



Communication:
the missing link
p. 6

TrustTracker®: the role of trust
in our food value chain
p. 13

Taking sound science
to public debates
p. 18

EUFIC ANNUAL REPORT

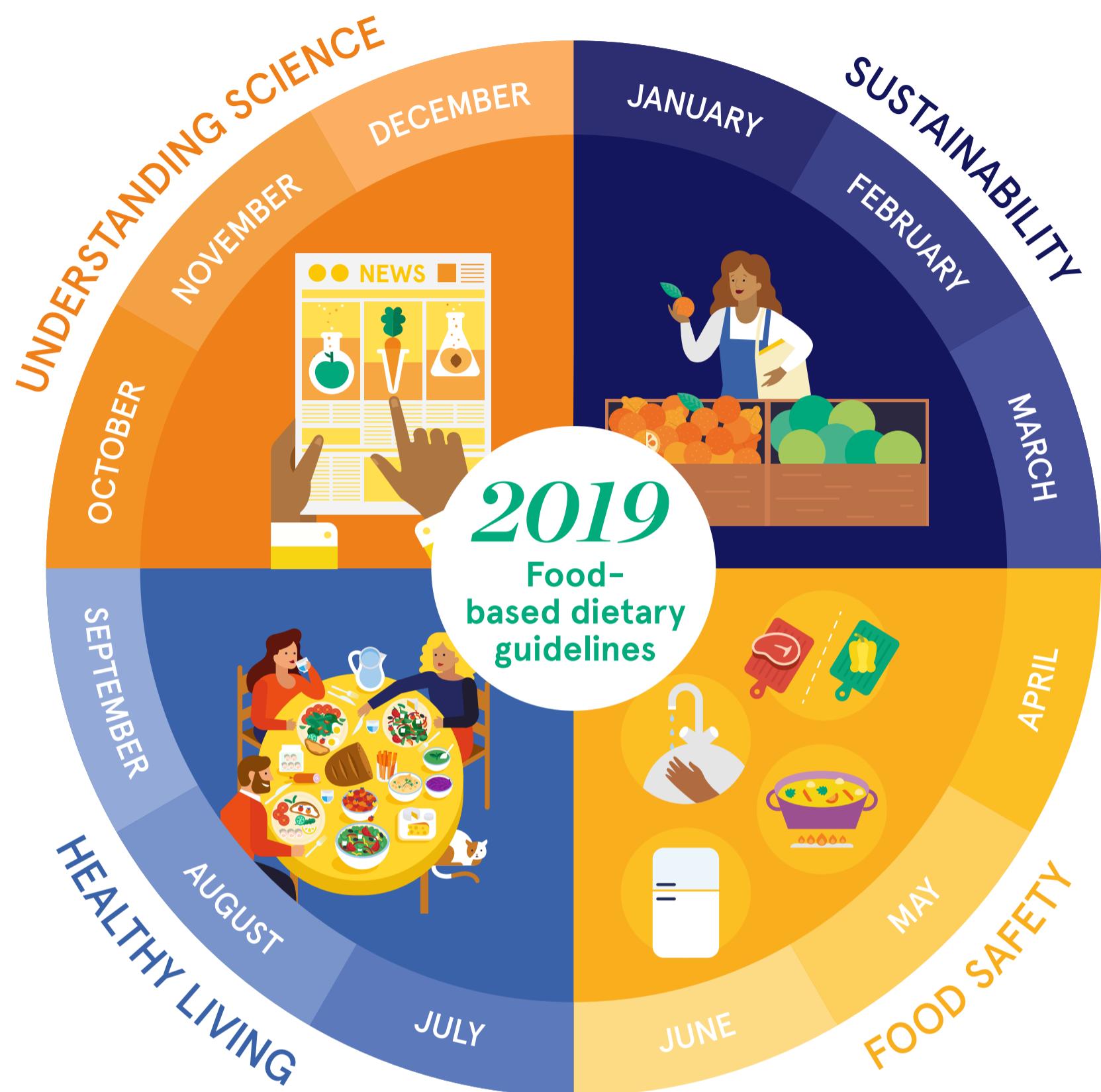
2019 • EMPOWERING HEALTHY AND SUSTAINABLE DIETS THROUGH COMMUNICATION



2019, empowering healthy & sustainable diets through communication

A word from the Director General	4
Letter from the Scientific Advisory Board (SAB)	5
Communication: the missing link	6
Science-based information for the public	7
Bringing science-based content to a local level – joining forces with the Slovenian Nutrition Foundation (NUTRIS)	8
Sustainability: all steps of the food chain count	9
Food Safety	9
Healthy Living	11
Understanding Science	11
SMARTCHAIN: How to encourage consumers to buy local food?	12
TrustTracker®: The role of trust in our food value chain	13
EU projects & collaborations: Taking EUFIC's mission a step ahead	14
FoodUnfolded: Building a consumer-facing platform for the entire EIT Food community	15
MicrobiomeSupport: Raising awareness through World Microbiome Day	16
FIT4FOOD2030 & World Food Day: Leading the switch to a food systems approach	17
Taking sound science to public debates Balancing the media debate	18
Where we spoke: 28 presentations in 2019	20
The EUFIC team	22
The intern experience	23
Our finances	24
A growing membership for larger impact	25
Thank you to our editorial board	25
Thank you to our scientific advisors	25

EUFIC's purpose is to make a difference by improving people's knowledge and skills on food and health.



Our vision

We believe in a world where people live a healthier life because they know how to.

Our mission

We provide engaging science-based information to inspire and empower healthier and more sustainable food and lifestyle choices.



A word from the Director General

by **Dr Laura Fernández Celemín,**
Director General

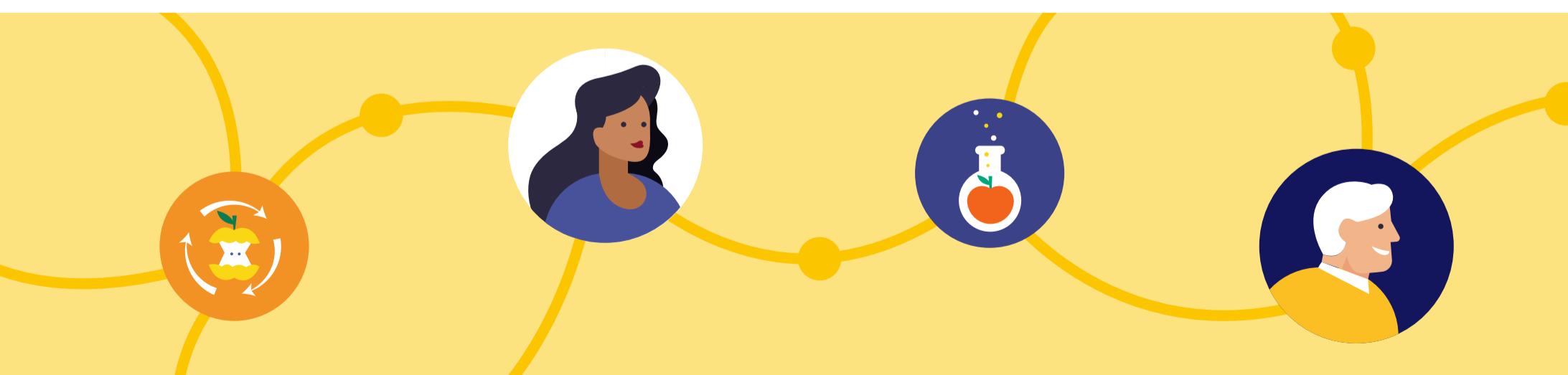
As the second decade of the 2000s comes to an end, I feel both honoured and extremely committed to guiding EUFIC through such rapidly changing, exciting, yet challenging times for both the world of food and health in Europe and our societies as a whole. 2019 marked an astonishing year for the way we continued to engage people across Europe adding a variety of channels, formats and collaborations. Thanks to these efforts, we were able to boost the quality and overall impact of the organisation in what we are best equipped to do: **providing engaging information around healthy and sustainable diets to inspire people to live a healthier life.**

In the context of information overload, where people are exposed to an ever-increasing number of inputs, EUFIC is in an ideal position to take up the challenge of elevating sound science to the public debate. Over the last few years, thanks to the increasing popularity of digital communication, in which audiences are more fragmented, our responsibility as science communicators is to **step up the game of how science is communicated.** Keeping abreast of the latest scientific evidence and sharing it with the public as such is no longer enough to make a difference. As everyone communicates incessantly across a multitude of channels and geographies, only the ‘truths’ that are shown in a simple, visually appealing way can be the

winning messages. These with the audience at the heart of the message and that inspire lifestyle changes with tips people can act upon. Those well-crafted communications then need the right channels, but also require joining forces with others for impact.

For this reason in 2019, **we made key steps to enlarge and strengthen our network of partners across the continent**, ranging from top universities, start-ups and research centers, to companies, institutions and non-governmental organisations (NGOs). As a result, we are extremely proud of having reached a record-high number of projects and collaborations. Thanks to these efforts, we brought our engaging and distinctive style of communication to more topics and communities, understanding in-depth what drives consumers and leading conversations around healthy and sustainable food where it matters most across Europe.

As Director General, I feel extremely grateful to be able to rely on the outstanding skills and passion of our growing team, which led EUFIC across the year in establishing itself as a **communication leader in the area of healthy and sustainable food** and continuing to provide food facts to as many people as possible across Europe.





Letter from the Scientific Advisory Board (SAB)

by **Prof. Alan Reilly**, Chair of EUFIC's SAB* &
Prof. Ana M. Troncoso Gonzalez, member of EUFIC's SAB**

Overseeing the work of EUFIC Scientific Advisory Board (SAB) in 2019 represented an extremely motivating challenge, following closely the latest development on the **best ways to communicate food and health information** while learning about the potential of new technologies and an ever-changing digital landscape to inspire people on what healthy and sustainable diets are in Europe.

