



## Note to the Management Board: Coordinated communications

### 1. Introduction

In 2021, EFSA presented the Management Board with information about its “audience-first” approach to communications and the important role this plays in prioritising and planning communications activities.

In this presentation, EFSA will provide the Management Board with examples of coordinated communications that it is carrying out with its partners in the Member States and European Commission.

The concept of coordinated communications derives from the principles for risk communications as set out in the Transparency Regulation. They require that EFSA, along with risk communicators at all stages of the risk analysis paradigm, communicate in a coordinated and coherent manner, with an emphasis on providing information in a transparent and accessible way to all interested parties, including the general public, on risks related to food.

The concept of coordinated communications is also reflected in the objectives of the [EFSA Strategy 2027](#) and in recommendations from EFSA’s recent [scientific report on risk communication](#) on partnership approaches to delivering public information.

The purpose of this presentation is to provide the Management Board with information about three ongoing initiatives that EFSA is carrying out with partners in the area of coordinated communications:

- EFSA communication campaigns ([#StopASF](#) and [#EUChooseSafeFood](#))
- The “Food.eu” digital platform
- Multilingualism

### 2. Next steps

The three examples of coordinated communications that will be shared with the Management Board represent significant investments of time and resource and are considered of strategic importance to the future development of risk communications for EFSA. Learnings from these initiatives may also have a broader relevance or application to risk communications at an EU-level, for example in relation to the General Plan for Risk Communications that will be established by the European Commission in due course. As such, EFSA intends to keep the Management Board updated periodically with the results of these and other initiatives in the area of coordinated communications.