

THE ROLE OF COMMUNITIES IN FACILITATING ENGAGEMENT AND COLLABORATION AMONG SCIENTISTS

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AGENDA



- Introduction
- EFSA's communities
- How communities can facilitate engagement & collaboration
- Pros and Cons of Community Management



INTRODUCTION - WHY COMMUNITY MANAGEMENT FOR SCIENCE



WHY ENGAGEMENT -SCIENCE IS NOT IMPACTFUL WITHOUT ENGAGEMENT

Engagement as enabler:

Quality

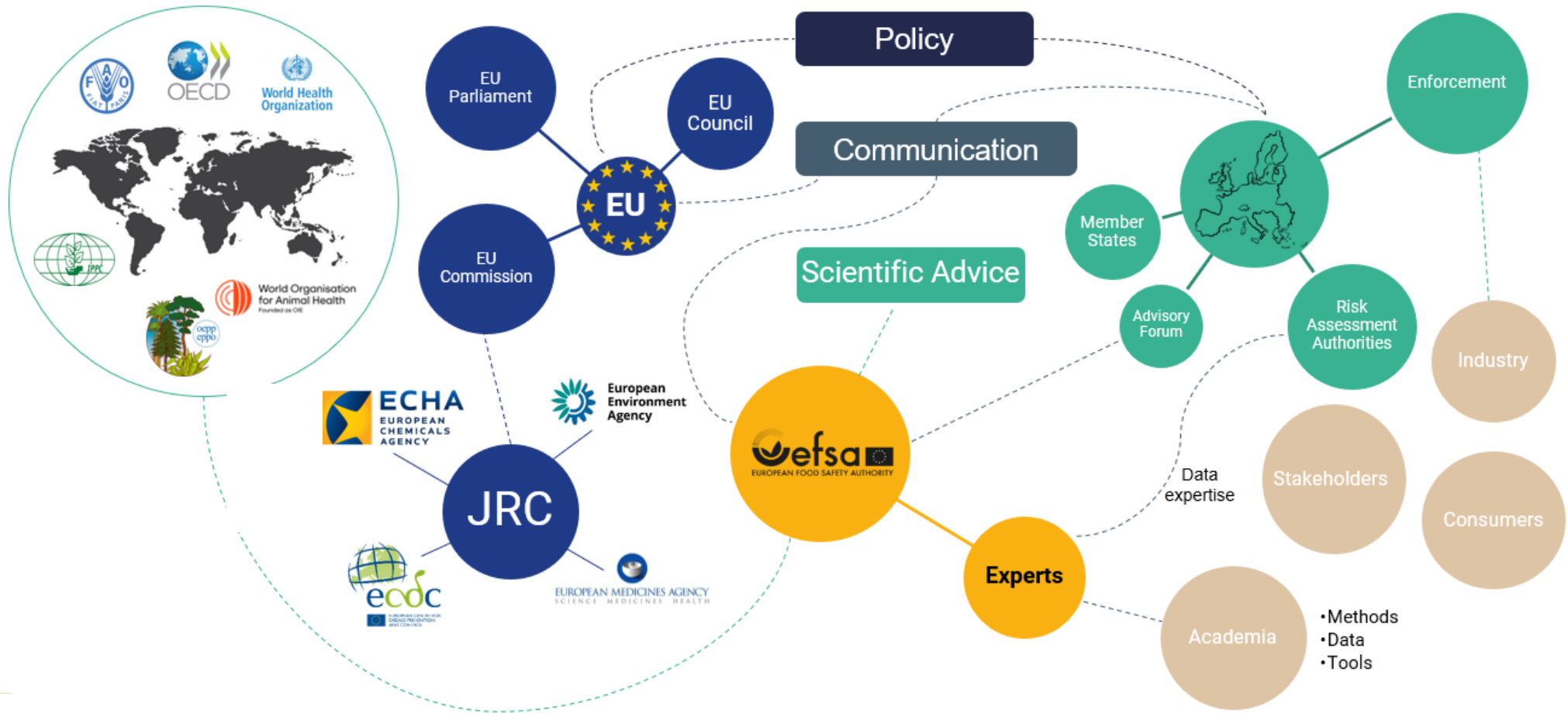
of EFSA's sc

Reputation

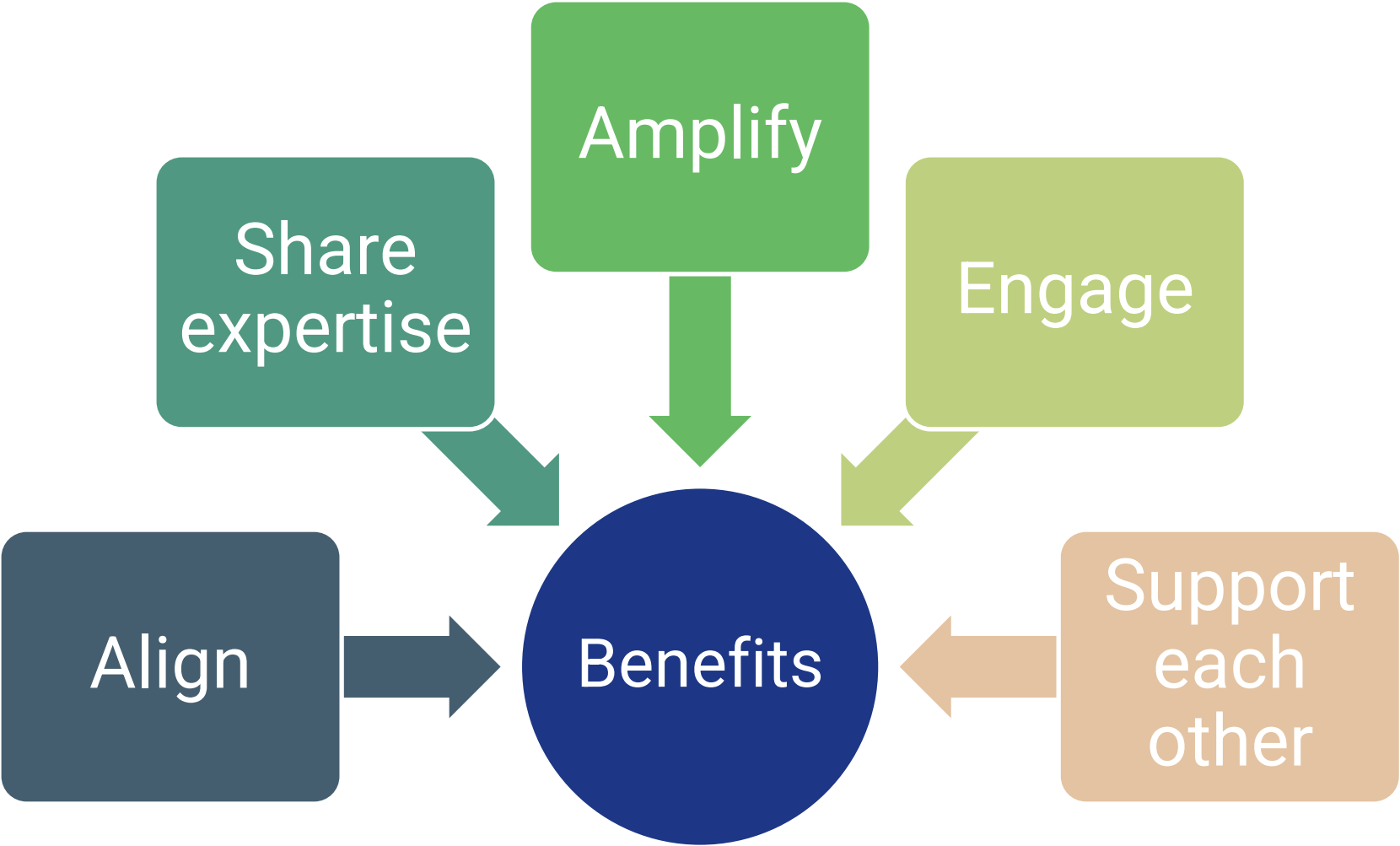
of EFSA's work

Preparedness

for the RA challenges ahead



WHY COMMUNITIES?