In 2019 we have seen once more the **EUFIC team reach new heights, making decisive steps to become a pivotal actor in the communication of food-based dietary guidelines (FBDGs)**: together with the topics of sustainability, food safety and healthy living amongst others, we were impressed by the capacity to turn robust science into appealing, accessible and actionable information to engage people in as many as six languages across Europe. EUFIC's multilingual approach has always represented an invaluable asset to reach national audiences, for instance through a series of mentions in authoritative newspapers in several countries, such as Spain, Germany and Italy.

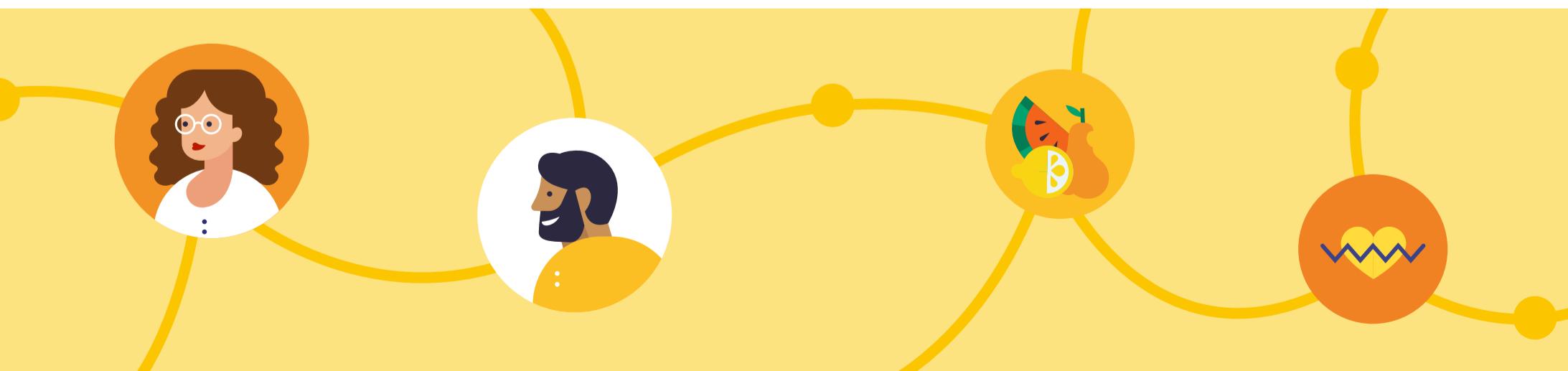
During the two SAB meetings held in 2019, we had the opportunity to share detailed insights on the latest trends

at a national level from a scientific point of view, keeping an eye on those issues that are 'here to stay' and where EUFIC can play a greater role in reaching people with science-based information with its specific style and content.

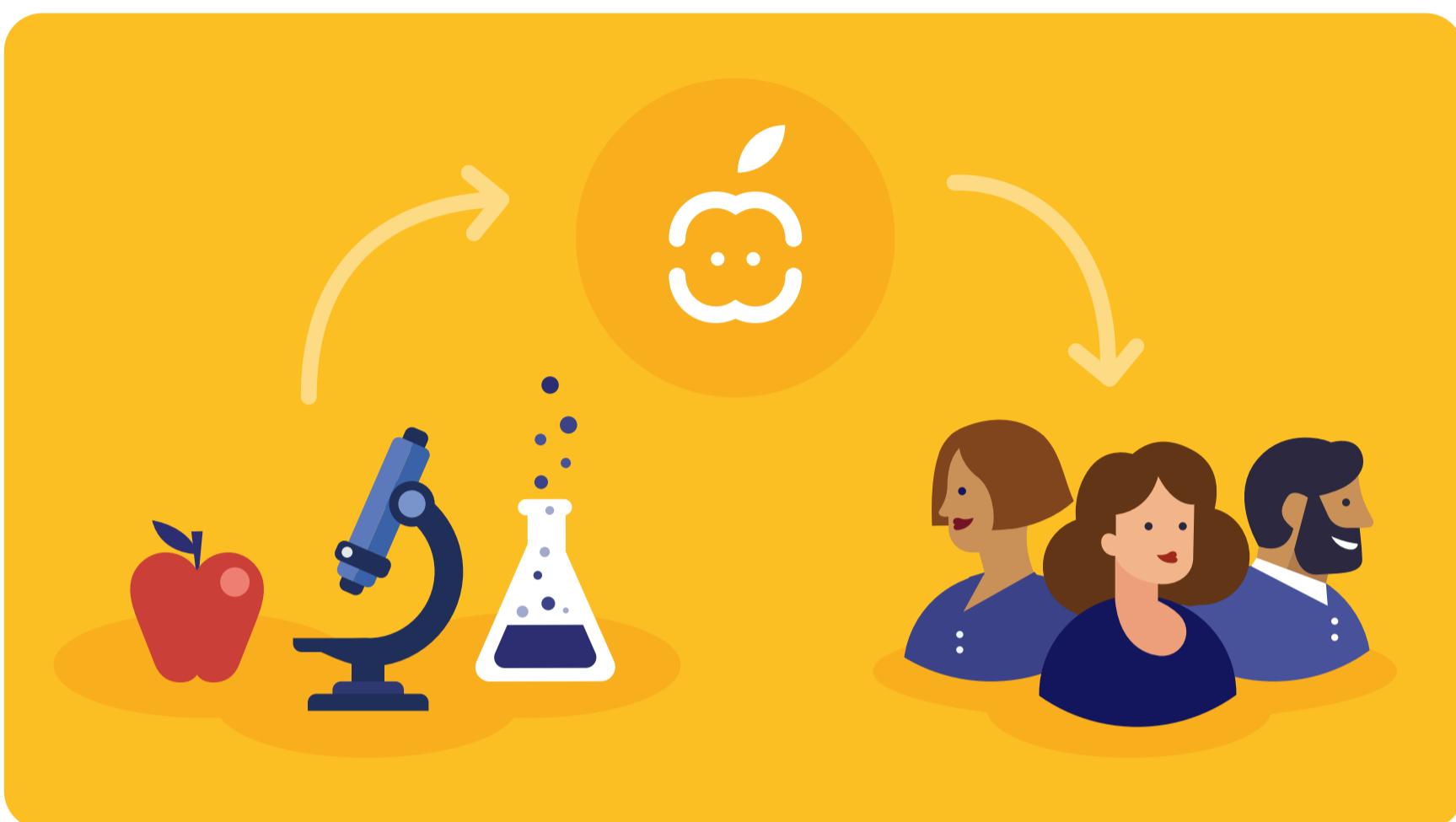
Among those, we also highlighted **the importance of continuing to support an overall improvement of the quality in the public debate through the education of journalists, professionals, multipliers and influencers alike**: thanks to a diverse, highly qualified and motivated team, EUFIC has the potential to bring people in the conversation, empower them to improve their diet and lifestyle and establish itself as a reference for food and health information in Europe.

*Professor Alan Reilly, Adjunct Professor, Institute of Food and Health, School of Public Health, Physiotherapy and Population Science, School, of Veterinary Medicine Science Centre, University College Dublin.

**Professor Ana M. Troncoso Gonzalez, Professor in Food Science and Nutrition, Department of Nutrition, Food Science, Toxicology and Legal Medicine, University of Sevilla, Spain.



Communication: the missing link



A whole new body of evidence on the relationship between food and health is growing before our eyes, building on decades of nutrition and food safety research. At the same time, a rising burden of malnutrition in all its expressions keeps posing health and economic challenges to society. Our communities suffer from obesity on the one hand, and undernutrition on the other, with micro-nutrient deficiencies adding to the complexity.

The scientific consensus on healthy diets has long been turned into national food-based dietary guidelines (FBDG) that are updated according to the growing knowledge. Nevertheless, a gaping disconnect between what we know and what we eat seems to prevail. The scientific community now increasingly recognises this, **identifying communication as one of the missing links between science and people.**

With its increasing recognition as a leader in science communication, it is of no surprise that EUFIC is being regularly invited to share its expertise. 2019 has seen EUFIC lead the Communication Working group of the FBDG Taskforce of **Federation of European Nutrition Societies (FENS)** in preparation of their new guidelines, but also organising and presenting in scientific symposia at the 14th FENS Conference (Dublin), and participating in the 2nd FENS Summer school (Belgrade) – all the while highlighting the importance of science communication among nutrition professionals.

Throughout 2019, EUFIC has also actively collaborated with the **European Association for the Study of Obesity (EASO)**, the **European Federation of the Associations of Dietitians (EFAD)** and the **International Sports and Culture Association (ISCA)** by jointly producing appealing communication materials on food and health for Instagram. We also organised a symposium on nudging at EFAD's conference in Berlin, and translated and promoted some of the key learnings from the EASO's European Congress on Obesity in Glasgow. Each of these engagements has further proven communication as a crucial tool in empowering scientists and the general public alike.

Further recognition of EUFIC's position has come in the shape of an invitation to join **WHO's Workshop on Food Reformulation** in October 2019 in Ashgabat, where our expertise in tailored communication as a tool for stakeholder engagement has been incorporated into Turkmenistan's national programme on food reformulation.

Needless to mention, through EUFIC's work in **EU-funded projects** (24 were rolling on in 2019!), we collaborated with the largest network of partners in our history, putting the tools and mindset at the disposal of partners across Europe to bring science closer to society.

