



EXPO MILANO 2015



EU messages

- 1. The EU guarantees some of the highest food safety standards in the world and promotes sustainable food systems**
2. The food industry is the largest manufacturing sector and employer in the EU economy. The shift towards the green economy will contribute to Europe's competitiveness
3. The EU is the most influential development and humanitarian actor in food and nutrition security, cooperating on a global level to end world poverty and hunger
4. Research, science and innovation is key to address the global food and nutrition security challenges



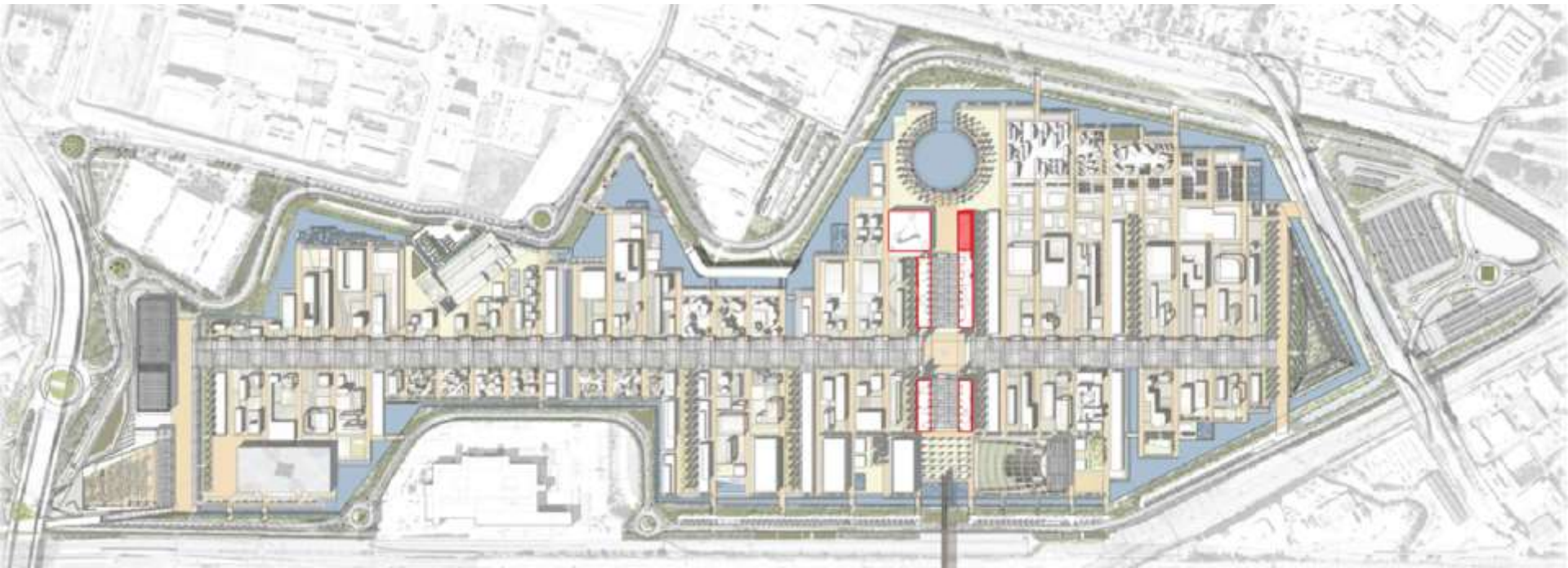
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Expo theme "*Feeding the Planet. Energy for Life*" and EU policies concerned

- Agriculture and fisheries
- Development Cooperation
- **Health, safety and nutritious food**
- **Food waste and losses**
- Food fraud and counterfeiting
- Industry, tourism and trade
- Environment and **climate**
- Energy and transport
- Science, research **and innovation**

