Food and Agriculture Organization of the United Nations

World Health Organization

CODEX ALIMENTARIUS
INTERNATIONAL FOOD STANDARDS



CCLAC24 - Side event

Communicating risks in an information-saturated world

Languages:
Spanish and English

26 November 2026
11:00-12:30 (GMT-3)
Main Hall of the Municipality of Montevideo
Montevideo, Uruguay

SIDE EVENT

Objective:

From what to how: risk communication that generates impact in a world saturated with information. Organized by the National Codex Committee of Chile, with ISDI and ALAIAB and in collaboration with ALANUR, based on existing literature and drawing on the Brussels dialogues, the side event will explore how different actors in the food system approach risk communication. The side event will address how decisions are made, the role of emotions and feelings, trust-building models, presence in digital ecosystems, the (responsible) use of humor and what is working differently.

With the guidance of an international expert, we will explore new frontiers and demonstrate that budget is not an excuse when the strategy, method and will to innovate are in place.

During the side event, we will explore and seek to understand:

- How decisions are made and why that process shapes outcomes.
- Why risk communication is not crisis communication, and what this means for everyday risk communication.
- The role of feelings and emotion in risk communication.
- Frameworks for building trust.
- Build a sustained presence to communicate effectively.
- The Power of Social Media, How People Communicate Ideas, and WhyHumor Could Be a Valid Tool
- Create a communication strategy and measure effectiveness
- Why a risk communication strategy is not a campaign
- Power to the people: engaging people in risky communications
- What the main players are doing different, new frontiers in riskcommunication.

Theme	Presenter	Notes
Opening remarks	**Leonardo Veiga,** President CCLAC, MIMM	Presentation, greetings to the public
	Jean Christophe Kremer, Secretary General of ISDI	
	Elizabeth Díaz, Executive Director of the Latin American Alliance for Responsible Nutrition, ALANUR	
	Marcela Rodríguez, Director of the Latin American Alliance of Food and Beverage Industry Associations, ALAIAB	
Opening Talk: Communicating Risks or the Risk of Communicating	**Michel Leporati,** Director/Safety Specialist at CERES BCA	Initial presentation to generate debate and provoke positive reactions from the audience
Tech Talk: How to develop a risk communication strategy based on trust and creativity.	**Claudio Canales,** Senior scientific officer of risk communication BfR	Interactive activity, makes the audience the protagonist. Analyze case study.
Panel discussion: How to connect with the public to communicate risks without causing alarm	**Moderator: Michel Leporati,** 1. CODEX Secretariat 2. CNC Uruguay Representative (to be confirmed) 3. Elizabeth Díaz, ALANUR 4. Marcela Rodriguez, ALAIAB 5. Claudio Canales, Communications Expert	The facilitator led the discussion with the speakers and sparked interesting conversations after the presentations And interactive activities
Final Words	**Jean Christophe Kremer** ISDI	Final observations and conclusions