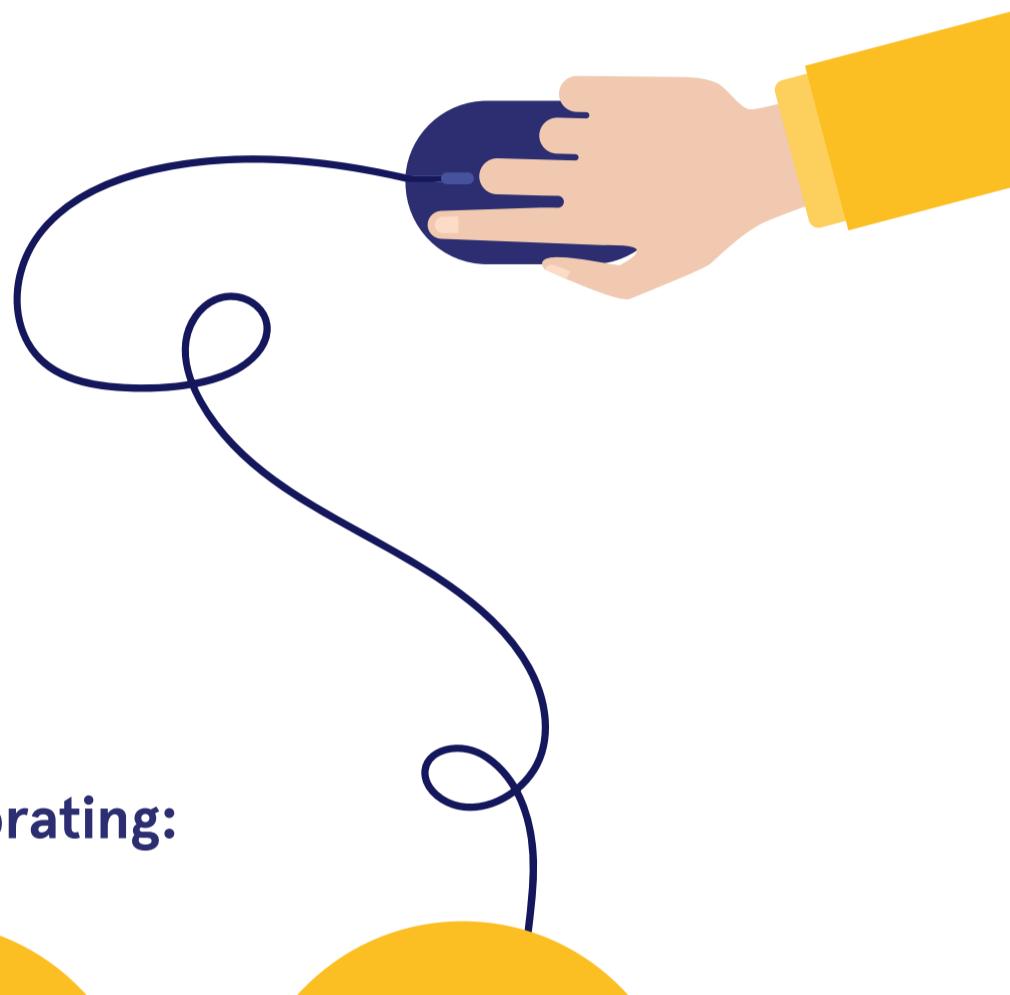
Science-based information for the public

Writing content is a tough job. There is extensive work behind every piece of material, a good deal of literature read, review processes and time invested in writing. Yet, despite the hard work, sometimes articles do not get the impact they deserve: why is this?

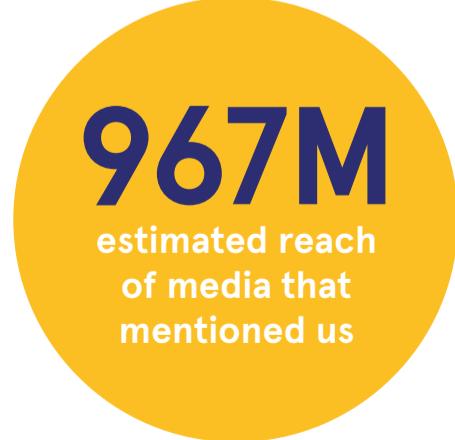
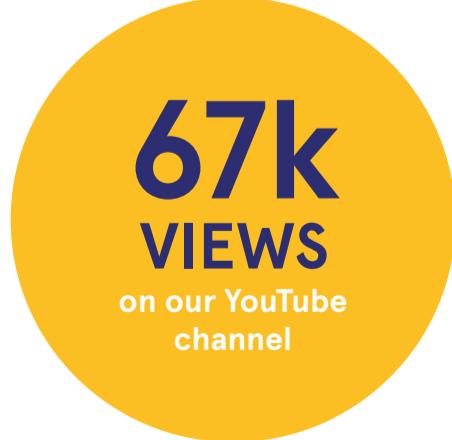
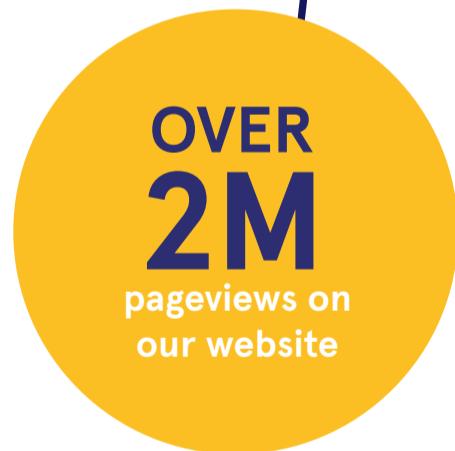
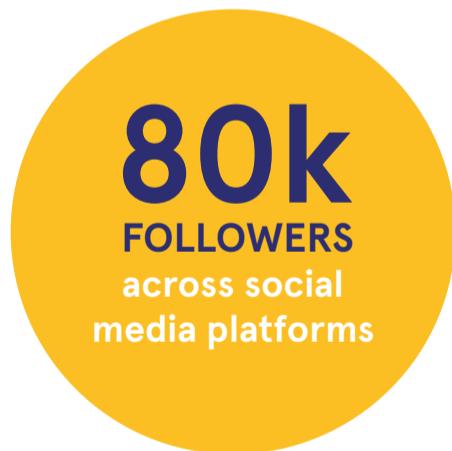
Well, too often in trying to convey the right knowledge, a fundamental first step is forgotten: asking ourselves, **what is it that people are really interested in? What are the actual questions they want to see answered?** Far too often, the focus is put on the content we want to deliver – what we believe people should know about. But what about changing the approach and paying attention to people? **Listening and understanding people's needs are the first necessary steps to engage our audience in an effective manner.**

For this reason, at EUFIC in 2019 we have invested in a wide range of software that allows us to keep track and monitor the topics people search online, and ultimately are interested in. Thanks to this crucial groundwork, we are able to grasp over time their asks when it comes to improving their diet and lifestyle, answering specific questions they may have in their daily activities.

All this valuable information has allowed us to optimise our existing and more recent content to achieve a **69% increase in website traffic** compared to the previous year, **reaching over 2 million page views!** Content optimisation (SEO) has become a crucial tool for ensuring our materials appear under relevant searches and we will continue to explore its potential further in 2020.



We are celebrating:



Bringing science-based content to a local level – joining forces with the Slovenian Nutrition Foundation (NUTRIS)

Despite the similarities we see between ourselves and other people around the world, we are all unique. Within the small continent of Europe, each country has its culture, traditions, needs and habits. Bearing this in mind, we simply cannot assume that what may be nutritionally relevant to one country will also be for others: **dietary habits always fit into a specific lifestyle**, merging with long-established know-hows and cultural approaches. If we couple this with the existing language barriers on such a small territory, it makes writing engaging content ‘for Europe’ as a whole particularly complex.

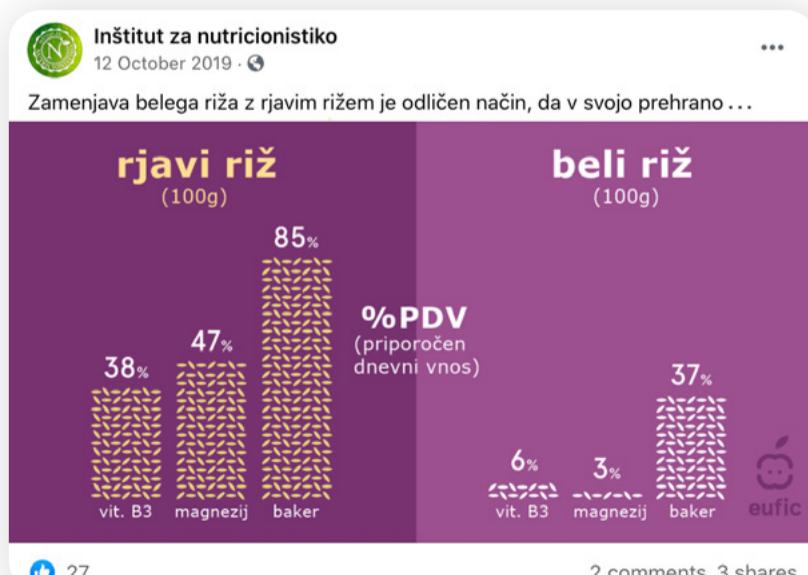
Local partnerships can represent a true game changer for effective communication about healthy living throughout Europe, especially when targeting countries with more of a need for information. At EUFIC we are proud to have joined forces in 2019 with NUTRIS, the Slovenian Nutrition Foundation based in Ljubljana.

The cooperation was kickstarted with the goal to engage Slovenians about healthy and sustainable diets, working in an integrated manner. On the one hand, all the social media messages and visuals we developed were shared with the NUTRIS team, who then identified the relevant pieces of materials for their country, translated and adapted them, before doing outreach. This win-win collaboration makes communication more impactful and saves both organisations resources.

Thanks to the combined effort, EUFIC materials on healthy eating not only received national media attention in Slovenia, but were also widely shared on social media, with a single post receiving over 3,700 views!

Following a very successful first experience, we look forward to keeping the momentum and establishing long-standing collaborations with leading partners in other European countries committed to inspire people to improve their diet and lifestyle.

