



EFSA's experiences and future vision of risk communication

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International Seminar on Risk Communication in Food Safety

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食品安全委員会 仮訳

リスクコミュニケーション
—EFSAの実績と今後の展望—

ローラ・スマイリー
上席コミュニケーション・アドバイザー、EFSA

食品安全分野におけるリスクコミュニケーションに関する
国際セミナー
2014年11月12日・東京

THIS PRESENTATION

- 1. EFSA's vision**
- 2. Risk Communications role**
 - Risk Communications achievements**
- 3. Strategy**
- 4. Lessons learnt**
- 5. The Future**

講演の概要

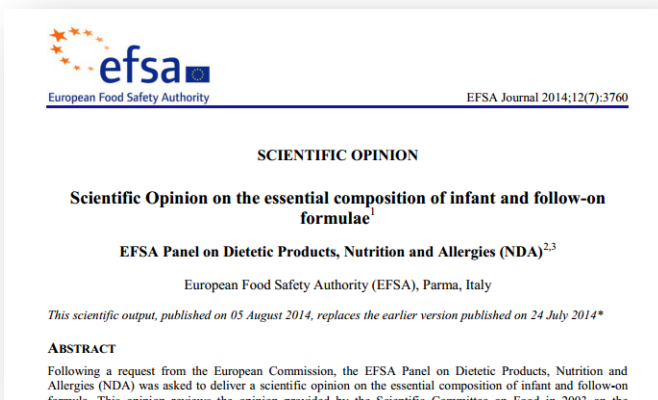
1. EFSAのヴィジョン
2. リスクコミュニケーションの役割
 - リスクコミュニケーションの業績
3. EFSAのコミュニケーション戦略
4. 経験から得た教訓
5. 今後の目標

