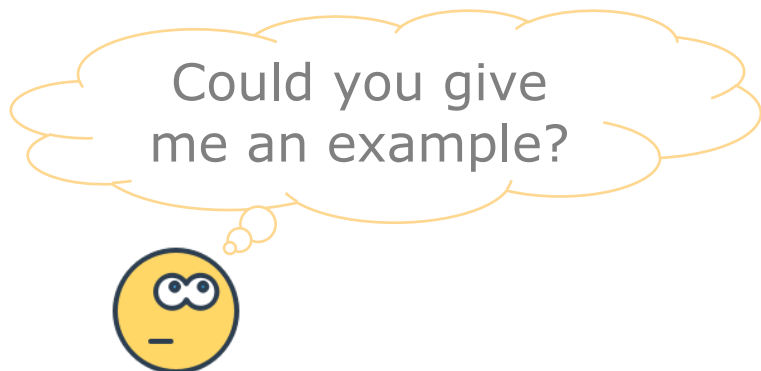
Focused mainly on **language**, **presentation** and **verbal** communication skills

- **Written Test**

The written test is designed to assess technical competencies and the **written** communication skills.



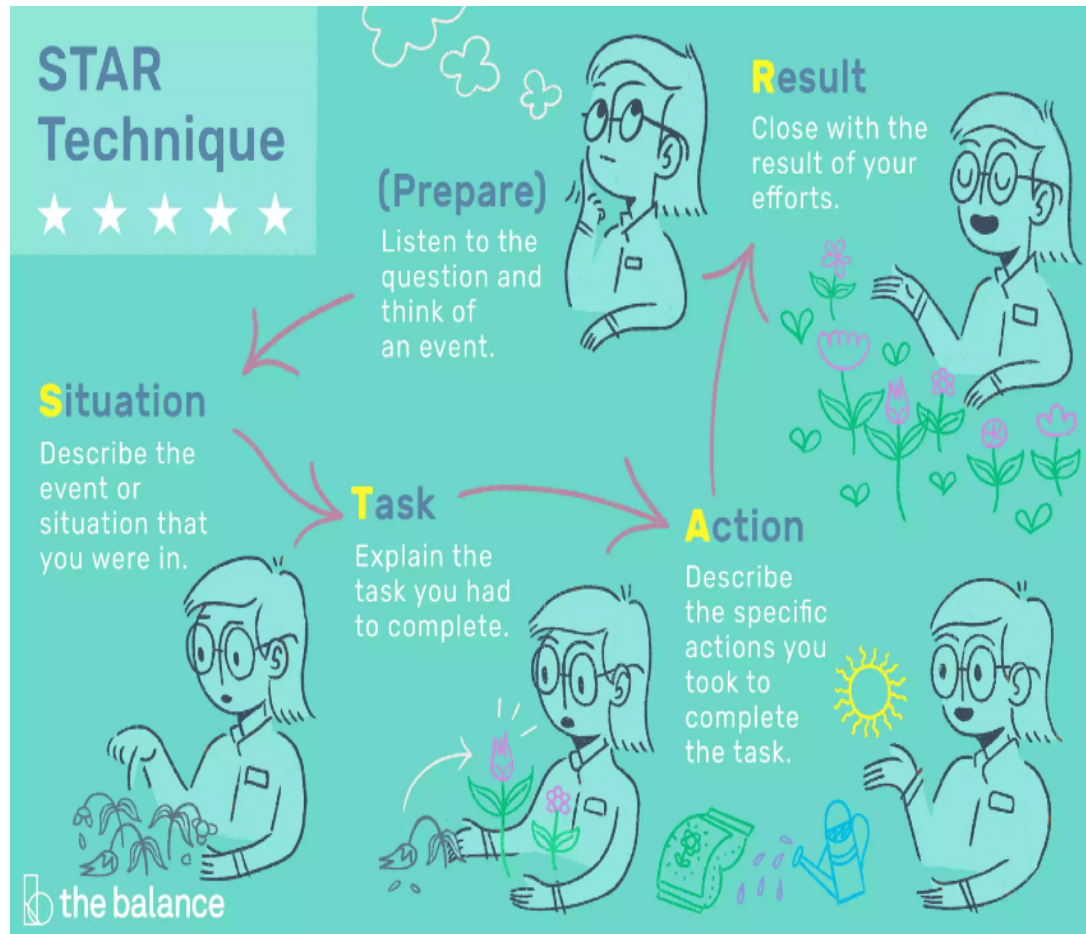
- ✓ Technical interview questions: focus on candidates' skills
- ✓ Behavioral competencies interview questions: focus on how you handled (would handle) various work situations



How do you manage stress?



