

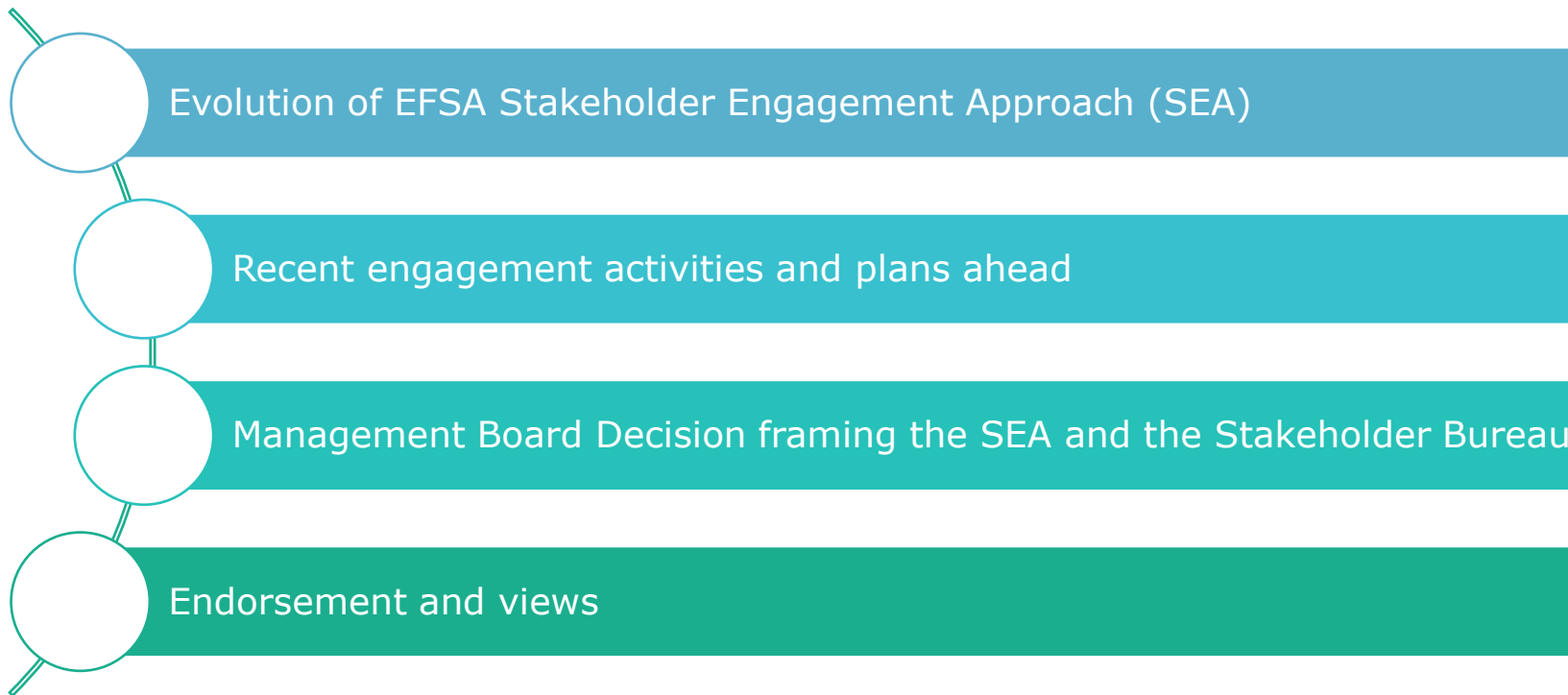


Stakeholder Engagement: an agile and focused approach

Barbara Gallani

Head of Communication & Partnership

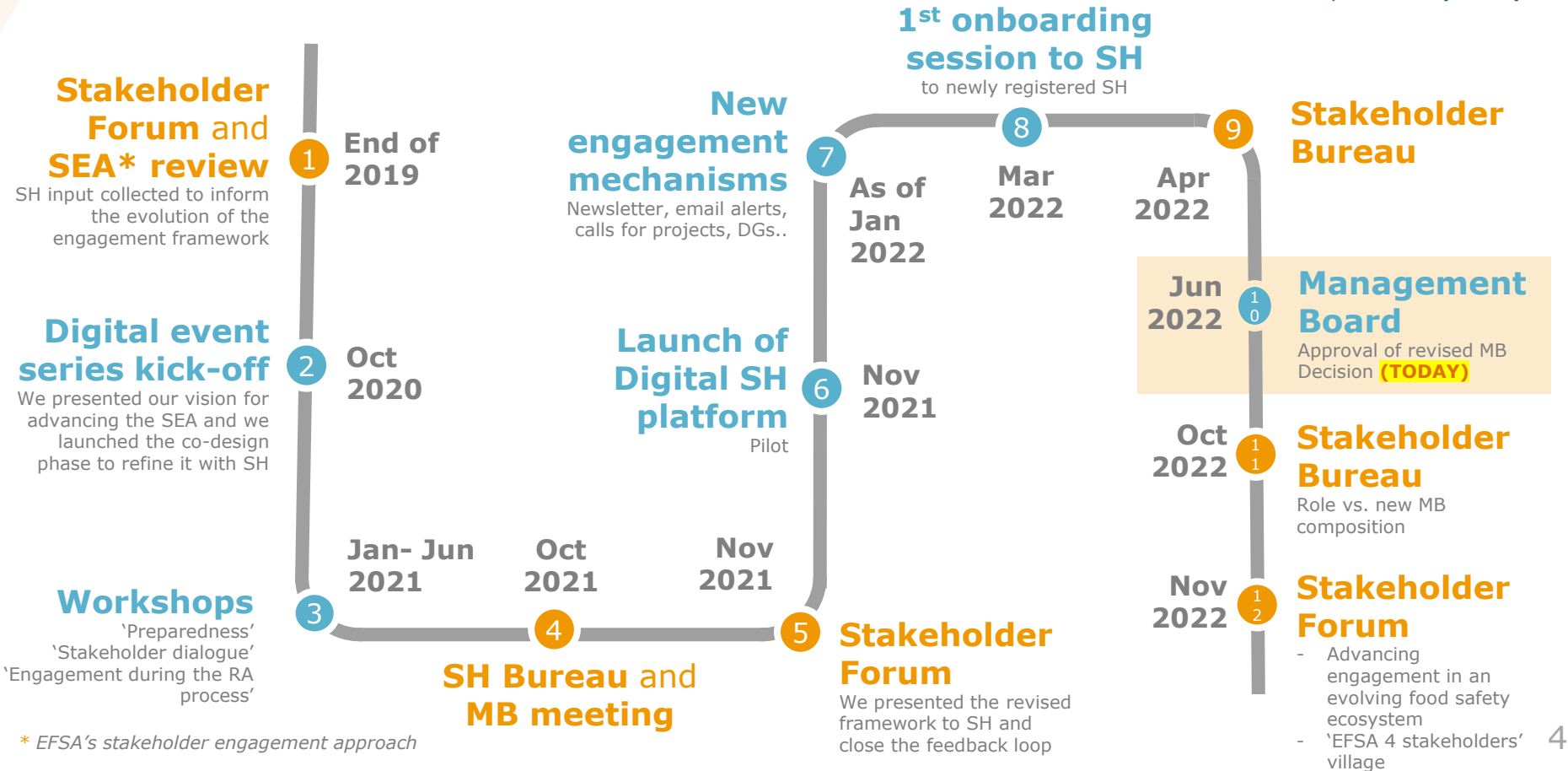
What we will present and discuss today





Evolution of EFSA Stakeholder Engagement Approach (SEA)

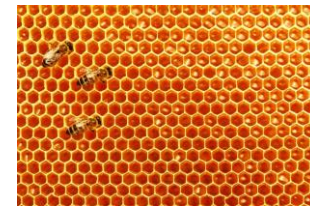
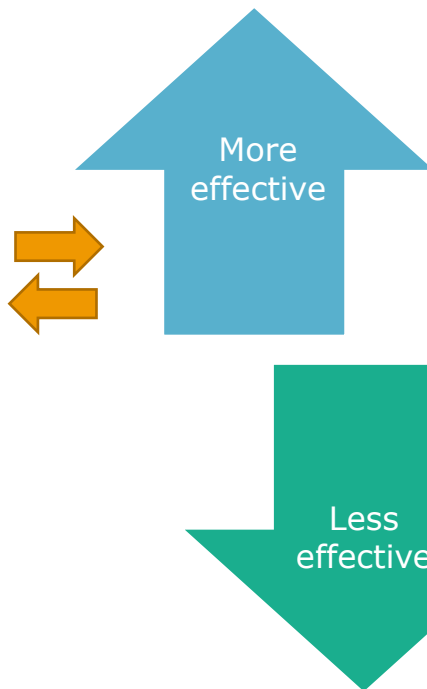
2019 to now: a co-designed journey



* EFSA's stakeholder engagement approach

Refocus our SEA to:

- Deliver **value for time** invested
- Concrete **deliverables** that embed the **feedback loop** principle



Thematic discussion groups (**topic-based engagement**)



Engagement platforms focusing on **affiliation categories** only

We reflected on:

- Some **success stories** and **best practices** from 5 years of implementation
- **Lessons learnt** to improve our stakeholder engagement framework

We presented:

- Our recommendations
- The proposed **way forward** to leverage on the best practices identified



Recent engagement activities and plans ahead

What has happened so far:

Integration of **engagement mechanisms** in EFSA processes

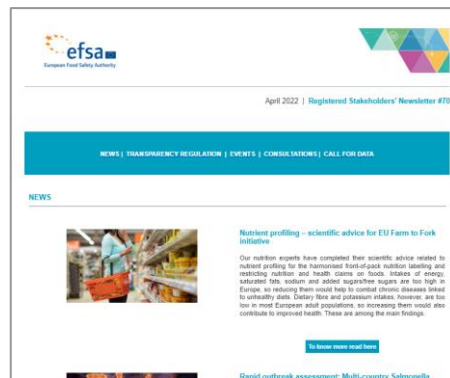
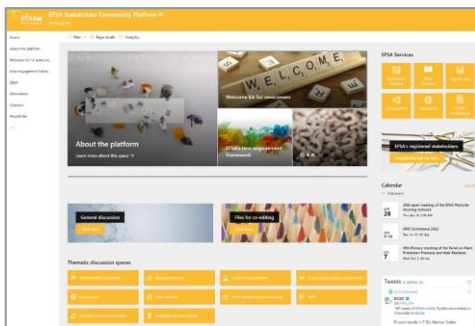
Topic-based engagement

Topic-based **engagement plans:**



Digital Stakeholder Platform:

Newsletter & email alerts:



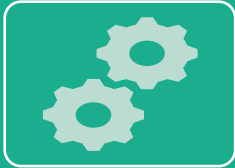
Targeted communications via Salesforce **Customer Relationship Management tool**



Reconsider **Stakeholder Bureau role** in the context of the new Management Board composition/food chain stakeholders representation



Adapt annual **Stakeholder Forum based** on feedback & move **to thematic engagement**

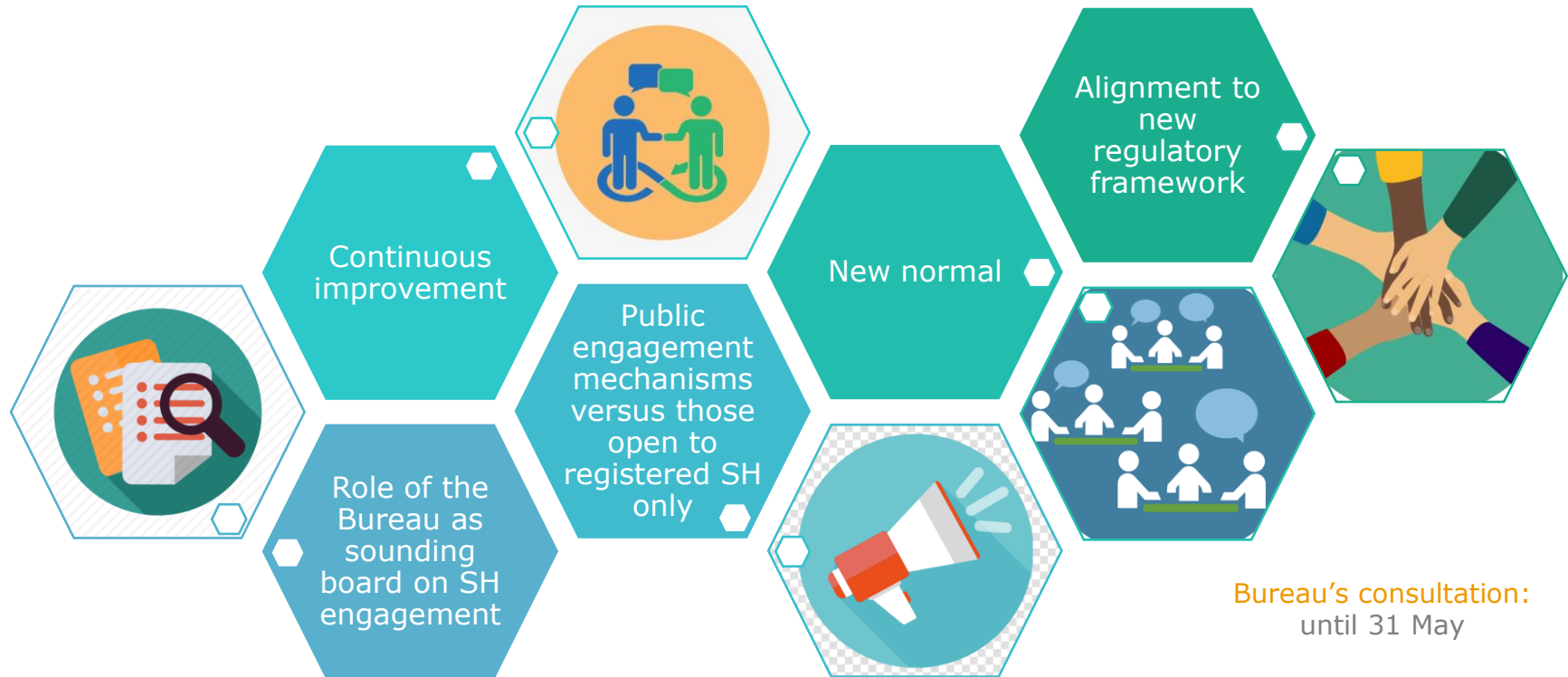


Adjust engagement tools & methodologies for more value and impact



Management Board Decision framing the SEA and the Stakeholder Bureau

Management Board Decision: main changes





Endorsement and views

What is your take?

Endorsement on:

- Revised Management Board **Decision**

Your views on:

- **Stakeholder Bureau's role** in the context of the new Management Board composition/food chain stakeholders represented