1. EFSA's vision

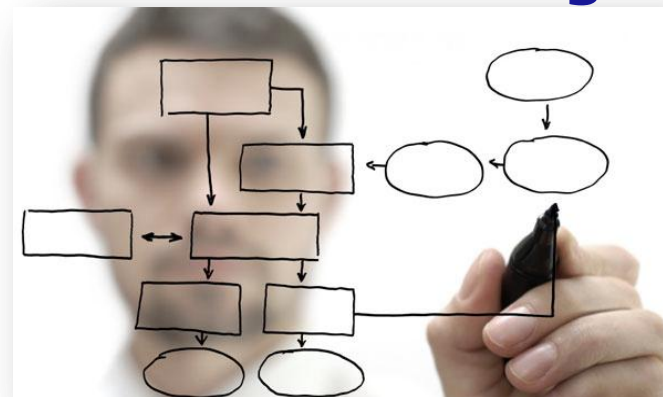
1. EFSAのヴィジョン

Vision

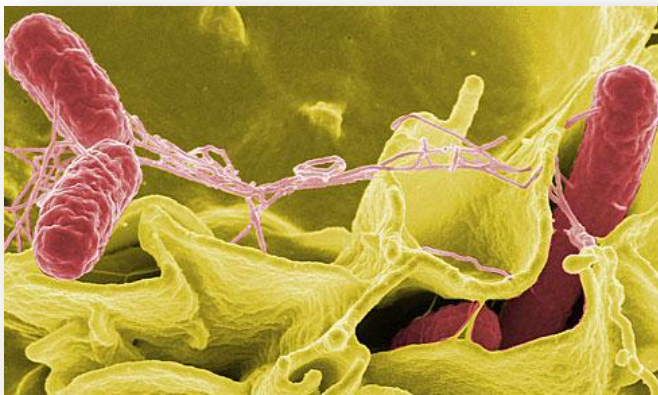
scientific advice



decision-making



food related risks



dietary choices

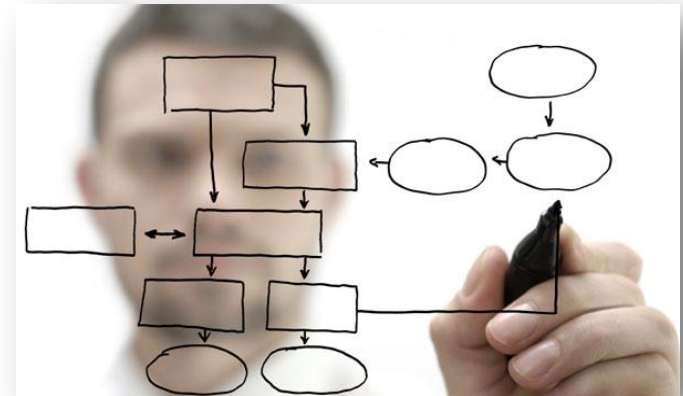


ヴィジョン

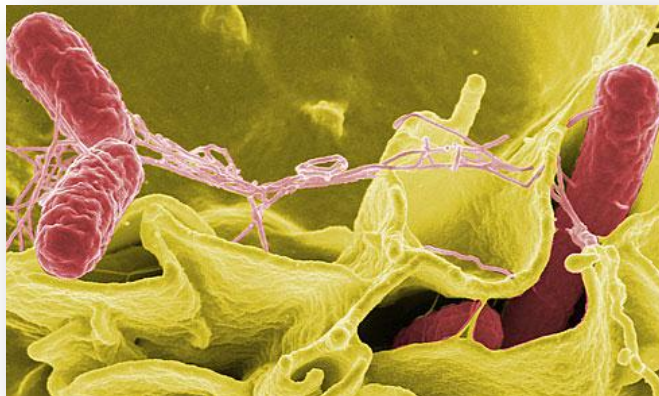
科学的アドバイスの提供



意思決定への助言



食品関連のリスクからの防御



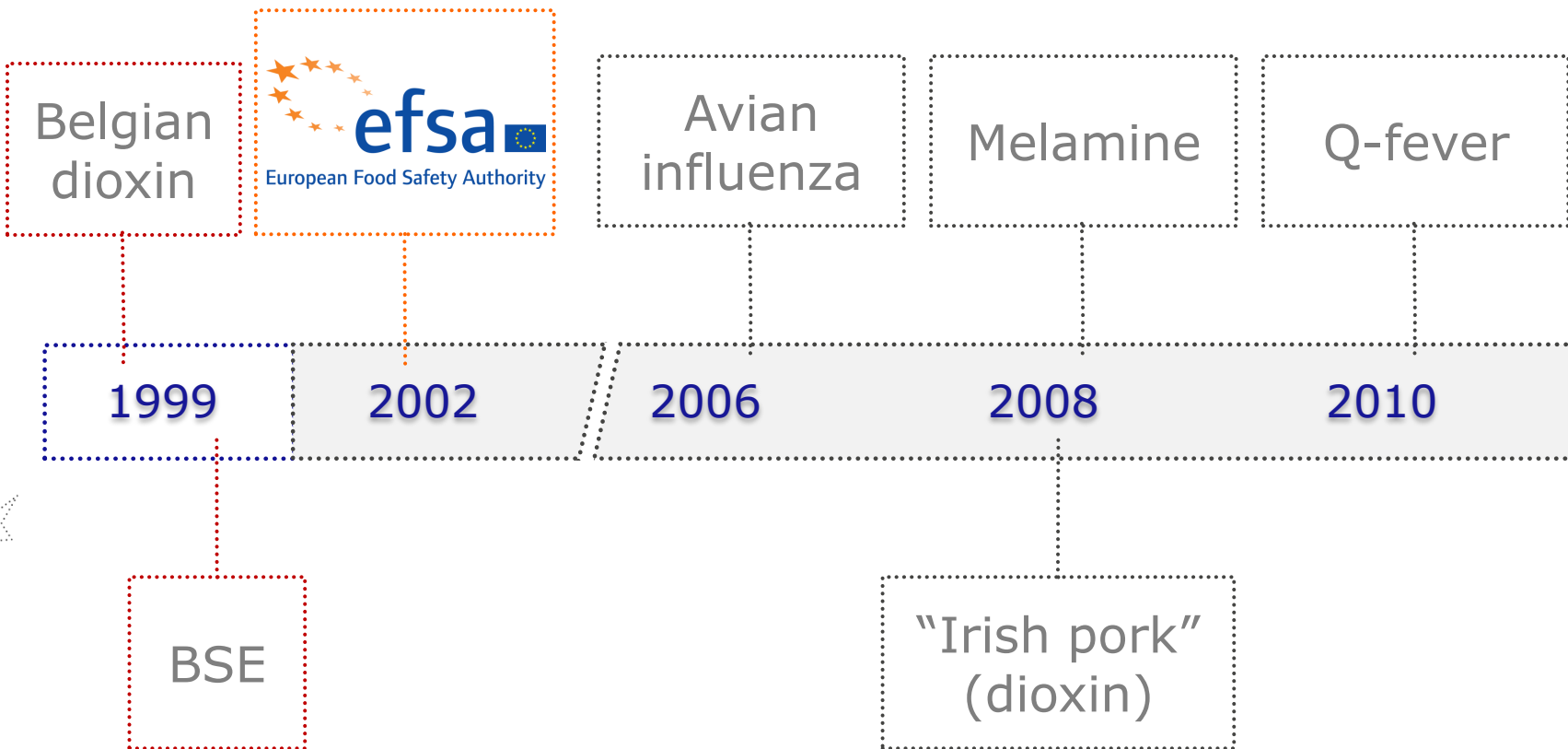
健康な食物選択の支援



2. EFSA's Risk Communications role

2. EFSA がリスクコミュニケーションにより果たした役割

THE BEGINNINGS



THE BEGINNINGS



ベルギーの
ダイオキシン



鳥
インフルエンザ

メラミン

Q-熱

1999

2002

2006

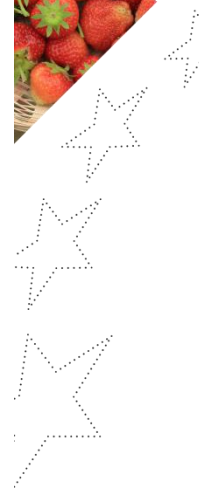
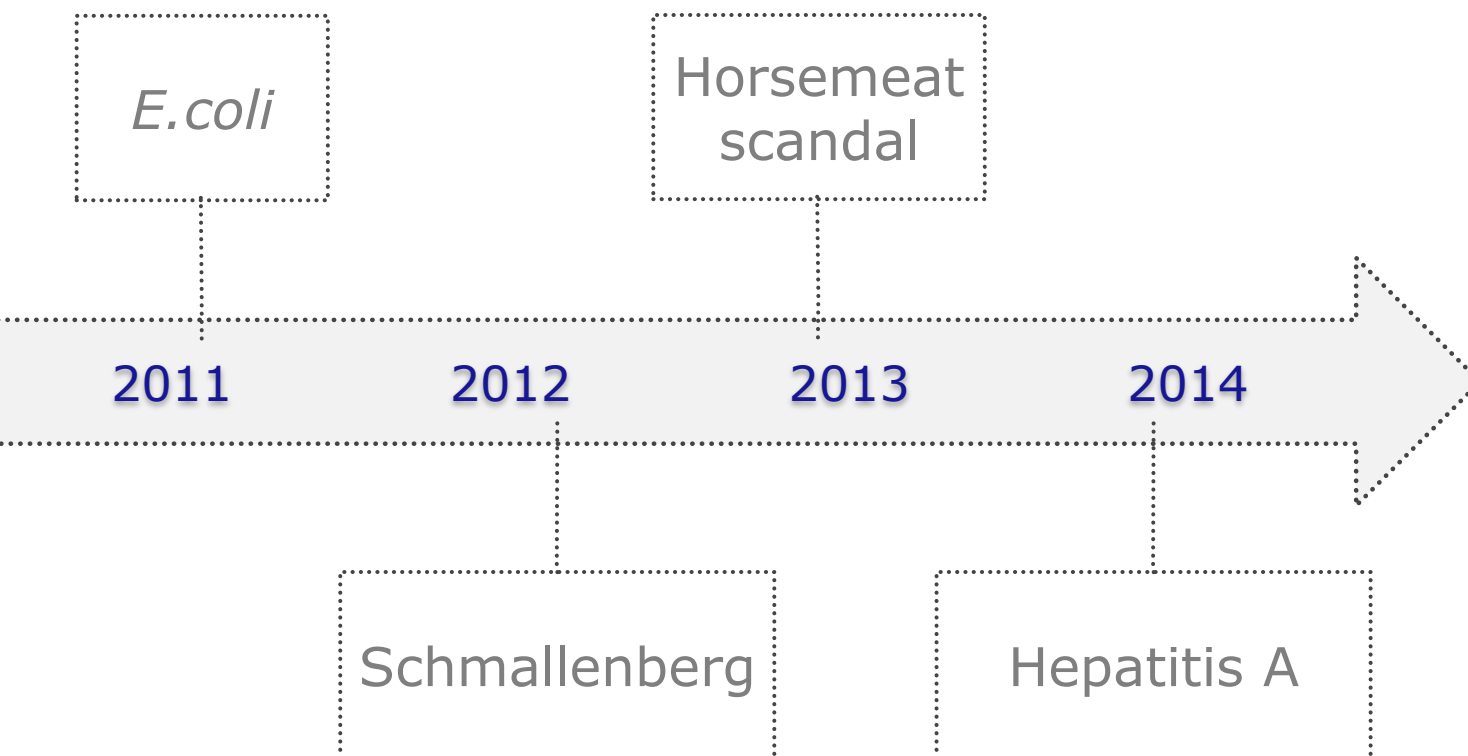
2008

2010

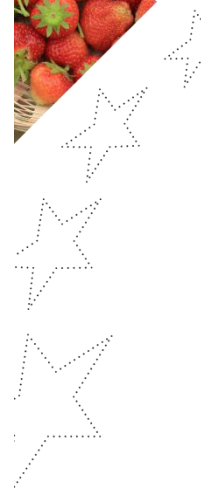
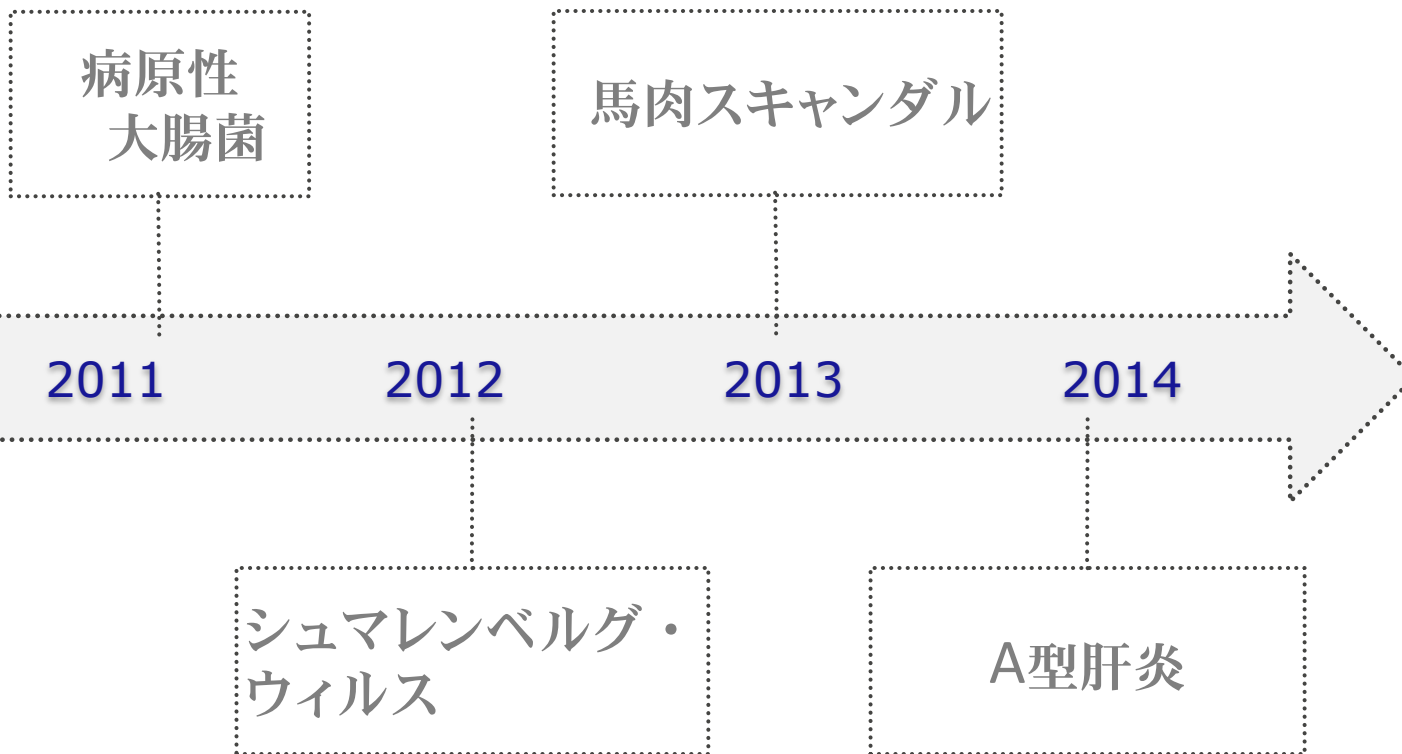
BSE

アイルランド
豚肉中のダイオキ
シン

AND TODAY



2011年以降、今日まで



THROUGH COOPERATION...

Co-ordinates with



anses



Supports



in food scares/emergencies



dialogue with stakeholders

INDEPENDENT

OPEN

TRANSPARENT

他機関との協力を通して



連携機関



支援活動



食品不安 / 緊急事態において



利害関係者との意見交換

独立性

公開性

透明性

... AND COMMUNICATION WITH



コミュニケーションを保ちながら



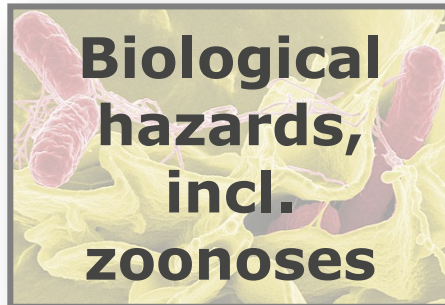
2. EFSA's Risk Communications role

- **Risk Communications achievements**

2. リスクコミュニケーションの役割

- リスクコミュニケーションの業績

PROTECTING EUROPE'S 500M CONSUMERS

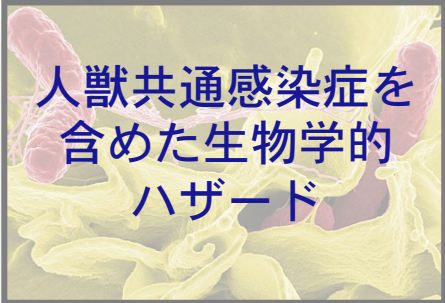


- Led BSE crisis, reducing cases from thousands to a few dozen
- ↓50% in # of Salmonella cases across Europe



- Risk assessments of:
 - food additives & flavourings
 - aspartame, BPA & acrylamide
- EFSA's Data collection and analysis of safe levels of pesticide residues

ヨーロッパの消費者5億人を守っている



人獣共通感染症を
含めた生物学的
ハザード

- BSE 発症例を数千から数ダースに低減させて、BSE危機の克服を先導した。
- ヨーロッパ全体のサルモネラ菌中毒例数を50%低減させた。



食品中の化学物質

- 下記の化学物質についてリスク評価を実施：
 - 食品添加物および香料
 - アスパルテーム, BPA および アクリルアミド
- 残留農薬の安全レベルに関するEFSAのデータ収集と分析

PROTECTING EUROPE'S 500M CONSUMERS



Nutrition

- Evaluated >3,000 health claims
- Set dietary reference values for macronutrients and micronutrients



Animal health and welfare

- Scientific reports: welfare of animals during transport; slaughter methods; meat inspection guidelines
- Evaluations of animal disease outbreaks (avian flu), and vector-borne diseases (West Nile virus)



Pesticides

- Reviewed safety of all existing "active substances" on market before 1993

ヨーロッパの消費者5億人を守っている



- 3,000件以上の栄養物について保健機能評価を実施した。
- 多量栄養素及び微量栄養素について、食品中の基準値を設定した。



- 科学レポート： 輸送中の動物福祉；屠殺方法；食肉検査の指針を作成した。
- 家畜伝染病集団発生（鳥インフルエンザ）、及びベクター媒介性疾患（ウエストナイルウイルス）の評価を実施した。



