

# Public Awareness on GMO issues: Practical outcomes

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# To be scientific, not populist

- Do not give reasons to demonstrate your not scientific arguments and data
- Use simple but adequate language
- Use the EU arguing : there is no unique vision concerning danger of all GMOs: each GMO should be risk-evaluated
- Social-economic risk assessment should be equal on importance with other risk assessments – frequently here are main reasons do not permit GMO

# Work with media

- Media are the most efficient Public Awareness mechanism
- Be active and establish partnerships with mass-media
- Your position is strong: you are not against or in favour of GMOs, but fight for right to know of everybody
- Ask mass-media to consult with you and other specialists to avoid mistakes and incorrect evaluations of situation
- Criticize not-scientific articles or broadcasts appearing in mass-media

# Work with stakeholders

- People have to be motivated to participate – right identification of the groups
- When possible – cooperate with the state and local authorities
- Take into consideration specific interests of groups
- Risks should be evaluated proportionally
- Stakeholders should also share their knowledge inside their group to multiply the effect of awareness