

Final Minutes

40th MEETING OF THE ADVISORY FORUM WORKING GROUP ON COMMUNICATIONS

PARMA (ITALY), 10-11 OCTOBER 2013

Chair: GASSIN Anne-Laure, Communications Director

Members of the Advisory Forum Working Group on Communications:

Austria	PUBLIG Elisabeth	Italy	FERRONI Carlotta
Belgium	BUSSCHOTS Lieve	Luxembourg	KOCH Jérôme
Croatia	MIKRUT Sara	Norway	BJERKS Astrid
Cyprus	CHRISTODOULIDOU Maro	Poland	WISNIEWSKA Iwona
Czech Republic	MIKANOVA Karolina	Portugal	FERNANDES Paulo
Estonia	PRIISALU Piret	Slovakia	MENDEL Juraj
Finland	VIKMAN-ROSLIN Pia	Spain	GARRIDO Carmen
Germany	FIACK Suzan	The Netherlands	KRIKKEN Chris
Greece	KARDASSI Dimitra	UK	HUMPHREYS Stephen
Ireland	SMYTH Edel		

Observers:

Switzerland	HELPER Sabina
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European Food Safety Authority Staff:

GASSIN Anne-Laure	DI BONA Carolina (only for item 12)
SMILLIE Laura	HUBERT Isabelle (only for joint meeting with FP)
TABACHNIKOFF Shira	ALABISO Jacopo (only for item 13)
HAUPT Kirsten (only for item 14)	MATTEUCCI Francesca (only for item 16)
SMITH Tony	AVANZINI Francesca (only for items 16-17-18)
Jeffrey Moon (only for item 8)	MANGHI Nicoletta

Apologies:

Bulgaria	Lithuania
Denmark	Romania
France	Slovenia
Hungary	Sweden

10 OCTOBER 2013 - 09H00 – 12H30

2ND JOINT MEETING OF THE EFSA FOCAL POINTS & ADVISORY FORUM WORKING GROUP ON COMMUNICATIONS (AFWGC)

1. COMMUNICATIONS UPDATE

- 1.1. Stef Bronzwaer opened the meeting and greeted all participants, especially new members. He reminded participants of the constructive meeting that took place the day before and went through the agenda that foresaw many updates on communications and, at the end of the morning, a training on stakeholders. Inviting participants to interact, he gave the floor to Anne-Laure Gassin.
- 1.2. Anne-Laure Gassin underlined that this meeting was the second joint one with Focal Points (FP) and Advisory Forum Working Group on Communications (AFWGC). She expressed her satisfaction that both groups could meet as they have a lot of areas of work in common. She introduced her presentation with updates on both the communications strategy and the AFWGC's last meeting in Vilnius in July 2013. She also succinctly introduced Laura Smillie's presentation on the work done in cooperation on stakeholders, including the survey's preliminary results.
- 1.3. Anne-Laure Gassin updated the audience on a number of EFSA's activities. Key highlights since the group's last meeting included: (i) review of both EFSA's communications strategy (in particular key learning) as well as AFWGC terms of reference and recommendations from the Advisory Forum; (ii) social media review; (iii) explaining risk assessment; (iv) information sharing; (v) cooperation projects; (vi) joint trainings and, last but not least, (vii) interactive exchange platform to facilitate group communication. She then offered an update on the communications strategy, which needs to be renewed as the current one is expiring at the end of 2013. The aim is to improve online communications, especially the website, improve Member States' communications coordination during food crisis, and to provide more holistic communications to better explain what EFSA does. After having introduced the current context, she provided a snapshot of the vision (e.g. "to be and be perceived as a leading global reference resource in risk communications related to the food chain"); highlighted key implementation steps and initiatives (e.g. themes for 2014 – pesticides & zoonoses – and storytelling), and pointed out challenges (e.g. challenging stakeholders' environment) and opportunities (e.g. tailor communications to better meet diverse audience needs).
- 1.4. Thanking Anne-Laure Gassin for her presentation, Stef Bronzwaer highlighted his interest in the work on establishing best practices for use of social media as well as the launch of the interactive platform initiative. On the previous day, the FP members had discussed a template to be used either by EFSA when contacting FP or between FP members. Anne-Laure Gassin offered to share learning experiences from the AFWGC's collaborative platform initiative.
- 1.5. Stef Bronzwaer then underlined challenges behind a holistic approach to communications. To Stef Bronzwaer's points, Anne-Laure Gassin insisted on overall coherence of outputs and the importance of Member State feedback. She then gave the floor to Laura Smillie.

