



08 March 2024  
MEETING AGENDA

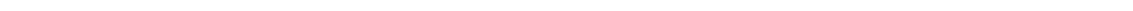


## Kick-Off Meeting Plant Health Campaign 2024

**Location:** European Food Safety Authority, Via Carlo Magno 1A  
43126 Parma (ITALY)

**Participants:**

- Member States' competent authority representatives
- GOPA Com.
- EFSA



MEETING AGENDA -  
Kick-Off Meeting Plant Health Campaign 2024



<p>09:00 – 09:30</p>	<p>Welcome and introduction</p> <ul style="list-style-type: none"> <li>• Greetings &amp; Welcome speech</li> <li>• Icebreaker</li> <li>• Overview of the meeting’s purpose and goals</li> </ul>	<p>EC EFSA GOPA Com.</p>
<p>09:30 – 10:00</p>	<p>Year 1 Recap – Starting point</p> <ul style="list-style-type: none"> <li>• Quick overview of Year 1 campaign</li> <li>• Key achievements and lessons learnt <ul style="list-style-type: none"> <li>◦ NCAs best practices in a nutshell</li> </ul> </li> </ul>	<p>GOPA Com. EFSA Member States' competent authority representatives</p>
<p>10:00 – 10:11</p>	<p>Year 2 – Setting the course</p> <ul style="list-style-type: none"> <li>• Overview of campaign objectives and focus areas</li> <li>• Proposed communication tactics and initiatives</li> </ul>	<p>GOPA Com. EFSA</p>
<p>11:00 - 11:30</p>	<p>Coffee break</p>	
<p>11:30– 12:00</p>	<p>Mascot naming</p> <ul style="list-style-type: none"> <li>• Collaborative decision on push toy name</li> </ul>	<p>GOPA Com. EFSA Member States' competent authority representatives</p>
<p>12:00 – 12:30</p>	<p>Ways of working</p> <ul style="list-style-type: none"> <li>• New collaboration approaches</li> <li>• Key contacts for smooth coordination</li> </ul>	<p>GOPA Com. EFSA</p>
<p>12:30 – 13:00</p>	<p>Q&amp;A and next steps</p> <ul style="list-style-type: none"> <li>• Campaign timeline</li> <li>• Open floor for questions and answers</li> <li>• Closing activities &amp; voluntary items</li> </ul>	<p>GOPA Com. EFSA Member States' competent authority representatives</p>
<p>CLOSE OF MEETING</p>		