DG SANTE in EXPO – context

- **EU Calendar: 200 events divided into thematic weeks**
- **Different venues: EU Pavilion, Expo conference center, Cascina Triulza, JRC premises in Ispra**



EU Pavilion

- A **prime location** opposite to Palazzo Italia and next to Lake Arena
- Ground floor: **visitor experience**
- First floor: **conference facility**
- Second Floor: **Terrace and bar**





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18 initiatives in DG SANTE

1. Improving Health and Nutrition in Europe

- Meetings of the HLG on Nutrition and of the Platform on Healthy Diets and Physical Activity - 4-5.05
- Animal welfare: a way to preserve diversity and quality in animal productions – 10.06
- Nutrition, Health and Food Information: "Know what you eat" - 03.07
- Food safety and Nutrition in 2050 – 17.07

2. Ensuring the functioning of the internal market

- Hygiene and Flexibility for small food producers. Fit for purpose? 12.06
- Food safety audits- Making best use of a valuable resource – 08.07
- Five Better Training for Safer Food

3. Promoting the long term sustainability of the food chain

- Challenges for plant health, plant breeding and genetic resource-14.07
- Workshops on Innovation in Food
- Conference on Food waste and food losses - 15.10



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COMMUNICATION

1. EU PAVILION



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The story of Alex & Sylvia:

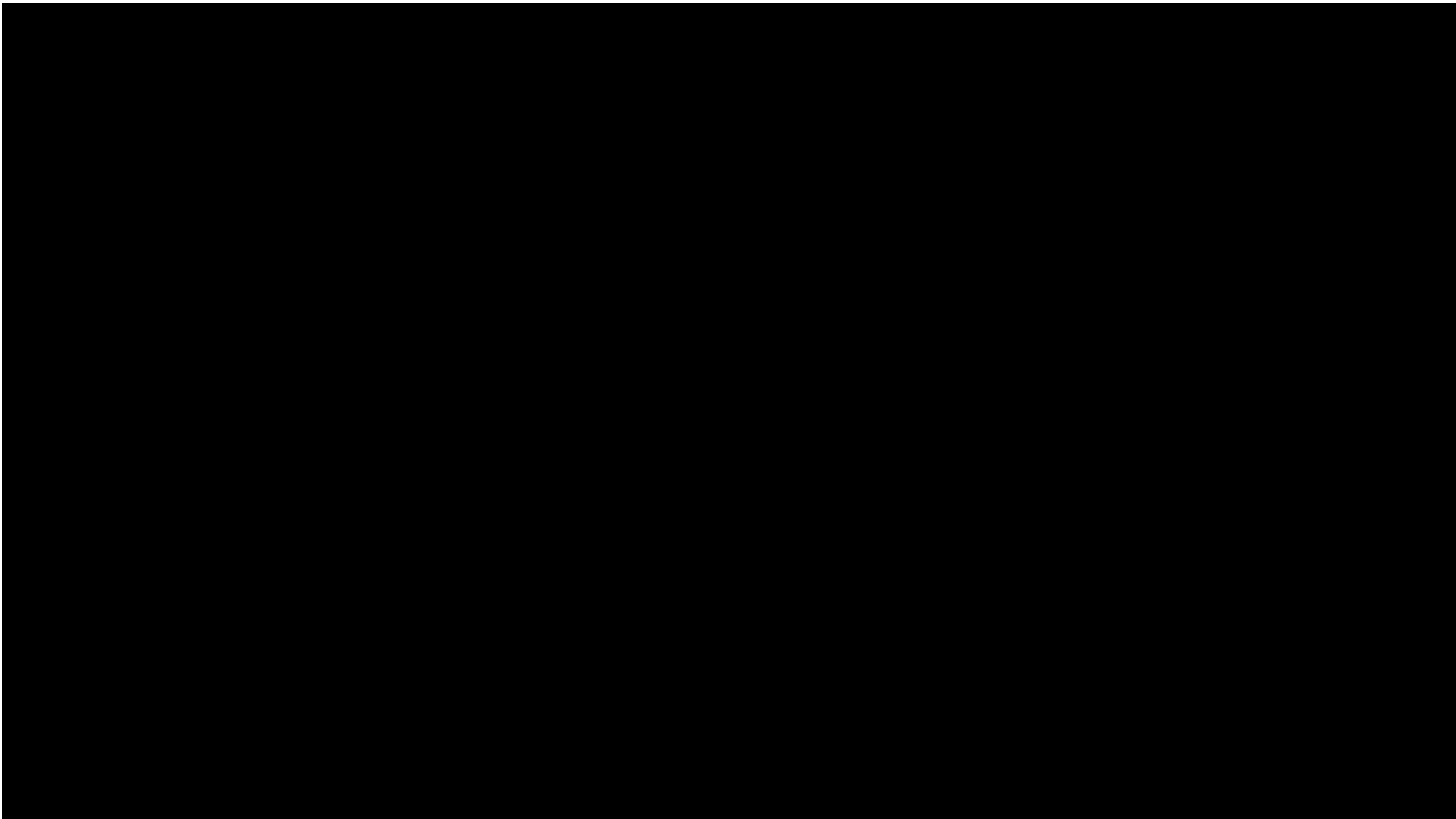
- <https://www.youtube.com/watch?v=vLqCsvCF9Co>
- <http://europa.eu/!hm88KR>