2. RESULTS OF THE STAKEHOLDER MAPPING SURVEY

- 2.1. Laura Smillie presented the results of FP & AFWGC joint stakeholder mapping initiative. After putting the survey into context (e.g. external evaluation 2012 suggested that key groups at Member States' level were not well informed), Laura Smillie explained that the survey aimed at gaining a better understanding of who knows but equally who does not know about EFSA's work. She warmly thanked

both groups for the kind cooperation and addressed potential concerns by reiterating that the survey was not a test but rather an attempt to identify trends. She underlined that both FP and AFWGC members have a unique understanding of national scenes, which is useful for EFSA to better understand perceptions of national level entities. Results present one opinion per Member State, however a valid one. 26 countries responded. Don't knows & Not applicable responses were excluded for this particular analysis. She presented results clustered by type of stakeholders (e.g. national risk managers, industry, professional associations, academia, European organisations, international organisations, media, civil society). Laura Smillie concluded her presentation by underlining the survey was providing valuable inputs for both internal discussions on priority setting and Member States annual Work Plan discussions.

- 2.2. Thanking Laura Smillie for the presentation, Anne-Laure Gassin expressed her gratitude to all respondents as well as colleagues from scientific units who supported the analysis. She then gave the floor to the audience for questions.
- 2.3. Thanking Laura's Smillie for the valuable work, Turkey enquired firstly on the methodology used to gather data secondly on the meaning of professional associations. It was also pointed out that EPPO is best listed as an international organisation. Laura Smillie explained that the information has been gathered via an online survey to which both networks had contributed to ensure relevance for all Member States. Laura Smillie said that she could be contacted about the survey tool and the methodology, should someone would want to undertake a similar initiative. Last but not least, Laura Smillie took the point on EPPO.
- 2.4. Answering a question from the FP representative from Cyprus, a Scientific Officer in EFSA's Scientific Assessment & Support Unit, clarified that Laura Smillie's presentation used descriptive statistics, meaning all maps have the purpose of describing raw data. No other aspects were taken into account, such as opinion weight. However more detailed analysis can be conducted in the future using expert elicitation.
- 2.5. The AFWGC member from Germany, raised the point that the survey is a summary of individual perception, and wondered how this correlates to other studies, in particular with regards to media, noting no negative perception in the media although EFSA has previously shared data that suggests some negative perception in certain Member States. Laura Smillie agreed that results from the media were indeed quite surprising. It may result from politeness from the group. Laura Smillie reiterated that the primary aim of the survey is to support valuable discussion.
- 2.6. Anne-Laure Gassin concluded this session by reiterating that all results would be made available and inviting the audience to a coffee break.

3. JOINT TRAINING ON STAKEHOLDER RELATIONS

- 3.1. Anne-Laure Gassin introduced Alastair Giffin Research & Development Director from the training company Prendo. The group proceeded to undertake a two hour interactive training session.

10 OCTOBER 2013 - 14H00 – 17H45

40th MEETING OF THE ADVISORY FORUM WORKING GROUP ON COMMUNICATIONS

4. WELCOME AND INTRODUCTION

- 4.1. Anne-Laure Gassin opened the meeting and greeted all participants. She welcomed new member Carlotta FERRONI from Italy, and also welcomed Finnish member Pia VIKMAN-ROSLIN back to the group. Anne-Laure Gassin indicated that apologies had been received from BG, DK, FR, HU, LIT, RO and SE.