“For the Nutrition Institute (Slovenia) the collaboration with EUFIC has been extremely valuable: knowledge and expertise transfer enabled us to considerably improve communication activities and support scientific excellence.”



Sustainability: all steps of the food chain count

At the beginning of 2019, we highlighted the topic of sustainability in our first quarterly social media awareness campaign. Moving from monthly to **quarterly campaigns allowed us to stay longer in the conversations that mattered**, tapping into different aspects people can consider when thinking about our diets. The issue of sustainability is crucial as it affects every point of the food chain from farming and food production, to distribution, retail and packaging, and right up to our own habits at home.

Throughout the campaign, food waste was a strong theme. EUFIC's posts shared shocking statistics – **88 million tonnes of food is wasted each year in Europe** – and practical advice for reducing the amount of food we waste at home and when eating out.

In our series of articles, we also covered a prominent theme: organic food in our agriculture. We clarified the production rules that farmers must meet to obtain organic certification and addressed common misconceptions about the health and safety of organic foods.

With 44 retweets and 96 likes, our post about sustainable diets on Earth Day 2019 was one of the most popular tweets of the campaign. This shows **the importance of joining in with trending conversations on social media and emphasises that EUFIC's audience is keen** on receiving practical advice on how to make more sustainable food choices. Our followers also love seeing the faces behind EUFIC's content: another popular tweet showed EUFIC's staff posing with their reusable water bottles!



Food Safety

It is estimated that **44 people per minute fall ill from eating unsafe foods** in Europe. That is over 23 million people each year with around 4700 of these people dying from the consequences of eating unsafe foods. The number of unreported cases of food-borne illnesses is likely much higher.

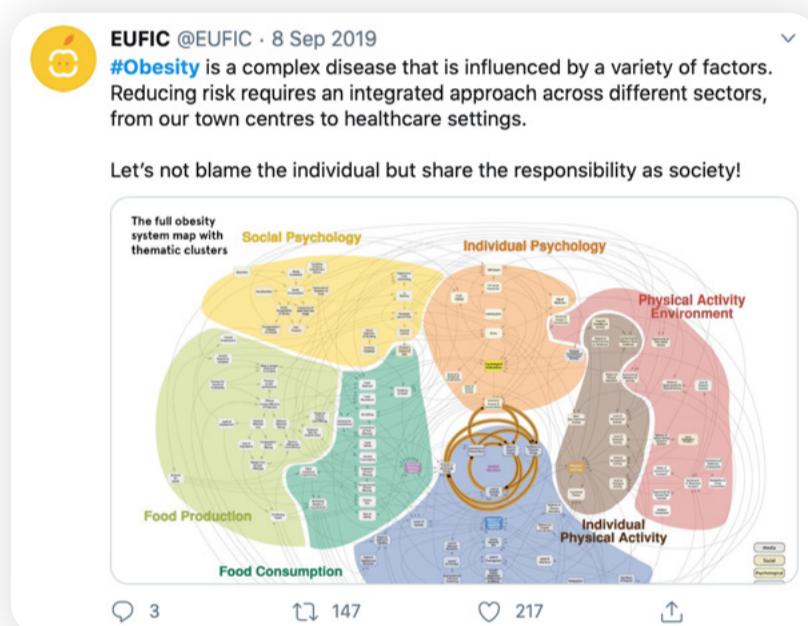
'Unsafe' foods contain bacterial, viral, parasitic and chemical hazards that impact human health, with diarrhoea-causing viruses being most frequently associated with foodborne illness. However, bacteria such as *Salmonella* and *Campylobacter* species cause most deaths with the very young and old being the most vulnerable to these infections.

With food safety being an integral part of the United Nations Sustainable Development Goals (SDG 2.1), the prevention of foodborne illnesses in the home is one part of a bigger puzzle that aims to reduce the impact of unsafe foods at a household level. With its large reach to engage citizens around their food-related habits, EUFIC launched a three month campaign from May through to the end of July on food safety on its social media channels. Awareness was raised and practical tips were shared about:

- Safe food handling
- Storing foods adequately
- Handling and preparation of foods (washing and cooking)
- Main disease-causing microbes and their food origins
- Harmful individual microbes versus beneficial microbial communities

The campaign **reached over 1.1 million people across EUFIC's social media channels**, adding on the EUFIC newsletter that summarised the main messages of the campaign to over 39,000 people in 5 languages. Acrylamide and caffeine were popular topics with just those two posts across Twitter and Facebook reaping over 34k views and nearly 1.8k engagements the EUFIC staff responded to!

FLAGSHIP CAMPAIGNS



Healthy Living

With 126 retweets, 220 likes and a total of 1,655 engagements, EUFIC's tweet on the topic of obesity has been the most successful since we joined Twitter in 2012. It explains the complex nature of the development of overweight and obesity, and the researchers who visualised this complexity actually refer to 'obesities' in the plural form to underline the multiple causes of the disease. In other words, how obesity develops and the underlying factors that trigger it is not the same for everyone. The message also emphasises the shared responsibility we have to tackle the ever-growing issue of obesity, looking at the steps we can take collectively as a society rather than blaming the individual for not being motivated or 'strong enough' to lose weight.

Providing engaging and actionable content on how to maintain a healthy bodyweight was at the core of EUFIC's Healthy Living Campaign, with our science-based tips covering a range of areas where people can improve their habits to live a healthy life. Examples are the importance of good 'sleep hygiene' for our mood, physical and mental performance and bodyweight, and to 'eat the rainbow' in fruits and vegetables to get all the necessary vitamins, minerals and phytochemicals for our bodies to thrive.

An important action we undertook in 2019 was to make sure that all EUFIC's content, across website and social media platforms, was compliant with 'people-first' language. Inspired by the European Coalition for People Living with Obesity (ECPO), we changed all potentially stigmatising phrases like 'obese person' to language that addresses the individual as a person first ('person with obesity'). As communicators, we believe that words can have a great impact over time!

PEOPLE-FIRST LANGUAGE MATTERS

- an obese person
- risk of becoming obese

- a person with obesity
- risk of having obesity



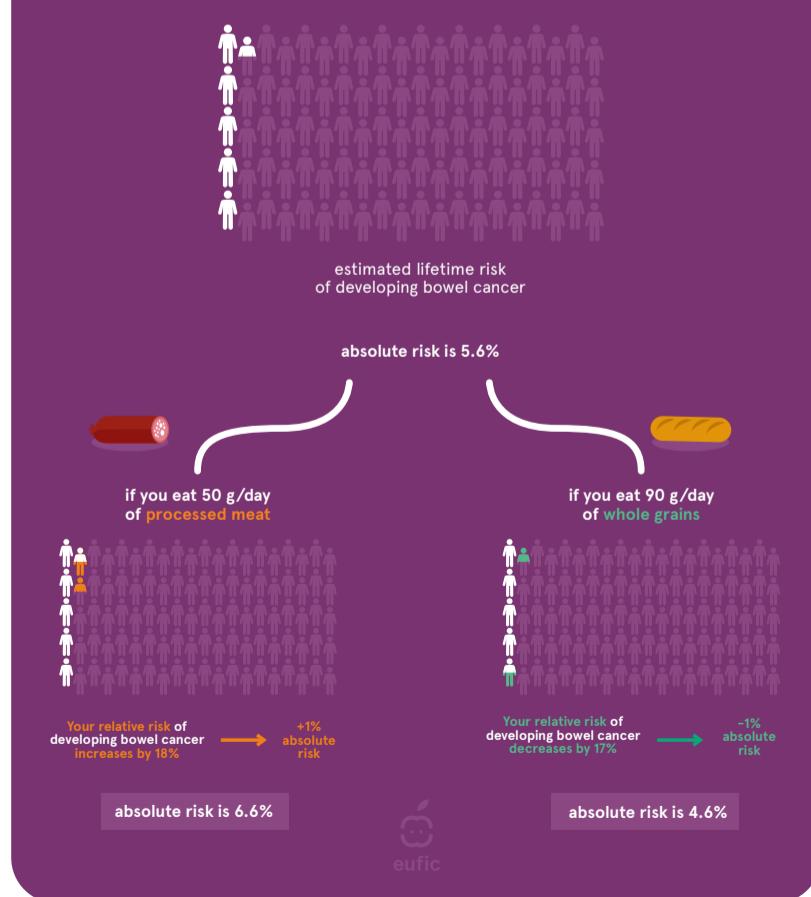
Understanding Science

Nowadays, scientific research does not remain behind the closed laboratory's doors. The popularisation of science became much more prominent and while easy access to information allows us to learn quickly, for many, it may be difficult to judge which sources are correct and trustworthy. This is particularly true in the field of food science, with contradictory studies being reported regularly in the media.

In order to tackle this issue, in the last quarter of 2019 EUFIC's 'understanding science campaign' aimed to increase people's scientific literacy. With fun yet informative infographics covering topics related to study designs, technical terms and debunking science myths in the media, we guided people to sharpen their critical thinking, use scientific data, raise questions and draw evidence-based conclusions. All with the ultimate goal to help people make informed lifestyle choices.

The campaign also touched on the topic of understanding the science behind food-based dietary guidelines (FBDGs). What are they? How and why do they differ between countries? These were some of the questions our tweets addressed. Among them, a series of tips on how to create a balanced diet based on a food pyramid reached 81 likes and 36 retweets, making it one of the most popular in the last three months of the year. This is just the beginning of a larger effort which follows into 2020 – watch the space for more content on #DietaryGuidelines!

absolute risk numbers are needed to understand relative risks



• SMARTCHAIN •
**How to encourage consumers
to buy local food?**



The European Union has stepped up its effort to support short food supply chains (SFSC), in the move towards sustainable food systems. Although consumers generally have positive perceptions of local food, very few of them purchase from SFSC. To understand this problem, the **Consumer Science team at EUFIC coordinated 32 expert stakeholder interviews and 8 consumer focus groups** within the scope of the Horizon 2020 SMARTCHAIN project. These studies examined consumer attitudes, values, expectations and preferences in relation to SFSC in seven countries across the EU.