- 1993年以前に市場に出て、今なお流通している全ての“有効成分”について、その安全性再評価を実施した。

2. Strategy

3. EFSAのコミュニケーション戦略

STRATEGY

**Provide appropriate,
consistent, accurate
and timely
communications**



EFSAのコミュニケーション戦略

食品安全上の問題に対応して、
適切な、矛盾しない、正確な
コミュニケーションを、タイムリーに
発信すること



STRATEGY

**appropriate, consistent, accurate and
timely communications**

stakeholders

public at large



EFSAのコミュニケーション戦略

適切な、矛盾しない、正確な、そしてタイムリーな
コミュニケーション

利害関係者に向けて

広範な社会に向けて

STRATEGY



stakeholders

Strengthening clarity,
improving information
delivery

Cooperation with
national food safety
agencies

Promoting coherence in risk communications with
EU and international partners

public at large

Better understanding &
meeting target
audience needs

Building awareness,
and recognition of EFSA
in the EU and beyond

EFSAのコミュニケーション戦略

利害関係者に向けて

内容の明解さを高め、
情報配信の効率を向上させる

各国の食品安全機関
と連携

EU及びインターナショナル・パートナーと
リスクコミュニケーションにおいて協調を図る

広範な社会に向けて

聴衆のニーズを理解し、
合わせる

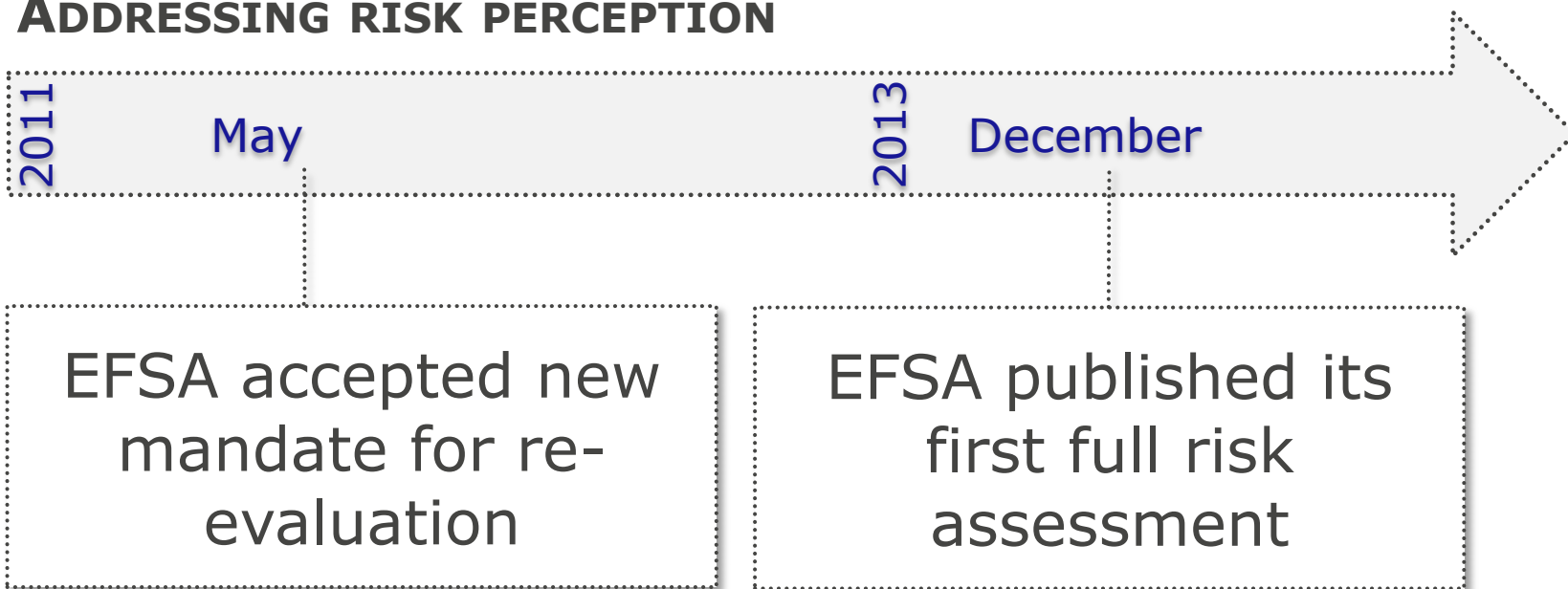
EUの内外にEFSAの
活動を知ってもらい再認識
してもらう

4. Lessons learnt

4. 経験から得た教訓

CASES STUDY: ASPARTAME

ADDRESSING RISK PERCEPTION



ケーススタディー：アスパルテーム

リスクが認知されたことへの取り組み

2011

5月

EFSAは、
アスパルテームの再評価を
求める新たな諮問を受理

2013

12月

EFSAは、
アスパルテームに関する
最初の完全なリスク評価を
公表



CASES STUDY: ASPARTAME

ADDRESSING RISK PERCEPTION



Open and transparent approach

Regular updates

Publication of data received

Published full bibliography

Public consultation

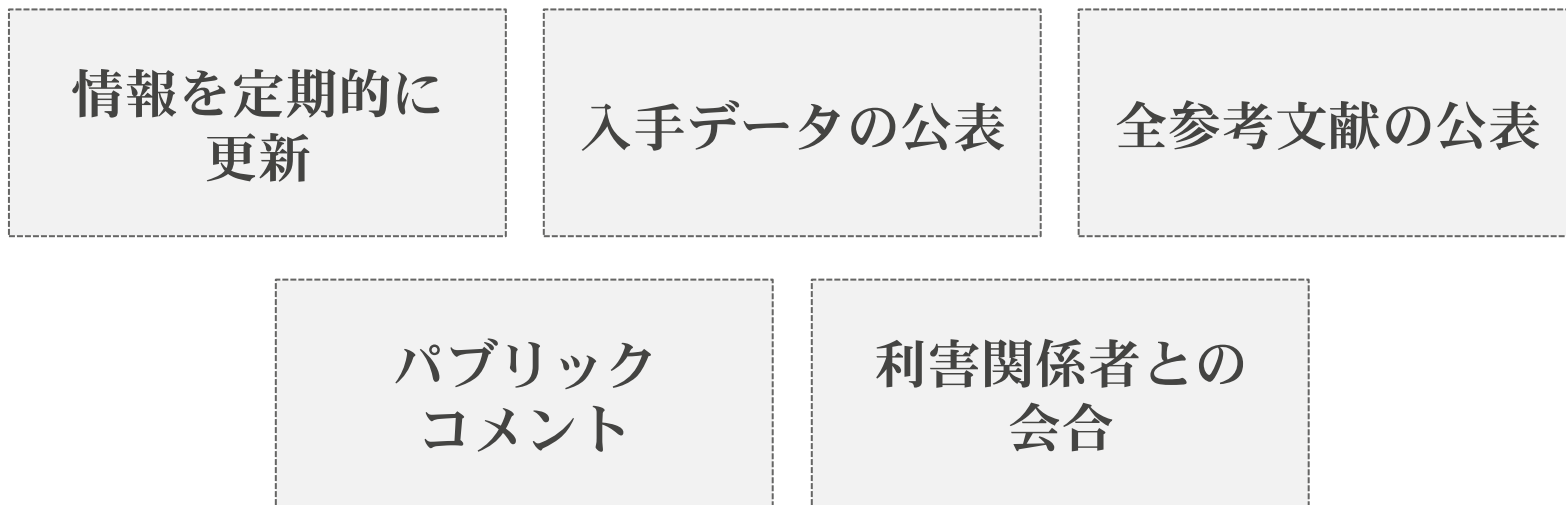
Stakeholder meeting

ケーススタディー：アスパルテーム

リスクが認知されたことへの取り組み



公開性と透明性のあるアプローチ



CASES STUDY: ASPARTAME

COMMUNICATIONS OUTPUTS



**2011
Oct**

publication of all unpublished data received following 1st call for all scientific data

**2012
Oct**

publication of unpublished data on DKP and other degradation products of aspartame following 2nd call for data

**2013
Jan**

launch of public consultation on draft scientific opinion

**2013
Jan**

public consultation follow-up meeting and media briefing

+ Regular Topic & FAQ development on website

ケーススタディー：アスパルテーム

コミュニケーションの発信



**2011
10月**

第1回目の科学的データ提供の呼びかけによって入手した未発表データすべてを公表した。

**2012
10月**

第2回目のデータ提供呼びかけで入手したDKPおよび他のアスパルテーム代謝物に関する未発表データを公表。

**2013
1月**

EFSAの科学的意見に対して、一般からの助言受付を開始。

**2013
1月**

一般からの助言に関する検討会議とマスコミへの説明会を開催。

+ ウェブサイトに、「レギュラートピックとFAQ」ページを開設

WE HAVE LEARNT THE IMPORTANCE OF...



1.

Understanding and addressing differences in risk perception

2.

Need for ongoing, proactive communications

3.

Focusing on impact

4.

Addressing uncertainties clearly

5.

Responding rapidly on urgent issues

6.

Co-operating closely with other actors

7.

Being open and transparent

我々はこの事例から、以下の点が大切だということを学んだ

1. リスク認識の違いを理解し、その違いに対応すること
2. 現在実施中及び事前対策となるコミュニケーションが必要であること
3. コミュニケーションの影響力に注意すること
4. 不確かな点に対して、はっきりと示すこと
5. 緊急の問題に対しては迅速に応えること
6. 他の機関と密接に協調すること
7. オープンで透明であること