WHERE CAN COMMUNITY MANAGEMENT BRING ADDED VALUE?

Collaboration and knowledge sharing

Stakeholder engagement

Building organisational culture and employee engagement

Amplification of scientific impact

Crisis management and rapid response

Innovation and best practices

Trust building



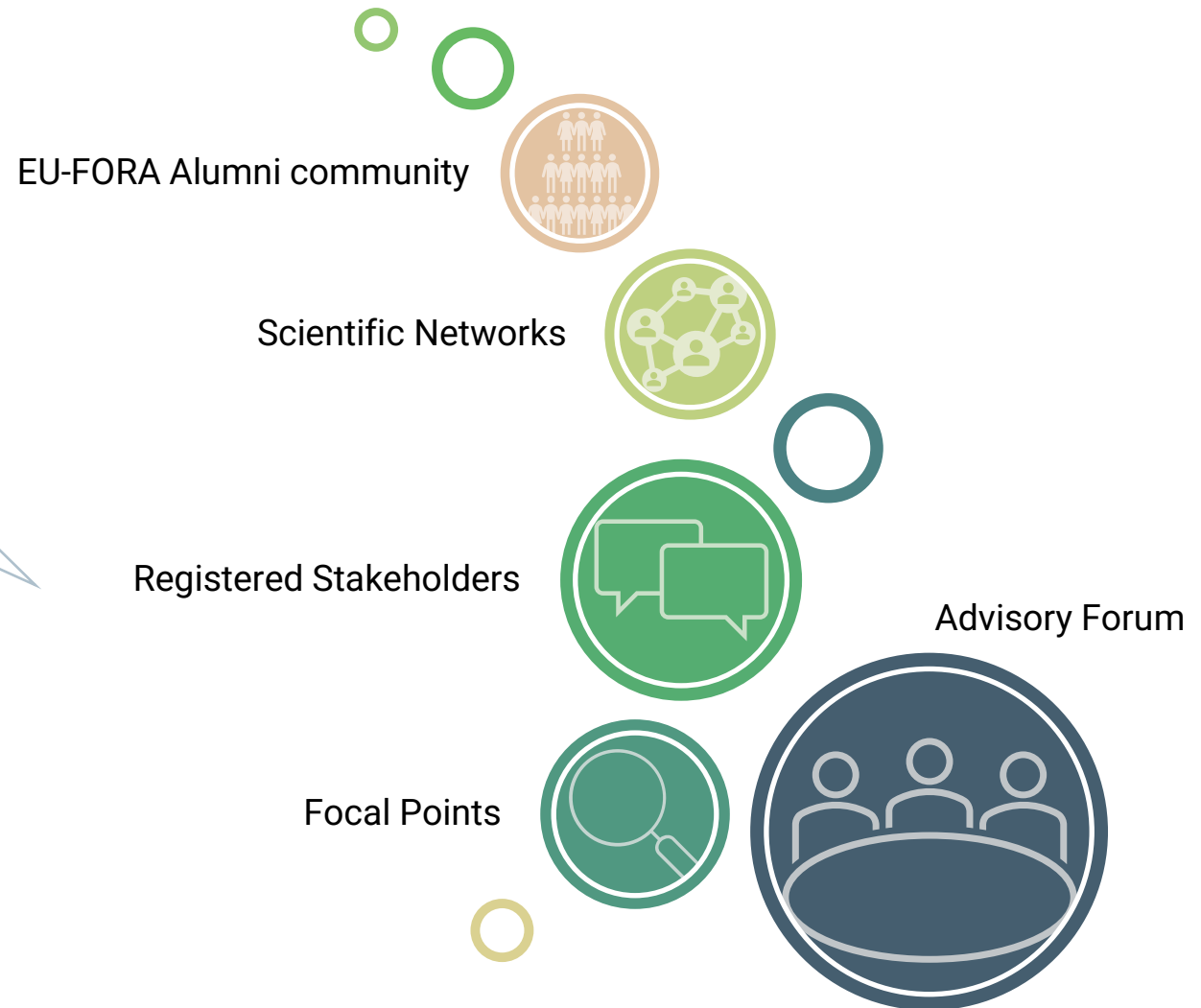
EFSA'S COMMUNITIES – HOW EFSA APPLIES COMMUNITY MANAGEMENT



MANAGING COMMUNITIES SINCE 2002

*“Communities are **formal or informal structures** that share a **common purpose and vision**, learning how to **work better together** as they interact and collaborate regularly.”*

(adapted from Lave and Wenger, 1991 and 1996)



SCIENTIFIC NETWORKS: AN EXAMPLE OF EFFECTIVE COMMUNITY

Objective: support EFSA and the Member States in carrying out the Authority's mission

- Facilitating the development of a scientific cooperation
- Coordination of activities
- Exchange of information
- Development and implementation of joint projects