The results suggest that **consumers from the focus group prioritise convenience and price when shopping for groceries**. They care about food quality in terms of taste, freshness, and organic production, but focus more on the health than environmental implications of organic production, although the environmental aspects are also appreciated. Consumers also believe that small-scale production and SFSC result in better quality food, but they have less confidence in the hygiene and food safety standards of SFSC compared to longer chains. Many also like the idea of supporting their local community through purchasing from local producers and retailers.

We also learned that **more people would purchase local food if they were better informed** about its health, environmental and social benefit. However, they also admitted that they would only purchase from SFSC if they could do so from a nearby point of sale (or have the products delivered), and if they could purchase a wide range of produce in the one place. It was suggested that local products should have a greater presence in supermarkets, and that producers should aggregate to offer their products at cooperatives, farm shops, markets, and online platforms. Consumers with less disposable income were not willing to pay a higher price for local food compared to food of a comparable quality from a longer chain.

To better engage consumers across Europe, **understanding their drivers purchasing food is of the essence**: for this reason, we look forward to conducting a wide-scale survey to quantify consumers food purchase behaviour, motivations, preferences and willingness to pay for food from SFSC.

• TrustTracker® •
The role of trust in our
food value chain



"The function of trust is to reduce complexity", highlights Dr Sophie Hieke, Head of Consumer Science at EUFIC. Nowadays trust plays a key role, not only in our daily lives, but also in the way people relate to food, their diet and the environment. Not all steps of production, selling and regulation are visible to the eye of the consumer, so what triggers our trust in what we eat?

As part of the **EIT Food TrustTracker®**, we have set out to study consumer trust in the food value chain. We developed a model that helps explain the role of trust in consumers' confidence in their foods. Our data shows that when consumers have more trust in the food value chain, they are more confident in the foods they eat. Among other things, this can be explained by **people's beliefs about the trustworthiness in the different actors**: farmers, manufacturers, retailers or government authorities. It's **important for people that food actors are open in what they do, the information they provide and how honest they are**. European consumers are generally convinced about the competence of all actors. At the same time, they also feel that they are not always listened

to, especially when it comes to their concerns about food. Interestingly, younger people say they have significantly more trust in the food value chain.

Ultimately, the *Trust Tracker®* shows that when trust is strong, we can get consumers on board with innovations and plant-based diets for a healthier and more sustainable food system. *The Trust Tracker®* will continue to survey European consumers over the coming years, each year including more countries and expanding the model to focus on specific products/services, innovative food chain solutions and brands. All updates can be found on the [website](#).

At EUFIC, in order to inspire people to live a healthier and more sustainable life, **understanding and delivering against the triggers of trust through excellent consumer research is an essential part of our work**. We believe that only through a continuous effort that provides value to our communities can we strengthen trust and inspire people to make healthy and sustainable food choices.

COLLABORATIONS

• EU projects & collaborations • Taking EUFIC's mission a step ahead



In the path undertaken over the last few years at EUFIC to combine the growth of the organization with a sharper focus on the issues that matter to bring food facts to people, collaborations, and in particular EU-funded projects, have been of the essence. Against the backdrop of an already existing track record of over 40 projects in which EUFIC pioneered the public-facing efforts to translate the complexities of science for wider audiences, the latest period represented the big leap we have taken in terms of size, impact and strategic unfolding of our collaborations.

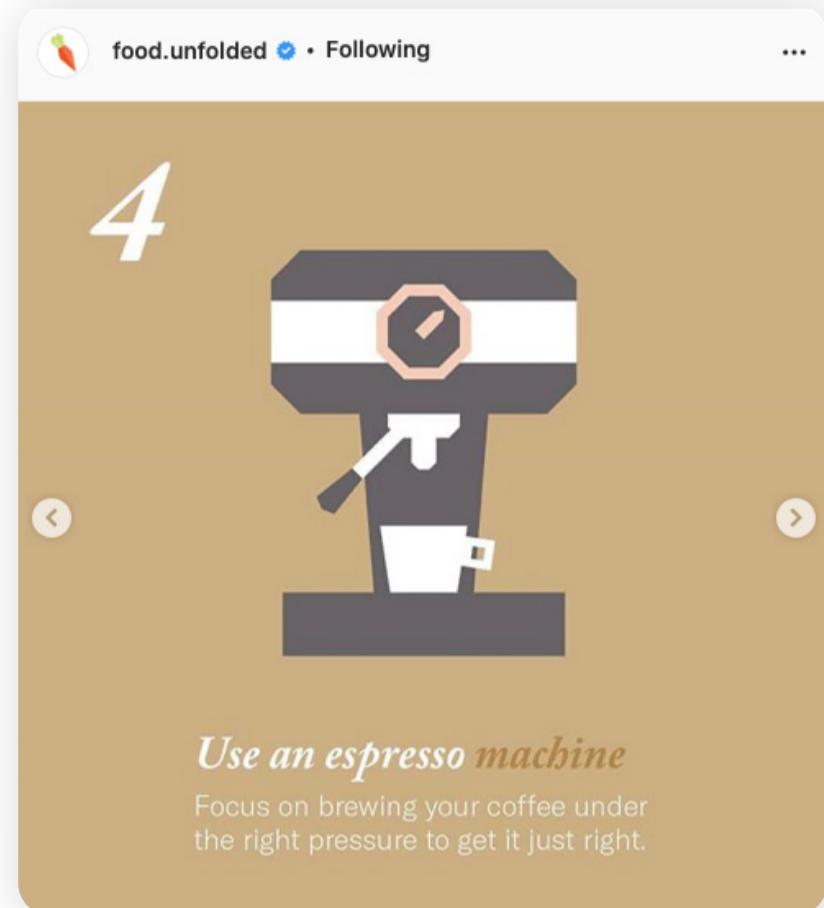
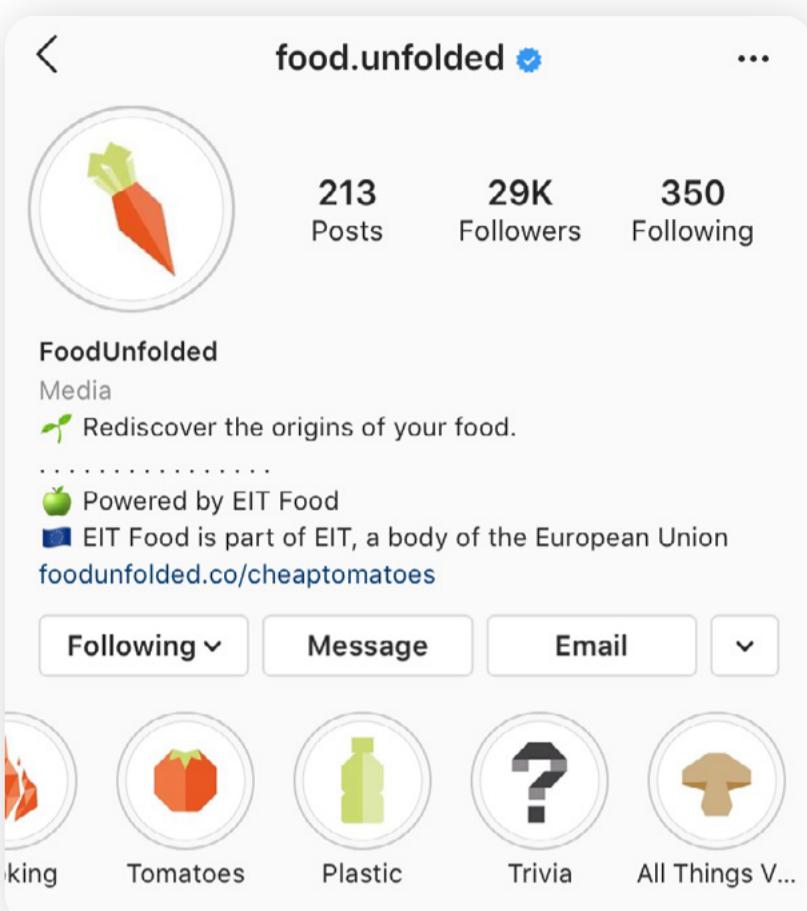
Thanks both to Horizon 2020 projects and a leading role played within the food Knowledge and Innovation Community (KIC) of European Institute for Innovation and technology, EIT Food, 2019 proved that the breakthrough obtained in 2018 was not an isolated case. With 24 projects ongoing, in 2019 we joined forces with a vast network of European institutions, top-tier research centers, companies, universities and start-ups to apply our expertise on a wide range of topics across the food chain.

Sustainability and future-proofing our food systems with FIT4Food2030, short supply chains with SMARTCHAIN, the future of packaging in Nanopack, the role of gamification to motivate children and adolescents to eat more healthily through Games of Food and See & Eat, as well as Food Fashion Festivals to provide a 'touch & feel' experience of food innovation and trends of today and tomorrow. Regardless of the topic and approach chosen, the true strength of these extensive collaborations, is that they all contribute to making EUFIC more effective to engage people through science-based content on the way we produce and eat food.

As we move towards the transition between the end of the Horizon 2020 and the launch of the Horizon Europe scheme for the seven years to come, we remain strongly committed to keep learning from a growing variety of partners and move another step forward to become the European reference on food and health issues.

• FoodUnfolded® •

Building a consumer-facing platform for the entire EIT Food community



Most of us love food and appreciate technology, and most of us have great interest in knowing where our food comes from. Put those two words together however – food technology – and attitudes change. Many of us are wary and meet ‘food tech’ with suspicion rather than enthusiasm. Focus groups have even shown that people have negative associations with the term food technology rather than seeing it as a possible positive development. Building a consumer-facing platform for the EIT Food community meant tackling this wariness and these associations.