3. The Future

3. 将来について



1

building an
open EFSA

2

building a risk
assessment
community

3

clear
communication





1

開かれたEFSA
の構築

2

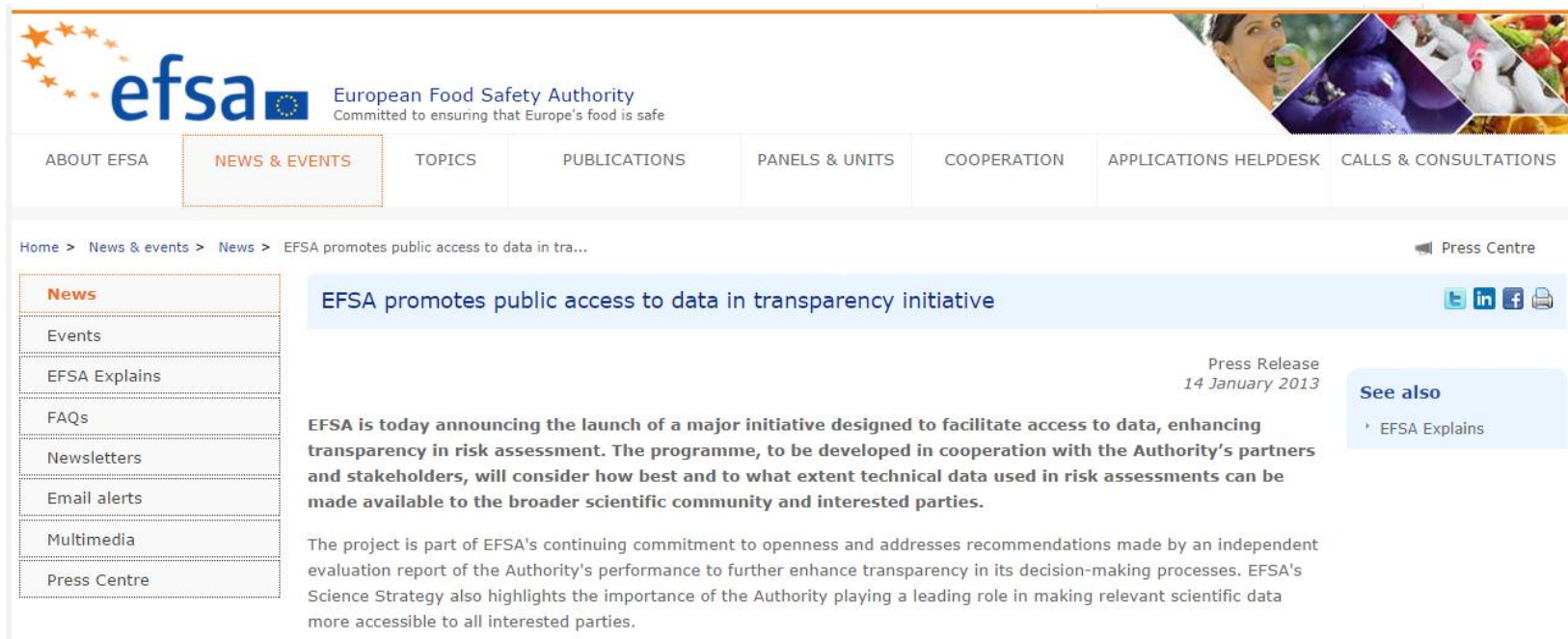
リスク評価共同体の
構築

3

明解な
コミュニケーション

1: BUILDING AN OPEN EFSA

Public Access to Data



The screenshot shows the EFSA website's navigation menu and a news article. The navigation menu includes: ABOUT EFSA, NEWS & EVENTS (highlighted), TOPICS, PUBLICATIONS, PANELS & UNITS, COOPERATION, APPLICATIONS HELPDESK, and CALLS & CONSULTATIONS. The breadcrumb trail is: Home > News & events > News > EFSA promotes public access to data in tra... The main article title is "EFSA promotes public access to data in transparency initiative" with a date of "14 January 2013". The article text states: "EFSA is today announcing the launch of a major initiative designed to facilitate access to data, enhancing transparency in risk assessment. The programme, to be developed in cooperation with the Authority's partners and stakeholders, will consider how best and to what extent technical data used in risk assessments can be made available to the broader scientific community and interested parties." A "See also" box contains a link to "EFSA Explains".

- News
- Events
- EFSA Explains
- FAQs
- Newsletters
- Email alerts
- Multimedia
- Press Centre

EFSA promotes public access to data in transparency initiative

Press Release
14 January 2013

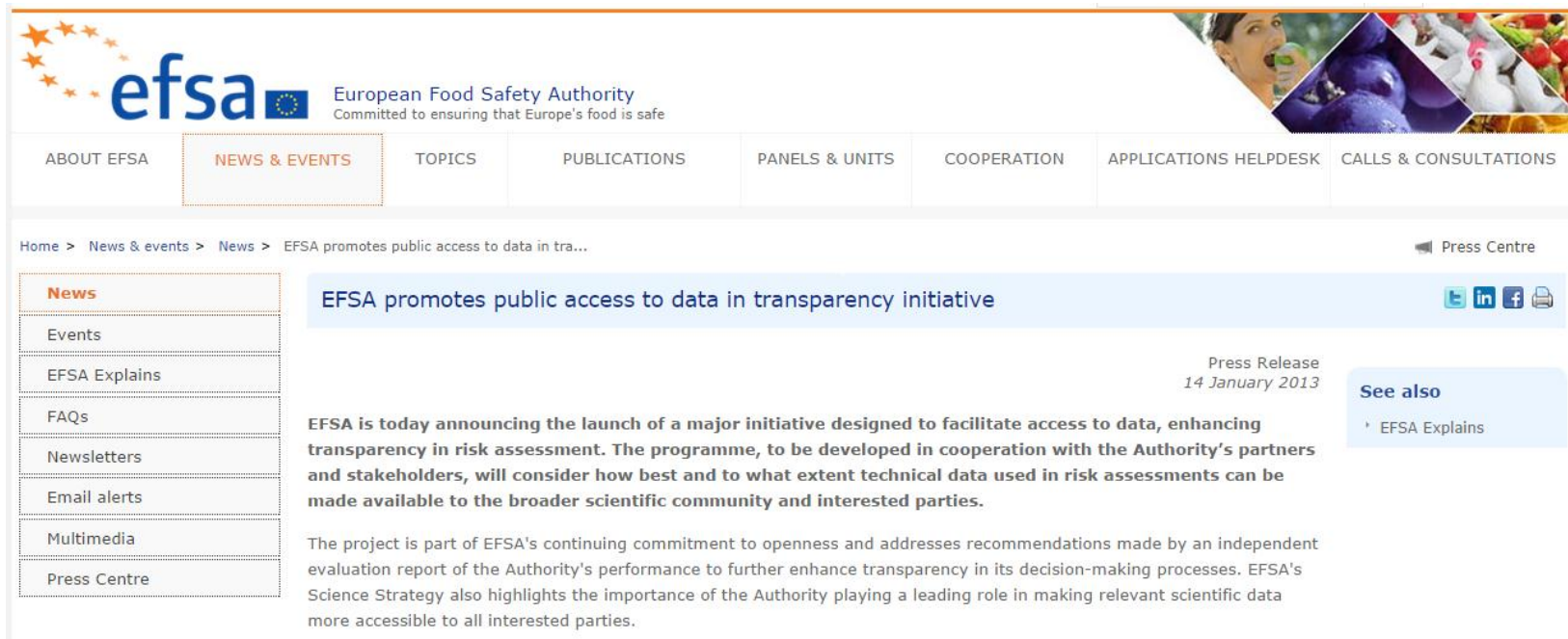
EFSA is today announcing the launch of a major initiative designed to facilitate access to data, enhancing transparency in risk assessment. The programme, to be developed in cooperation with the Authority's partners and stakeholders, will consider how best and to what extent technical data used in risk assessments can be made available to the broader scientific community and interested parties.

The project is part of EFSA's continuing commitment to openness and addresses recommendations made by an independent evaluation report of the Authority's performance to further enhance transparency in its decision-making processes. EFSA's Science Strategy also highlights the importance of the Authority playing a leading role in making relevant scientific data more accessible to all interested parties.

See also
* EFSA Explains

1: 開かれたEFSA の構築

誰でもデータを閲覧できること



The screenshot shows the EFSA website interface. At the top left is the EFSA logo and tagline: "European Food Safety Authority Committed to ensuring that Europe's food is safe". A navigation menu includes: ABOUT EFSA, NEWS & EVENTS (highlighted), TOPICS, PUBLICATIONS, PANELS & UNITS, COOPERATION, APPLICATIONS HELPDESK, and CALLS & CONSULTATIONS. Below the menu is a breadcrumb trail: Home > News & events > News > EFSA promotes public access to data in tra... On the right, there is a "Press Centre" link. A sidebar on the left lists: News (highlighted), Events, EFSA Explains, FAQs, Newsletters, Email alerts, Multimedia, and Press Centre. The main content area features a blue header for the article: "EFSA promotes public access to data in transparency initiative" with social media icons for Twitter, LinkedIn, Facebook, and Print. The article is dated "Press Release 14 January 2013". The text of the article states: "EFSA is today announcing the launch of a major initiative designed to facilitate access to data, enhancing transparency in risk assessment. The programme, to be developed in cooperation with the Authority's partners and stakeholders, will consider how best and to what extent technical data used in risk assessments can be made available to the broader scientific community and interested parties." Below this, a paragraph explains: "The project is part of EFSA's continuing commitment to openness and addresses recommendations made by an independent evaluation report of the Authority's performance to further enhance transparency in its decision-making processes. EFSA's Science Strategy also highlights the importance of the Authority playing a leading role in making relevant scientific data more accessible to all interested parties." A "See also" box on the right contains a link to "EFSA Explains".

2: BUILDING A RISK ASSESSMENT COMMUNITY



Forging closer links with Member States



Expanding the role of the Advisory Forum & AF Communications Working Group



Synchronising communications activities



More customer-oriented approach



Strengthening interaction with MEPs



2. リスク評価共同体の構築



EU加盟国間に、より緊密なリンクを築くこと



アドヴァイザリー・フォーラムおよび、そのコミュニケーション・ワーキンググループの役割を拡大すること



コミュニケーション活動を同期させること



顧客 (ECHA, ECDC等)のニーズをより重視した姿勢



MEP s との相互関係を強化すること

3: COMMUNICATING CLEARLY

Scientific reports:

- short
- well-structured
- easy to understand

*This scientific output, published on 05 August 2014, replaces the earlier version published on 24 July 2014**

ABSTRACT

Following a request from the European Commission, the EFSA Panel on Dietetic Products, Nutrition and Allergies (NDA) was asked to deliver a scientific opinion on the essential composition of infant and follow-on formula. This opinion reviews the opinion provided by the Scientific Committee on Food in 2002 on the

Communications: address societal concerns

1. What is *Salmonella*?

- *Salmonella* is a bacterium that can cause an illness called salmonellosis in humans. In the European Union over 90,000 salmonellosis cases are reported every year. EFSA has estimated that the overall economic burden of human salmonellosis could be as high as EUR 3 billion a year.
- *Salmonella* is commonly found in the intestines of healthy birds

In foods, it is most frequently found in eggs and raw meat from pigs, turkeys and chickens. It can spread to humans through

Focus on the **impact** of EFSA's work,
„How did EFSA help that happen?“

3. 明解なコミュニケーションのためには



efsa
European Food Safety Authority

EFSA Journal 2014;12(7):3760

科学的レポート

SCIENTIFIC OPINION

- 短く
- 論文構成が良く考えられ
- 容易に理解できること

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EFSA explains zoonotic diseases

コミュニケーション：社会的な関心事に取り組む

Salmonella

1. What is *Salmonella*?
2. How EFSA supports the EU's fight against *Salmonella*
3. Joint efforts have significantly reduced human salmonellosis
4. Scientific cooperation

1. What is *Salmonella*?

- *Salmonella* is a bacterium that can cause an illness called salmonellosis in humans. In the European Union over 90,000 salmonellosis cases are reported every year. EFSA has estimated that the overall economic burden of human salmonellosis could be as high as EUR 3 billion a year.
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EFSAの働きの影響（インパクト）を考える，
 „EFSAはどのような役割を果たしたか？”



Which means, in practice...



具体的には

WEBSITE

2010



The screenshot shows the EFSA website homepage. At the top left is the EFSA logo and tagline: "European Food Safety Authority Committed to ensuring that Europe's food is safe". To the right is a search bar with a "Go" button and language options for "de", "en", "fr", and "it". Below the header is a navigation menu with links: "About EFSA", "News", "Scientific Documents", "Panels & Units", "Networks", "Calls & Consultations", "Events", and "Topics A-Z".

The main content area features a "News" section with a prominent article titled "Overview of acrylamide levels in 2008". This article includes a sub-image of potato chips and a "Full Story" link. Below this are two columns of shorter news items: "EFSA issues scientific advice on Q fever" and "EFSA publishes review of data collection activities".

