



# Communication highlights, engagement opportunities and reputation barometer

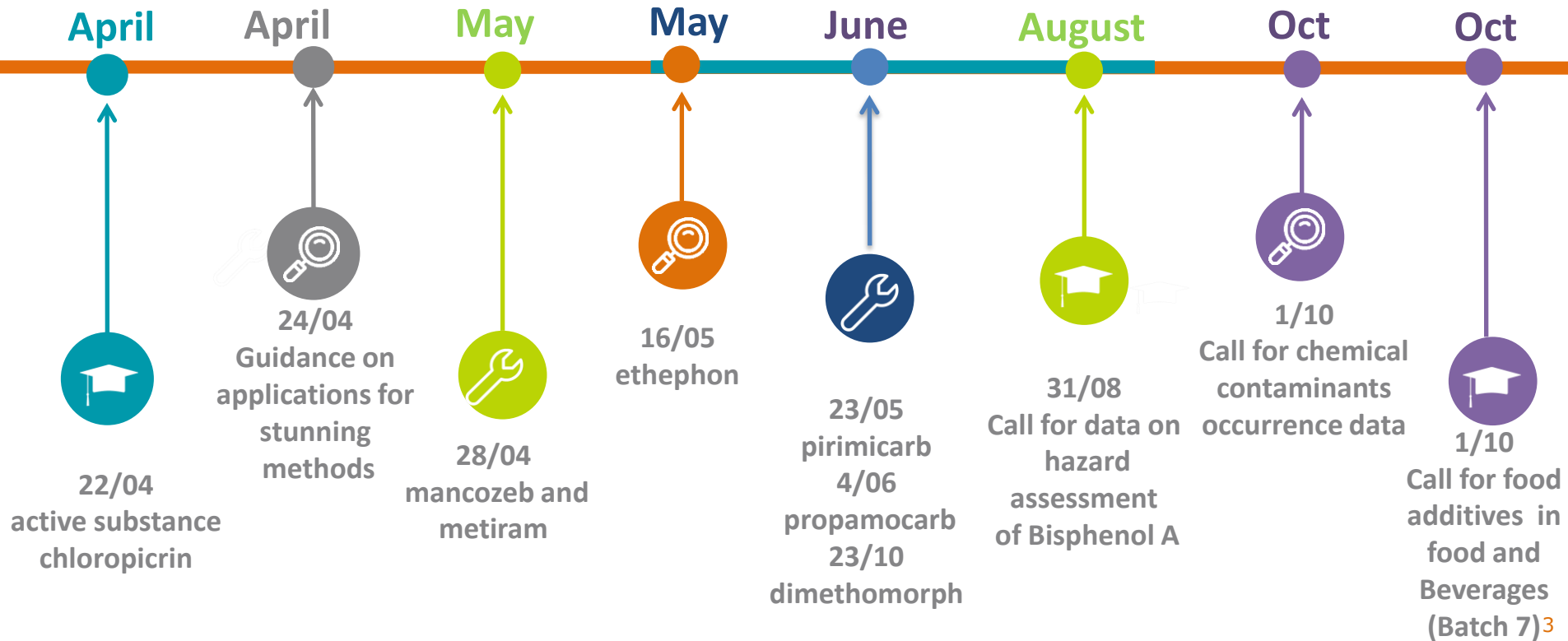
**Barbara Gallani, Head of Communication  
Engagement and Cooperation Department**

