92ND ADVISORY FORUM PARMA, 22MAY-23MAY 2024



FOCAL POINTS' RECENT ENGAGEMENTS: MAIN TAKE-AWAYS

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AGENDA

CEN, FP & MSCC Workshop, 24th April AM



★ Key highlights from the recent Communication Experts Network (CEN) & #FocalPoints (FP) joint workshop: defining flexible approaches in targeting audiences, discussing role of dissemination in #CoordinatedCommunication, and building networks for effective communication.

⚠ Thanks for your participation & engagement!

Vedi traduzione



54th FP plenary meeting, 24th April PM



Today, we've kicked off our first **#FocalPoints** meeting of the year with an inspiring speech from our **Bernhard Url**

Reflecting on last year's achievements - great progress in collaboration with Art 36 orgs, sharing #MemberStates #RiskAssessment plans & enhancing communications.

Vedi traduzione



EFSA and FP networking fair, 25th April AM



Wrapping up the 54th #FocalPoints meeting on a very positive note!

On day-2 we've had a networking **#EFSAFPfair** for the first time, dedicated to brainstorming new common activities, forging **#partnerships**, & capacity-building opportunities.

Today, we brought Focal Points closer to our scientific and #RiskAssessment work, gathering valuable insights to strengthen #collaboration & sustain long-term #partnerships.

A Thank you all for your presence and engagement!

Looking forward to meeting you all in September, in Albania.

Vedi traduzione



JOINT FP-CEN WORKSHOP ON COORDINATED COMMUNICATION

3rd FP and CEN Workshop

To bring together **FP**, **CEN** and **Member States Communication Coordinators** (MSCC) focusing on:

- Target audiences defining and analysing target audiences
- 2. Optimising dissemination outreach of communication materials
- 3. Building National Networks the role of networked communications

Follow up report upcoming

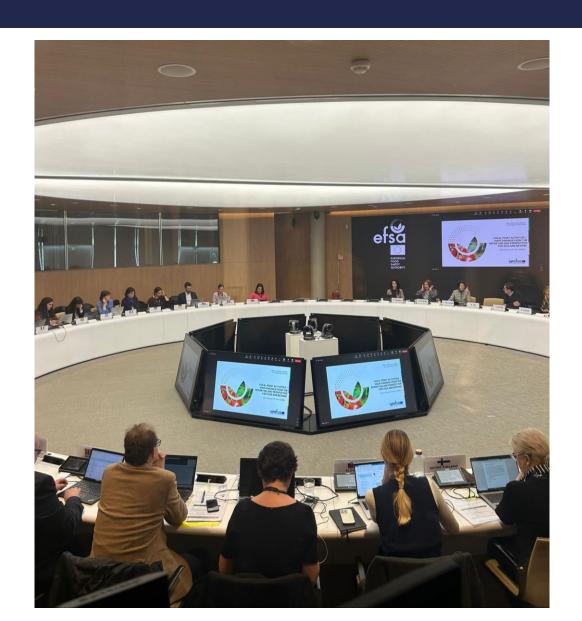




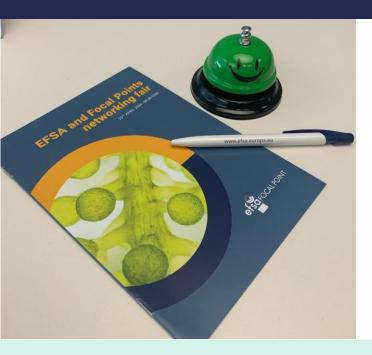
54TH FOCAL POINT PLENARY MEETING

Main highlights discussed

- Impact of FPs activities on EFSA strategic objectives
- Achievements of FP in collaboration with Art 36 org and sharing risk assessment plans
- Very good performance from FPs implementing principal activities
- Great uptake and participation in tailor-made activities
- 2024 still a pilot year many improvements done
- Continued sharing of best practice
- NAMs activity led by Norway best practice and visibility of upcoming event
- Information on crises preparedness training (EFSA)



FOCAL POINT & EFSA NETWORKING FAIR 2024



- 1. PARTNERSHIPS & ART. 36 COMPETENT ORGANISATIONS
- 2. STRATEGIC ENGAGEMENT
- 3. OUTSOURCING OPPORTUNITIES AND COLLABORATION
- 4. CAPACITY BUILDING
- 5. CAREER OPPORTUNITIES AT EFSA
- 6. ONE HEALTH AND RESEARCH
- 7. NOVEL FOODS
- 8. PLANT HEALTH
- 9. MEET IPA
- 10. THE DICO2 PROJECT

New format to bring together FPs and EFSA scientific and engagement officers.



FOCAL POINT & EFSA NETWORKING FAIR 2024: FEEDBACK (1)

95% overall EFSA and FP satisfaction with the event

95% of FP will use the materials received for their work

76% learned something new



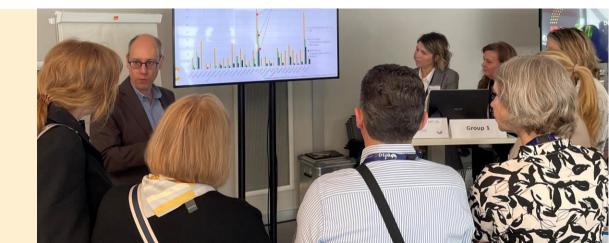
FPs' most preferred stations

- 1) Outsourcing opportunities and collaboration
- 2) Partnerships and Art. 36 Competent Organisations
- 3) Capacity building

FPs suggested to repeat the event, including stations on

- Data related activities (e.g. SIGMA, zoonoses etc.)
- Scientific Network (RA activities)





FOCAL POINT & EFSA NETWORKING FAIR 2024: FEEDBACK (2)

Art. 36 value maximisation, e.g., how attract new organisations

EFSA Colleagues follow-up notes

Enhance cooperation with IPA-based org.

Sharing lessons learned from calls applications (e.g. how to form consortium)

Tailored and meaningful communication on topic-based engagement

Enhanced awareness of MS/EFSA cooperation possibilities, e.g., more visibility of partnership initiatives in FP meeting

FP to continue to share MS RA plans and ideas for TM activities

Further discussions in dedicated sessions on items discussed



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