On the right side, there is a sidebar with several widgets: "EFSA JOURNAL", "Featured Topics" (listing Dietary reference values, Genetically Modified Organisms, Nutrition and Health Claims, and Q fever), "Subscribe to our newsletters" with a dropdown menu, "Sign up as an Expert", and a "STRATEGIC PLAN 2009-2013" banner.

At the bottom left, there are two "Scientific documents" listed: "Yestimun® and immune responses" (published 26 May 2010) and "FGE.94" (published 26 May 2010). At the bottom right, there are two "Events" listed: "EFSA Member State and Stakeholder Technical Meeting - Practice of harvesting feathers in live geese for down production" (Parma, 26 May 2010) and "Technical meeting with stakeholders on recent developments related to health claims" (Parma, 1 June 2010).

ウェブサイト

2010



The screenshot shows the EFSA website homepage with the following elements:

- Header:** EFSA logo, navigation menu (About EFSA, News, Scientific Documents, Panels & Units, Networks, Calls & Consultations, Events, Topics A-Z), search bar, and language selection (de, en, fr, it).
- News Section:**
 - Overview of acrylamide levels in 2008:** A featured article with a photo of potato chips. The text states: "EFSA has published a summary of acrylamide levels in different types of food sampled in 2008. The report is based on over 3,400 results provided by 22 European Union Member States and Norway." A link for "Full Story" is provided.
 - EFSA issues scientific advice on Q fever:** A news item mentioning a significant increase in human cases of Q fever in the Netherlands and providing scientific advice on the disease's transmission and control measures.
- Scientific documents:**
 - Yestimun® and immune responses:** Published: 26 May 2010, Adopted: 30 April 2010.
 - FGE.94:** Published: 26 May 2010, Adopted: 23 September 2009.
- Events:**
 - EFSA Member State and Stakeholder Technical Meeting - Practice of harvesting feathers in live geese for down production:** Parma, 26 May 2010.
 - Technical meeting with stakeholders on recent developments related to health claims:** Parma, 1 June 2010.
- Right Sidebar:**
 - EFSA JOURNAL**
 - Featured Topics:**
 - Dietary reference values and dietary guidelines
 - Genetically Modified Organisms
 - Nutrition and Health Claims
 - Q fever
 - All topics
 - Subscribe to our newsletters:** Includes a dropdown menu for selection.
 - Sign up as an Expert**
 - STRATEGIC PLAN 2009-2013** with the EFSA logo.

WEBSITE

2012



The screenshot shows the EFSA website homepage with a navigation menu, a featured article on bisphenol A, and a video player.

efsa Thematic approach
European Food Safety Authority
Committed since 2002 to ensuring that Europe's food is safe

Search site:

Navigation: About EFSA | News & events | Topics A-Z | Publications | Panels & units | Cooperation | Applications helpdesk | Calls & consultations

In Focus: bisphenol A

EU and national experts discuss latest work

On 29-30 October, EFSA together with national experts, Member States and other European scientific advisory bodies met to exchange information and experiences about each other's previous or ongoing work related to the safety assessment of bisphenol A. EFSA frequently promotes dialogue with its national and international partners so that its advice is based on the most up-to-date and reliable information. The discussions will feed into EFSA's ongoing assessment of human health risks associated with BPA, and its new scientific opinion scheduled for completion in May 2013.

News story: Bisphenol A: EFSA launches full re-evaluation focussing on exposure and possible low dose effects
Topic: Bisphenol A

[EFSA's work in context](#)

Understanding science

Chemicals in food: establishing safe levels

Chemicals in food: establishing safe levels

ADI Acceptable Daily Intake
TDI Tolerable Daily Intake

Subscribe   
- Select -

Featured Topics

- Genetically Modified Organisms
- Zoonotic diseases
- Food Additives
- Flavourings
- Independence
- Dietary reference values and dietary guidelines

All topics

Challenging boundaries in risk assessment - sharing experiences

EFSA@10 7-8 Nov 2012

ウェブサイト

2012



de en fr it
efsa テーマを明確にしたアプローチ
 European Food Safety Authority
 Committed since 2002 to ensuring that Europe's food is safe

Search site

[About EFSA](#) | [News & events](#) | [Topics A-Z](#) | [Publications](#) | [Panels & units](#) | [Cooperation](#) | [Applications helpdesk](#) | [Calls & consultations](#)

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Topic: Bisphenol A

[EFSA's work in context](#)

Understanding science

Chemicals in food: establishing safe levels

Chemicals in food:
 establishing safe levels

-ADI Acceptable Daily Intake
 -TDI Tolerable Daily Intake

Subscribe  
 - Select -

Featured Topics

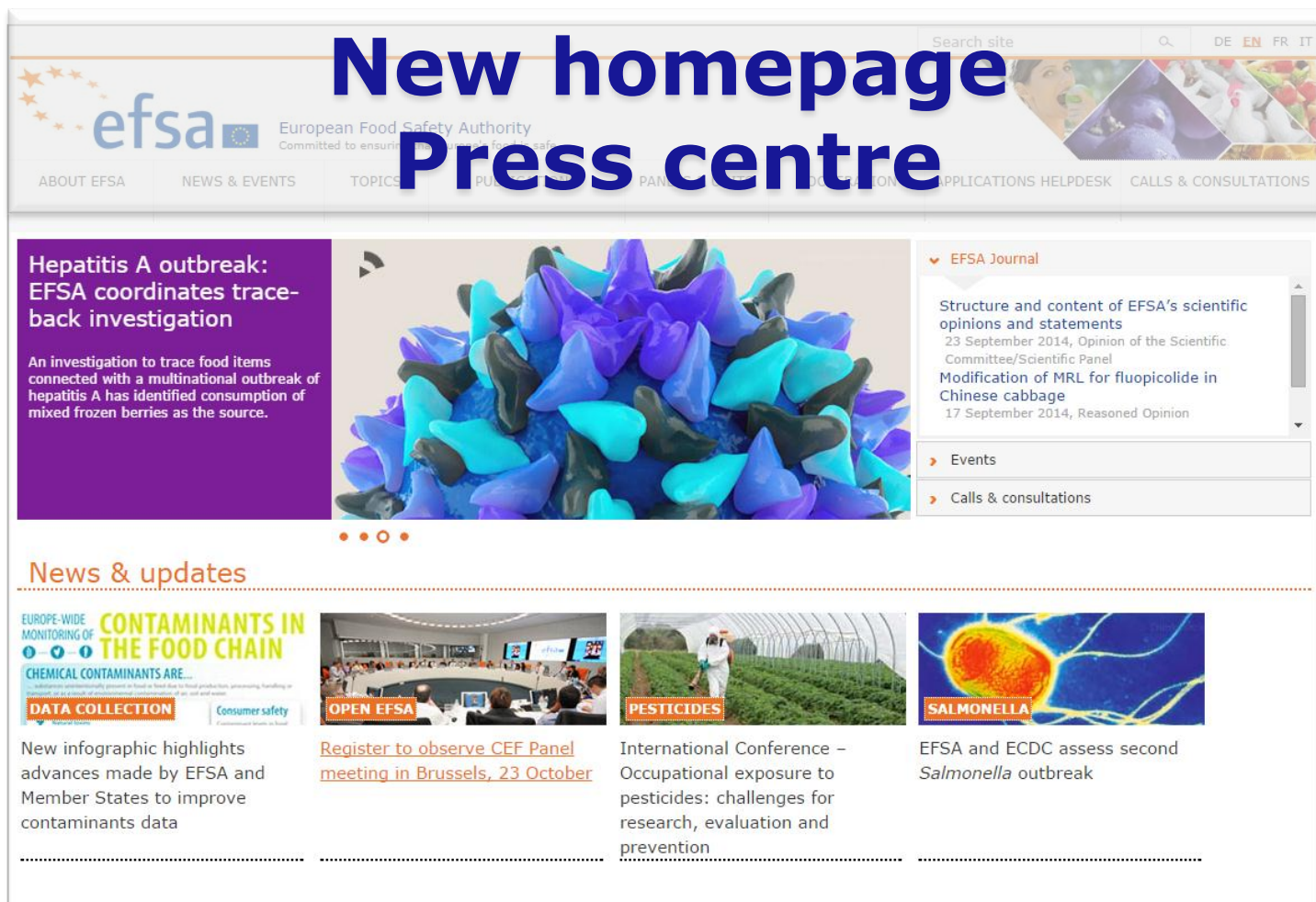
- Genetically Modified Organisms
- Zoonotic diseases
- Food Additives
- Flavourings
- Independence
- Dietary reference values and dietary guidelines

All topics


 Challenging boundaries in risk assessment - sharing experiences
 EFSA@10 7-8 Nov 2012

WEBSITE

2014



**New homepage
Press centre**

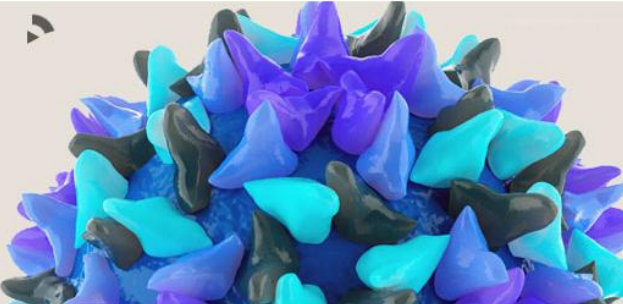
Search site DE EN FR IT

efsa European Food Safety Authority
Committed to ensuring the highest standards of food safety

ABOUT EFSA NEWS & EVENTS TOPICS PUBLICATIONS APPLICATIONS HELPDESK CALLS & CONSULTATIONS

**Hepatitis A outbreak:
EFSA coordinates trace-back investigation**

An investigation to trace food items connected with a multinational outbreak of hepatitis A has identified consumption of mixed frozen berries as the source.



EFSA Journal

Structure and content of EFSA's scientific opinions and statements
23 September 2014, Opinion of the Scientific Committee/Scientific Panel
Modification of MRL for fluopicolide in Chinese cabbage
17 September 2014, Reasoned Opinion

Events

Calls & consultations

News & updates

EUROPE-WIDE MONITORING OF **CONTAMINANTS IN THE FOOD CHAIN**

CHEMICAL CONTAMINANTS ARE...

