



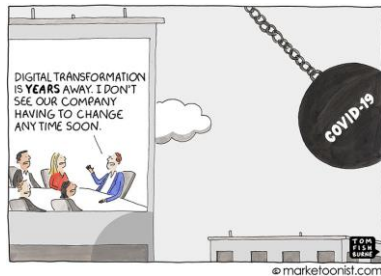
Towards a new engagement framework

Goran Kumric
Engagement and Cooperation Unit, EFSA

Trusted science for safe food

- Background; Stakeholder input and recommendations
- The way forward; The updated engagement process
- Next steps; Digital event series on the evolution of engagement framework

Why do we need to innovate our engagement framework?



Perceptions and values

The 'New normal'



Citizen's initiatives



Digital democracy

Engagement is a window on the world. A more innovative engagement framework will support the **quality** of our scientific outputs and help reinforce the concept of an **open, transparent** and **trusted** EFSA.

Transparency

Explore new engagement models along the risk assessment process to ensure appropriate level of transparency;

Ensure presence of observers along the whole risk assessment process;

Create discussion groups on new topics.

Quality of data

Assist stakeholders to improve their input to calls for data;

Ensure appropriate crowdsourcing methodology to get high-quality, unbiased data;

Communication

Further improve the way information at the website is structured and made accessible to both professional and non-professional users;

More frequent updates in the Register of Questions to track progress of an opinion/dossier;



- Adopt more **topic-based engagement**;
- **Establish a feedback loop** and provide more information on the impact of stakeholders' input;
- Produce an **engagement catalogue**
- Explore the feasibility of **additional engagement mechanisms**;
- Involve stakeholders in the selection of topics for the Communicator Lab.



The big picture



EFSA strategy
Transparency Regulation

Updated
stakeholder
process

Quality
of science

Preparedness

Reputation

Stakeholder Forum
SEA review



Large-scale engagement
project (LSE)

Since 2016, EFSA has been continuously evolving its engagement framework. This is part of a **continuous improvement** process

SEA

SEA's
launch

SEA's
review

LSE
project

Strategy
2027

2016

2017

2018

2019

2020

Future

Stay relevant and get ready for the future!

Large-scale engagement project in a nutshell

- **Evolve EFSA's current engagement mechanisms** to meet the demand of the Transparency Regulation and feed into the EC's mandate on Risk Communication
- **Create the right processes and tools** to engage more effectively with our interested parties to improve the quality of our scientific outputs by ensuring access to the right data and expertise, but also increase trust in the risk assessment process

Objectives



- A **new engagement framework** (classification of interested parties + catalogue of engagement methods + target audience identification methodology)
- A **pilot phase** to test some methods

Deliverables



What we are working on:

- The LSE project will deliver **new tools, new methods, new insights**, and a **pilot phase** to bring EFSA's engagement framework to the next level in view of the Strategy 2027.
- Our work is informed by - and aligned with - the comments and recommendations made at the **SH Forum 2019**.



Digital event series on the evolution of EFSA's engagement framework

- additional way to provide stakeholders with more **information about the impact of their input** to EFSA's work,
- an **increased use of online tools, including interactive webcasts**, to ensure more information on specific follow-up actions.
- The aim of this event series is
 1. to showcase EFSA's work and meet stakeholders' demands as **follow up on the recommendations of the Stakeholder Forum 2019 and SEA review**;
 2. To ensure stakeholder involvement in evolution of the engagement framework
 3. To establish a new engagement formats for regular and agile interaction with stakeholders.



Digital event series on the evolution of EFSA's engagement framework



- Indicative timing; kick off **06 October 2020**, follow-up events in December 2020, April and June 2021,
- At the end of the series, **a final survey will be circulated to the participants to focus on the effectiveness of the series and** to introduce a new engagement method to keep the dialogue going,
- reporting back to the Bureau in September 2021,
- **Stakeholder Forum 2021** – concluding event of the series to discuss the outcome of the events and create future engagement formats.

- We are updating our current stakeholder engagement methodologies to ensure **more openness, transparency and participative engagement with stakeholders** as foreseen in the Transparency Regulation and indicated by Stakeholders during the last Stakeholder Forum,
- We want to create the right processes and tools to **engage more effectively** with our stakeholders to **improve the quality of our scientific outputs** by ensuring access to the right data and expertise, and to **increase trust** in the risk assessment process,
- **We respond to stakeholder demand for feedback mechanism - to report back** on how the recommendations made at the Forum were taken on board by EFSA, and to inform stakeholders on the impact of their input,
- We are gradually introducing elements of the new engagement framework designed to fulfil the **requirements of the Transparency Regulation and meet the ambitions of the Strategy 2027** in the area of public engagement.

- Your overall impression on the proposed way forward?
- The Bureau Members role?
How to involve the Bureau in the implementation?
- Does this proposal address the request for a new way of engagement and new formats (i.e. digitalization of engagement)?

