

**From:** [REDACTED]  
**To:** [CHAZE Nathalie \(SANTE\)](#); [REDACTED] [\(SANTE\)](#); [REDACTED] [stasia \(SANTE\)](#)  
**Subject:** RE: Thank you & follow up | AmCham EU's Risk Roundtable event  
**Date:** mardi 2 mars 2021 10:32:39  
**Attachments:** [20201215\\_RRT\\_draft\\_agenda\\_V Jan 2021.docx](#)

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Dear all,

I hope you're keeping well.

I wanted to come back to you on my email below. We would be happy to have any further feedback from you on the draft agenda as discussed.

I know there were still some outstanding questions about the event date as well and after further internal discussion, we think that the end of May (25/26), June (14/15/16) or September (8/9/10) may be more appropriate. Please let us know if you have any views on this as well.

Lastly, once you had an opportunity to review the agenda, we'd welcome a second catch up call with you to go over any further points of discussion.

I look forward to your reply.

Best regards,

[REDACTED]



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**From:** [REDACTED]  
**Sent:** 12 February 2021 2:14 PM  
**To:** [REDACTED]@ec.europa.eu; [REDACTED]@ec.europa.eu;  
[REDACTED]@ec.europa.eu  
**Subject:** Thank you & follow up | AmCham EU's Risk Roundtable event

Dear Nathalie, dear [REDACTED], dear [REDACTED],

Firstly thank you very much for your time yesterday and for your valuable insights on the program for the Risk Roundtable. We very much appreciated hearing your thoughts and look forward to receiving your written feedback as well.

Attached please find the draft agenda again, but in word format. Please feel free to make suggestions directly in the document as you see fit. Please note that this version also includes the suggested speaker level for the US participants (as suggested to us by the US Mission). We have also taken note of the flexibility on the date.

Looking forward to exchange with you again soon. In the meantime, if there are any additional clarifications that you require from our side, please don't hesitate to let me know.

I wish you all a great afternoon and weekend.

Best regards,

[REDACTED]



[REDACTED]  
T + [REDACTED] • M [REDACTED]

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## DRAFT AGENDA

### 6th Risk Roundtable: AmCham EU/ DG SANTE/US MISSION

Date: TBC

Format: Hybrid (TBC)

In light of a shift toward more sustainable food systems, our discussion will look into how risk assessment and management should be integrated with solid risk communication to generate sound risk perception<sup>1</sup>. Policies in this domain should be based on science and reply to the expectations of society reflected through policy making decisions.

The objective is to identify convergence between risk perception and real risk to ensure society buy-in and acceptance of public policies aimed at sustainability.

The roundtable will dive into the underlying science behind risk perception and why it influences policy making. The discussion will address some of the variables and factors that make up the field of risk perception and why these variables are so important to understand how policy makers make decisions whilst taking in to account economic, social and environmental drivers.

## “Managing risk perception influence on sustainability policies”

Trio introduction:

■■■■, AmCham EU), or ■■■■ (■■■■ J&J)  
High-level European Commission DG Santé key note speaker  
(High-level US government)

### Potential Speakers:

#### Round table 1: Safeguarding the role of risk assessment as a building block in sustainability policies

While risk perception will play always an important role in policy making, the discussion will explore means of safeguarding the role of risk assessment and management as an independent and non-biased objective point of view of taking policy actions.

**Moderator** (■■■■)

- **Speaker from the European Commission** – sustainability and risk

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<sup>1</sup> “Risk perception is the subjective judgement that people make about the characteristics and severity of a risk.”

- **Academic view on risk and risk perception in our societies:** – [REDACTED]  
Haute école de santé publique – [REDACTED],  
King's College London
- **Industry perspective:** [REDACTED], The Nickel Institute
- **Novel communication:** social media, opinion influencers and building trust today – [REDACTED]  
[REDACTED] - Vrije Universiteit Brussel
- **Building trust in society, the perception of NGOs:** – [REDACTED]
- **US perspective:** Senior level representative from the Environmental Protection Agency
- **Worldwide approach:** the US approach risk in assessment and communication – [REDACTED]  
[REDACTED] (USTR)

## Round table 2:

### Managing expectations in policy making: sustainability vs real risk management

**Moderator** ([REDACTED])

- **Speaker from the European Commission**
- **Key principles of evidence and science-based communication:** [REDACTED]  
[REDACTED] University of Cambridge
- **From a reactive to a proactive communication towards policymakers, case xx:** [REDACTED]  
[REDACTED] EFSA) or [REDACTED], EFSA
- **Institutional risk communication, case of the General Food Law:** DG SANTE [REDACTED]  
[REDACTED]
- **European Parliament view on sustainable risk perception communicated to society:**  
Suggested MEPs
  - Roza Thun, EPP, PL

- Yannick Jadot, Greens, FR
- Pascal Canfin, RE, FR
- Irène Tolleret, RE, FR
- Brando Benifei, S&D, IT
- **Speaker from the US administration:** Mid- senior representative from the USDA Agricultural Marketing Service
- **Closing remarks:** US mission speaker or [REDACTED] ([REDACTED] [REDACTED] [REDACTED])  
[REDACTED]

#### Additional notes

#### **Moderator:**

- Suggestion to have [REDACTED] moderate both panels

#### **Other potential speakers:**

- [REDACTED]
- [REDACTED] )
- Expert from DIGICOM (on novel communication)

#### **How do we assess risk?**

1. Identify the hazards.
2. Decide who might be harmed and how.
3. Evaluate the risks and decide on control measures.
4. Record your findings.
5. Review your assessment and update as and when necessary.

#### **Additional questions to consider:**

- We need risk decision to drive sustainable decisions and to identify how sustainability influences risk-based decisions. How does sustainability influence food and feed safety decisions?

- What is the influence of sustainability considerations in food and feed safety decisions?
- How can sustainability considerations be taken into account? How does policy make balances risk and sustainability?
- Sustainable criteria and risk management decisions (beyond hazard, frequency of exposure)
- Are risk and sustainability compatible?
- Can risk assessment and sustainability coexist? Can risk regulation and sustainability coexist? Are they compatible?
- Sustainability in risk decision making: Ensuring safety, economic viability and social cohesion
- How do you balance risk management and sustainability? How can you align risk regulation and sustainability objectives?
- Aligning risk regulation and sustainability objectives. How can one reinforce the other?
- What is the role of risk in sustainability criteria?
- Is there a role for risk in developing sustainability criteria?
- What is the relationship between risk perception and sustainability?
- How do you take risk into account when you look at sustainability?
- Farm to fork in the context of risk
- Sustainability means pesticide reduction targets.... What does it mean for risk management?