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EU Visitor Experience: a new way of communicating

- *“Growing Europe’s future together for a better world”*
- *Engaging story on the EU food supply chain*
- *Focus on the example **wheat & bread**, founding elements of European civilization*

The aim of the story

- *To better engage the public, especially **young visitors***
- *To illustrate that **global food safety and security** can be achieved through **good co-operation**, between different parts of the world and between food production and science.*



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Queue line



CONCEPT ART - DESIGN INTENT

Pre-show

- *Introduction of the characters: **Alex & Sylvia***
- *Alex is a **farmer**, Sylvia is a **scientist***
- *They will help personalise institutional communication, in particular in social media.*





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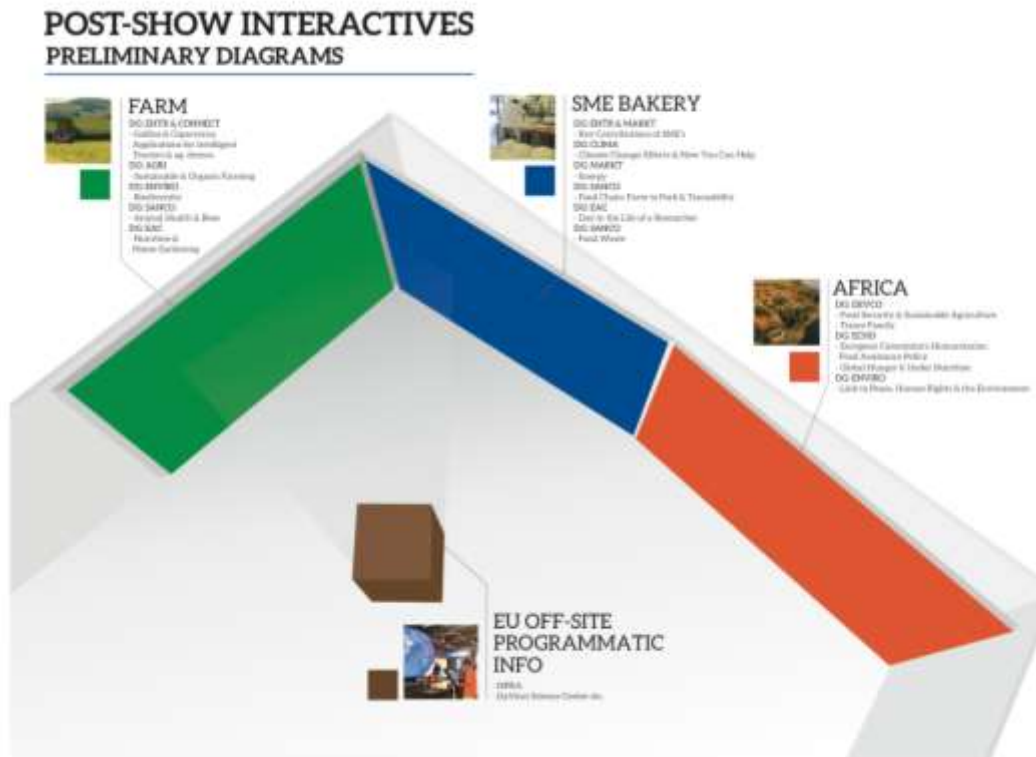
Main show





