

COMMUNICATIONS DIRECTORATE

**21ST ADVISORY FORUM COMMUNICATIONS WORKING GROUP MEETING
LONDON, 23 OCTOBER 2008**

THE MEETING WILL COMMENCE AT 9H00 AND IS DUE TO CLOSE AT AROUND 16H00

DRAFT AGENDA

- 1. Welcome by Dame Deirdre Hutton, Chair of Food Standards Agency, and adoption of agenda by Anne-Laure Gassin**
(Doc AF Comm WG 19 06 08 – 1)
- 2. Presentation of the work of FSA by Dame Deirdre Hutton**
- 3. Minutes of the meeting 19 06 2008 and matters arising by Anne-Laure Gassin**
(Doc AF Comm WG 19 06 08 – 2)
- 4. Update on progress at EFSA and Communications activities by Anne-Laure Gassin**
- 5. Co-operation in communications by Christoph Buller and Yenny Gamming**
 - Targeted Newsletters
 - Chronology of Future Events
 - Promotion of Expert Database and Renewal of EFSA Panels
 - Online cooperation and EFSA website strategy overview

Coffee break

- 6. Communications: information exchange and forward planning:**
 - a. **Animal Cloning** – review of EFSA activities by **Karen Talbot**
 - b. **EFSA: overview of upcoming scientific issues** and related communication activities by **Steve Pagani**
 - c. **Key country issues** regarding risk communications (country templates to be pre-circulated by members)
(Doc AF Comm WG 19 06 08 – 03)
- 7. Nanotechnology debate** - Introduction by **Karen Talbot** followed by a discussion in break out groups

Lunch

8. Key points arising from the Advisory Forum meeting (Paris, 18-19 September 2008) and update on the ESCO status (meeting on and AF Special Meeting on Plant Health (Parma, 8-9 October 2008) by Gian Luca Bonduri

9. Information Exchange IT facilities

- **Information Exchange Platform** – presentation by Dr. Carola Sondermann, Scientific Cooperation Unit, EFSA
- **AFCWG Extranet** – new design by **Monika Adamova**

10. Sharing learning experiences – Theme: The Role of Social Media in Risk Communications

- **The UK FSA Chief Scientist's blog** – presentation by Dr. **Andrew Wadge**, Chief Scientist at the FSA
- **Discussion and exchange of ideas and experience**

11. Developing Guidelines in Risk Communications – discussion led by Anne-Laure Gassin

12. Any other business