

Cover Note

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Subject: 2017 Customer Feedback exercise with Member States

Background

EU Member States (MS) are, together with the European Commission, EFSA's main external customer. Their feedback is considered a valuable input in striving for continuous improvement, as defined by the EFSA Strategy 2020 and the Quality Policy in accordance with ISO 9001:2015 requirements. Consequently, the approach and structure of the MS customer feedback exercise¹ have been reviewed from the 2016 pilot in close alignment with the DG SANTÉ customer feedback exercise.

The Customer feedback exercise with MS was carried out the first time in 2016. Germany (Bundesinstitut für Risikobewertung, BfR) volunteered to participate in the exercise and the interview was carried out in October 2016. The outcome was presented at the Advisory Forum (AF) meeting and included in the annual Quality Management System (QMS) Review by the Management Team in December 2016. The feedback exercise was considered as very valuable by EFSA and by the MS, with the suggestion to further expand the exercise for 2017 to additional MS and to include risk assessors as well as risk managers in the feedback.

The plan for the 2017 customer feedback exercise is based on the above considerations as well as KPI requirements for the Programming Document (SPD) which includes KPIs linked to:

Strategic Objective (SO) 1, *Prioritise public and stakeholder engagement in the process of scientific assessment*, with regards to satisfaction with EFSA's scientific outputs, the scientific assessment process and communication tools and materials

SO 2, *Widen EFSA's evidence base and optimise access to its data*, with regards to satisfaction with EFSA's evidence management services and fostered innovative re-use of data

SO 3, *Build the EU's scientific assessment capacity and knowledge community* with regards to satisfaction with the building and sharing of risk assessment capacity and a knowledge community at organisational and individual level, in general and via specific tools (e.g. grants)

SO4: *Prepare for future risk assessment challenges*, with regards to satisfaction with EFSA's preparedness, methodologies and urgent response.

Timeline

¹ The definition of customer within the scope of this exercise refers to direct customers as Risk Managers as well as Partners/Users i.e Risk Assessors (including supporting networks)

The key dates are the AF meetings in June and October for the Kick-off and the closing of the 2017 exercise, as well as the deadlines relating to the SPD.

Proposed line to take

The approach proposed for the 2017 MS customer feedback exercise is to go from an interview-based methodology to a questionnaire-based methodology, in order to enhance the participation of more MS. In addition, it is proposed to strengthen the link of the exercise to the AF as it is a well-established collaborative platform. The AF meetings for the Kick-off (June AF meeting) and closure of the exercise (October AF meeting) give the opportunity to communicate with all MS, promoting participation and reporting back on the outcome to all MS.

Before the Kick-off at the June AF meeting, a document will be shared with the AF explaining the context and approach of the exercise. As follow-up to the Kick-off meeting, the questionnaire will be shared with the previously identified volunteer countries (Germany, Sweden, France) as a "pilot" test before distributing it with the rest of the Member States.

Key documentation necessary for this exercise include

- a) Note to the AF and PowerPoint Presentations for the AF meeting
- b) Summary document on the exercise and guidelines for carrying out the exercise for the AF representatives after the AF meeting.
- c) a questionnaire template, updated based on ISO 9001:2015 requirements, QMS and KPI requirements after the AF meeting.

Risks

The main risks for this exercise include (**table Risk and mitigations**)

- a) A low level of interest in the exercise from AF representatives could lead to low participation and/or delays,
 - Presentation and discussion to the AF explaining procedure, importance and carry out a
 - pilot test with volunteer MSs to ensure that the questions are clear
- b) the aspect that some MS representatives to the AF are mixed Risk Assessors and/or Risk Managers, could bring some confusion when completing the survey,
 - The survey will contain questions addressed to the MSs as both RA and RM, thus a clear presentation of the survey set-up and a discussion of the different roles (RA & RM) is essential to avoid confusion.
 - The set-up relevant sections of the and highlight the relevant sections of the questionnaire to be answered by set-up of the questionnaire
- c) a delay of the exercise could have implications to other deadlines, such as : progress report on SPD and AQMR.
 - Consistent communication of QM with the participating MS, as well as clear indication of the approach and deadlines

- **Advice**

It is advised to carry out the exercise according to the above outline and to evaluate the outcome and approach in the annual QMS review, based also on the feedback from the October AF meeting.

Annex

Retroplanner

RETRO PLANNER

Date	Key mile stone	What	status
Dec 2016		Conclusion of Customer Feedback exercise 2016 and Kick-off 2017 (invitation for volunteers, Sweden and France expressed interest, in addition to Germany who participated also in 2016)	
March/April		Develop Cover Note and Retro planner: Take into consideration lessons learned from 2016 pilot approach, SPD requirements (enhance alignment with KPIs SO1 and SO3), ISO 9001:2015 requirements	done
April – W1		Share draft plan document with HV, IP; JM for review	done
April -May		Discuss within GPS, AFSCO, DATA, SCER and AMU to ensure all requirements from SPD and KPIs are met.	ongoing
27 th April		Presentation at Scientific Committee (customer feedback exercise 2016)	done
10/11 th May		Discussion of approach with 4D through written procedure (via HV/SY)	done
May		Develop questionnaire in collaboration with CORSER	ongoing
May		Prepare summary document and PPT for AF meeting in June (based on templates send by af.secretariat)	done
20 th May		Send documentation for HoD RASA review Presentation for AF Note for AF	done
24 th May		Deadline to send document (summary of activity) to AFsecretariat for distribution	done
8-9 th June 2017		Advisory Forum June Present approach	
July 2017		Send test questionnaire to volunteering participants of pilot (Sweden, France and Germany)	

August		Receive back the questionnaire and implement any necessary changes before sending it to the remainder of MSs	
September		Send to all participants	
3-4 October		Share general outcome at AF in October	
November		Include outcome into SPD	
December		AF meeting detailed feedback and improvement actions	
January		Include outcome into annual QMS review by MT	

Document history

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Last date modified

30.05.2017