



PROGRESS IN IMPLEMENTATION OF THE STAKEHOLDER ENGAGEMENT APPROACH (June 2016-August 2017)

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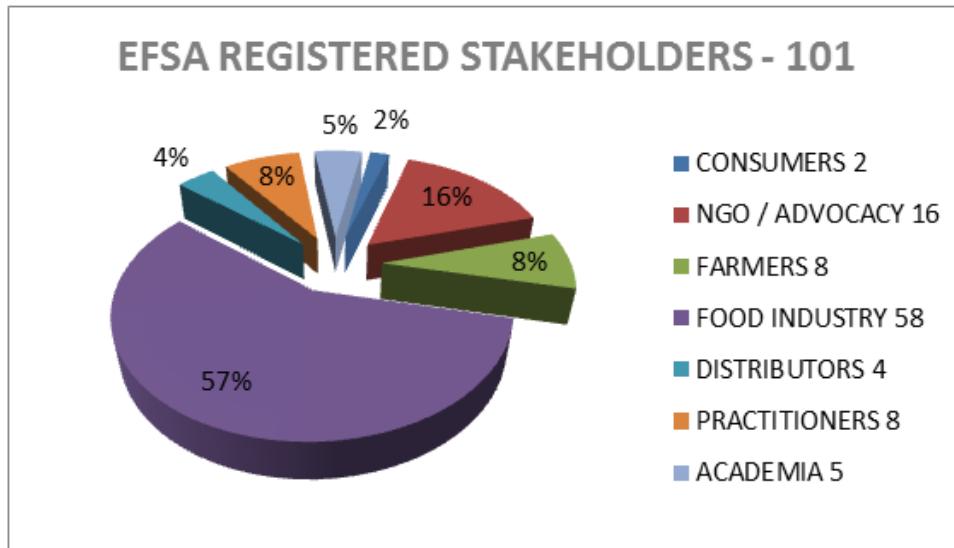


Summary

- Background
- Permanent and Targeted Platforms
- Next Step

REGISTRATION AND THE LIST OF STAKEHOLDERS

Overview of registered stakeholders by category



- 5 Eligibility criteria
- on-line application
- assessment of applications in line with the Management Board Decision
- transparency of the process,
- protection of data
- regular update of the list of registered stakeholders
- Open-end registration; quarterly assessment of new application

ENGAGEMENT MECHANISMS

PERMANENT

- ANNUAL MEETING OF THE STAKEHOLDER FORUM,
30-31 MAY 2017
- FIRST MEETING OF THE STAKEHOLDER BUREAU
19 SEP 2017

TARGETED

- DISCUSSION GROUP ON FRAMING OF QUESTIONS
- DISCUSSION GROUPS
- INFO SESSIONS
- ROUNDTABLES
- SCIENTIFIC COLLOQUIUM
- COMMUNICATORS LAB



TARGETED PLATFORMS – DISCUSSION GROUPS

Discussion Groups act as “learning systems” that allow EFSA to capitalise on stakeholders’ specialist knowledge in specific areas.

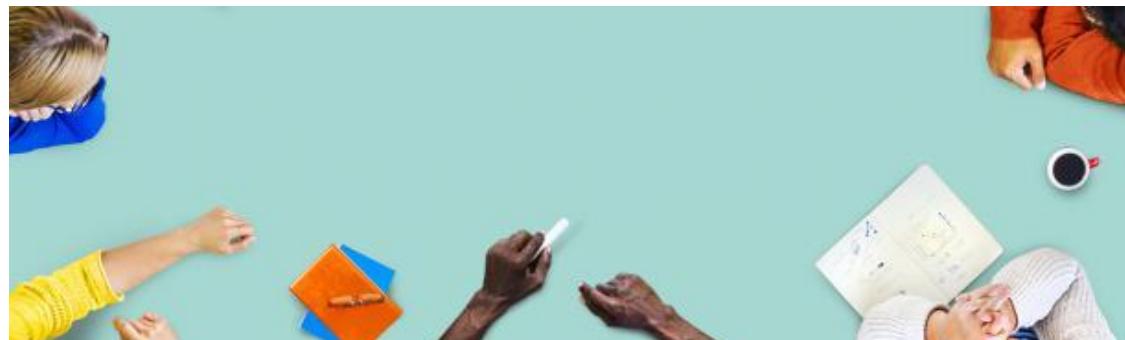
Fully operational discussion groups on

- **Chemical Occurrence Data,**
- **Emerging Risks,**
- **Allergenicity of GMOs**
- **E-submission of Applications.**

Newly established discussion groups

- **Endocrine Disruptors**
- **Feed Additives.**

A discussion group in process of setting up – **EU Bee Partnership for sharing of data**



TARGETED PLATFORMS - ROUNDTABLES

- The purpose is to address issues raised by NGOs and advocacy groups as well as industry stakeholders on aspects of EFSA's work,
- EFSA has hosted industry stakeholders within the 4th Roundtable with industry, 22 June 2017 (the administrative check of draft dossiers, dialogue with applicants during the risk assessment process).
- The next Roundtable with NGO stakeholders will take place in Brussels in October 2017 (pesticides, bee health, GMO, animal health, feed additives).

