

# One Health EJP Communications and Media Workshop 2020 How Science Achievements Reach People and Contribute to a Better Life

**Date:** 5th and 6th October 2020



CEST

**MONDAY**

- 09.00 **WELCOME**  
Prof. Yanko Ivanov, Deputy Minister of Ministry of Agriculture, Food and Forestry
- 09.10 **Meet and greet & introduction to agenda.**  
Prof. Hristo Daskalov, NDRVI
- 09.20 **Communicating Success**  
OHEJP Communications Team, UoS
- 09.50 **Introduction to food chain basic risk management & specific considerations for communication within the risk analysis process.**  
Dr Iliyan Kostov, Risk Assessment Center on Food Chain
- 10.20 *Coffee break*
- 10.40 **EU communication campaigns in area of food safety science.**  
Prof. Hristo Daskalov, NDRVI
- 11.10 **Practices of the Risk Assessment Center on the Food Chain and Risk Communication Activities with the participation of EFSA and other organizations responsible for risk.**  
Prof. Georgi Georgiev, Risk Assessment Center on Food Chain
- 11.40 **Bulgarian Focal point of EFSA and Risk Communication: EFSA best practices and joint efforts for public interest and awareness.**  
Dr Donka Popova, Risk Assessment Center on Food Chain, Ministry of Agriculture, Food and Forestry
- 12.10 *Lunch break*
- 13.10 **The role of scientific research and media communications in the process of introducing market innovation that increase food safety and nutrition.**  
Mr. Kiril Petkov, CEO and Co-Founder, ProViotic
- 14.40 *Coffee break*
- 15.00 **The role of scientific research and media communications in the process of introducing market innovation that increase food safety and nutrition.**  
Mr. Kiril Petkov, CEO and Co-Founder, ProViotic
- 16.00 *Coffee break*
- 16.10 **The role of popular scientific journals in communicating scientific achievements and innovations.**  
Dr Milena Krastanova - Editor in Chief of Journal of Veterinary Assembly
- 16.40 *Close of Day One*  
Prof. Hristo Daskalov, NDRVI



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**TUESDAY**

- 09.30 **Welcome back and Summary of Day 1**  
Prof. Hristo Daskalov, NDRVI
- 09.40 **The media and the different social and age groups of the population - how to accept news in science and its credibility.**  
Ms Martina Marinova - BFSA
- 10.10 **Scientists and journalists - how can we help each other.**  
Prof. Hristo Daskalov, NDRVI
- 10.40 *Coffee break*
- 11.00 **Researchers and public media.**  
Roz Morris, TV News London
- 12.30 **Break-out groups (work in groups to show practices (authority website, interview of people in charge, leaflets, information campaigns in the media (newspapers, television, Facebook, direct meetings with stakeholders, etc.) in different countries.**  
Dr Mihail Milanov - representative of NDRVI
- 13.10 *Lunch break*
- 14.10 **Groups present views and discussion.**  
Dr Mihail Milanov - representative of NDRVI
- 14.50 **Coordination of communication activities related to public health and food safety risks, state-level strategies and participation of business organizations and other interested organizations.**  
Dr Evgeny Makaveev - Director of Risk Communication Department
- 15.20 **General discussion of communication on food safety science and public health.**  
Prof. Hristo Daskalov, Dr Iliyan Kostov and Prof. Georgi Georgiev
- 15.50 **Future perspective and closing remarks.**  
Prof. Hristo Daskalov, NDRVI
- 16.00 *Close of workshop*



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