**Stakeholder Bureau Meeting**  
18 April 2018

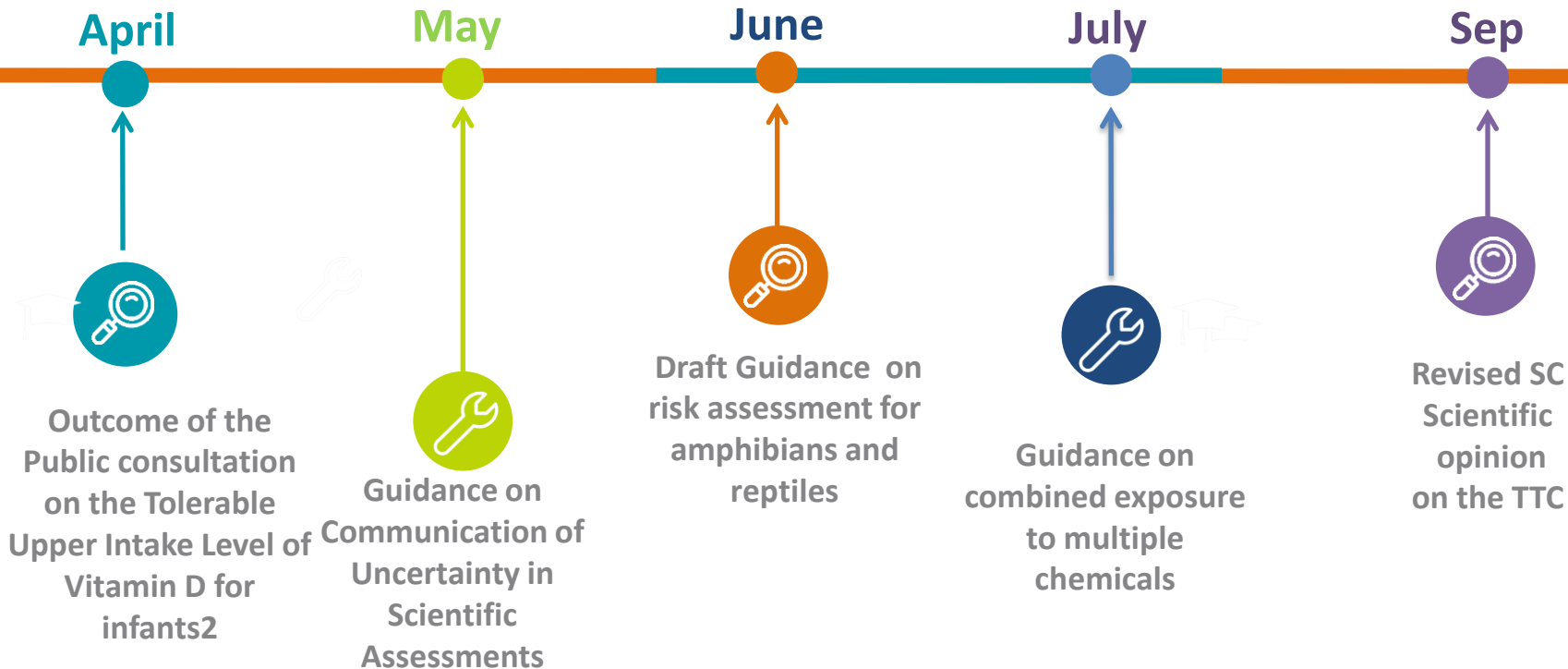
# CONTENT

- Public Consultation Calendar
- EFSA Communication Highlights 2018
- Stakeholder engagement opportunities 2018
- Reputation Barometer

