

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

# FOCAL POINTS' RECENT ENGAGEMENTS: MAIN TAKE-AWAYS

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# AGENDA

## CEN, FP & MSCC Workshop, 24<sup>th</sup> April AM



European Food Safety Authority (EFSA)

191.370 follower

6 giorni • 🔒

📌 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](#)



## 54<sup>th</sup> FP plenary meeting, 24<sup>th</sup> April PM



European Food Safety Authority (EFSA)

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15 • 🔒

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.

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## EFSA and FP networking fair, 25<sup>th</sup> April AM



European Food Safety Authority (EFSA)

191.370 follower

15 • 🔒

Wrapping up the 54<sup>th</sup> #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.

🙏 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

## 3<sup>rd</sup> FP and CEN Workshop

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

1. **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*



# 54<sup>TH</sup> 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

10 thematic stations

**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)

## EFSA Colleagues follow-up notes

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

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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