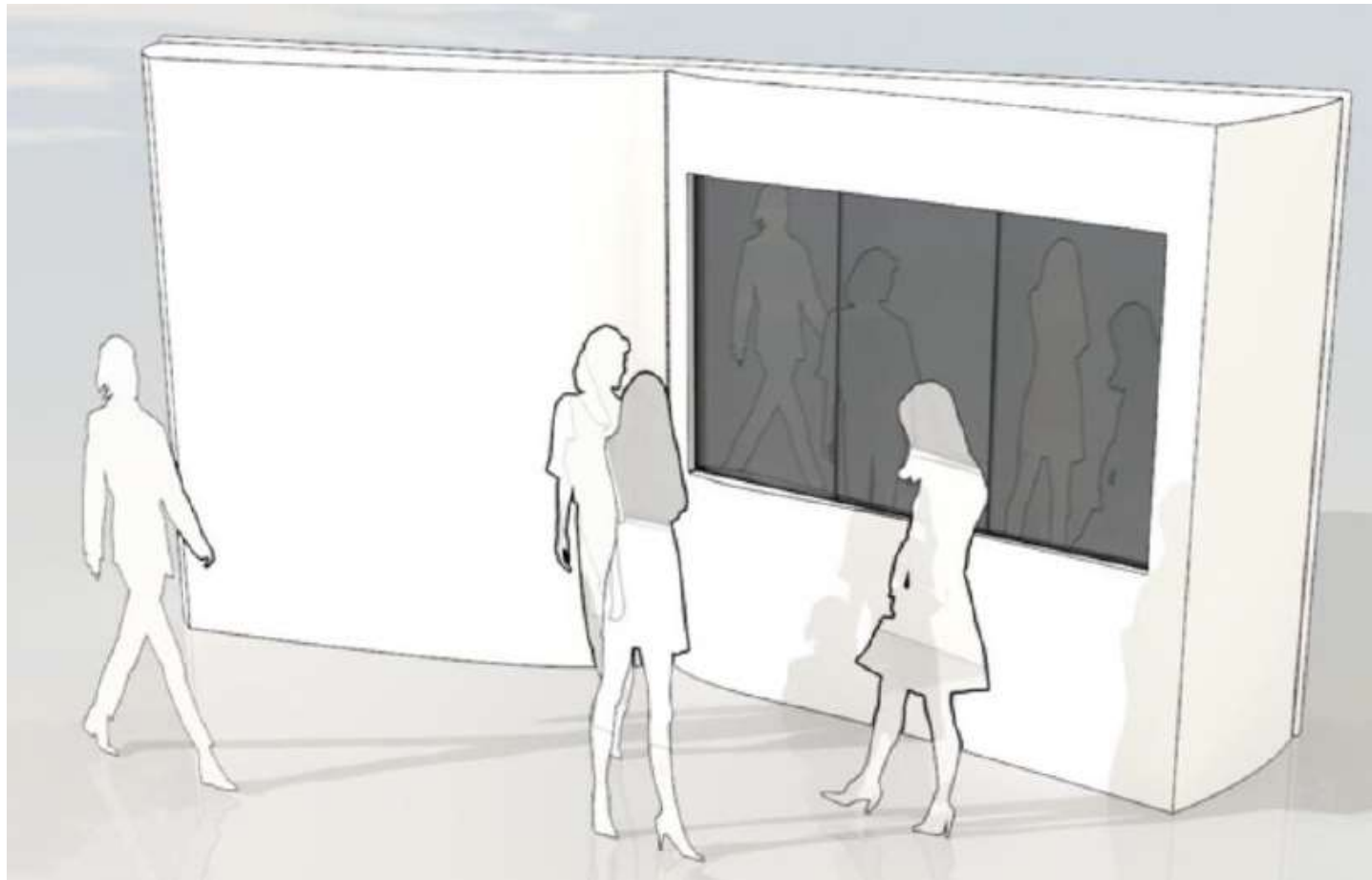
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Post-show = Content Center





