



## Trust in science in the post-fact era

### EUFIC's 2017 Annual Conference

The Sofitel Hotel in Brussels (Paul Henri Spaak II & III Room)  
Place Jourdan 1, 1040 Bruxelles

3 October 2017

#### About the conference

It's been said that we have arrived in a "post-fact" era, a time in which people are no longer convinced by lengthy factual arguments, but are swayed by emotion. It is now far easier to connect with a simple tweet than to understand a complex argument.

Additionally, science is not always easy to understand. Every week it seems as if contradictory studies about food and health appear in the media, leaving many to wonder why researchers couldn't get it right the first time.

As a result, trust in institutions, government and industry has plummeted. This conference explore the current social situation and initiate discussions on how we can progress towards cultivating a new 'fact-era'.



## Agenda

9:30-10:00 Registration & coffee



10:00-10:15 Opening speech  
Laura Fernández, Director General, EUFIC  
Clare Leonard, Moderator

10:15-10:55 *Science in the news media –  
when nutrition hits the headlines*  
Fiona Lethbridge, Senior Press Officer,  
Science Media Centre, London

10.55-11.35 *Using trust research for building trust in research:  
stakeholder management in communicating food  
science and innovation*  
Alexander Gerber, Professor of Science  
Communication, University of Rhine-Waal

11:35-12:15 *Why we fall for nutritional fake news*  
Anthony Warner, The Angry Chef,  
writer and chef

12:15-13:30 Lunch

13:30-14:10 *Why dismissing nutrition science is perfectly rational*  
Bart Penders, Ass.Professor of Collaboration,  
Credibility and Integrity in Science,  
Maastricht University

14:10-15:10 Discussion coffee

15:10-15:50 *Sourcing practices of health news in the media*  
Bülent Çaplı, Professor of Communication,  
Bilkent University

15:50-16:10 Wrap-up of the day  
Clare Leonard, Moderator

16:15-18:00 Networking cocktail



## Social media

We're tweeting live today so join us using #EUFIC2017.

## About EUFIC (the organisers)

We are the European Food Information Council (EUFIC), a non-profit organisation that provides science-based facts on food and health in an accessible, appealing and actionable way.

Since 1995, we strive to inspire and empower people to make better decisions about diet and lifestyle.

We are a group of passionate science and communication experts who believe in the power of informed consumers.

## About the speakers and moderator

### Clare Leonard

Clare Leonard is a trained nutritionist with over 20 years of experience working in academic research and the food industry. She is passionate about nutrition science and the translation of scientific rigour into understandable communication for consumers and businesses through marketing and PR.

After her degree in nutrition, she started her career as a Postdoctoral Research Fellow at University of Surrey. In 1998, she moved into the food industry and worked with United Biscuits as the Company Nutritionist. She went on to join Unilever in the Global Beverages division, then spent 5 years as the Global Head of Nutrition & Regulatory Affairs Manager for Cereal Partners Worldwide, a joint venture company of Nestlé and General Mills. In 2012, she joined Kraft Foods as the European Head of Regulatory Affairs and became its Global Director of Nutrition Strategy & Communication. Leonard is now a freelance nutrition communication consultant based in the UK.

### Fiona Lethbridge

Fiona Lethbridge has worked as the Senior Press Officer at the Science Media Centre since 2012. Prior to this, Fiona completed her PhD in evolutionary biology at University of Edinburgh, where she investigated sexual selection and sperm competition in insects.

The Science Media Centre (SMC) opened in 2002 with the belief that scientists can have a huge impact on how the media covers scientific issues, by engaging more quickly and more effectively with the stories that are influencing public debate and attitudes towards science. Their philosophy is that “the media will DO science better when scientists DO the media better.” The SMC aims to help improve the media’s accuracy and evidence-base reporting of controversial science, daily health and environment news, as well as its stories on subjects like GM, fracking, climate change, statins, diet and e-cigarettes.

Twitter handle: [@flethbridge](#)

### Alexander Gerber

Alexander Gerber is Full Professor of Science Communication at Rhine-Waal University, Germany’s first international public university. He coordinates Europe’s only 3-year Science Communication degree programme, which is entirely offered in English. The programme has a distinct comparative approach to avoid only Euro-centric or U.S.-centric perspectives. Gerber’s department researches the socio-political dimensions of science-society issues.

Before Rhine-Waal University, Gerber was Head of Marketing & Communications at Fraunhofer (ICT) for seven years, and founder and editor-in-chief of InnoVisions Magazine.

As a practicing information scientist and long-time science journalist/author/film director, Gerber is now an elected member of the Scientific Committee of PCST. He chairs the Board of Curators of the German Association of Specialised Journalists. He is a member of the Advisory Boards of the International Science in Society Knowledge Community, the International School for Advanced Studies (SISSA), and the Science Shop Network in Bonn. For Euroscience (the sister organisation of AAAS), he serves as an elected member of the Governing Board and of the ESOF Supervisory Board.

Twitter handle: [@inscico](#)

### Bart Penders

Bart Penders is an Assistant Professor in Biomedicine and Society, currently researching and teaching at Maastricht University in the Netherlands. His research deals with scientific collaboration, which primarily focuses on, but not exclusively, biomedicine and nutrition science. He studies how scientists collaborate to create knowledge, how they render such knowledge credible and how non-scientists are involved in knowledge production and establishment of credibility.

He obtained his MSc in molecular biology from Radboud University, Nijmegen and his PhD in science studies from Maastricht University in

## About the speakers and moderator

2008. He held post-doctoral fellowships at Radboud University Nijmegen, Institute for Science, Innovation & Society, Centre for Society & Genomics between 2008-2012, and was an Edmond J Safra Network Fellow at Harvard University between 2013-2014.