5. ADOPTION OF THE AGENDA

- 5.1. Anne-Laure Gassin went through the agenda and asked whether any of the members wished to make comments or additional points. With no additional agenda items, the draft agenda was adopted.
- 5.2. Anne-Laure Gassin informed members that interpretation services would no longer be available to the group which is in line with the Advisory Forum's policy.

6. MINUTES OF THE MEETING IN VILNIUS 04-05 JULY AND MATTERS ARISING

- 6.1. Anne-Laure Gassin informed the members that the minutes of the last meeting held in Vilnius, which had been circulated, had been adopted via written procedure after minor comments had been integrated.

7. UPDATE ON EFSA'S ACTIVITIES

- 7.1. Anne-Laure Gassin updated the members on a number of EFSA's activities. She mentioned that EFSA Executive Catherine Geslain-Laneelle had resigned her post to take up a position in French government service. Bernard Url is standing in as Deputising Executive Director. Prior to joining EFSA, he was with the Austrian authority AGES and a former member of EFSA's Management Board. Anne-Laure Gassin explained that the MB will appoint an Acting Executive Director in October after which there will be an open call. The procedure will take at least six months. EFSA is continuing to reflect on its new strategic framework which will impact on EFSA's Communications Strategy.
- 7.2. Anne-Laure Gassin reported back on EFSA's Transparency Conference held on 3 October. It looked at issues including access to the Risk Assessment process, the data we use in our work, interaction with the stakeholder consultative platform, and communications with SH. The variety of stakeholders also underlines the variety of stakeholder views on how to hold a more structured SH dialogue. There are major differences over giving access to data while ensuring confidentiality of commercially important information. The conference will help EFSA to frame its Transparency Policy for which there will be a public consultation in 2014.

Action: Members expressed interest in being involved in key EFSA developments: helping EFSA to define its new brand identity; involving MS in EFSA research developments (e.g. target audience research; online research to assess communications concepts and messages...). EFSA should include MS involvement in the Terms of Reference to be finalised for the Brand Identity initiative and in its target audience research framework.

8. KEY POINTS ARISING FROM THE 49TH AF MEETING (VILNIUS, 25 SEPTEMBER 2013)

- 8.1. Jeffrey Moon of EFSA's Advisory Forum and Scientific Cooperation Unit (AFSCO) joined the meeting to summarise the outcome of EFSA's 49th Advisory Forum meeting. The meeting saw discussion of several key issues: Focal Point Review, International Scientific Cooperation, Scientific Cooperation Review, and the Networks Review update. Other topics included acrylamide in food, energy drinks, the Scientific Committee Away Day, Hepatitis A & foodborne disease outbreaks, proposals for staff exchanges and various other EFSA and Member State updates. During the Q&A sessions, the subject of international outreach activities was raised.

Action: Members to inform each other and EFSA of future foreign trips of potential relevance for the Authority's roadmap.

9. JOINT AFCWG & AF MEETING IN DECEMBER & AFCWG REVIEW TERMS OF REFERENCE

- 9.1. Anne-Laure Gassin introduced the next item. Since these meetings overlap, there is scope for a joint session of the AF and the WG. This joint forum could discuss the proposal for an annual plan for the WG as well as joint activities.
- 9.2. Anne-Laure Gassin went through a list of suggested subjects for a joint meeting: the revision of the WG's Terms of Reference (ToR); joint EFSA/MS communications planning (zoonoses, food hygiene), enhancing crisis communications cooperation (already discussed during AF), best practice initiatives (e.g. lexicon project), communicating risk more effectively, and the Clear Communications Index as presented at the recent FoodRisk Project. The group generally agreed that all of these subjects would benefit from joint discussions with the AF and AFCWG.

Actions: AFCWG Members welcomed the idea of future joint meeting with the AF. The WG suggested the agenda focus on 2014 work programme and clear communications initiatives (e.g. CDC "Clear Communications Index", BfR risk profile).