# ONGOING PUBLIC CONSULTATION & CALL FOR DATA




# PLANNED PUBLIC CONSULTATION – INDICATIVE LAUNCHING DATE



# COMMUNICATION HIGHLIGHTS

**April**



Start of BPA hazard assessment

**April**



Data collection on Fipronil

Annual report on pesticides in food

**April**



New MRLs for glyphosate/opinion on animal health and glyphosate feed

**May**



Guidance on RA of nanosubstances

**June**



Human and animal health risks from dioxins in food and feed

Guidance on endocrine disruptors

**July**




Annual report on veterinary drug residues

**Oct**



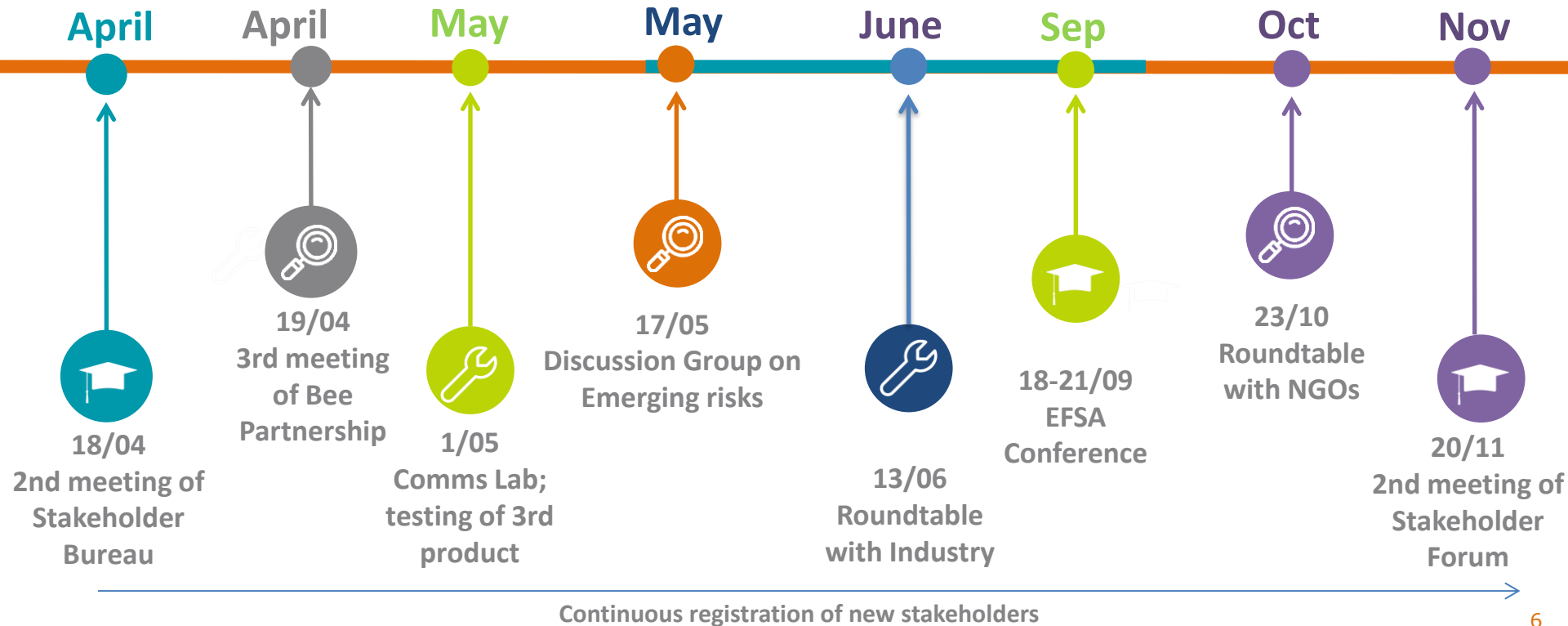
Hazard analysis approaches for small retail establishments and food donations

**Nov**




Guidance on risk assessment of chemical mixtures

# INDICATIVE TIMEFRAME – ENGAGEMENT OPPORTUNITIES



## Reputation Barometer 2017 - Background

- Stems from EFSA strategy 2020 – prioritise public and stakeholder engagement
- Aim: measure EFSA’s reputation  identify opportunities to improve it
- Pilot study, first of its kind
- Designed to complement and inform EFSA’s external evaluation
- Participants: EC, MS, Business, NGOs, Scientific Community, MEPs

# Definitions

Reputation is:

**“a set of symbolic beliefs about the unique or separable capacities, roles, and obligations of an organization, where these beliefs are embedded in audience networks\*”**

Three key elements:

**Attributes** – “unique or separable capacities, roles, and obligations” of EFSA.

**Audiences** – “embedded in audience networks”.

**Temporality** – EFSA’s reputation can be understood as a contemporary, historical or forward-looking construct.

*\*Carpenter, Reputation and power: Organizational image and pharmaceutical regulation at the FDA, 2010*



## 12 Attributes of Reputation for EFSA

- Approach to providing **scientific advice**
- The **quality** of EFSA's risk assessment opinions
- The **efficiency** of EFSA in producing risk assessments
- The identification and characterization of **emerging risks** by EFSA
- EFSA's work to **harmonize** risk assessment methods
- EFSA's **independence** and objectivity
- The level of **transparency** at EFSA
- How EFSA **communicate risks**
- **Engagement** by EFSA with external partners
- EFSA's provision of **scientific and technical assistance** to Member States for crisis management
- The quality of EFSA's **governance**
- EFSA's **innovativeness**

# Preliminary data collection, fieldwork and analysis

- **Preliminary data collection:** Literature review, Media analysis, Exploratory interviews
  
- **Sampling:**
  - Member States: Advisory Forum
  - European Commission: DG SANTE, DG RTD, DG AGRI
  - The European Parliament: limited, “convenient” sample of MEPs involved in food chain debates
  - Stakeholders: list of EFSA registered stakeholders
  - Scientific Community: “convenient” sample of scientists involved in regulatory risk assessments around the world
  
- **Online Survey**
- **Follow up interviews**
- **Analysis:**
  - Assessment of the tool’s appropriateness
  - Calculation of the reputation score



## Response rates

Audience	Sample	Responses	Rate
Member State authorities (Advisory Forum)	62	26	42%
European Commission	38	12	32%
Business and food industry, farmers and primary producers	61	12	19%
Consumers and thematic organisations	14	5	35%
Scientific community	N/A	51	N/A
European Parliament	18	3	17%
<b>Total</b>	<b>193</b>	<b>109</b>	<b>30%</b>

