FPA

Market and Management Advice

EFSA
Stakeholder Activities

External Evaluation

November 2007

Background

- Wide range of EFSA activities with stakeholders
- Goals: Involve and consult
- Ex. Web public consultations, Stakeholder Consultative Platform, Scientific colloquia etc.

Objectives

- From a stakeholder perspective:
  - To evaluate EFSA Stakeholder activities
  - To look at the added value of these activities
- To make recommendations for future stakeholder strategies and initiatives

Methodology

- Qualitative research

  - Understanding underlying dynamics in perceptions of EFSA activities

  - Collect and discuss ideas with an open, creative mindset

  - Create understanding of what could be improved and this could be achieved

Methodology

- Target audience
  - A selection of stakeholders from consumer, industry, environmental and other organisations that are touched by EFSA work
  - Focus on Consultative Platform members
- 25 interviews (max 2 hrs)
- Field: November 2007

Methodology

- The interview guide
  - Questions will be mostly open-ended I.e. with lots of room for ideas, suggestions (and nuance)
  - Copies of the interview guide can be forwarded ahead but it is not recommended
- The interviewers
  - Frederic Paeps
  - Anna Jung

Methodology

- Reporting (Dec 07 - Jan 08)
  - An analytical report will be presented to EFSA
  - Results will be shared with stakeholders
  - The report will contain verbatim quotations but no reference to specific individuals or organisations will be made; the idea is to find out what works best on an overall basis

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Market and Management Advice

- Independent market research and strategic advice agency
- Brussels based
- Focus on consumer research in health and nutrition