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## **FLABEL**

Food labelling to advance better education for life.

**Project duration:** 2008-2011

**Dissemination leader:**

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The FLABEL project aims to identify what can be achieved when communicating nutrition information to consumers via food packaging labels. The project is very timely as the standardisation of labels is much debated at a European level. As a result, it has been important to be transparent and reactive to enquiries from stakeholders.

The underlying aim of FLABEL's communication plan is to disseminate and extend results of the project to a wider audience at European level.

### The step by step process

To find the best way of reaching out about FLABEL the first task was to identify the:

- Target audiences
- Current attitudes and needs
- Desired change
- Tools to achieve this change



This formed the basis for the FLABEL communication plan.

### Achievements to date

Because of the big interest in nutrition labelling and the European debate, a focus is to always keep the website up to date with the latest FLABEL findings.

The statistics of [www.flabel.org](http://www.flabel.org) show that on average, 30% of visitors access the site directly which demonstrates high awareness of the site's existence.

25% found the site via Google with the top keywords being "flabel", "food labelling to advance better", "flabel.org", [www.flabel.org](http://www.flabel.org) and "flabel project" again showing high awareness of the project. 25% referral links are from EUFIC's own website [www.eufic.org](http://www.eufic.org) which has a section on FLABEL. In fact, EUFIC uses many of its own communications tools to further outreach of EU projects.



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Food Today, EUFIC's own newsletter with more than 18,000 subscribers to the printed version in German, English, Spanish and French and 40,000 recipients of the electronic version which is available in 11 languages has featured two articles about FLABEL.



<http://www.eufic.org/article/en/page/FTARCHIVE/artid/Nutrition-labelling-how-where-and-why/>

<http://www.eufic.org/article/en/page/FTARCHIVE/artid/Nutrition-labels-everywhere-Europe/>

Exploring new media has also been part of the FLABEL dissemination approach. In 2009, the project aired a presentation of its first results live online in a so called webinar (<http://www.focusbiz.co.uk/webinars/flabel/wp1/>). 97 people viewed the webinar live and the recorded session continues to be viewed by on average 150 people each month. In fact, FLABEL is very active in presenting its results at suitable venues. In 2009 and 2010, FLABEL gave presentations at 13 different conferences with the FLABEL symposia at the 2nd World Conference of Public Health Nutrition, Porto, Portugal in September 2010 being a highlight. From the conference Euroscience Open Forum 2010 in July in Turin, FLABEL produced a podcast (<http://www.eufic.org/page/en/page/MEDIACENTRE/podid/are-consumers-paying-attention-to-nutrition-labels/>) which summarised how consumers are paying attention to nutrition labels.

FLABEL has also had good coverage in the press as a result of time and effort being put into fostering relationships with editors at key outlets. FLABEL has been featured in specialised trade press such as The Grocer, Foodnavigator, EU Food Law Weekly, mainstream outlets such as La Repubblica and EU channels such as Cordis.

The project's distinctive graphic identity follows the communication activities in the project. The leaflet, which is distributed at conferences and widely by the partners, is an example of this.



FLABEL is continuing to improve and work on its communications activities. This is especially crucial now in FLABEL's final year. To make sure that the project is really reaching its stakeholders, the Stakeholder Advisory Board is frequently used to continually assess that communications activities are targeted correctly and disseminated via the correct avenues.