Starting in 2018 up until the end of 2019, EUFIC was awarded the task of ideating, launching and managing a consumer-facing platform, in collaboration with EIT Food – **FoodUnfolded®** was created.

FoodUnfolded® aims to reconnect people with the origins of their food, with a strong focus on (new) food and agricultural technologies. The overarching goal of **FoodUnfolded®** is to set up a platform to bridge misunderstandings between the public, industry, start-ups and universities.

The EUFIC team not only worked as editors of the platform, but also developed and delivered a **fresh and engaging visual identity to the platform**. The aim was to present an aesthetic that is approachable, reliable and trustworthy, yet also fun and enticing. Origami – the art of folding and unfolding – was the inspiration for the logo. Since

its creation, the logo has been transformed into badges (which are strongly sought after!), as well as beanies, t-shirts and jumpers.

EUFIC’s main tasks were to ideate the website, developing content for both foodunfolded.com and social media channels, with [Instagram](#) in the lead. The team established a network of professional science communicators who contributed to the platform with articles, podcast and mini documentaries. In addition, liaising with other EIT Food partners and projects was a big part of EUFIC’s work as both content producer and facilitator for **FoodUnfolded®**.

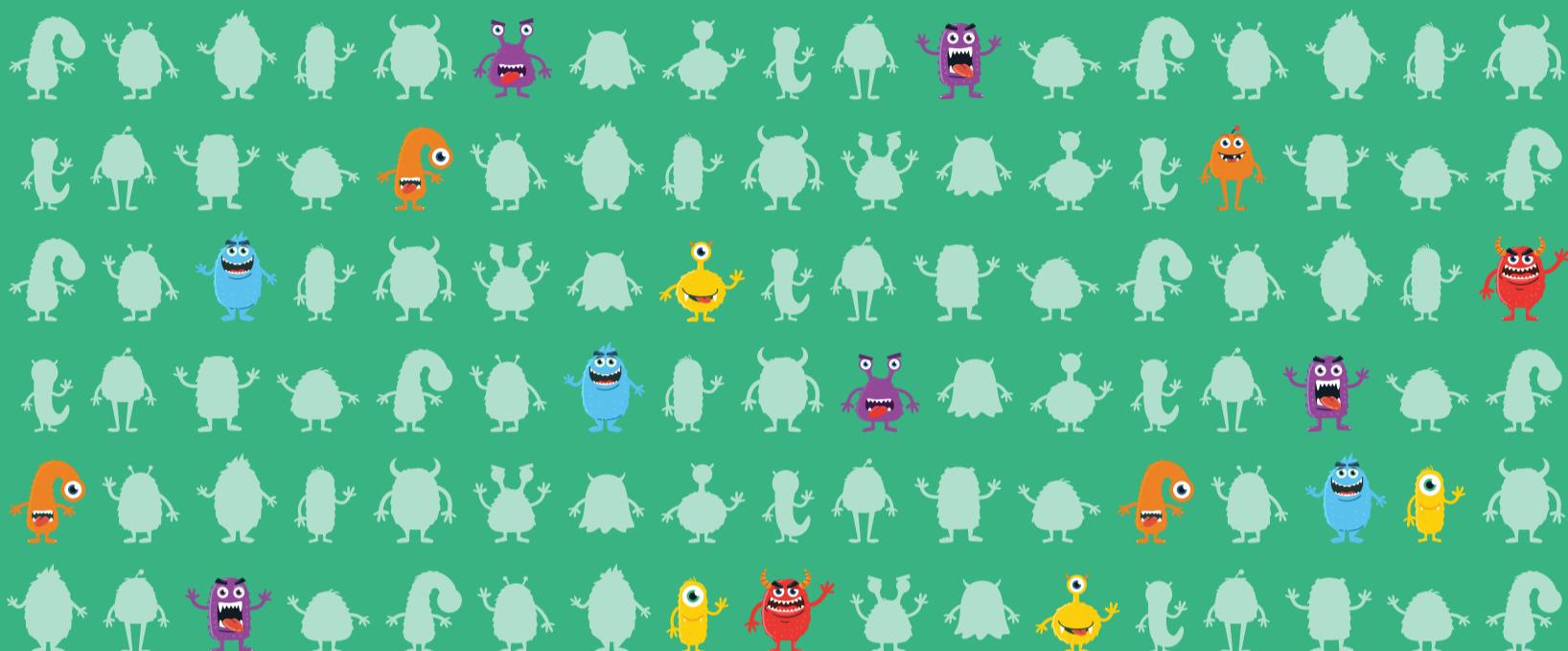
In just one year, the project achieved rapid growth of its **social media accounts** – 14k new Instagram followers in 2019. **FoodUnfolded®** created a Facebook group focused on food waste and produced articles ranging from food and food technology in space, over the newest fishing boat technology to all things about honey and environmental footprints. In addition to the content production, events were organised to introduce **FoodUnfolded®** to the public. These events were organised at local and national level with a focus on specific countries and audiences, such as Ireland, Spain and Germany for a start. EUFIC went above and beyond to kickstart the project and create the foundation for EIT Food to take the platform to new heights, engaging both professionals and consumers in the years to come.

• MicrobiomeSupport •
**Raising awareness through
 World Microbiome Day**

#WorldMicrobiomeDay
#MindYourMicrobes



World
Microbiome
Day | 27.06.2019



'The **microbiome**' has become a buzzword with its recently discovered impact on human health, taking up a large part of the food and health debate in the media and social networks. However, despite its **huge potential for personalised nutrition approaches**, microbiome research, in many ways, is still in its infancy: expectations need to be managed and limitations in current research approaches need to be transparently communicated so as to not oversell its potential.

On the first **World Microbiome Day** on June 27, 2019, EUFIC joined the Ireland-based Alimentary Pharmabiotic Centre (APC) and the EU-funded project *MicrobiomeSupport* for the first time to raise awareness of the microbiome and its potential. Thanks to the creation of a visually appealing website and the launch of a social media campaign around the world day, EUFIC shed light on the key aspects of the microbiome and the latest scientific evidence. What is the microbiome? Why is it important in the food system? What are its functions? These were some of the questions put on the table alongside the **trending hashtag #WorldMicrobiomeDay**, which led the conversation and brought media attention from established media outlets like Forbes. It is no surprise that people found information on gut health most of interest, as well as food safety aspects of the microbes we eat as part of our foods!

Some of the gut microbiome functions are:



Helping with the production of some vitamins (B and K)



Playing an important role in the immune system development



Digesting food (e.g. fibre) that hasn't been broken down in the stomach or small and large intestine



Helping us combat harmful microorganisms and creates a barrier effect in the intestines



A healthy and balanced gut microbiota is key to ensuring proper digestive functioning

World Microbiome Day

• FIT4FOOD2030 & World Food Day • Leading the switch to a food systems approach



The way in which we currently produce, process, transport, consume and dispose of food is not sustainable; we need a drastic change, a proper transformation of the entire food system.

The *FIT4FOOD2030* project supports the European Commission in implementing its FOOD 2030 policy framework, which addresses this challenge from a research and innovation (R&I) perspective. In simple terms: how can we create the right environment to nurture impactful R&I breakthroughs to happen, so that we deliver on the SDGs by 2030?

FOOD2030 revolves around R&I in four main areas: nutrition, climate, circularity and innovation. The two key principles underpinning this work are the systems approach that considers the entire food value chain, and responsible research & innovation (RRI), which aims to bring together a wide range of actors involved in R&I processes and align them towards a desirable and sustainable path.

“FOOD 2030: Nourishing People and Nurturing the Planet through Sustainable Healthy Diets for all” has been the title of the High-Level event organised by EUFIC on World Food Day (16 October) in Brussels. The occasion brought together 150 stakeholders and interested individuals to

discuss what actions should be taken, across sectors, should be undertaken to achieve the radical food systems transformation and to make sustainable healthy diets affordable and available to everyone.

In an interview with EUFIC, John Bell, Director Healthy Planet, European Commission, emphasised the key role that cities and regions have in the transition: “we have 10 harvests [until 2030] to make the journey that we have to make... This event uniquely brought regions, places and real people together, to look and see the situation that we’re in, and the necessity of moving a food system change where they live, work, vote and invest”.

As the communication lead of *FIT4FOOD2030*, EUFIC worked alongside the **Food and Agriculture Organization (FAO) of the United Nations**, the **European Commission**, the **European Economic and Social Committee (EESC)** and the **Committee of the Regions (CoR)**, turning this complex topic into actionable information for both interested consumers and all parties involved in the transition.