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Health and
Food Safety



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Content Centre - Mock Up Farm

TITLES WON'T BE DISPLAYED





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Content Centre - Mock Up Bakery

THIS IS WHAT IT LOOKS LIKE FOR THE VISITORS

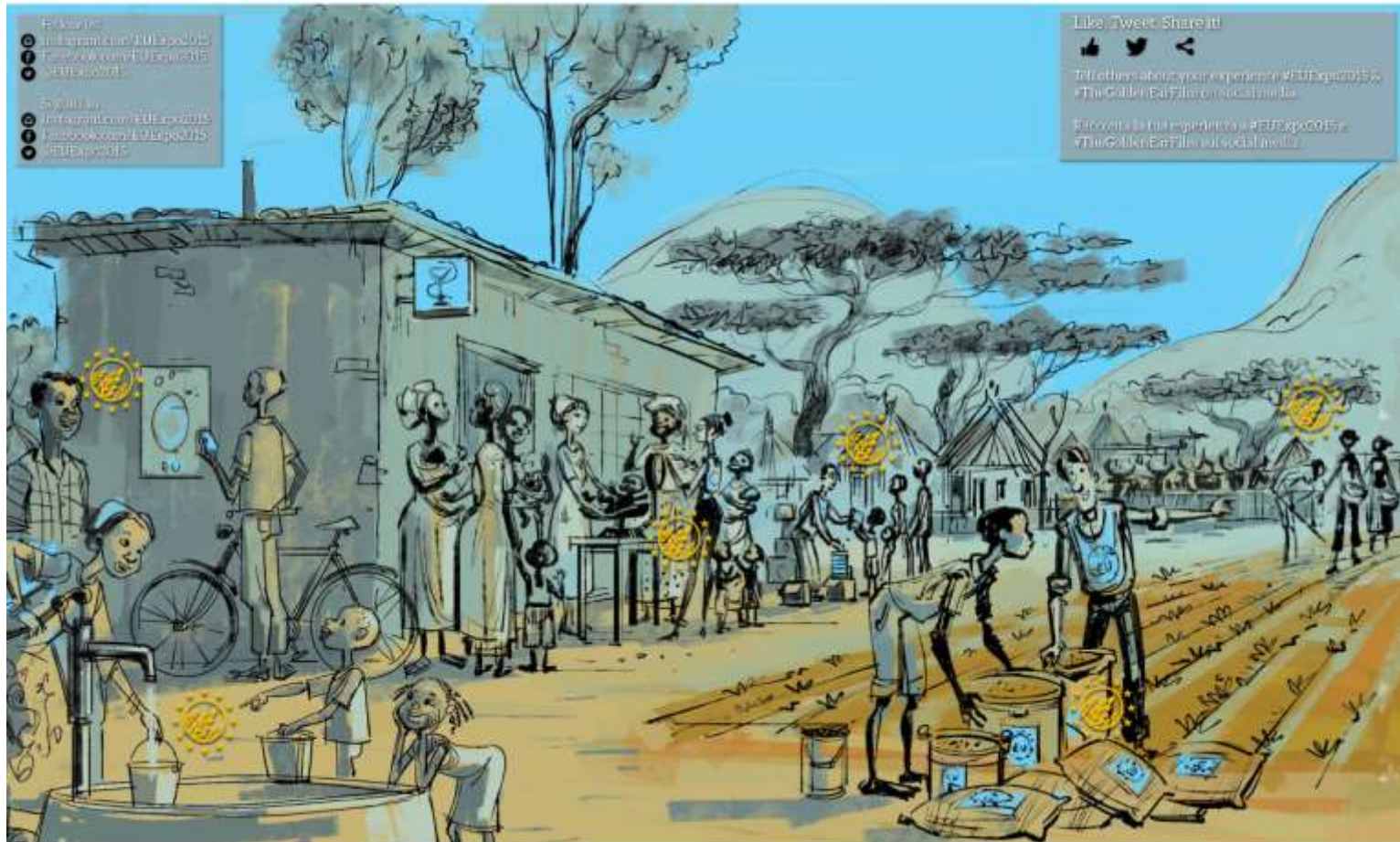




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Content Centre - Mock Up African Village