- 9.3. Anne-Laure Gassin invited Laura Smillie to address the floor regarding the updating of the WG's Term of Reference (ToR). Laura Smillie revisits discussions in Dublin, London and Vilnius; input from these sessions is reflected in the latest version of the ToR.

Regarding the AFCWG's objectives, Laura Smillie explained that both the AF and WG members had asked for health impact to be prioritised. AF requested an annual work plan for the WG to measure the impact of WG communications activities. Also, there is a new section on EFSA's role: information was being shared but not re-used. EFSA could use a better 'leadership platform' or 'training plan' commitment. Finally, Annex I was deleted.

In summing up, Laura Smillie stated that the existing ToR were generally regarded as sufficient but more emphasis should be placed on optimal implementation, with a focus on public health priorities.

There were no additional comments. The session broke for coffee.

Action: EFSA to share the draft ToR with the AF/MS in advance of the joint meeting.

10. 2014 WORK PROGRAM FOR THE AFCWG

- 10.1. Anne-Laure Gassin introduced the next topic as a new development for the WG. Input from Members at Vilnius had been reviewed and included. Anne-Laure Gassin handed the floor to Laura Smillie.
- 10.2. Laura Smillie presented EFSA's communications priorities for 2014 to explain the Authority's plans and receive feedback from the WG (are there other priorities? Do other issues need explaining/joint action?).
- 10.3. Laura Smillie introduced EFSA's vision: to be a leading global reference resource for risk communications related to the food chain. Laura Smillie presented the 5 strategic objectives to meet this goal and additional explanatory information.
- 10.4. Anne-Laure Gassin opened the floor to the Members to discuss the presentation and to discuss other possible options for joint cooperation in the future, both tools and topics.

DE expressed an interest in a reputation tracker and online tool for message analysis. Such tools would be interesting for MS if they could have access. MS agreed on zoonoses being a priority in 2014. ALG asks UK for input on the FSA's reputation tracking tool.

UK explains they do a survey twice annually by inserting extra questions in the NCA's omnibus survey on consumer attitudes to consumer issues (to evaluate food safety relevance). UK also uses an online panel for consumer input on specific supply chain issue, e.g. horse meat.

HR suggested that a group of AFCWG members could be involved in the initiative as brand identity is different in different countries. A focus group on quality could provide useful input. MS can provide input that EFSA itself may not be aware of. This suggestion was welcomed by EFSA.

Member States shared a variety of initiatives that they are planning in 2014.

Anne-Laure Gassin summarised the ideas by grouping them into three categories: (i) subject areas for joint communications (ii) Developing tools for risk communicators (iii) Common tools to facilitate work and develop knowledge for those tasked with communicating.

Member States were enthusiastic but reiterated that everyone is busy and so any joint plans must also be feasible.

Action: 2014 EFSA to refine work programme and to evaluate what is achievable and when in 2014.

11. FOOD HYGIENE & ZOOSES

- 11.1. Laura Smillie gave a presentation on the topics of food hygiene and zoonoses. She outlined EFSA's range of communications activities on zoonoses and the Authority's integrated approach including meeting MEPs, information tools on zoonotic diseases, impactful videos and factsheets.

A tour du table gave members the opportunity to explain what they are doing in their respective countries in these areas. Afterwards the group was asked to consider the role an EU campaign could play in addition to the national initiatives that are already taking place.

Members comment that these topics are not 'sexy' and that media are not interested in them and that a new approach would be welcomed. Members also highlighted the difficulties faced by structural

limitations as not all competent authorities have responsibility for the same areas. Members also pointed out the need ensure that any EU level campaign would not lead to undue / disproportionate cause for public concern.

In her conclusions, Anne-Laure Gassin suggested that a central repository of information in non-MS languages would help to raise awareness in other MS and facilitate information sharing.

