



Risk Perception & Trust in Science

Tactix

- Introduction
- DeepLearning
- Trust in Science
- Risk Perception
- Who you are
- Regulatory process
- Audiences
- Messaging
- Six P Principle

Dave Hemingway

- Education
 - Rural Resource Management BSc (Hons)
- Professional experience
 - National Farmers' Union
 - British Agriculture Bureau
 - Jaguar Land Rover
 - Monsanto/Bayer
 - A.I.S.E.
 - Tactix

Dave Hemingway

- Animal Health
- Animal Welfare
- Automotive Emissions
- Automotive Safety
- Chemicals Defence
- Chemicals Legislation
- Crop Protection
- Crisis Communications
- Plant Breeding
- Sanitary and Phytosanitary (SPS)
- State aid
- Trade

- Risk & Reputation
- Insights & Intelligence
- Government Relations
- Government Procurement
- 25+ years
- Headquarters in Canada
- Locations in Brussels, Paris, and London

Tactix

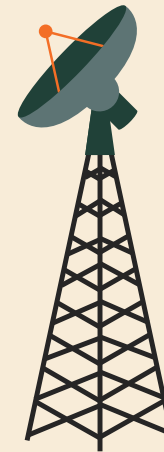
www.tactix.ca

Deep Learning

- Analyses millions of public conversations
- Behavioural analysis
- Not restricted to a fixed set of questions
- Proprietary AI model
- Created in 2014
- GDPR Compliant
- 29 Countries
- 3 Continents
- 26 languages

Deep Learning

- Audience Insights
- Predictive Modeling
- Early Warning
- Message Testing
- Predictive Analytics