- Exchange of expertise and best practices in the fields within the Authority's mission

Scientific Network for Risk
Assessment of **GMOS**



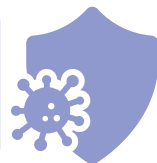
AHAW
Scientific Network for Risk Assessment
in Animal Health and Welfare



FCM
Scientific Network on Food
Contact Material



Scientific Network on
BSE/TSE



Scientific Network for
Zoonoses Monitoring Data



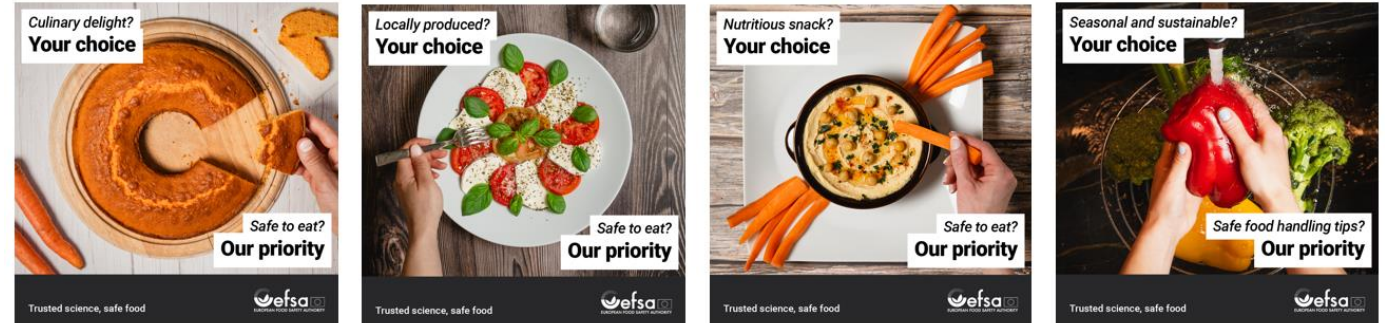
**Plant Pest Surveillance
Network**



COMMUNICATION EXPERT NETWORK: AN EXAMPLE OF EFFECTIVE COMMUNITY ON RISK COMMUNICATION

Objectives:

- Seamless cooperation and coordinated communication in the EU
- Share best practices and guidelines in communications harnessing collective expertise and promoting harmonised ways of working
- Skills and knowledge developed across Member States to facilitate and optimise Targeted Risk Communication



Objectives: raise awareness on African swine fever among veterinarians, farmers and hunters in 18 countries (2019 – 2023).