DATA COLLECTION Consumer safety

New infographic highlights advances made by EFSA and Member States to improve contaminants data

OPEN EFSA

[Register to observe CEF Panel meeting in Brussels, 23 October](#)

PESTICIDES

International Conference – Occupational exposure to pesticides: challenges for research, evaluation and prevention

SALMONELLA

EFSA and ECDC assess second *Salmonella* outbreak

ウェブサイト

2014



European Food Safety Authority
Committed to ensuring that Europe's food is safe

新しいホームページ プレスセンター

Search site

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2014



New website



WEBSITE

2014



新しいウェブサイト



COMMUNICATIONS PRODUCTS

EFSA explains **zoonotic diseases**

Salmonella

1. What is **Salmonella**? 2. How EFSA supports EU's fight against salmonellosis 3. Joint efforts have significantly reduced salmonellosis in food 4. Scientific cooperation

Factsheet

1. What is *Salmonella*?

- Salmonella is a bacterium that can cause an illness called salmonellosis in humans. In the European Union over 90,000 salmonellosis cases are reported every year. EFSA has estimated that the overall economic burden of human salmonellosis could be as high as EUR 3 billion a year.
- Salmonella is commonly found in the intestines of healthy birds and mammals. In foods, it is most frequently found in eggs and raw meat from pigs, turkeys and chickens. It can spread to humans through contaminated foods.

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efsa European Food Safety Authority

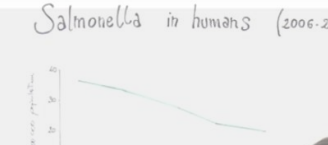
EFSA HIGHLIGHTS 17 September 2014

Experts meet to debate chemical mixtures

Newsletter


More than 100 risk assessors, scientists and policymakers from 21 countries gathered in Edinburgh for an open scientific debate on the harmonisation of human and ecological risk assessment of combined exposure to multiple chemicals.

Salmonella in humans (2006-2010)



Understanding Science Videos

Salmonella in laying hens



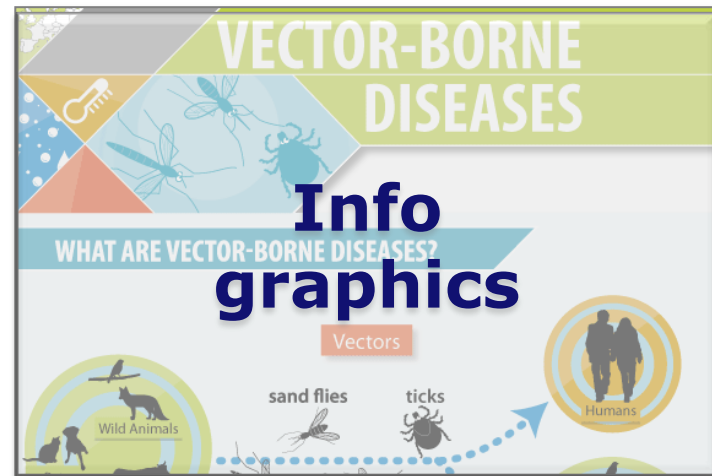
VECTOR-BORNE DISEASES

Info graphics

WHAT ARE VECTOR-BORNE DISEASES?

Wild Animals → sand flies → ticks → Humans

Vectors



コミュニケーションの手段となる製品

EFSA explains **zoonotic diseases**

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**科学学習用
ビデオ**

Salmonella in Laying hens



VECTOR-BORNE DISEASES

インフォグラフィックス

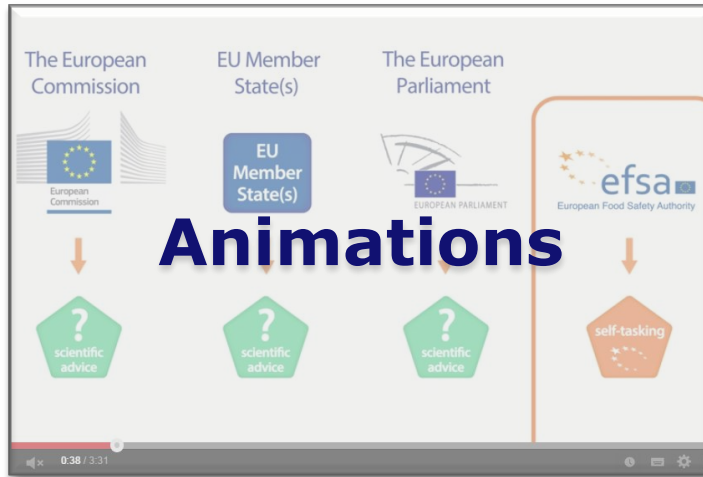
WHAT ARE VECTOR-BORNE DISEASES?

Vectors



Wild Animals sand flies ticks Humans

COMMUNICATIONS PRODUCTS



Animations



EFSA explains **the Safety of Aspartame**

Scientific Opinion on Aspartame

Lay Summary

1. What is **aspartame**?
2. What happens to **aspartame after ingestion**?
3. Is aspartame **safe**?
4. Acceptable **Daily Intake**

Definitions and attribution

All food additives authorised in the European Union (EU) undergo a thorough safety assessment. Since January 2002, the European Food Safety Authority (EFSA) has provided independent scientific advice and communication on risks associated with the food chain. As required by EU legislation, EFSA has initiated a programme for the re-evaluation of the safety of all previously authorised food additives. Not only is the re-evaluation of aspartame part of this programme, it is the first time EFSA has carried out a full assessment of the substance.

1. What is **aspartame**?



Combating vector-borne diseases in Europe

Videos

The video thumbnail features a collage of images including a mosquito, a tick, a person in a lab coat, and various fruits like strawberries and tomatoes. The EFSA logo is visible in the top right corner.



efsa | Food chain | Field & farm | Factory to fork | Science protecting consumers

From field to fork

The work of the European Food Safety Authority at a glance

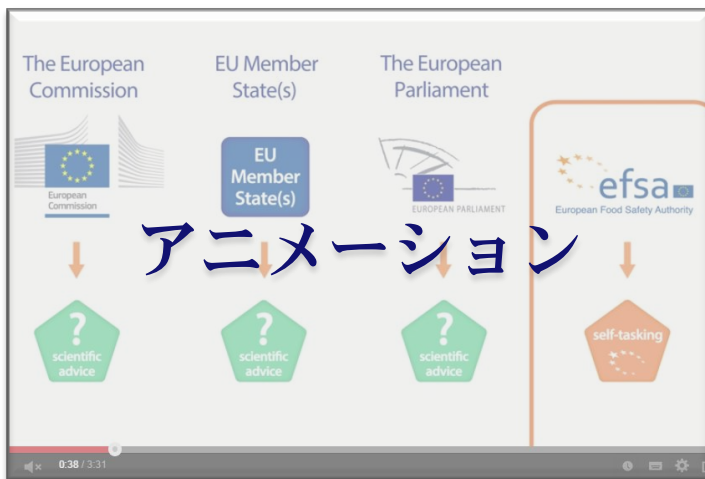
Interactive scroller

THE FOOD CHAIN

Europeans enjoy one of the highest levels of food safety in the world. Ensuring **safe, healthy food for consumers** is achieved through the continued cooperation of Member States and the EU's institutions and independent agencies. One of them is the **European Food Safety Authority**, or EFSA, which provides scientific advice on potential risks along the entire food chain.



コミュニケーションの手段となる製品



EFSA explains **the Safety of Aspartame**

Scientific Opinion on Aspartame

概要説明

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ビデオ

efsa Food chain Field & farm Factory to fork Science protecting consumers

From field to fork

The work of the European Food Safety Authority at a glance

インタラクティブスクローラー

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SOCIAL MEDIA

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Linked  **in** TM



ソーシャル メディア

You  **Tube**

Linked  **in** TM

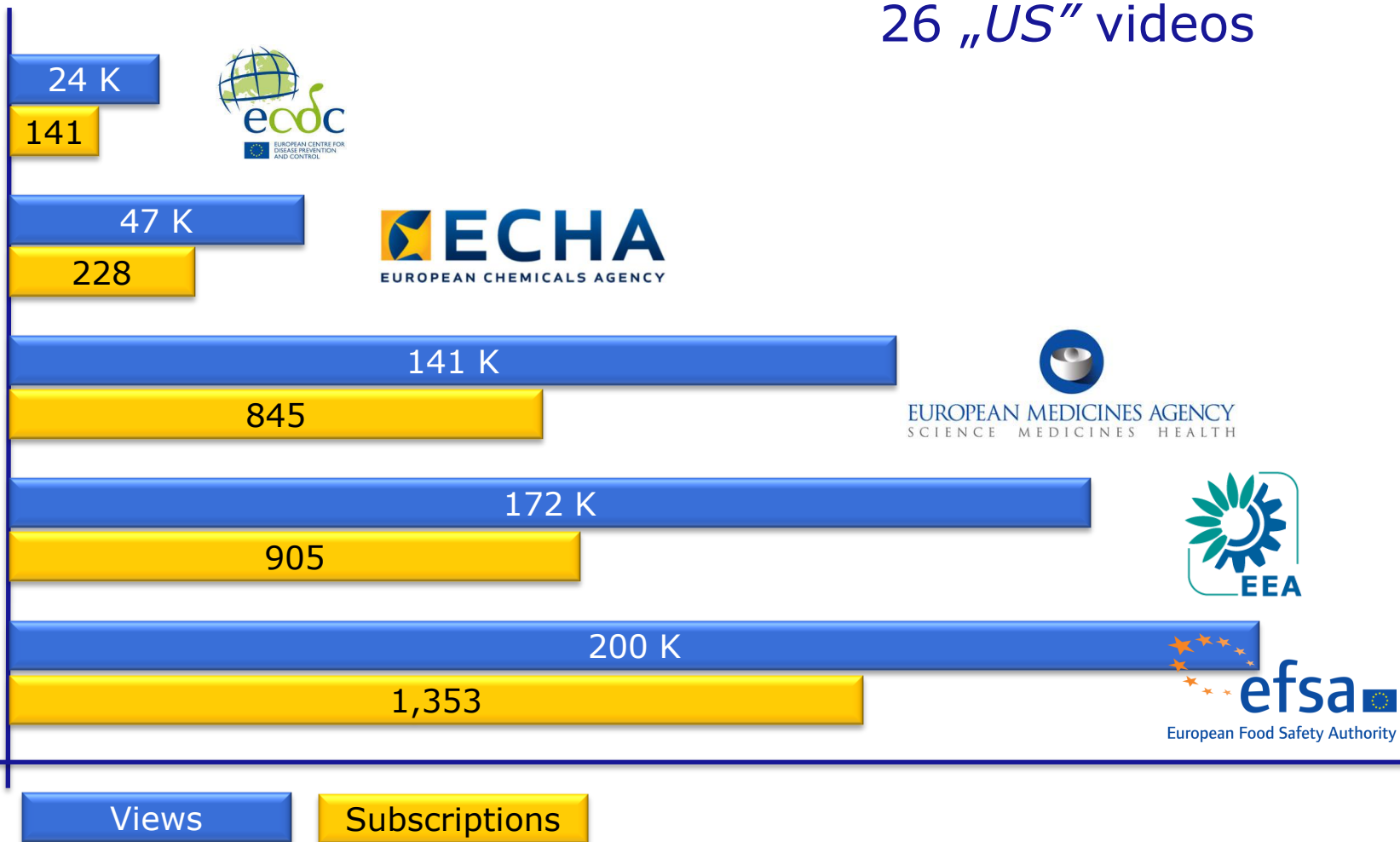




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50+ videos on line
26 „US“ videos