Penders now holds a faculty position at Maastricht University. He has also been a visiting scholar at the Institute of Science and Technology Studies at Bielefeld University in Germany (2008), at the Social Science Research Centre at Canterbury University in New Zealand (2010) and a guest researcher at the Department of Science Studies at the University of Vienna in Austria (2011).

Twitter handle: @b\_penders

### **Anthony Warner**

Anthony Warner is a professional chef and writer, contributing to New Scientist and The Sunday Times. His first book, *The Angry Chef - Bad Science and The Truth About Healthy Eating*, was published by Oneworld in July 2017. He blogs as The Angry Chef and is on Twitter at @One\_Angry\_chef.

Twitter handle: @One\_Angry\_chef

### **Bülent Çaplı**

Bülent Çaplı graduated from the School of Journalism, receiving an MSc from Utah State University. He attended a PhD programme at Ohio University and he received his PhD from Istanbul University.

He is the recipient of both Fulbright and Chevening scholarships. Çaplı was visiting fellow at University of Manchester and University of Florida. His research and teaching interests include broadcast journalism, media policies, political economy of media, media ethics and documentary filmmaking.

He has written numerous books and articles on media policies and media ethics. He is also director and co-director of many documentaries, which have won a number of awards in Turkey. He is currently professor at Bilkent University.

## Discussion coffee

(on top of the speakers we will have the following guests)

### **Dick Veerman**

Dick Veerman is a trained linguist and philosopher. He has worked as a banker, marketing consultant and strategy advisor. In 2005, he founded Foodlog, and is currently its chief moderator.

### **Christophe Ginisty**

Christophe started his own PR agency in France, which became one of the leading businesses in the market, awarded several times for its creativity and client loyalty. In 2011, he took a leadership role at Edelman EMEA, as the European Digital Evangelist. In 2013, he was elected President of the International Public Relations Association (IPRA). He also created the ReputationTime cycle of conferences that explores the latest challenges of reputation in the age of social media.

### **Sofie Vanthournout**

Sofie Vanthournout has been the Director of Sense about Science EU since May 2016. Sense about Science is an independent campaigning NGO that monitors the use and abuse of scientific evidence in EU policy, calling for EU citizens, researchers and the European Parliament to scrutinise and share evidence behind European policymaking.

### **Saskia Nuijten**

Saskia has recently taken up the role of Communications Director for EIT Food. She has experience from over 15 years in the field of Communications, Branding and Marketing at science-and technology-focussed multinationals. She is a strong believer in delivering results through empowering people by utilising individuals' potential and teamwork.

## **Networking**

Conferences aren't just about speakers, they're also about the networking! Why not make the most of the coffee and lunch breaks today and talk to as many people as possible? Needs some inspiration? No problem! Here are some ice-breakers to try.

### **The Classics**

When in doubt, just try the basics: asking what someone does, inquiring why he or she is at the event, or even just reaching out your hand and saying hi:

1. "Hi, I don't know too many people here, so I wanted to introduce myself. I'm [name] and I work at [company]." And bam—you got it.
2. "So, what do you do?" It gets them talking first and you can think about how to approach the conversation or how you could possibly work together.
3. "So, what brought you here today?"
4. "How's your day going?" It's simple, classic, and always effective if you throw in a smile.

### **Location, Location, Location**

No matter what, you've got at least a couple things in common with every person in the room: the event you're attending, the place it's being held at, and the food and drink you're consuming. Use that to your advantage by striking up conversations about what's going on around you:

5. If I'm at an event with food, I'll often use that as a conversation starter, à la "I can't stop eating these meatballs. Have you tried them?"
6. "How did you hear about this event?"
7. "What a beautiful venue. Have you been here before?"

### **The Newsworthy**

Another thing you have in common with, well, everyone. What happened in your city or the world today? While you don't want to start up any hot political debates, some light-hearted headline sharing is a great way to break the ice:

8. "What do you think about [insert topic related to the event or person here]?" News is great engagement tool.

## Networking

9. "Wow, I just can't believe all the crazy news headlines today. What a week!"
10. "Any chance you read the news today? I missed it, and I'm dying to know what's happening with [insert news topic here]."

### Great for Introverts

If you're an introvert, walking into a room full of unknown people can feel extra intimidating. One of our favorite approaches is to look toward the outskirts of the room and find someone who looks a little lonely. Maybe that person sitting alone at the table and doesn't know anyone and is just hoping that someone will come talk to them. Be that person, and try one of these lines:

11. "Man, these networking events can be so crazy. Mind if I join you over here where it's a little quieter?"
12. "As we're both here at the (buffet, bar, waiting room), I feel I should introduce myself. I'm [name] from [company]."
13. I like to compliment people on their clothes and accessories. I find this approach to be more friendly and less about professionally connecting, especially if you're at a networking event. I believe both men and women can compliment each other on their choice of attire and use it as a conversation starter!
14. "I'm trying to make myself meet new people here instead of just talking to the usual suspects. Do you mind me saying hello and introducing myself?"

### The Totally Random (But Hey, They Just Might Work)

If all else fails, try one of these:

15. "Any chance you know a great sushi place around here? I'm not familiar with the area, and I'm headed to dinner after this."
16. "Hey, aren't you friends with [fill in random name]?" It doesn't matter if you really think the person is someone you know, just walk up and ask if he or she is friends with someone you know. He or she will tell you "no," and conversation will commence.
17. "If there is one question you do not want me to ask you, because you are sick and tired of answering it, what question would that be?"
18. "I'm working on an article about the best and worst conversation starters ever. Any particularly good or terrible ones you've heard today?"

Source:

<https://www.themuse.com/advice/30-brilliant-networking-conversation-starters>