Tell me about a time when you had to perform a task or project under a lot of stress.



Examples of answers based on **STAR** technique:

- Recently, when I was working on (**task**), I discovered (**situation**). Because of that, I (**action**). Because of this, (**result**).
- One situation that comes to mind is (**situation**). My role was (**task**), and I (**action**). There were a few complications along the way. One was (complication) and what I did was (action). The other was (complication) and I (action). Because these challenges were addressed (result).

DOs



- Refer to the competencies in the vacancy notice – think of examples in advance
- Think about the depth and complexity of your examples
- Be concise and engage with the panel
- Think of your value proposition
- Do not take for granted that the SB knows your skills, achievements: explain and give all necessary details

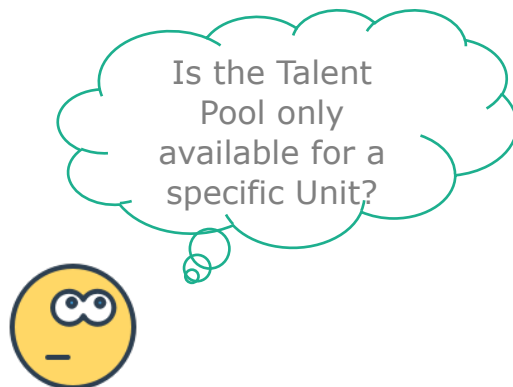
DON'Ts

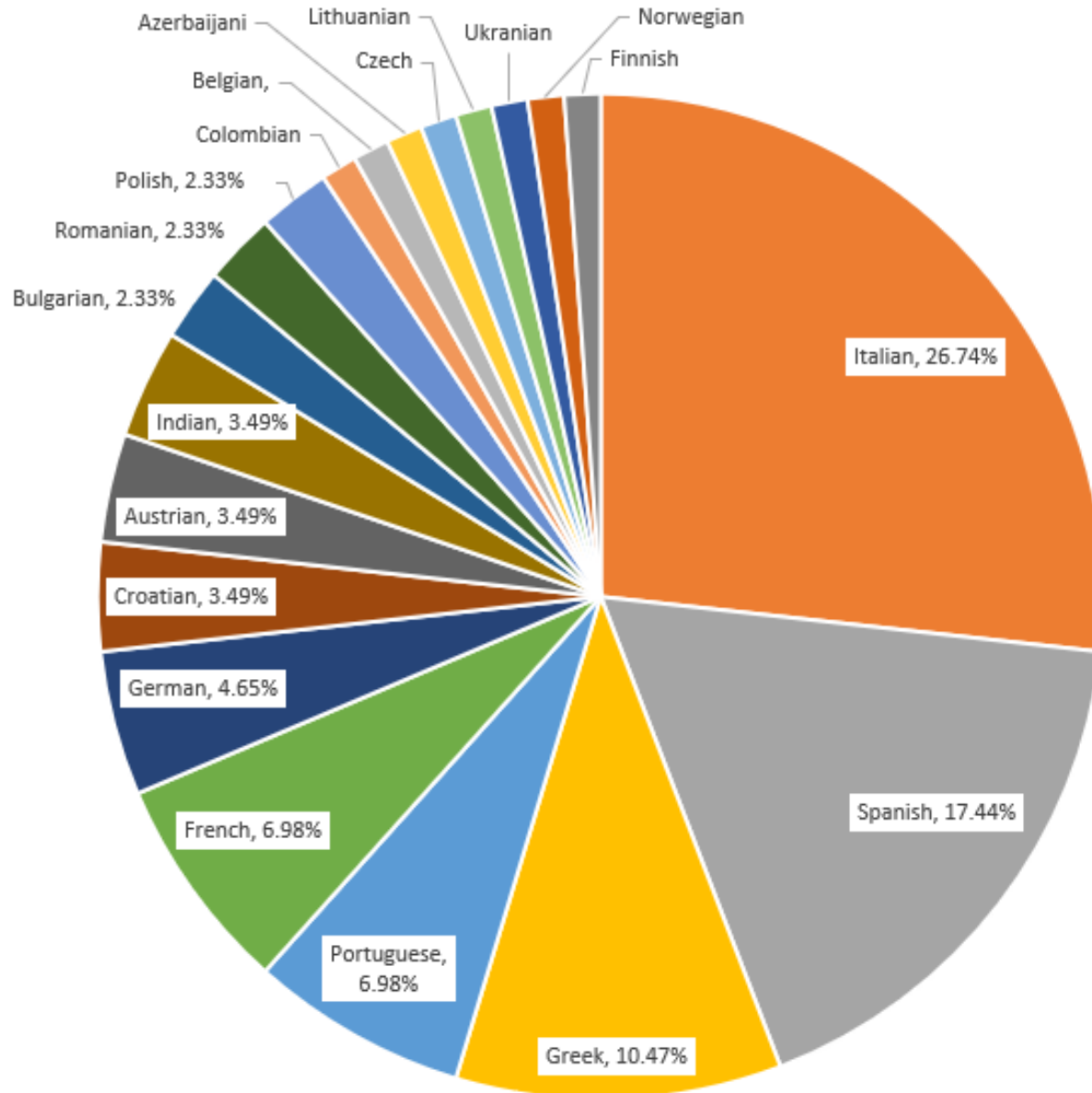


- *Generalised answer – sweeping statements (e.g. always get on well with people)*