Views

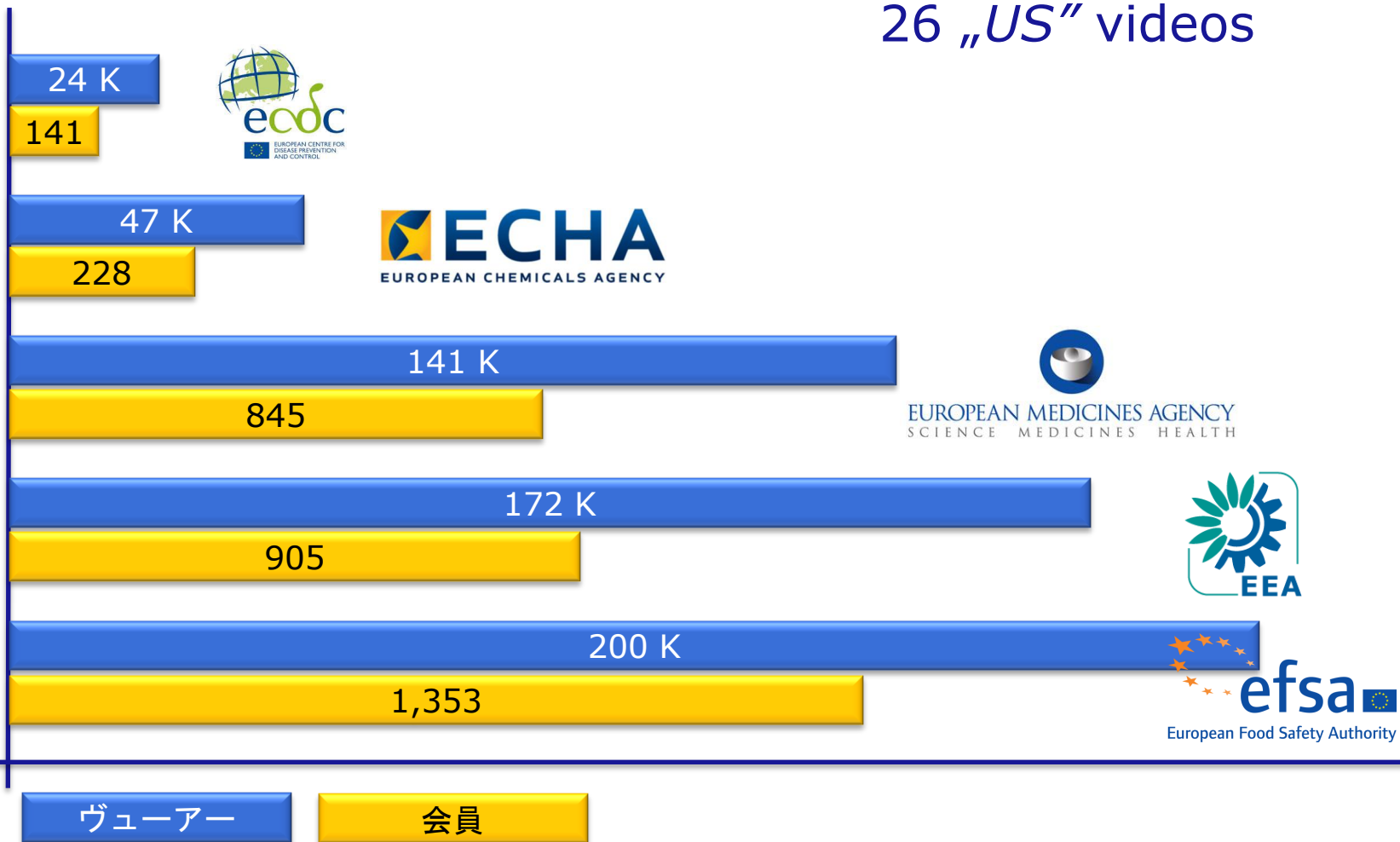
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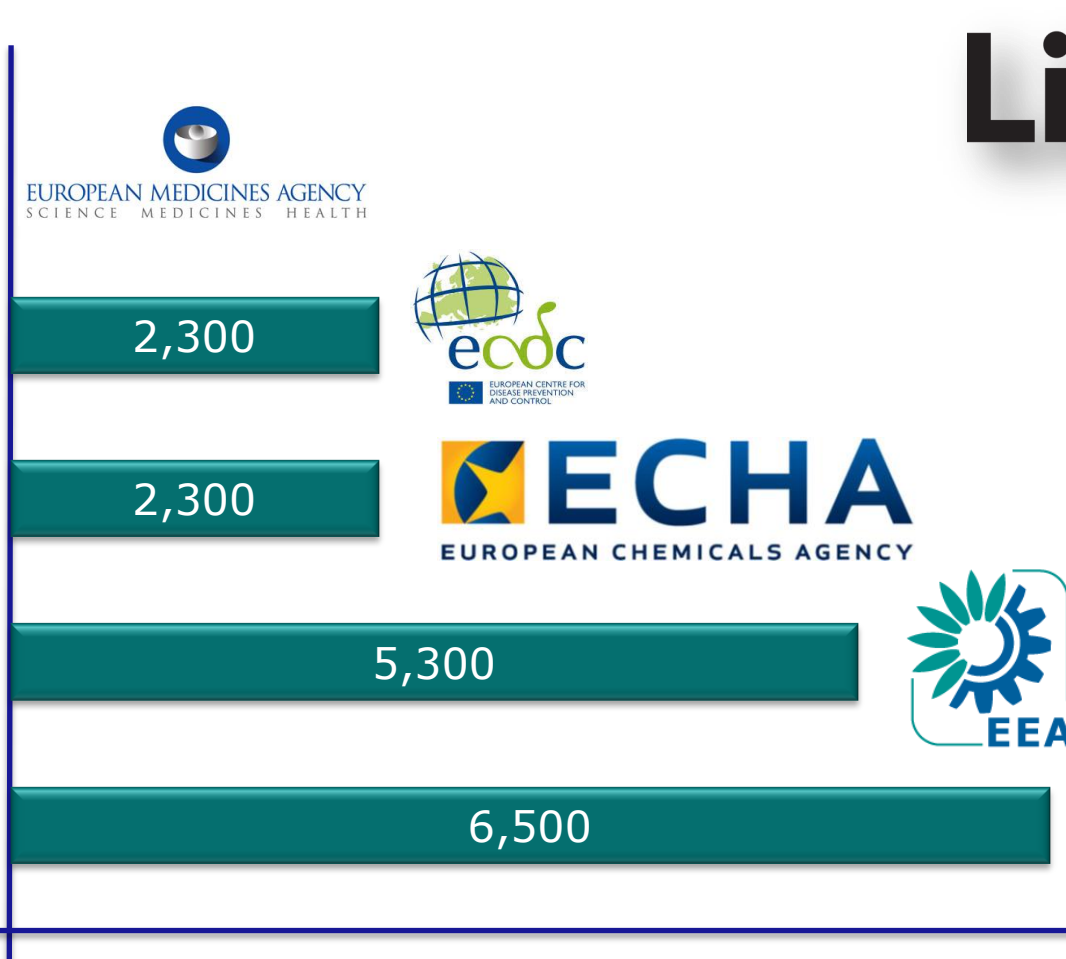