THIS IS WHAT IT LOOKS LIKE FOR THE VISITORS



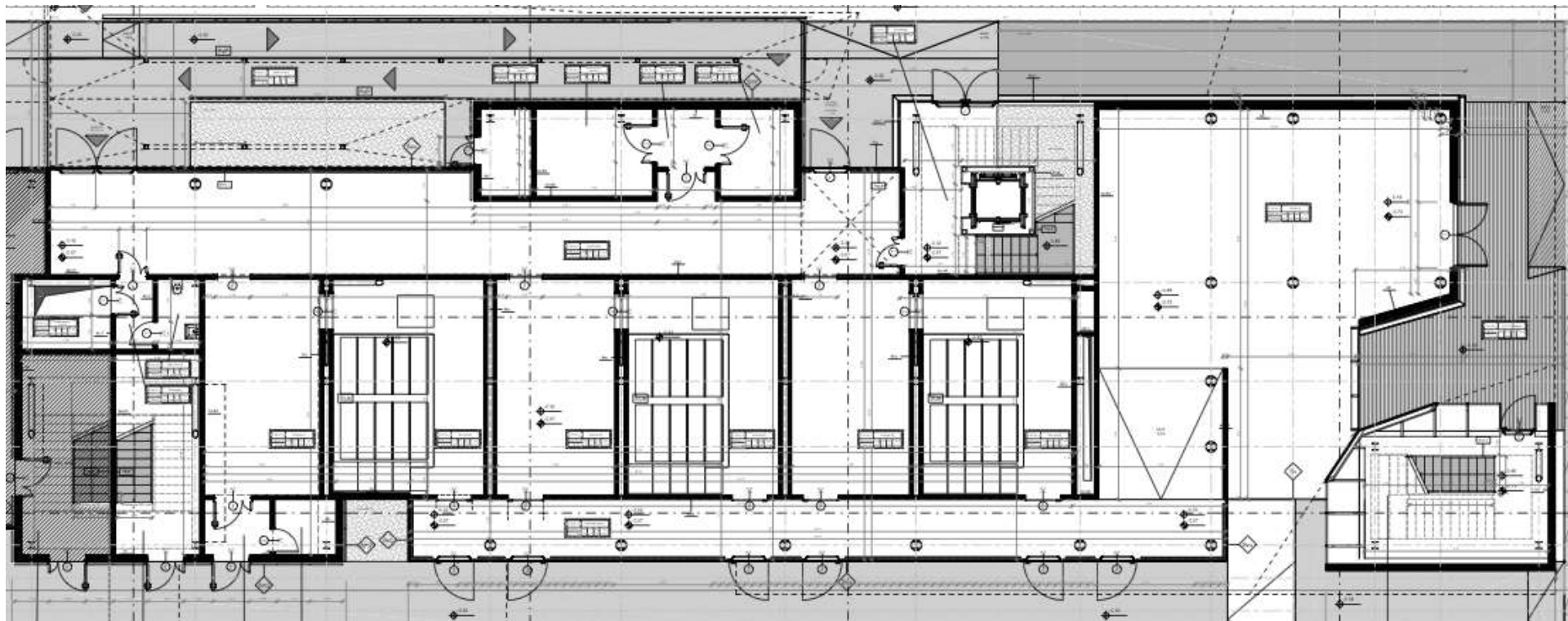
AFRICA IMAGE NOT FINAL

Health and
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Ground floor





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2. Corporate promotion

- *Web*

www.europa.eu/expo2015

- *Facebook:*
EU EXPO 2015

- *Twitter:*
#EUEXPO2015

The screenshot shows the website for the European Union at EXPO Milano 2015. The header includes the European Union logo and the slogan "Growing Europe's Future Together for a Better World". A navigation menu contains links for Home, The Story, EU at EXPO (selected), EU Science at Expo, EU is Working for You, and Press & Media. A search bar is located in the top right corner. The main content area features a large image of the Expo pavilion with a "WATCH THE TRAILER" button. A dropdown menu is open over the "EU at EXPO" link, listing options: "Why is the EU at Expo?", "The EU Pavilion", "Plan Your Visit" (circled in red), "Calendar of Events", "Call for Volunteers", and "Participating EU Member States". Below the main image, there are three smaller images: "DISCOVER THE EU PAVILION", "PLAN YOUR VISIT", and "VISIT SYLVIA'S LAB". The bottom section is titled "NEWS" and includes a video player and a "LIVE TWEETS" section with a "FOLLOW US!" button.



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3. SANTE Communication

Audiovisual

- *Food safety*
- *Food technology*





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Digital

- *SANTE website*
- *Twitter: @Food_EU*
- *Multipliers*
- *Newsletter*

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Newsletter
Edition 5: April 2015

Health and Food Safety

In this edition

- [World Health Day](#)
- [Chemicals in Food](#)
- [Endocrine Disruptors](#)