#StopASF





HOW COMMUNITIES CAN FACILITATE ENGAGEMENT & COLLABORATION



COMMUNITY MANAGEMENT CYCLE



THE ROLE OF COMMUNITY MANAGERS

Provide **support**/Seek **help** from others

Collect and express **needs/difficulties**

Bring **added value** to the community:

- Share your **experience**
- Share your **knowledge**

Stimulate **discussions**:

- Active participation at **meetings**
- Encourage **conversations** (lead by example)

Grow your and Community members expertise:

- Enrol/provide trainings
- Invite experts (e.g. lectures)

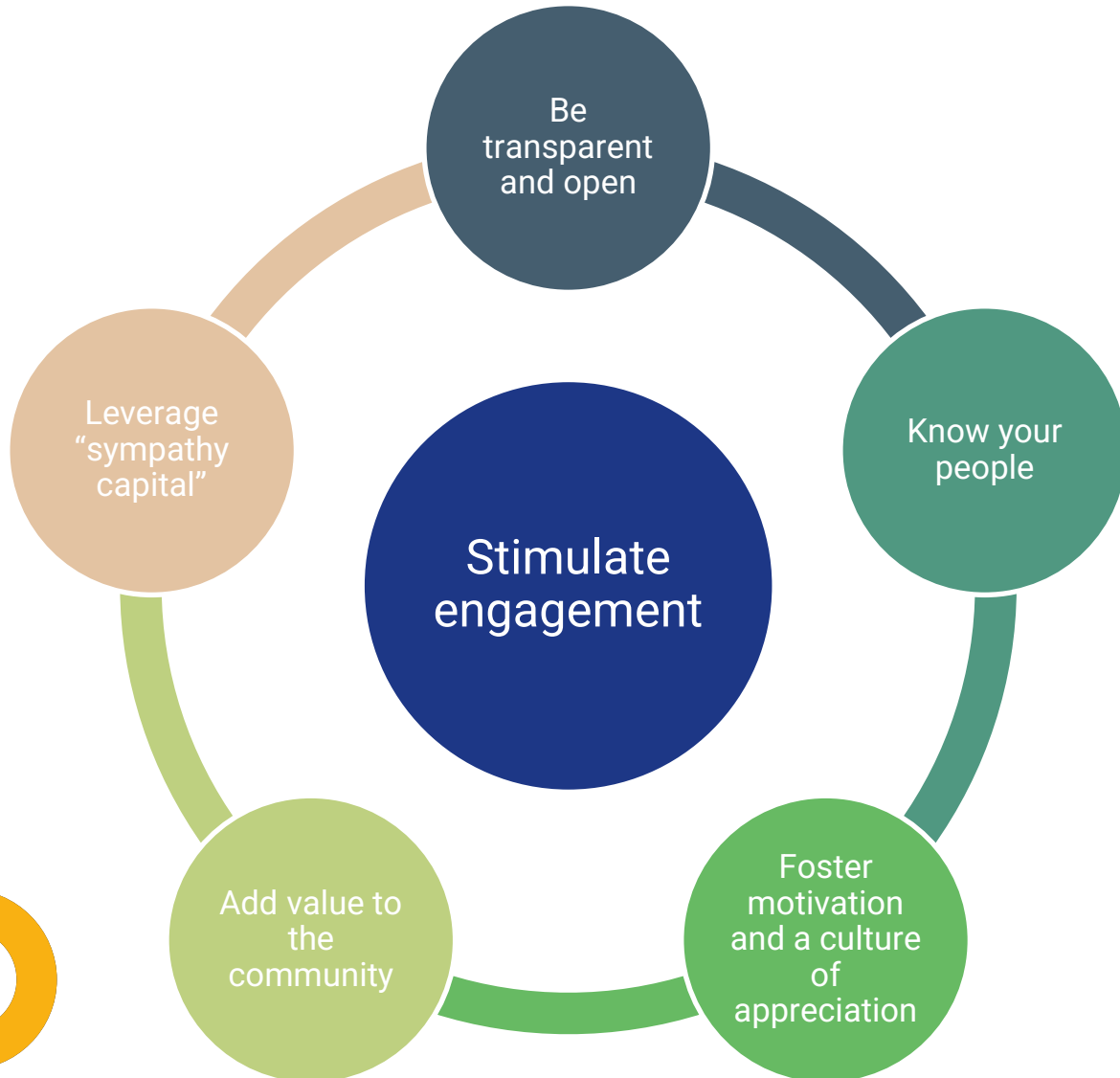


RUNNING A COMMUNITY: VISION, EMPATHY AND ORGANISATION

The art of running a community demands careful attention and dedication



HOW TO MOTIVATE MEMBERS & STIMULATE ENGAGEMENT



Aim for transparency and openness and encourage members to do the same

Know background and motivation of your members and customise input and activities that would trigger their attention and interest (create "Personas")

Recognise and celebrate members' achievements and contributions (develop sense of belonging).