ビューアー

会員

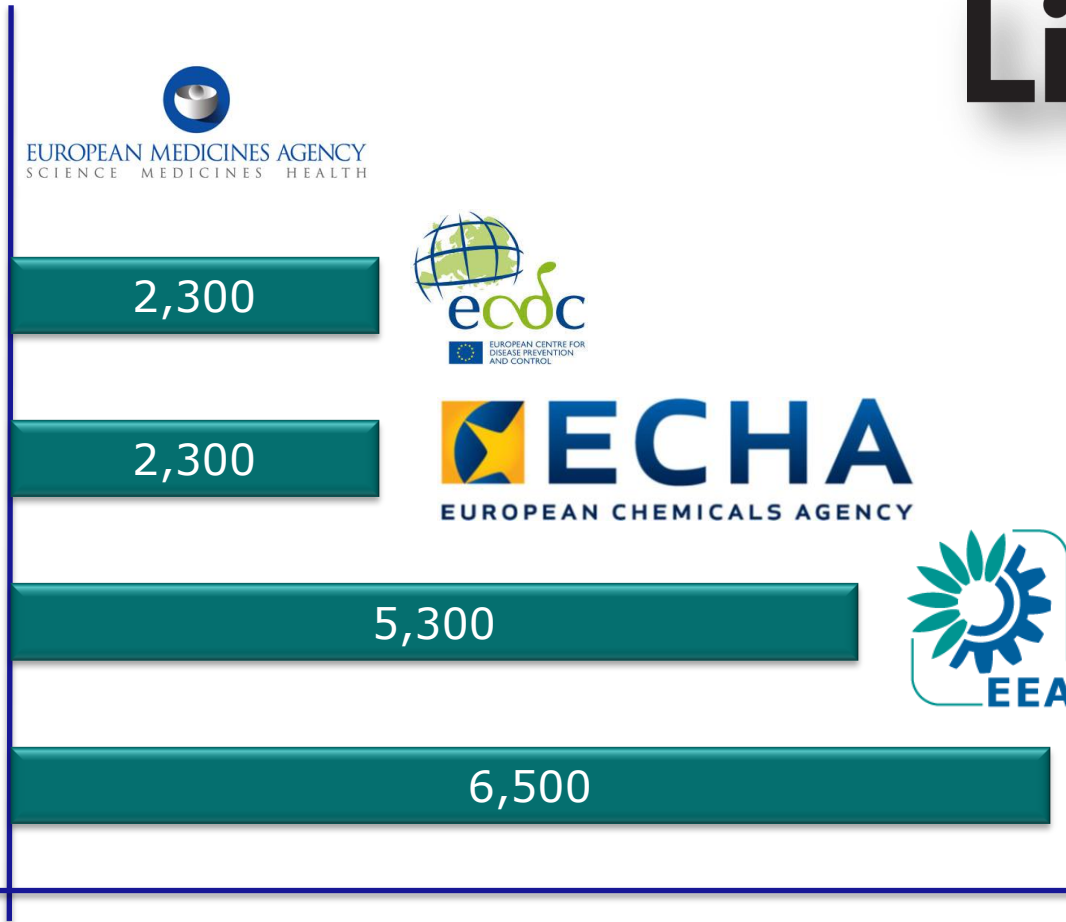


LINKEDIN



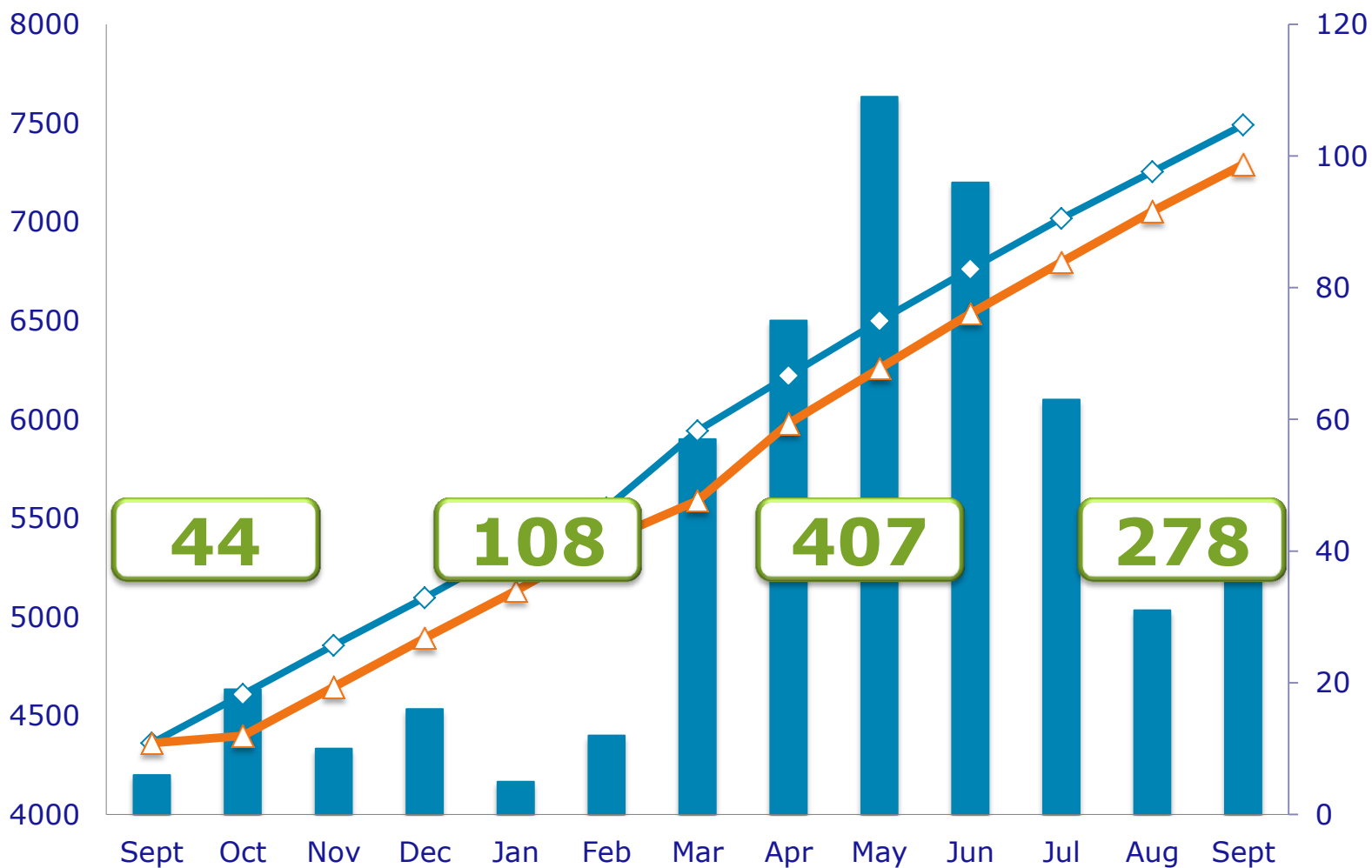
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TWITTER



Tweets

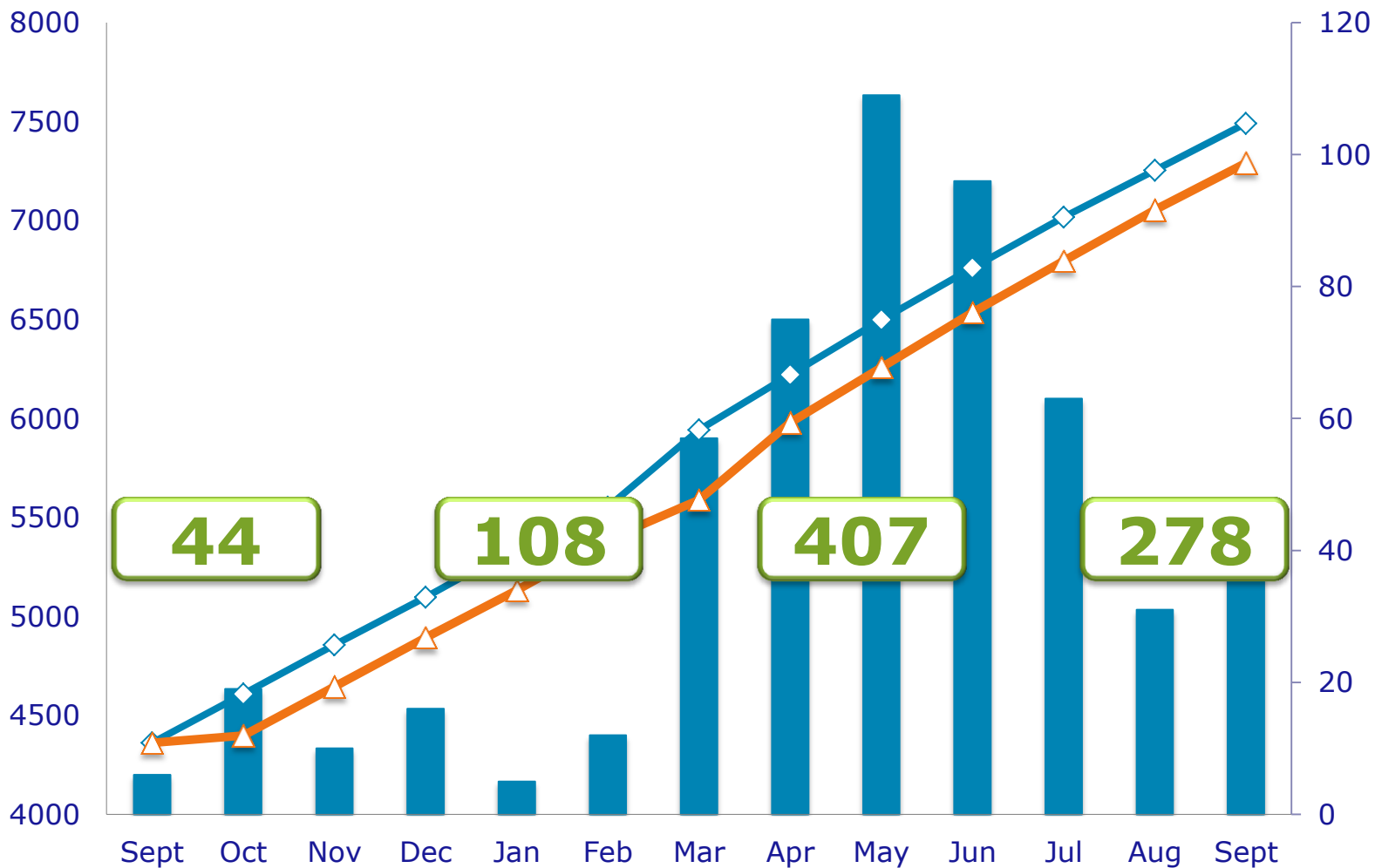
Followers

Expected growth

Applause rate



TWITTER



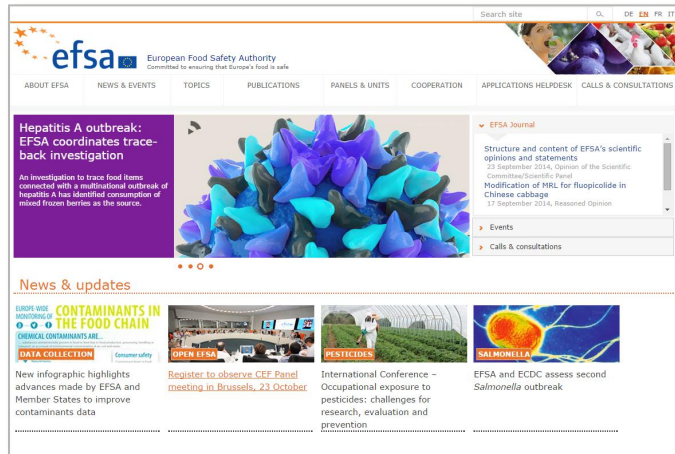
つぶやき

フォロワー

予想伸び率

投稿当たりのお気に入りの数

COMMS IN THE NEW DIGITAL AGE

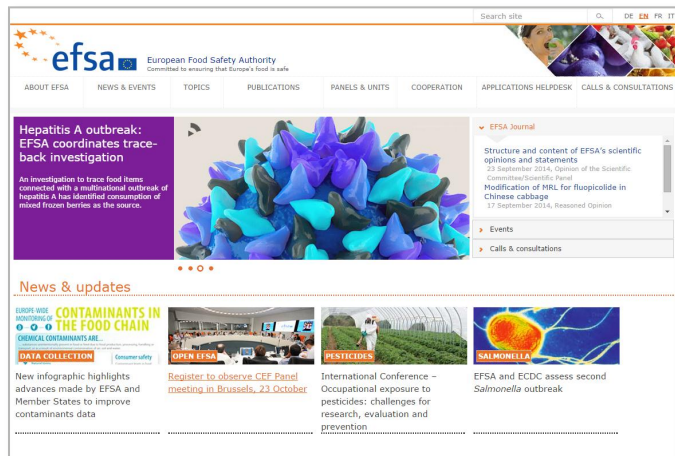


Transformation from a “noticeboard” service to an interactive hub



“Open risk assessment”
Data Warehouse,
access to methods,
experts, models,
assumptions

新デジタル世代のコミュニケーション



“掲示板”サービスから
インタラクティブハブへ
変換



“公開されたリスク評価”
データウェアハウス、
方法、専門家、
モデル、仮説への
アクセスを提供



And then...
Smart EFSA?
Crowd sourcing?

Watch this space...



そして これから...
スマートEFSA?
クラウドソーシング?

このスペースをご覧ください...





THANK YOU!

Your questions please



ご清聴ありがとうございました。

ご質問をどうぞ。