Taking sound science to public debates Balancing the media debate

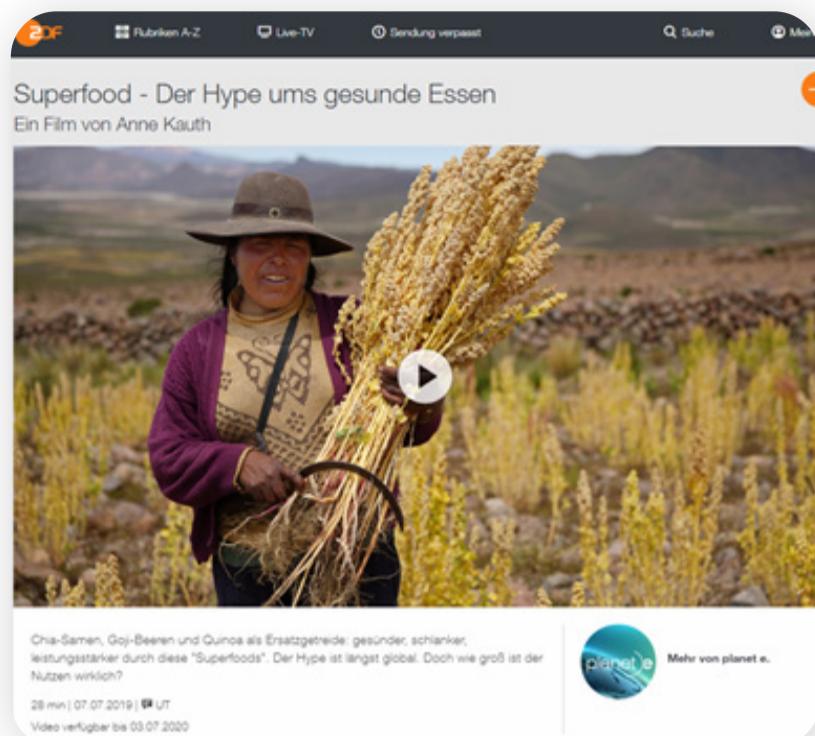


In a communication era dominated by the digital sphere and an ever-rising amount of social media users across the globe, at EUFIC we bear in mind that traditional media still upholds a relevant role in shaping public opinion across Europe. On the one hand, people regularly search for tips on how to lead a healthy and sustainable lifestyle on a variety of channels and platforms, wherein Instagram gained the status of 'latest champion', although Facebook remains the social media platform with most active users. On the other hand, **mainstream media** have been able to adapt to a more fragmented and on the go approach to consume information, while **keeping its role of agenda setter** and sought after source of information.

In 2019, EUFIC played a significant role to inject science-based information and topical updates in key media outlets across Europe such *ZDF*, *El País*, *Le Figaro*, *La Stampa* and *Le Soir*: superfoods, healthy calorie balance and the role of dietary guidelines were just some of the topics covered, where EUFIC experts briefed the reporters on the latest scientific consensus. Thanks to over

280 mentions and a combined reach above 967 million people across the year, we also stepped up our efforts to provide relevant information to health and lifestyle magazines, at the same time as working with specialized and trade media that act as multipliers in reaching people.

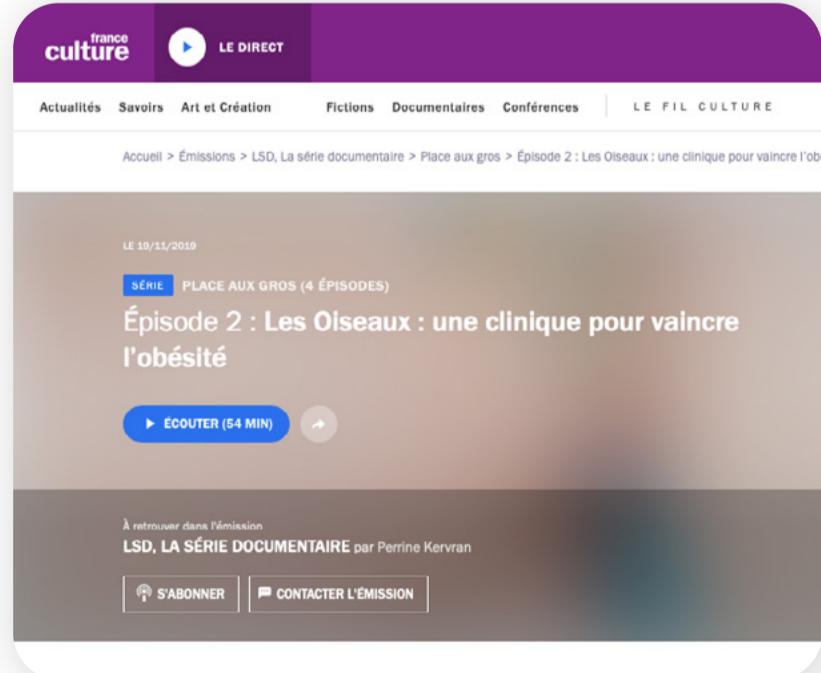
Last but not the least, our media work fits into our vision to improve the quality of reporting on food and health issues, which remains a hotly debated area, leaving consumers often disoriented by contradictory or out of context information. For this reason, in 2019, we continued to support scientists react to inaccurate or unbalanced media reporting on food and health science, or coverage of poorly designed scientific studies produce timely briefings through the initiative *Speaking up for Science Action (SuSAN)*. In 2019, we disseminated 7 live issue briefings to a community of over 100 scientific experts on topics like soft drinks, ultra-processed foods and red and processed meats.



nutrition insight

Dietary guidelines under scrutiny: Updated editions must factor in sustainability, say EUFIC experts

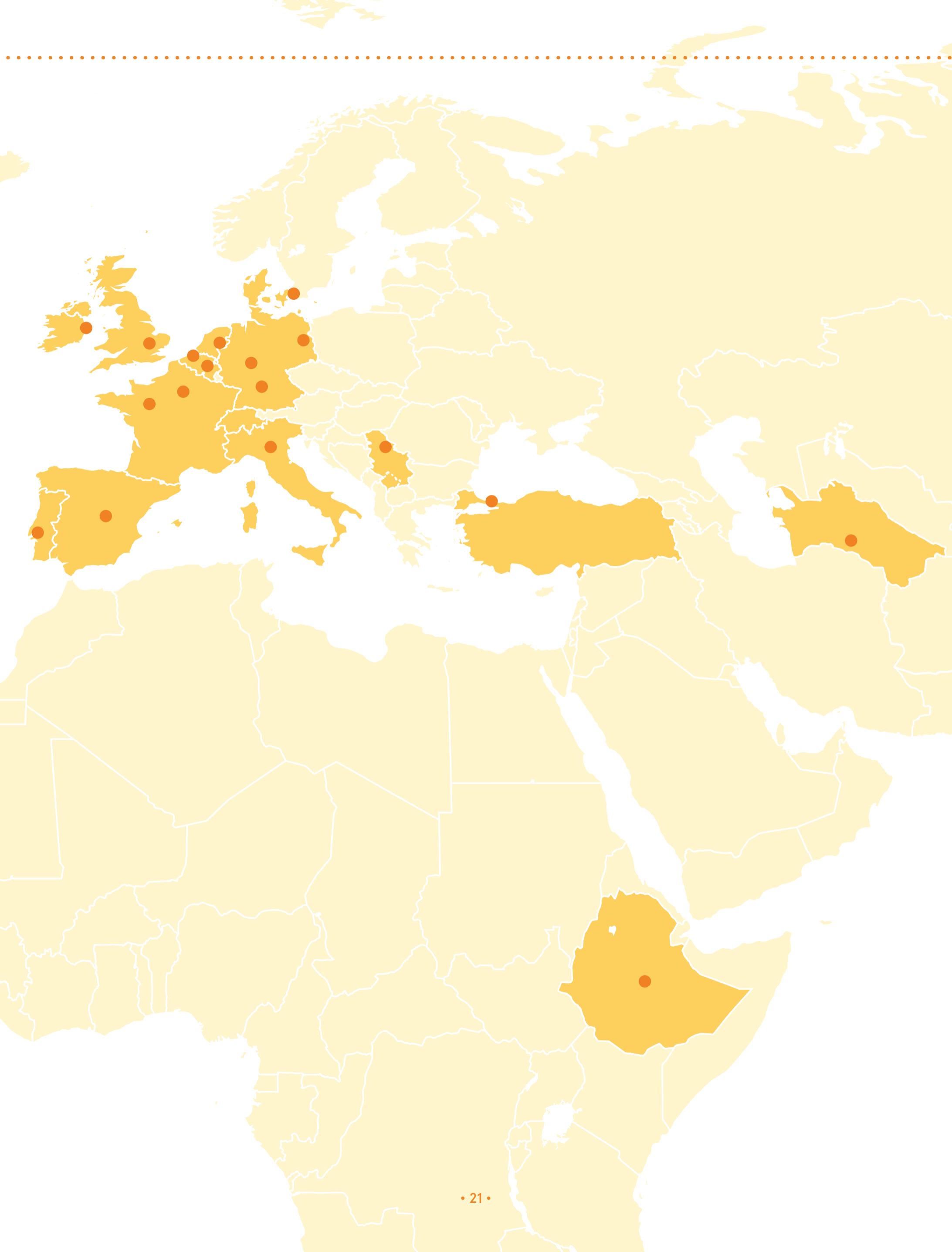
22 Oct 2019 --- The consumer landscape is shifting, and societal themes such as sustainability and technology must be taken into account when developing food-based dietary guidelines (FBDGs). This can make them more efficient



