

Industry stakeholders' survey on engagement and or communication activities

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specialist



Industry stakeholders' framework

- **To implement** the Framework by **monitoring** and **reporting** on industry stakeholders' interaction through dedicated **surveys**



PURPOSE

Aims to **formalise** and **structure** our interaction with industry stakeholder groups.

SCOPE

Framework covers **interaction** between Agency and industry associations.

IMPLEMENTATION

Monitoring and **reporting** on the interaction.

Key principles

- Facilitate & streamline communication
- Structured interaction
- Accountability
- Transparency
- Broad representation of the industry



Proposed project

- Industry stakeholders receive a large number of communications via targeted mailings. Such communication is usually linked to a call for actions (e.g. call for nominations; call for activities to be implemented by a deadline; call for participation to consultations or surveys...).
- Additionally, the Agency organises several engagement events where Industry is invited to participate/contribute.



- It is important to ensure effectiveness of the Agency's communication and engagement activities.
- It is also important to ensure a high level of responsiveness from stakeholders.

Proposed methodology



Scope: Agency's communication and engagement activities.



Tools: survey industry stakeholders with the support of Industry eligible organisations ensuring representation of all key human and veterinary sectors (i.e., innovators, biologicals, SMEs, generics/biosimilars, medical devices, distributors). Additional interviews selected Industry eligible organisations.



Methodology: questions agreed with Industry eligible organisations.

Proposed timeline



March

Develop a proposal for an Industry stakeholders' **survey and interviews** aiming at gaining more understanding on the impact of EMA communication and engagement activities.



April

Consult/agree proposal with relevant Industry stakeholders.



May-July

Launch the consultation/survey and conduct interviews.



August-September

Analyses the feedback received.

Next steps



Call for volunteers: each interested Industry organisations is invited to volunteer to support this activity which will consist in:

- April: revise the proposed list of questions for the survey (proposed to have 1 teleconference on the **28th of April** to finalise the questions and agree the approach).
- May-July: disseminate the survey within their affiliated members
- May-July: participate to an interview
- Q4: revise feedback received

Please submit your nomination to emaindustryliaison@ema.europa.eu by **11th of April**.



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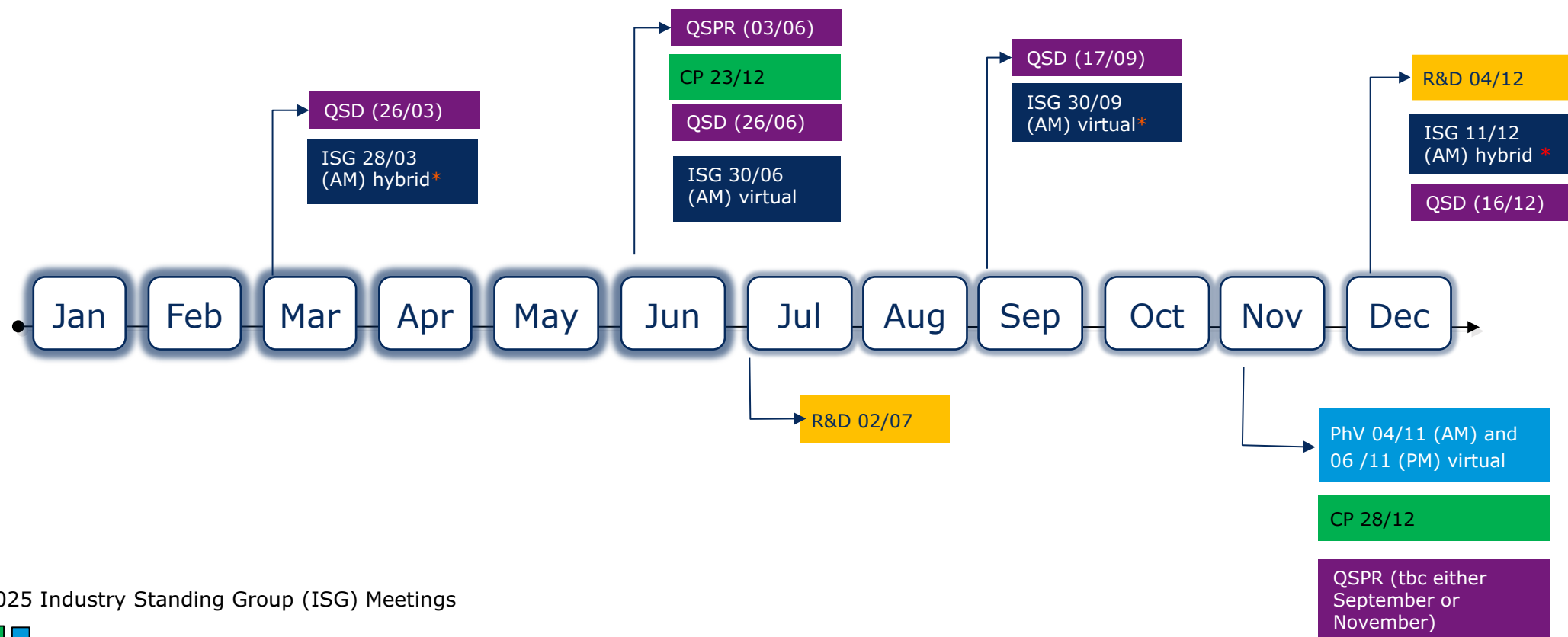
Thank you

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Next meeting dates



■ 2025 Industry Standing Group (ISG) Meetings

■ ■ ■ EMA-Industry stakeholder platform meetings

■ Quarterly system demos (QSD) or Quarterly Strategic portfolio review (QSPR) with Industry participation

* Meeting modality to be confirmed

All meeting dates to be confirmed with a formal invite.

8 12th ISG, 28/03/2025