



# **Communications Strategy Review**

Anne-Laure Gassin  
Director of Communications

**EFSA Management Board  
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- Discuss and agree with the MB on:
  - Framework for the review of EFSA Communications Strategy
  - Key inputs and points of consideration
  - Methodology and key milestones
  - Timetable for delivery of final strategy

- Communications: central part of EFSA's core business
- Clear mandate for risk communications laid down in EFSA Founding Regulation
- EFSA formalised its Communications Strategy in 2005
- Adopted by the Management Board in 2006 following consultation with key partners and stakeholders

# Why a review now?

- No fundamental change to EFSA mandate since 2006 but...
- Significant developments both in internal and external environments
- Changes in communications landscape
- Priority assigned in Strategic Plan 2009-13:
  - "to reinforce confidence and trust in EFSA and the EU food safety system through effective risk communications and dialogue with its partners and stakeholders"

# Communications in figures

	2006	2009
<b>Media Coverage</b>	<ul style="list-style-type: none"> <li>400 articles per month</li> </ul>	<ul style="list-style-type: none"> <li>1,000 articles/month</li> </ul>
<b>Press releases and Web news stories</b>	<ul style="list-style-type: none"> <li>40</li> </ul>	<ul style="list-style-type: none"> <li>69 in 2008; 52 YTD 30.09.09</li> </ul>
<b>Visits to website</b>	<ul style="list-style-type: none"> <li>Just over 100,000 visits/month</li> </ul>	<ul style="list-style-type: none"> <li>200,000 visits /month</li> </ul>
<b>Newsletter subscriptions</b>	<ul style="list-style-type: none"> <li>12,500 subscribers at year end</li> </ul>	<ul style="list-style-type: none"> <li>Over 24,000 electronic newsletter subscribers</li> </ul>
<b>Publications</b>	<ul style="list-style-type: none"> <li>1 newsletter issued every 3-4 months</li> <li>6 different publications produced                             <ul style="list-style-type: none"> <li>4 in four languages (EN/FR/DE/IT)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>5 full-length newsletters targeted for different user groups, with online subscription</li> <li>63 print publications produced (2008)</li> <li>Multilingual publications:                             <ul style="list-style-type: none"> <li>3 publications in 2009 in 23 languages</li> <li>16 publications in 4 languages (EN/FR/DE/IT)</li> </ul> </li> </ul>
<b>Events</b>	<ul style="list-style-type: none"> <li>8 events organised</li> </ul>	<ul style="list-style-type: none"> <li>18 events organised/co-organised</li> </ul>
<b>Staff</b>	<ul style="list-style-type: none"> <li>28</li> </ul>	<ul style="list-style-type: none"> <li>44</li> </ul>
<b>Budget</b>	<ul style="list-style-type: none"> <li>€ 1.254.000</li> </ul>	<ul style="list-style-type: none"> <li>€ 2.507.000</li> </ul>

# Future drivers: internal

- Vision and strategy
- New scientific activities, increase in outputs
- Framing of questions and impact on communications
- Increased dialogue and cooperation with scientific experts and staff

# Future drivers: external

- New communications technologies
- Globalisation and international strategy
- Consumer attitudes: monitor and track
- Institutional framework:
  - Expansion of Member State outreach via Focal Points
  - New needs and opportunities for targeted communications
  - Risk communications guidelines (AF WG on Communications)

# Methodology for review of Communications strategy

- 8 October - preliminary discussion with MB on approach
- Autumn 2009 – drafting and initial consultation on MB discussion document (Advisory Forum, AF Working Group on Communications, Scientific Committee, Stakeholder Platform)



- Oct/Nov 2009 - qualitative research amongst key target audiences to:
  - assess EFSA's overall image
  - better understand who are our target audiences, their needs and expectations
  - specific focus on communications
  - help inform future quantitative research across broad range of target audiences

# Methodology for review of Communications strategy

- By March 2010 – presentation to MB of draft revised Communications strategy integrating key findings from qualitative research
- Spring 2010 – launch open consultation on EFSA revised communications strategy in addition to consultation of key partners and stakeholders
- Autumn 2010 – final strategy to MB

# Points for discussion

- Overall approach, methodology & timetable
- Endorsement of public consultation?
- Additional factors to be taken into account in the review?
- Additional research or approaches to help inform process? To help inform EFSA's communications work more generally?
- Views on ways to prioritise communications activities, target audiences, themes and/or approaches?