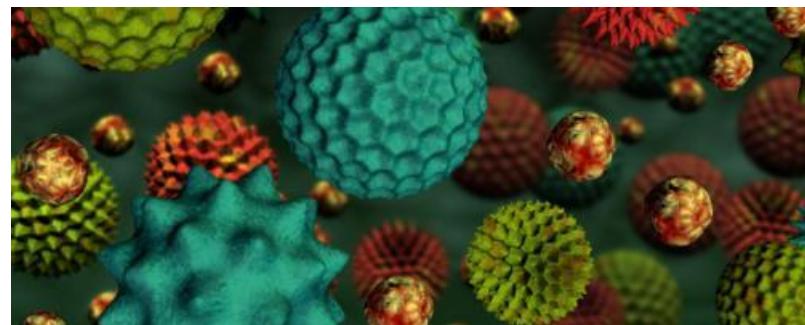


TARGETED PLATFORMS – INFO SESSIONS

- These tools provide opportunities to **increase knowledge of EFSA's work** among different groups of stakeholders,
- **encourage dialogue, and share real-world experiences**, ultimately enhancing the understanding of EFSA's scientific work.

Examples:

- Guidance for allergenicity assessment of GM plants, 23 Nov 2016
- Safety assessment of applications for market authorisation of novel foods, 6 Mar 2017
- Draft scientific opinion on Listeria contamination of ready-to-eat foods, Parma, 19 September 2017



ROUNDTABLES - THE “COMMUNICATORS LAB”

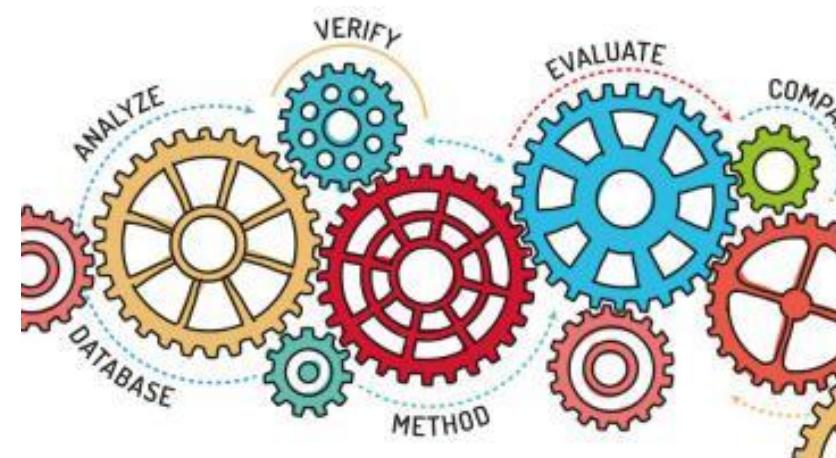
- To gather feedback from stakeholders on the usability and usefulness of specific communications products and tools.
- EFSA may consult stakeholders, for example on the format or template for a new multimedia product to check its relevance and accessibility as a communication tool.
- EFSA will not consult stakeholders on the specific communication messages or topics that the product will deliver.
- Comms Lab has been launched in July 2017 with testing of the first communication product, namely the new template of web format.

The screenshot shows the Yammer interface for the 'EFSA COMMUNICATORS LAB' group. The top navigation bar includes the EFSA logo and a search bar. Below the navigation, there are sections for 'EFSA COMMUNICATORS LAB GROUPS' (with 'All Network' and 'Create a group' options) and 'PRIVATE MESSAGES' (with a tip to create a first private message). The main content area displays a feed of posts from various users:

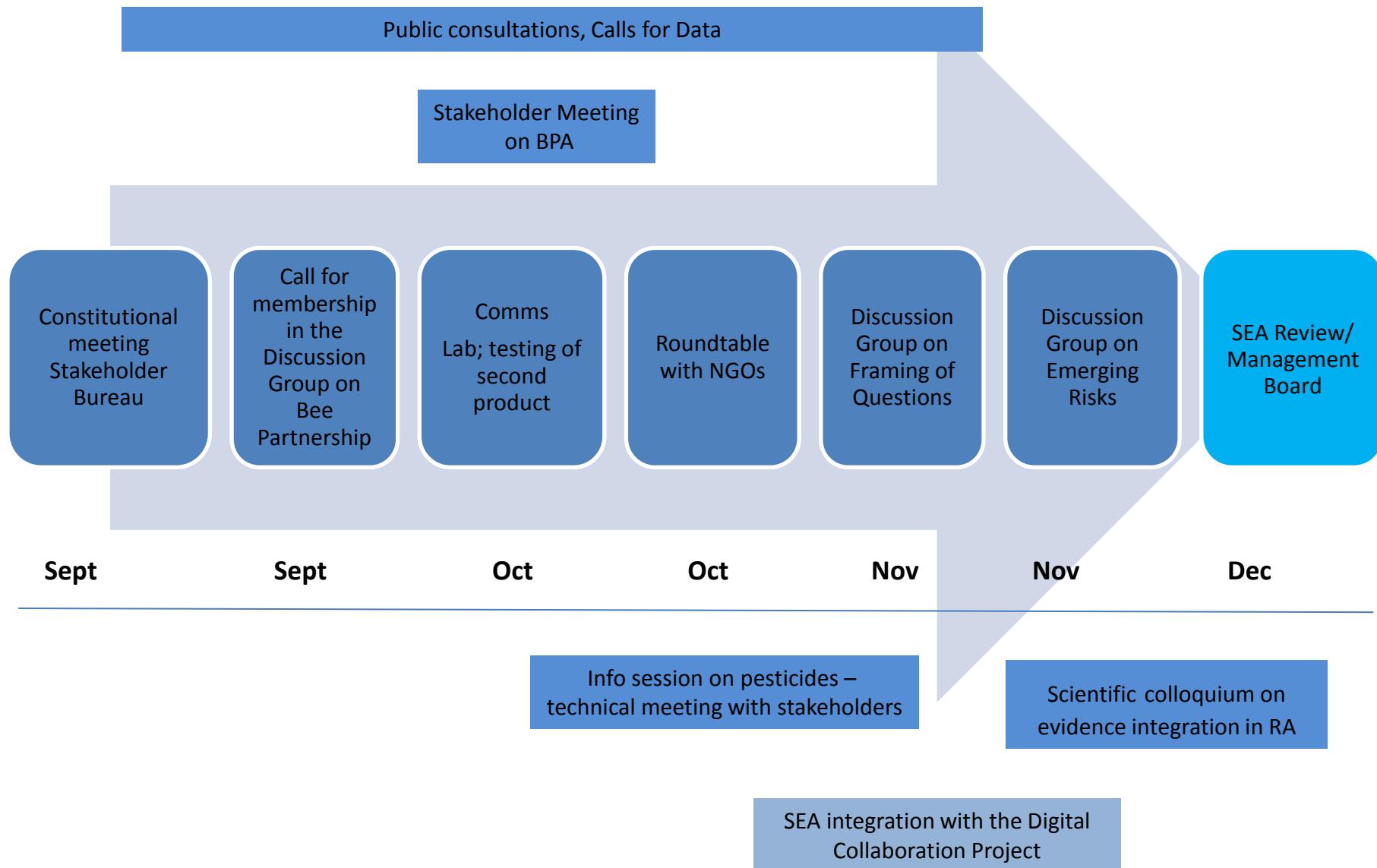
- ROSSI Gianluca** (August 31 at 10:33am): Dear Comms Lab members, Thank you to those who have already added valuable comments on our website. For those who didn't have the chance to do it yet, no worries, yo September: https://www.yammer.com/efsacommunicatorslab/#/threads/inGroup?type=in_group&feedId=12513703&view=all Looking forward to reading your feedback.
- Gianluca** (EFSA - Graphic designer): [Like](#) [Reply](#) [Share](#) ... Erika Cavalli, Tony Smith, and Elisa Simeoni like this [Write a reply](#)
- Claire Skentelbery** (August 1 at 4:00pm): Thanks for the invite and look forward to being part of the group [Write a reply](#)
- Clitravi Info** (August 1 at 12:32pm): Thank you for this initiative. Very glad to be part of it. [Like](#) [Reply](#) [Share](#) ... Tony Smith, Erika Cavalli, Elisa Simeoni, and Sarah EDWARDS like this [Write a reply](#)
- Jimena Gomez de la Flor** (August 1 at 11:58am): Happy to be part of this Comms Lab and looking forward to working with [Like](#) [Reply](#) [Share](#) ... Tony Smith, Sarah EDWARDS, Elisa Simeoni, and 2 others like this [Write a reply](#)
- ROSSI Gianluca** (and 3 others): ROSSI Gianluca and 3 others are using Yammer for mobile. Get the Yammer Mobile App Stay connected to your messages with the Yammer mobile [Get the App](#)

INNOVATIVE TOOLS AND COMMUNICATION TECHNOLOGY

- EFSA engagement with Stakeholders via combination of traditional channels (conferences and meetings) and modern, **integrated digital tools** as mechanism for continuous **multidirectional communication**.
- Overall benefits; increase of productivity and cost saving, as well as improved people engagement and sense of belonging.
- Integration of SEA with the Digital Collaboration Project,
- Customer Relations Management tool



UPCOMING STAKEHOLDER ACTIVITIES



- does such stakeholder engagement meet your expectations?
- is EFSA engagement and proposed mechanisms fit for purpose?
- is the proposed way forward acceptable for you?
- would you have any proposals for different engagement formats?