

Communicators Lab

Framework for interaction between EFSA and the Communication representatives of EFSA Registered Stakeholders

1. Purpose of the interaction

In line with [EFSA's Strategy 2020](#), the overall purpose of the framework for EFSA's stakeholder engagement is to provide stakeholders with a better understanding of its scientific decision-making process and to improve the quality of EFSA's scientific and communication outputs, and the extent to which they meet stakeholders' needs.

The Communicators Lab (Comms Lab) is one of the targeted mechanisms for engagement set out in [EFSA's Stakeholder Engagement Approach](#) (SEA). It will be a digital platform by which EFSA will elicit feedback on and test the usability and usefulness to stakeholders of specific communications products and tools that it is developing. Communication representatives working for [EFSA's registered stakeholders](#) will interact on the platform with staff from EFSA's Communications & External Relations Department.

The Comms Lab **will NOT serve** as a platform by which EFSA will discuss or engage with stakeholders on the content of its communications, which remains the sole responsibility of EFSA.

In practical terms, this means that 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. However, it will not consult stakeholders on the specific communication messages or topics that the product will deliver.

Furthermore, the final decision about how, when, what and why EFSA communicates rests with the Authority in its capacity as an independent risk communicator.

Specific objectives

The Comms Lab is designed to:

- Test and seek feedback from stakeholders on selected communication products (excluding content) before their release.
- Increase the extent to which EFSA's communication products meet the needs and expectations of its stakeholders.
- Increase the use and dissemination of EFSA's communication products.

2. Working methodology

EFSA will proceed as follows in running the Comms Lab:

- Set-up a dedicated digital platform to host interaction and invite the communications representatives of EFSA's registered stakeholders to join this online collaborative workspace.
- Test specific communication products with stakeholders through the digital platform.
- Provide feedback to stakeholders through the digital platform on how stakeholder input has contributed to the final product.

As the products being tested in the Comms Lab are, by definition, in draft format and not officially approved by EFSA, stakeholders are required not to discuss or disseminate them outside of the digital platform.

3. Transparency

To ensure transparency, activities of the Comms Lab will be reported on a yearly basis as part of SEA reporting activities and in line with [article 7 of the Management Board Decision](#) on *Establishing a list of Stakeholders and the establishment of the Stakeholder Forum and Stakeholder Bureau*.

Furthermore, all comments and feedback provided through the digital platform, whether they are made by EFSA or by stakeholders, will be made visible to all who are registered to use the platform.

4. Implementation and monitoring

The Communicators Lab is one of the pilot projects outlined in EFSA's Stakeholder Engagement Approach, which will be assessed at the end of 2017 and discussed with EFSA's Management Board as part of a wider review about the effectiveness of the overall approach