EU specialty food ingredients

4. Responsible Food Innovation Project

Communications Committee & RFI WG meeting

11th September 2020

Responsible Food Innovation Project

Reminder of recommended actions & status

Clear role for industry in proactively educating audiences on the benefits of ingredients

- Develop consumer-facing messages (extend emotional affinity for favorite products to the ingredients)
  - **Feeding the strategic Communications plan with RFI related needs**
- Move the efforts forward with the non-engaged by the Round Table
  - **RFI initiative presented to FoodDrinkEurope Board + cooperation with FoodDrinkEurope Communication Unit**

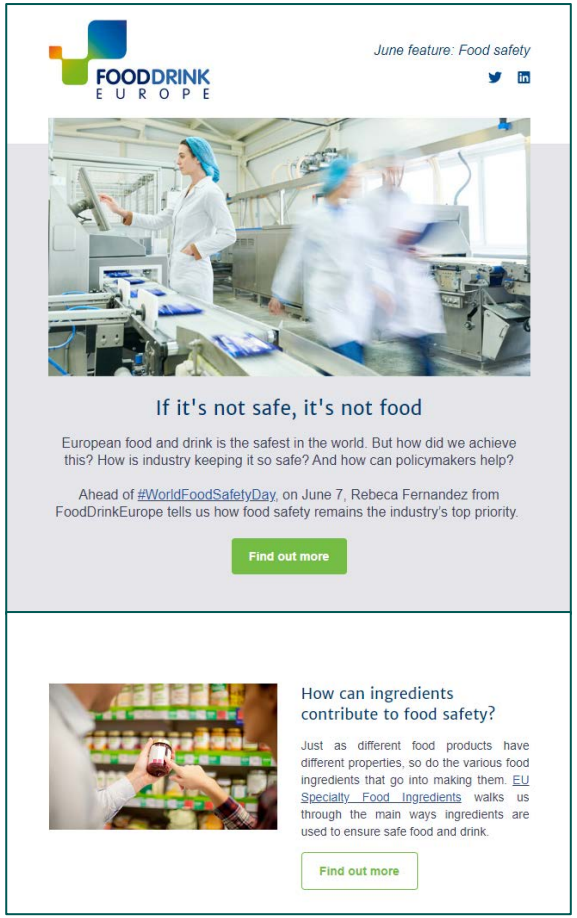
Leading with the importance of credible and balanced science is necessary to inform the dialogue

- Develop a Transparency Charter on how we work with scientists
  - **Endorsement of revised FoodDrinkEurope Principles for Research Conduct**
- Compile & share best science about key ingredients

Aligning the messaging and vocabulary we use around ingredients will help limit consumer confusion

- Develop messaging around ingredients that resonate with consumers (SDGs, food & nutrition security…)
  - **- Updated Sustainability statement**
  - **- Infographic Health & Nutrition**
- Align on key principles & best practices for ingredient communication
  - **EU SFI guidance on responsible B2B Communication**
- Conduct an inventory of messaging being used by various stakeholders around ingredients
  - **EU SFI comprehensive Message House**

Cooperation with FoodDrink Europe (1)



Ongoing dialogue between Communications Managers

- FDE Healthy Living Project
- Possible co-creation of video on SFI role in health and nutrition
- EU Specialty Food Ingredients article on safety included in the FDE Newsletter of June
- Common members invited to contribute to other FDE Newsletter's issues
- Further cooperation on additional materials?

Cooperation with FoodDrink Europe (2)

PRINCIPLES FOR
RESEARCH CONDUCT

Common ground for objective conclusions

Good evidence-based policy making depends - at least in part - on good evidence. In this context, the food industry emphasises the need for sound, robust and transparent science and research.

With this in mind, the food sector has developed a set of Principles for Research Conduct, which aim at creating a balanced common basis on which science can be discussed objectively.

The principles should be applicable to research of interest for the public, whether or not it is industry funded. The same rigorous standards should always be applied to safeguard science against particular interests, be they financial, commercial, ideological, etc. If the principles proposed hereby are adopted by researchers, irrespective of their affiliation, there would be virtually no reason to disagree with a research conclusion, unless the science itself is disputed, or the level of uncertainty intrinsic to it.

The main Principles of Research Conduct identified by FoodDrinkEurope experts and endorsed by EU Specialty Food ingredients, as a common basis are:

Scientific robustness:

1. Research should be driven by clearly stated a priori hypotheses and analyses and follow the principles of scientific rigor, including discussion of limitations and challenges of the work, in order to provide robust evaluations.
2. Scientific criteria (methodology and design, data quality and validation, and statistical analysis) should be applied.
3. These criteria are universal and shall apply equally to all research, irrespective of industry support. The funding source shall never affect the genesis, conduct or outcome of the research.

FOODDRINK EUROPE

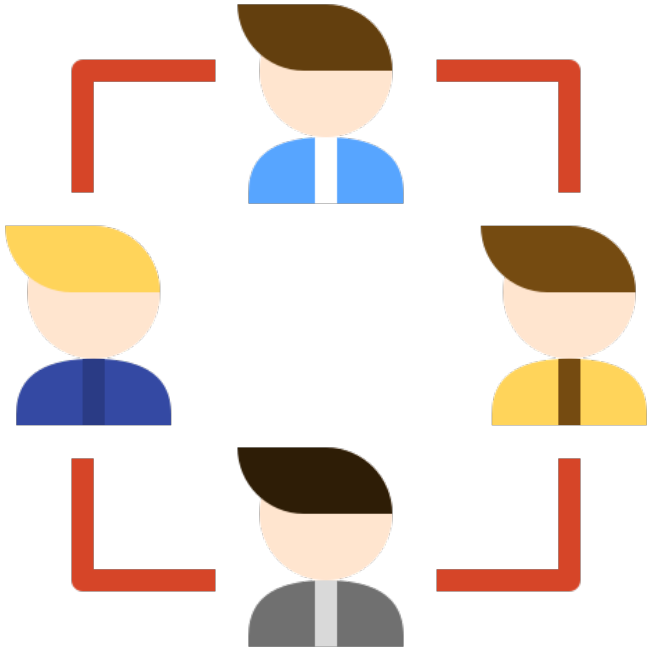
EU specialty food ingredients

- EU Specialty Food Ingredients endorsed the updated FoodDrink Europe paper '***Principles for research conduct – Common ground for objective conclusions***' aimed at establishing common ground for objective conclusions in research & science.

→ How to further promote and disseminate the content from an EU Specialty Food Ingredients perspective/ take further actions to implement the recommended action from the RoundTable "***Compile & share best science about key ingredients***" ?

* *Available at:* https://www.fooddrinkeurope.eu/uploads/publications_documents/Principles_for_Research_Conduct.pdf

Stakeholders cooperation

Identify new potential stakeholders to engage with to pursue RFI objectives?

(ie retailers, academics, etc.)