## Overview – Reputation scores

On a scale from -100 to +100, EFSA's reputation within the 5 following audiences in 2017 is:

Member State authorities	European Commission	Businesses, farmers and primary producers	Consumers and environmental NGOs	Scientific community
46	33	20	3	42

## Businesses, farmers and primary producers

Attributes	Performance (on a -100 to +100 scale)	Weighting (on a 1-6 scale)	Reputation score (on a -100 to 100 scale)
Approach to scientific advice	27	5.3	<b>20</b>
Quality of opinions	36	5.6	
Efficiency in risk assessments	-4	5.7	
Emerging risks	36	5.2	
Harmonization of RA methods	7	5.2	
Independence and objectivity	33	5.2	
Transparency	29	4.8	
Risk communication	26	4.6	
Engagement with partners	14	5.1	
Assistance for crisis management	20	4	
Governance	12	4	
Innovativeness	19	4.4	

- Reputation score “low positive”
- A few attributes received low or negative scores
- Highest score: quality of opinions & emerging risks
- Lowest score: efficiency in risk assessments
- Some discrepancies within the group (wide range of scores for some attributes)
- Sentiment is good overall but half of all respondents disagreed with the statement “EFSA acts in the interest of the EU economy”

## Consumer and environmental NGOs

Attributes	Performance (on a -100 to +100 scale)	Weighting (on a 1-6 scale)	Reputation score (on a -100 to 100 scale)
Approach to scientific advice	13	5.6	<b>3</b>
Quality of opinions	11	5.8	
Efficiency in risk assessments	-14	5.2	
Emerging risks	17	4.6	
Harmonization of RA methods	33	4.6	
Independence and objectivity	-4	5.8	
Transparency	-11	5.6	
Risk communication	3	5.4	
Engagement with partners	7	4.2	
Assistance for crisis management	0	4.8	
Governance	0	5.4	
Innovativeness	-8	4.6	

- Overall reputation score is neutral
- Scores across attributes vary
- Highest score: harmonization of risk assessment methods
- Lowest score: efficiency in risk assessments
- A consistent group (but this is based on only 5 respondents)
- Sentiment mixed. Positive views on EFSA as an organisation but not on whether EFSA acts in the interests of the environment (40% disagree, 40% undecided) or consumers (20% disagree, 60% undecided)

## Scientific Community

Attributes	Performance (on a -100 to +100 scale)	Weighting (on a 1-6 scale)	Reputation score (on a -100 to 100 scale)
Approach to scientific advice	54	4.9	<b>42</b>
Quality of opinions	52	5.5	
Efficiency in risk assessments	37	4.8	
Emerging risks	50	5.2	
Harmonization of RA methods	45	5	
Independence and objectivity	44	5.5	
Transparency	50	5.1	
Risk communication	48	4.9	
Engagement with partners	37	4.6	
Assistance for crisis management	40	4.1	
Governance	48	4	
Innovativeness	43	4.4	

- Generally positive reputation score
- High scores across all attributes
- Highest score: approach to scientific advice
- Lowest score: efficiency in risk assessments
- Indications that this is a heterogeneous audience (wide range of responses across all attributes)
- Sentiment very positive overall (30% disagree that EFSA acts in the interest of the EU economy, 10% disagree that it acts in the interest of consumers)

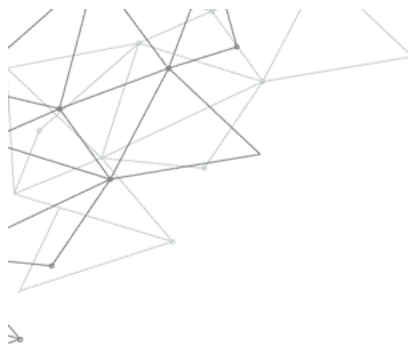
## Attributes receiving lowest scores

- **Efficiency in risk assessments**
  - Consistently scored the lowest across all groups
  - Concerns with timeliness and predictability of EFSA's risk assessment work
  - An area where EFSA could improve its reputation across all groups
  
- **Conflicts of interest / independence and objectivity**
  - Scores were not poor overall
  - However, interviewees across all groups identified this as a problematic area
  - Views on what should be done were inconsistent from one group to the next
  - It would be challenging to address the concerns of all groups



## Next steps

- “Insider survey” with EP: 2018
- Detailed stakeholder mapping: 2018
- Next edition of reputation barometer: 2019



SCIENCE • FOOD • SOCIETY

Parma, 18-21 September 2018