- [Patient Safety](#)
- [Tobacco](#)
- [Food Labelling](#)
- [World Tuberculosis Day](#)

Follow us: HEALTH FOOD

Commissioner Andriukaitis on World Health Day

This year, World Health Day was dedicated to food safety, a topic that reminds us that all too often in Europe, we take for granted that the food on our plates is safe. However, with the globalisation of trade in food, maintaining food safety and hygiene standards, whilst providing non-EU countries access to our market, is more important than ever.

[For more information...](#)

Chemicals in Food Annual Report

Traces of chemicals are sometimes detected in food and drinks: pesticides in fruit and vegetables, veterinary drugs in meat and other animal-derived products, or environmental contaminants in various foodstuffs. Regular controls help to ensure compliance with food safety rules and standards and protect consumers from potential risks. But how high are the levels of these substances in food and do they exceed existing official limits?

[For more information...](#)



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Promotional material

- *Conference material*
- *Wheel chart (EN, FR, IT, DE, LT)*



How can you help spreading the word?

- *Promote SANTE events and messages among your stakeholders*
- *Retweet and share in social media*
- *Direct stakeholders to the SANTE event pages:*
[http://ec.europa.eu/dgs/health food-safety/information sources/events en.htm](http://ec.europa.eu/dgs/health_food-safety/information_sources/events_en.htm)
- *Follow web streamed events*



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Media Relations

- *Media support*
- *Media seminar*

THANK YOU!

CONTACTS:

- *Andrea Gavinelli*
- *Kim De Rijck*
- *Alessandro Gianini*

- <http://europa.eu/expo2015/node/309>