

Output of the EU  
FP7 funded  
FoodRisC project

An e-resource for food risk and benefit  
communicators

Designed to encourage consumer  
understanding about food risks and benefits



### Evaluate your situation

Summarises key factors to consider when designing a communication strategy and implementing communication activities.



### Understand your audience

Provides guidelines to better understand and research your target audience.



### Create your message

Provides tips to design understandable messages based on recent scientific findings.



### Media channels

Identifies the strengths and weaknesses of traditional and social media channels. Offers practical examples, advice on how to get started and tips on best practice.



### Monitor communications

Provides guidelines and tips on monitoring 'what is being said' and 'who is saying it'.



### Public involvement

Provides tips to elicit a two-way dialogue with consumers and stakeholders to achieve a better understanding of their thoughts and needs.

### Features of the FoodRisC e-resource centre

Case Studies  
Pros & Cons  
Tips & Advice  
Practical Examples  
Research Tools

<http://resourcecentre.foodrisc.org/>

## Partners

Asterisc Communication Research Group, Universitat Rovira i Virgili, Spain  
Brunel University, United Kingdom  
European Food Information Council (EUFIC), Belgium  
Focus Business Communications, United Kingdom  
Food and Veterinary Service of Latvia  
Free University of Berlin, Germany  
Ghent University, Belgium  
Hylobates Consulting SRL, Italy  
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