- 11.2. Anne-Laure Gassin informed the group that in order to further define a possible Pan-EU campaign on Zoonoses/Food Hygiene Belgium, Germany, and the UK volunteered to create a sub-group to work along with EFSA to develop a proposal for a handling plan. She then asked Members to give feedback on the scope and the target audiences of the campaign, thanked the Task Force for their availability and announced that this topic would be again discussed at the next meeting in December.

Action: Regarding MS activities in this area, the WG agreed to:

- a. Further consider and develop a common handling plan for a possible pan-EU campaign ie defining the: objective/added value; subject area; main audience(s) (eg consumers and/or industry and/or food handlers; messages. UK/DE/BE to work with EFSA on proposal for broader consideration.
- b. EFSA to follow up with DG SANCO regarding possible co-operation
- c. Central repository to be created to capture ongoing initiatives/campaigns in MS and facilitate sharing of communications materials (eg materials in non-EU languages needed for food handlers)

12. DEPLOYING CENTRALISED LOGISTIC SUPPORT TO MEETING ORGANISATION

- 12.1. Anne-Laure Gassin introduced colleagues from EFSA's CORSER Unit to inform members about centralised logistics support to be deployed as of December 2013.
- 12.2. Francesco Ciancio began the presentation with an overview of EFSA's phased move to a centralised system for meeting organisations. In September 2013, the CORSER Unit extended its reach to cover all meeting organisation at EFSA, first started in September 2012 and phased in over a 12 month period.

Carolina Di Bona explained in more detail changes that will affect WG Members. The main change will be to request prepaid tickets for travel arrangements to EFSA organised meetings. In addition, special CORSER Partners have been allocated to look after all the needs of specific groups, including the AFCWG. These contacts will provide all information upon request re travel arrangements, shuttle times, lists of meeting participants, etc. The CORSER Partner for COMMS and AF, including the AFCWG, is Miriam Grasselli.

Laura Smillie encouraged members to use the new prepaid system as it will improve efficiency, the quality of service and ensure members receive adequate support.

Action: Members were encouraged to use the prepaid system. CORSER to make flyer available to members providing them with an overview of the changes/contacts.

END OF MEETING OF DAY ONE

DAY TWO - 11 OCTOBER 2013 - 09H00 – 12H30

13. INTERACTIVE PLATFORM FOR AFCWG

- 13.1. Anne-Laure Gassin welcomed everybody to the second day of the meeting and introduced Jacopo Albasio from EFSA's Communications Channels Unit who gave a presentation on proposals for an interactive platform for the WG.

Jacopo Alabisio's presentation covered the issues that should be considered in choosing a platform, suggested that a platform that is easy to use and intuitive for users, such as LinkedIn or Facebook, while also guaranteeing adequate control over access and content would be the best solution for group members. He outlined that Firewall access and customisability are also important considerations.

A number of possible solutions were discussed. Jacopo Alabisio stated that after choosing a platform and guaranteeing that technical implementation is possible, members should then think about defining community roles and management as well as monitoring for further optimization at a later date.

- 13.2. Anne-Laure Gassin thanked Jacopo Albasio for his presentation and opened the floor for comments.

The members were generally positive about the possibilities offered by the Yammer platform. It was agreed that a pilot phase should be launched for members to assess feasibility of use.

Action: WG Members agreed to pilot use of Yammer as a collaborative exchange platform. EFSA to set up Yammer platform up for the Group and invite WG Members to join. Update planned for next WG meeting.

14. EFSA COMMUNICATIONS UPDATE

Kirsten Haupt gave a presentation on EFSA's calendar of communications activities. She firstly gave an overview of the communications aspects associated with EFSA's recent conference on Transparency. She then provided a social media update, highlighting the continued growth in activity on Twitter. She also outlined that EFSA's range of communications products continues to grow with more videos, infographics and animations on the way.

- 14.1. Turning specifically to the calendar of communications activities, Kirsten Haupt updated the group on EFSA's work in several areas, including bee health, chemicals in food, GMO, nutrition, animal health and welfare, zoonoses and biological hazards.