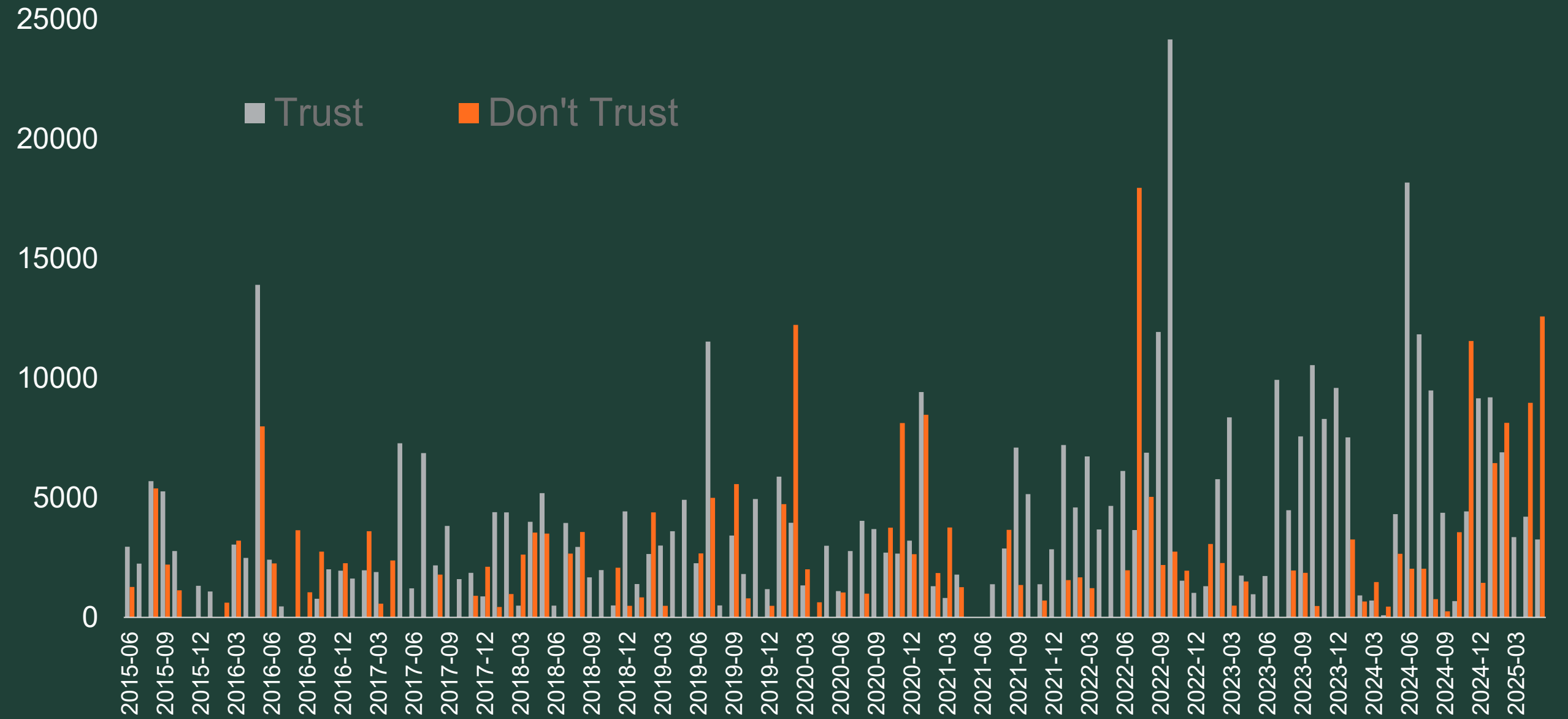
Audience Insights

- Fully customisable stakeholder segmentation
- Quantitative data
- Historical analysis (five years)

- Brussels, Berlin, Beijing, Warsaw, Washington, etc.
- General public
- EU or National Policymakers
- Chemists, toxicologists, etc.
- Left-handed vs right-handed

Trust in Science

Trust Don't Trust



Trust in Science

Polycymakers

Pre- COVID Pandemic

2020 - 2023

Post 2024

Trust

Don't Trust

60%

40%

63%

37%

32%

68%

EU Gen Pop

Pre- COVID Pandemic

2020 - 2023

Post 2024

Trust

Don't Trust

65%

35%

70%

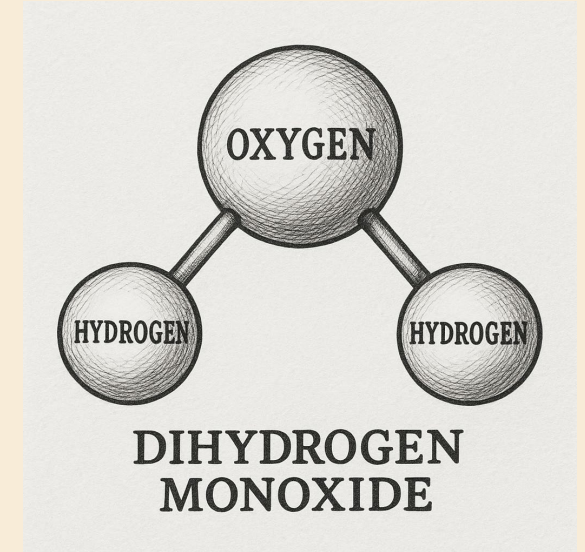
30%

45%

55%

Risk Perception

- Dihydrogen Monoxide
- Nelumbo nucifera
- Risk vs Hazard



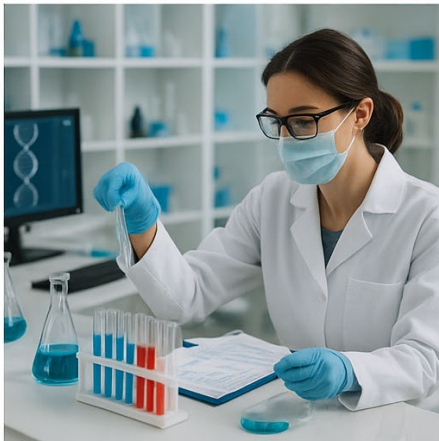
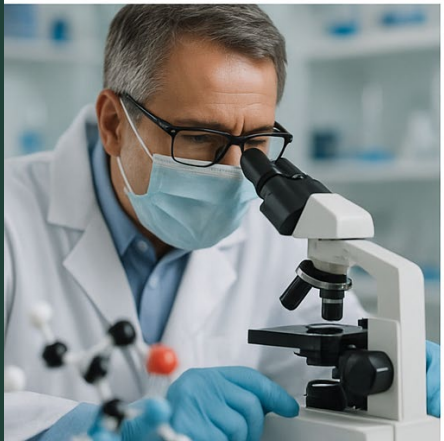
What next?

