

The importance of communication based on science

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Results from Brazilian team of researchers in the context of communication about GMOs are discussed. The first approach occurred within the international GMO ERA Project when discussions were made to identify society needs that could be satisfied by the use of GMOs. Results were published in the “PFOA Handbook” and a proposition of a Brazilian case study using this methodology was made in the Project “Environmental and Social Risk Analysis for GMOs” that involved stakeholders for the development and validation of the methodology; findings were also published.

Environmental biosafety aspects connected to communication and public perception component was the approach of the multi-country project “LAC Biosafety”. Regarding the public perception and society demands, it was offered training for professionals of communication to disseminate information about GMO to the interested people. It has had an important impact to the international community that seeks to multiply and adapt the initiative to other countries.

The lesson learned was that the cooperation between communication and technical teams is the key point to delivery adequate information and required products to the public, based on the best available science. The methodology may vary, but there are indispensable factors: transparency, inclusive, and based upon the best science.

The methodologies should be applied to any country or culture, but the activities and the products must be adapted for each case.

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