Where we spoke: 28 presentations in 2019



- 17 January**
European Commission Workshop “Supporting Food Safety System of the Future”, spoke on the role of communication in food safety systems of the future
BRUSSELS, BELGIUM
- 22 January**
German Agricultural Society (DLG) Forum, presented EUFIC research on ‘free-from’ labels and consumer perception
FRANKFURT, GERMANY
- February 12-13**
First FAO/WHO/African Union, International Conference on Food Safety, shared insights on food safety communication as key strategy for challenges to food safety globally
ADDIS ABABA, ETHIOPIA
- February 20**
Annual conference of the Joint Programming Initiative ‘A Healthy Diet for a Healthy Life’, spoke on diet as leverage point towards a healthy and sustainable food system
BRUSSELS, BELGIUM
- February 28**
4th Hidden Hunger Conference, fed science to workshops on popular diets and their health effects
STUTTGART, GERMANY
- March 25**
High-level session for opening Nutricia Sustainable Plant, spoke on the role of science and technology in the future of food safety
CUIJK, THE NETHERLANDS
- April 8**
5th Agro-Food roundtable on risk communication – US Department of Agriculture and AmCham, shared the best practices for (food) risk communication
BRUSSELS, BELGIUM
- April 9**
European Food Information Resource (EuroFIR) Food Forum, shared insights on the effects of caffeine on the body and the communication strategies for such topics
BRUSSELS, BELGIUM
- April 30**
Global Food Hydrocolloid Conference, raised awareness for new challenges and opportunities posed by food trends
LISBON, PORTUGAL
- May 29**
British Nutrition Foundation (BNF) Nutrient Density Roundtable, communication strategies around nutrient density
LONDON, UK
- June 19**
Agri Food Chain Round Table on Plant Protection, shared insights on EUFIC’s communication on sensitive issues
BRUSSELS, BELGIUM
- June 24**
Eating the Gap II, brought together 40+ influencers and food professionals to raise awareness on healthy and sustainable diets for EIT Food Ambassadors programme
BRUSSELS, BELGIUM
- July 4**
World Conference of Science Journalists, spoke on the need to elevate sound science in the era of information quicksand
LAUSANNE, SWITZERLAND
- August 19-23**
Federation of European Nutrition Societies (FENS) Summer School, presented key concepts to understand and communicate science
BELGRADE, SERBIA
- September 18-20**
39th North America-European Union Conference, presented EUFIC research on consumer trust as keynote speaker
COPENHAGEN, DENMARK
- September 26**
Politico Agriculture & Food Summit 2019, round table discussion with stakeholders from industry, policy makers, academia, NGOs
PARIS, FRANCE
- September 27**
Kompetenzzentrum für Ernährung (KERN) workshop, provided EUFIC’s experience to create a diet and nutrition knowledge portal in Germany
FREISING, GERMANY
- Sep 30 – Oct 2**
WHO meeting: Food Product Reformulation for Health, presented learnings from a communication perspective on stakeholder engagement
ASHGABAT, TURKMENISTAN
- October 1-2**
International Juice Summit, spoke on the value of science communication
ANTWERP, BELGIUM
- October 16**
Open Policy Debate on a strategy for the Irish Agri-Food Sector to 2030, provided insights to protection and enhancement of consumer trust in the food chain
DUBLIN, IRELAND
- October 17-18**
European Food Safety Authority (EFSA) stakeholder forum, presented EUFIC’s strategy for stakeholder engagement
PARMA, ITALY
- October 18**
Federation of European Nutrition Societies (FENS) Nutrition Conference, held symposium on the importance of communication to increase the effect of food based dietary guidelines (FBDGs)
DUBLIN, IRELAND
- October 22-23**
NutrEvent, took part in a panel discussion on labelling and its connection to consumer’s trust
RENNES, FRANCE
- November 1**
European Federation of the Associations of Dietitians (EFAD) conference 2019, organized and chaired a session on nudging towards public health
BERLIN, GERMANY
- November 5-6**
Nutrition and health communication programme, educated bloggers and journalists on basic food and health science to improve their reporting
ISTANBUL, TURKEY
- November 21**
Regional Innovation Scheme (RIS) Council by the European Institute for Innovation and Technology (EIT), presented on science communication and its value for consumer trust
BRUSSELS, BELGIUM
- December 2**
La Seguridad Alimentaria en España, Spanish food security and nutrition agency (AESAN), spoke on the role of information in consumer empowerment in the context of food safety issues
MADRID, SPAIN
- December 3**
European Digital Advocacy Summit, provided insights into the best practices in engaging consumers and citizens on social media
BRUSSELS, BELGIUM



THE TEAM





The intern experience

by *Carolina Vieira, Instituto Universitário Egas Moniz, Almada, Portugal*

My journey at EUFIC began in March of 2019 as the final step to get my bachelor in Nutritional Sciences. One year after, I could not be any happier with my experience, as it truly helped me to define my career path and professional interests. As a Food & Health intern, I was pleasantly surprised by the level of autonomy and responsibility I was given to perform my tasks. Being able to find my own voice at work while having support from the junior and senior managers was fundamental to develop my confidence and technical skills as a young professional. My favourite part was definitely the diversity of work throughout the internship! From writing articles for the EUFIC website to working in different EU-funded projects related to food and health, I was continuously challenged to explore the broader side of the nutritional sciences in innovative and enriching ways. One aspect that made it all better was the team spirit at EUFIC as people truly come together to support you and help you take your work one step further.

More so, it was great to work in such a friendly multicultural and multidisciplinary environment. Being surrounded by people with different backgrounds and cultures defied my ways of thinking and led me to learn and evolve every single day. Plus, lunch breaks are much more fun when you sit down with people from 18 different countries. In the end, I am truly grateful I had the chance to become part of the EUFIC family and I could not recommend this experience enough!

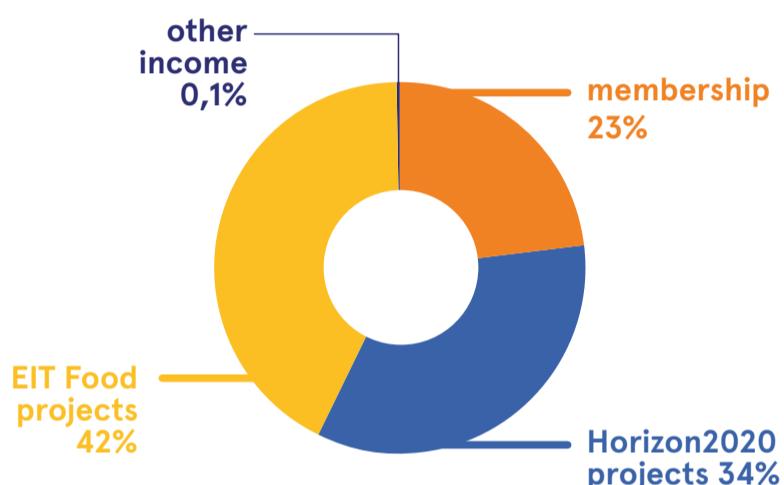
More concretely, all along my year at EUFIC I helped to develop an online course on food controversies, supported the management of an Instagram account about balanced diets and lifestyles, and wrote about relevant topics in the public debate, such as breastfeeding and alternative sources of protein.



Our finances

Income in 2019 (€)

Membership	678.035
EU funded projects	2.244.102
Of which Horizon2020	1.003.806
Of which EIT Food	1.240.296
Other income presentations, GUNL, financial revenues	3.214
Total	2.925.351



Expenses in 2019 (€)

Staff costs	1.896.051
Rent & administrative charges	144.703
Food & health communication & other core activities*	103.982
EU-funded projects	143.589
EIT Food	620.162
Total	2.908.488

*content production, events, EUFIC websites & communication channels, annual conference, meetings, etc.

Final result 2019 (€)

Income	2.925.351
Expenses	- 2.908.488
Total	16.864



A growing membership for larger impact

On behalf of the whole EUFIC team, we thank our committed members for their support and for helping make our work possible.

We are also excited to have expanded our range of well-established actors from academia, non-governmental organisations, research centers and non-profit organisations to our membership this year.

Full members: Amway, Bunge, Cargill, Cereal Partners Worldwide, Coca-Cola, Corteva agriscience, DSM, Ferrero, General Mills, Mars, Nestlé, PepsiCo, Tereos, Unilever, Yildiz Holding.

Associate members: EuroFIR, The Agricultural University of Athens, WWF - EU Policy Office, NUTRIS - Nutrition Institute Ljubljana, Food2Know - Excellence Center for Animal Nutrition, Nutrition & Health, MAPP Centre – Research on value creation in the food sector – Aarhus University, FINS – Institute of Food Technology University of Leeds, University College Dublin.

For more information about membership, please contact Dr Laura Fernández Celemín, at laura.fernandez@eufic.org.

Thank you to our editorial board

The Editorial Board is a remote board of renowned experts that complements the scientific advisory board expertise. It carries out a supplementary fact and accuracy check of our feature articles. Its members in 2019 were:

- **France Bellisle**, Researcher at the Nutritional Epidemiology Group, University Paris 13, Bobigny, France and Adjunct Professor of the Kinesiology Department, Laval University, Québec, Canada.
- **Jeanne de Vries**, Assistant Professor and Nutritionist, Wageningen University, The Netherlands.
- **Inger Öhlund**, Researcher Paediatrics, Department of Clinical Science, Umeå University, Sweden.
- **Hely Turolia**, Principal Investigator, Department of Food and Environmental Sciences, University of Helsinki, Finland.

Thank you to our scientific advisors

We work with academic experts to ensure that all our information and communication activities are based on scientific evidence supported by the wider scientific community. The members in 2019 were:

- **Alan Reilly**, Chairman of the EUFIC Scientific Advisory Board, Adjunct Professor, Institute of Food and Health, School of Public Health, Physiotherapy and Population Science, School of Veterinary Medicine Science Centre, University College Dublin.
- **France Bellisle**, Vice Chairman of the EUFIC Scientific Advisory Board. Researcher at the Nutritional Epidemiology Group, University Paris 13, Bobigny, France and Adjunct Professor of the Kinesiology Department, Laval University, Québec, Canada.
- **Gerd Harzer**, Professor at Technical University of Munich and Justus-Liebig University in Giessen, Germany.
- **Giorgio Poli**, Past Dean of the Faculty of Veterinary Medicine, University of Milan, Italy.
- **Ana M. Troncoso Gonzalez**, Professor in Food Science and Nutrition, Department of Nutrition, Food Science, Toxicology and Legal Medicine, University of Sevilla, Spain. Former Chief Executive Officer of the Spanish Food Safety and Nutrition Agency (Agencia Española de Seguridad Alimentaria y Nutrición).
- **Michael Siegrist**, Professor for Consumer Behaviour at the Institute for Environmental Decisions (IED), ETH Zurich, Switzerland.
- **Christine Williams**, Professor of the Institute for Cardiovascular and Metabolic Research and Pro Vice Chancellor of Research and Innovation, University of Reading, UK.



Food facts for healthy choices

