

## 10 Key Elements for successful Risk Management and Risk Communication

1. **Early warning tracking and anticipation:** forewarned is forearmed. And as with lobbying, the earlier you can address an issue, the more likely it is that you can avoid or prevent a crisis.
2. **Taking account of political and societal concerns:** these may not be rational but need to be addressed with empathy. One way of doing this is to contextualise the risk in terms of everyday life.
3. **Contribution to solutions:** it is not a question of denial. Rather one of how can we jointly address concerns and quantify the benefits of the technology of concern. Essentially, the cost/benefit analysis needs to come out in favour of the technology. On the other hand, if there is a genuine human safety or environmental problem, then we need to be prepared to act.
4. **Transparency and dialogue:** putting up the shutters will not help. If the technology is important, and worth fighting for, then the reasons why need to be articulated. There is no such thing as zero risk. That is why it is important to build trust in the scientific process for risk assessment, and build further understanding of what constitutes risk, and when a substance can be considered safe to use.
5. **Consistent policy:** often industry lets itself down by expressing different points of view which serves to confuse stakeholders and the general public.
6. **United across the value chain:** and this issue of consistency also applies beyond one industry group to the whole supply chain.
7. **Create a central team to drive efforts:** if it's important, then it needs to be driven – a political campaign or a crisis war room are good examples. Spokespeople and messaging need to be sorted out, and kept updated - they need to be ready to take action quickly.
8. **Strong, simple scientific validation:** this is a key issue, and where industry is criticised for funding studies etc. However, equally important is to ensure that the scientific findings are accessible and understandable to a lay audience and are peer reviewed and verified by reputable sources (see 9 below).
9. **Support from mainstream scientists and government scientists and other interested parties – building a coalition:** there will always be rogue scientists/academics. That is why it is important that government scientists/mainstream scientists who have a strong reputation in the issue, are supportive.

### **AND MOST IMPORTANT:**

10. **Communicate, communicate, communicate...:** you may have the best arguments in the world, but unless they are out there, others will fill the void.