




# Summary of breakout session on national networking

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Focal Point Network*

*First Hotel Linnè, Linnensalen  
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## BREAKOUT SESSION - BREAKOUT QUESTIONS

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1. How can Focal Points **further extend their networking outreach** beyond the classical national networks (e.g. Art. 36 organisations, Scientific Networks, other national distribution lists), in order to **cover the full spectrum of relevant national stakeholders** (i.e. ensuring that all national organisations – from local, regional, central level - and areas falling within EFSA's remit are covered)?
  2. How can Focal Points **further improve the interaction with their national networks**, e.g. by clustering stakeholders per areas of expertise, better targeting information and activities, and increasing your responsibility and visibility as “EFSA ambassadors”)?
  3. What are the **difficulties** encountered for promoting an **efficient national networking** and how can these be overcome?

## ANALYSIS OF FEEDBACK RECEIVED

1. FP feedback on the 28<sup>th</sup> FP meeting highlighted the exercise as **most relevant** and **interesting (82% rated excellent or good)**
2. Overall, **very good feedback**, with partial overlap on answers provided by different groups to the same questions
3. Structure of summary report with **key bullets** of different (merged) answers received
4. Order of questions in summary report made more logical: **difficulties faced -> improvements to current interaction -> further expansion / increased outreach**
5. **Matching exercise** – for comments after meeting

# KEY DIFFICULTIES IDENTIFIED

## 1. Institutional barriers

- a. Lack of support for FP tasks / excessive bureaucracy
- b. “Competition” between networking organisations

## 2. Knowledge and/or resource barriers

- a. Limitations on the FP capacity – resources, sustainability, knowledge of relevant national stakeholders;
- b. High turnover of stakeholder contacts

## 3. Communication barriers

- a. Information overload & lack of proper targeting
- b. Lack of feedback & lack of proper communication modes/tools

## 4. Engagement barriers

- a. Difficulties in engagement (“what’s in for them”) / small org. size
- b. Limited visibility of EFSA/FP at national level



# IMPROVEMENTS TO CURRENT INTERACTION

## 1. Improved interaction with stakeholders

- a. Obtain buy-in and additional support from higher management
- b. Ensure clear feedback from stakeholders (actions and outreach)
- c. Organise different types of meetings/events involving relevant stakeholders considering the key messages to deliver
- d. Provide an “umbrella” for activities (e.g. a national RAA)

## 2. Improved targeting of information

- a. Compile, review and update distribution lists
- b. Prioritise relevant stakeholders & organisations

## 3. Improved communication

- a. Formulate and communicate messages adequately
- b. Select the appropriate route of communication (e.g. email, webpages, social media, etc.)
- c. Consider setting up an on-line platform for national networking



## FURTHER EXPANSION – INCREASED OUTREACH

1. Explore new **networking** opportunities -> **broader spread of info**
2. Further **promote the concept of FPs**, enhancing **org. engagement**
3. Define **strategies to be “attractive”** to org./networks **not involved**
4. Include (on distribution lists) **contacts of associations / professional bodies** and use them as **multipliers**
5. Understand & identify better **EU stakeholders** to ensure **good “linkage”** and **proper “fitness”** with **national stakeholders**
6. Use **newsletters** to instead of / in addition to **distribution lists**
7. Use existing & new **social media channels** for **increased outreach**
8. Carry out a **stakeholder mapping** at national level to **improve knowledge** on **relevant national stakeholders**

## EXAMPLES OF MATCHING EXERCISE

**ISSUE 1:** lack of institutional support for implementing FP activities

**SOLUTION:** obtain buy-in and additional support from higher management

**ISSUE 2:** limitations on FP knowledge / clarity of national stakeholders

**SOLUTIONS:**

- carry out a stakeholder mapping at national level -> enabling better targeting and increased outreach
- include, on the distribution lists used, contacts of associations or professional bodies and use them as multipliers

**Good background document for FPs to improve national networking!**

**Comments on matching document for its further improvement are most welcome!**

**Thank you 😊**