Actions: EFSA and the Members to keep each other informed of any updates regarding their respective communications activities.

15. KEY COUNTRY ISSUES

- 15.1. Foodborne outbreak reports

Anne-Laure Gassin introduced Marta Hugas, the Head of EFSA's Biological Hazards Unit and currently Acting Director of Scientific Assessment and Support, to the Group. Marta Hugas explained her presentation would be an update on EFSA's role in the area of food-borne outbreaks, the issues of

particular relevance for communications and also EFSA's cooperation with the European Centre for Disease Prevention and Control (ECDC).

Marta Hugas firstly gave an overview of EFSA's work on reporting and monitoring of data on food-borne outbreaks. She reminded the members that many cases are under-reported and that most such diseases affected most EU citizens at some point in time. The picture would likely be even greater if more data were available. Also there could be different reasons why some MS report more cases than others (better reporting mechanisms, training etc...).

Marta Hugas explained that EFSA contributes to the EU Annual Summary reports by assessing the food vehicle of exposure. EFSA understands the sensitivity of the data and the importance of MS involvement. EFSA also now has a clearer mandate on tracking the source of outbreaks. Marta Hugas explained that EFSA would like to develop a methodology for this work together with MS that can take account of the complexity of the food chain. A Standard Operating Procedure is under development that will look to the roles of the European Commission, ECDC and EFSA in outbreak investigations.

Marta Hugas finished her presentation with a case study regarding the tracing of the 2011 STEC outbreak in Germany and France.

Anne-Laure Gassin thanked Marta Hugas for her presentation.

Action: EFSA to ensure that AF/AFGWC to be pre-notified on reports on EFSA's co-operation with ECDC on foodborne outbreak investigations.

15.2. Risk Communications Profile Initiative

Germany gave a presentation on the progress made on its risk profiling initiative. Suzan Fiak, highlighted the ongoing issue of under or over-estimated risk, e.g. pesticides vs zoonoses.

Suzan Fiak explained that Germany has developed its "Risk at a glance" initiative to serve this purpose. All BfR opinions will be accompanied by a risk profile. She explained the categories used in this system are based on guidance documents agreed with the organisation's scientists. Suzan Fiak also spoke about how the risk profile's incorporate visual aids to depict groups and types of exposure (for which using numbers is particularly challenging). The inclusion of a "consumer controllability" element also helps to relate the profiling exercise to individuals and groups in society.

Initial feedback from its scientists and key stakeholders (media, academics and industry) through a survey was positive and constructive suggestions for improvements were also shared.

Anne-Laure Gassin congratulated Germany on the impressive piece of work and commented that EFSA and the Members States often struggle to give clear messages while remaining accurate. Anne-Laure Gassin requested further information on the target audiences and how the profiles are positioned on the BfR's website.

Suzan Fiak explained that the target varies from risk managers, the media to the general public. The opinions contain the science, the profiles break this down for risk managers as well as consumers. The risk profiles are published together with the opinion on the BfR's website to ensure credibility. She explained that the scientists are now fully supportive of the initiative.

Some members asked about the terminology and whether or not this could be perceived as a Risk Management tool. Suzan Fiak explained that to date, no such comments had been made.

There was also interest about the media's response to the initiative and how coverage has changed as a result. Germany explained that pickup still depends largely on the relevance of each issue and that no deep analysis had been carried out as yet, however and importantly, no negative feedback had been noted either.

- 15.3. Anne-Laure Gassin thanked DE for the presentation and the exchange from around the floor, noting that this work should be reflected upon in the context of the group's joint risk communications guideline initiative and mentioned that EFSA's Scientific Committee is working on the harmonisation of risk assessment terminology.

16. COOPERATION ON COMMUNICATIONS ACTIVITIES

- 16.1. Anne-Laure Gassin passed the floor to Francesca Matteucci from the Editorial and Media Relations Unit who presented an update on the Lexicon initiative. She first outlined the objectives of the project, aiming to create a list of 200 terms, which would help to enhance the coherence and accessibility of EFSA's risk communication. She then outlined the methodology that will be followed leading to the incorporation as a feature of the new EFSA website, which would be available in 2015.