- *Too much "I" or "we", concentrate on your role on the team*

The outcome of EFSA Selection procedures for staff is the establishment of a **Talent Pool of suitable candidates**

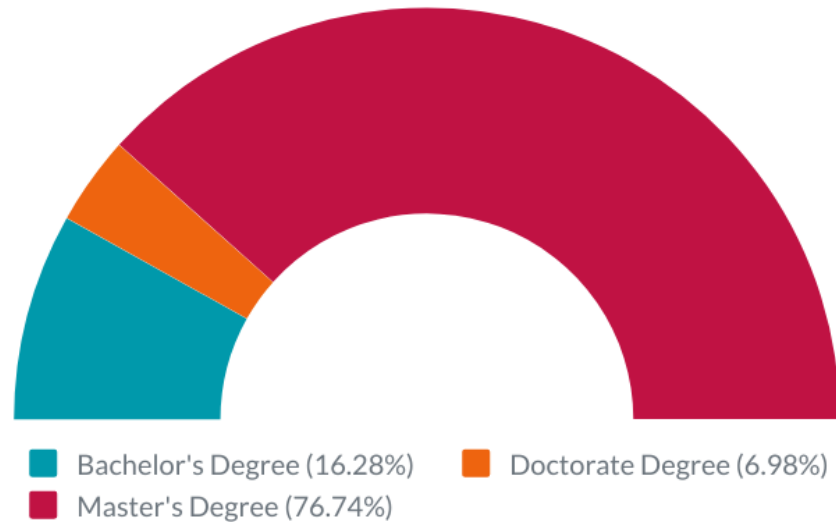
- The Talent Pool is valid for two years (possible extension upon ED Decision)
- Inclusion on the Talent Pool does not guarantee a job offer
- Hiring managers can screen and select candidates from Talent Pools in case they have a business need (a second interview with the relevant manager may be scheduled)





- **3280** applications
- **86** hired
- **20** different nationalities
- **6** trainees coming from non – EU countries (India, Colombia, Azerbaijan, Norway, Ukraine)

Academic Background of Hired Trainees



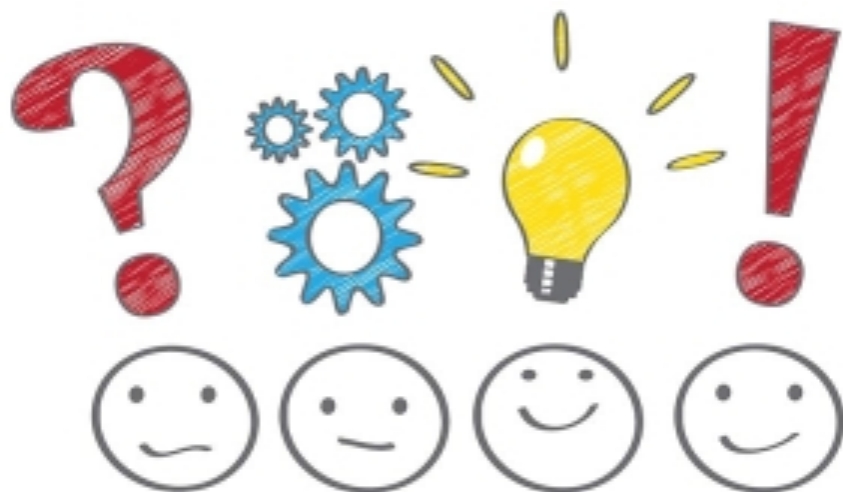
Gender Balance & Age



Women represent 72% of the trainees.

In short – why should you want to be a trainee at EFSA?





Thank you!

Do you have any questions?

Any question? <https://connect.efsa.europa.eu/RM/s/askefsa>



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