- Who you are
- Regulatory process
- Audiences
- Messaging
- Six P Principle

“The first step in solving any problem is recognising there is one.”

— Jeff Daniels “The Newsroom”

Toxicologists





Audiences

- Who?
- Knowledge
- Skills
- Experience
- Drivers

*“Now is no time to think of
what you do not have.*

*Think of what you can do
with what there is.”*

— Hemingway

Messaging

Towards a science - based testing strategy to identify maternal thyroid hormone imbalance and neurodevelopmental effects in the progeny

Workshop on advancing the science of exposure assessment of low molecular weight components in polymer matrices

Endocrine disruptors

Plastic additives and impurities

Messaging

- Keep It Simple, Stupid
- Audience
- Plain English
- Communicate
- Inform

*“If you're explaining,
you're losing.”*

—Ronald Reagan

*“If you can't explain it
simply, you don't
understand it well
enough.”*

— Albert Einstein

Six P Principle

- Prior
- Planning
- Prevents
- Poor
- Performance

In preparing for battle, I have always found that plans are useless, but planning is indispensable.

— **Dwight D. Eisenhower**

“The definition of insanity is doing the same thing and expecting the same classification every time.”

— **Hemingway**

Predictive Analytics

- The tool quantifies the probability that any scientific study will attract Tier 1 media attention.
- Trained on 20,000 studies
- 14 highly predictive criteria



TACTIX' Predictive Analytics

Assessing the probability each 2024 SETAC presentation achieves mainstream attention when it's published.



Risk

0.00% 100.00%

Confidence

0.00% 100.00%

Ingredient Name

Enter a value

✓ Endpoint

🔍 Type to search

✓ Environment

✓ Human Health

✓ Both

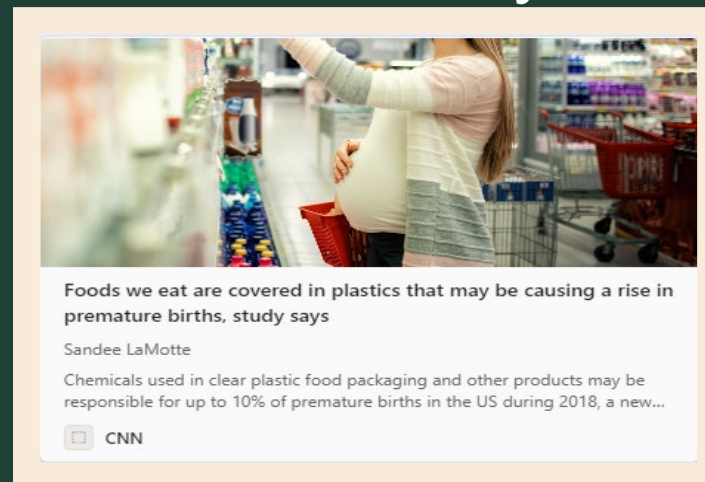
Case Study – Example Phthalates Study

Predictive Analytics offers a head start to anticipate a media scrutiny



September 2022
Risk Score: 86.8%

February 2024
Risk Score: 97.5%



February 2024
Tier 1 Media
Attention

Published a
year and a half
after the
conference



The next day,
appears on CNN,
Fortune, and dozens
of others

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Any Questions?

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— Hemingway

“The definition of insanity is doing the same thing and expecting the same classification.”

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Six P Principle

- Prior
- Planning
- Prevents
- P@#\$
- Poor
- Performance



Any Questions?

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