Anne-Laure Gassin thanked Francesca Matteucci for her presentation and clarified that once ready, members could have access to the lexicon and they did not need to wait until the launch of EFSA's re-designed website.

Germany took the floor and asked whether EFSA planned translations of the Lexicon. Anne-Laure Gassin clarified that the lexicon was an on-going process based on a step by step approach and said that any support from Member States on the content of definitions and the translations would be welcomed. She then gave the floor to Laura Smillie.

Laura Smillie informed the group on the status of the update of the risk communications guidelines. She then moved on and gave an update on guidelines in risk and crisis communications focusing on crisis preparedness activities.

Poland took the floor and asked when the final version of the guidelines would be available. Laura Smillie clarified that the graphical files and translations would be provided but not produced.

Croatia stepped in and asked which country had printed their own version and announced that the Croatian version would be available in December 2013, adding that some copies would be delivered to EFSA. Laura Smillie said that guidelines in the four official EFSA languages were already available on EFSA's website but a full overview was not available at that moment, members were requested to provide an update.

Anne-Laure Gassin then passed the floor to Paulo Fernandes, representative of Portugal, who presented the Communication activities of ASAE. He first gave a general overview on the remit of ASAE and background information on the functioning of the organisation. By means of illustration, he shared a case study on the horsemeat incident from early 2013.

Anne-Laure Gassin thanked Paulo Fernandes for his contribution. She mentioned that in parallel to the Advisory Forum, the Heads of the National Food Safety Agencies had issued a report on crisis communication in which there was a recommendation that further work should be done by the Advisory Forum and its networks.

Anne-Laure Gassin said that we would revisit the topic of crisis communications at the next meeting. Norway appreciated the suggestion to discuss this issue further.

Laura Smillie concluded by recapping the information that EFSA would need, i.e. rules of engagement and format, reiterating that it would be worth y of discussion in December also because of the presence of Advisory Forum members.

17. MULTI-ANNUAL TRAINING PLAN

- 17.1. Anne-Laure Gassin informed members that Frank Van Boven of the HUCAP Unit is working with the AFCWG secretariat on the joint training programme. She also passed on his apologies for not being present.

Laura Smillie showed an overview of the multi –annual training plan for the next three years giving background information on the four different areas of interest which had been identified in Vilnius, i.e. crisis communication, social media, generic communications and media relations. In addition to this, she highlighted simulation / training opportunities that are related to EFSA’s urgent response programme and the need for participation from communicators in 2014 and 2015.

Laura Smillie concluded by asking members to give feedback on the current plan and requested their feedback on the trade-offs between training sessions and meeting locations (Parma vs. other).

Members were impressed by the multi-annual training programme but agreed to adopt only the plans for 2014 at this stage to ensure flexibility at a later stage.

Anne-Laure Gassin concluded the discussion re-iterating that any input from the group on their best practices would be more than welcomed.

18. AOB

Anne-Laure Gassin reminded members that the logistic changes regarding the centralisation of meetings would be implemented as of the next meeting in December.

Laura Smillie took the floor and announced the foreseen places of meetings in 2014: Parma (11-12 March), Athens (June), Rome (September/October), Parma (December). She also said that at the next meeting there would be more precise information on dates.

Anne-Laure Gassin then asked members to provide input on the 50th meeting of the Advisory Forum, which would take place in December. She made the point that it would be worthwhile to highlight this milestone and encouraged any suggestions for joint communications.

Anne-Laure Gassin reminded members of the creation of the Task Force on the Zoonoses/Food Hygiene Pan-EU campaign and invited other members to join.

The Chair thanked members for the lively discussion and active participation, thanked EFSA staff and, as no other points were raised, closed the meeting at 12:30 hours.