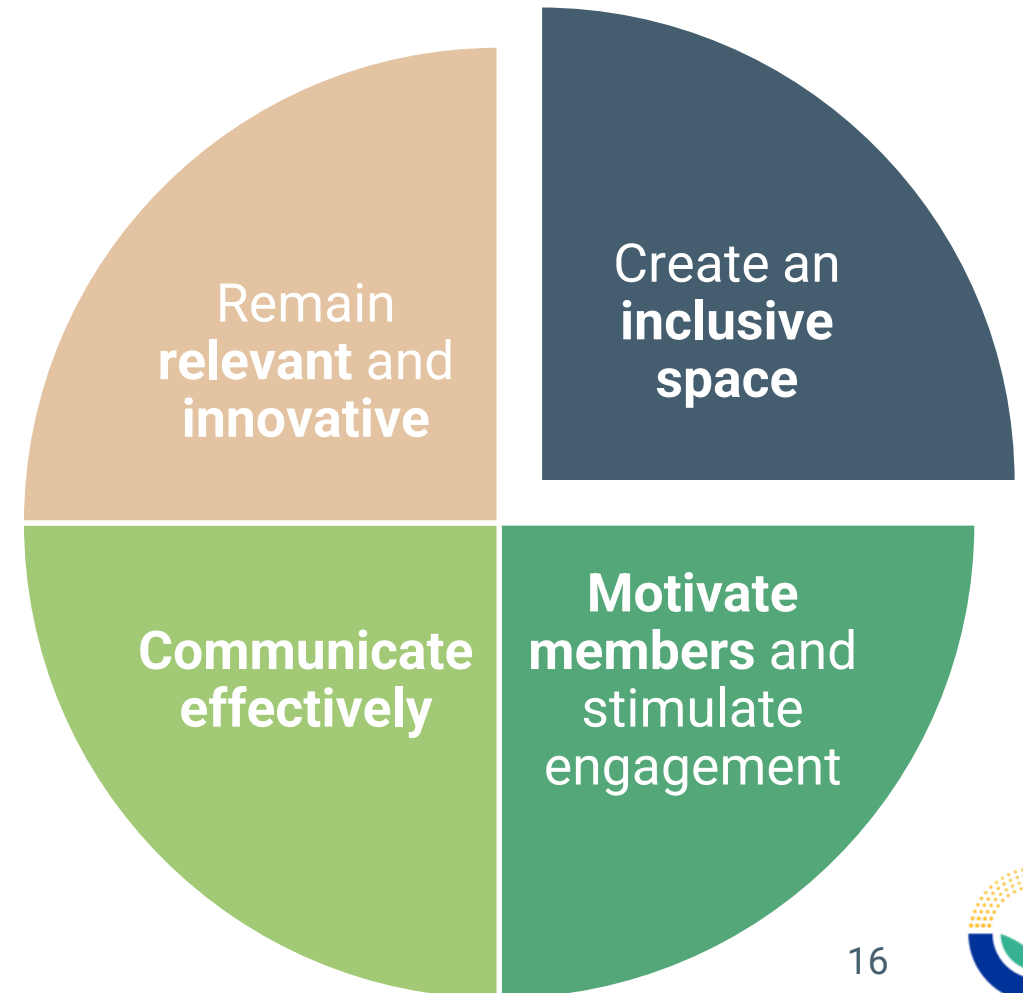
Share content, interesting information as well as novelties that may hook your members' attention and fulfil their needs of learning.

Engage in informal discussions between meetings.

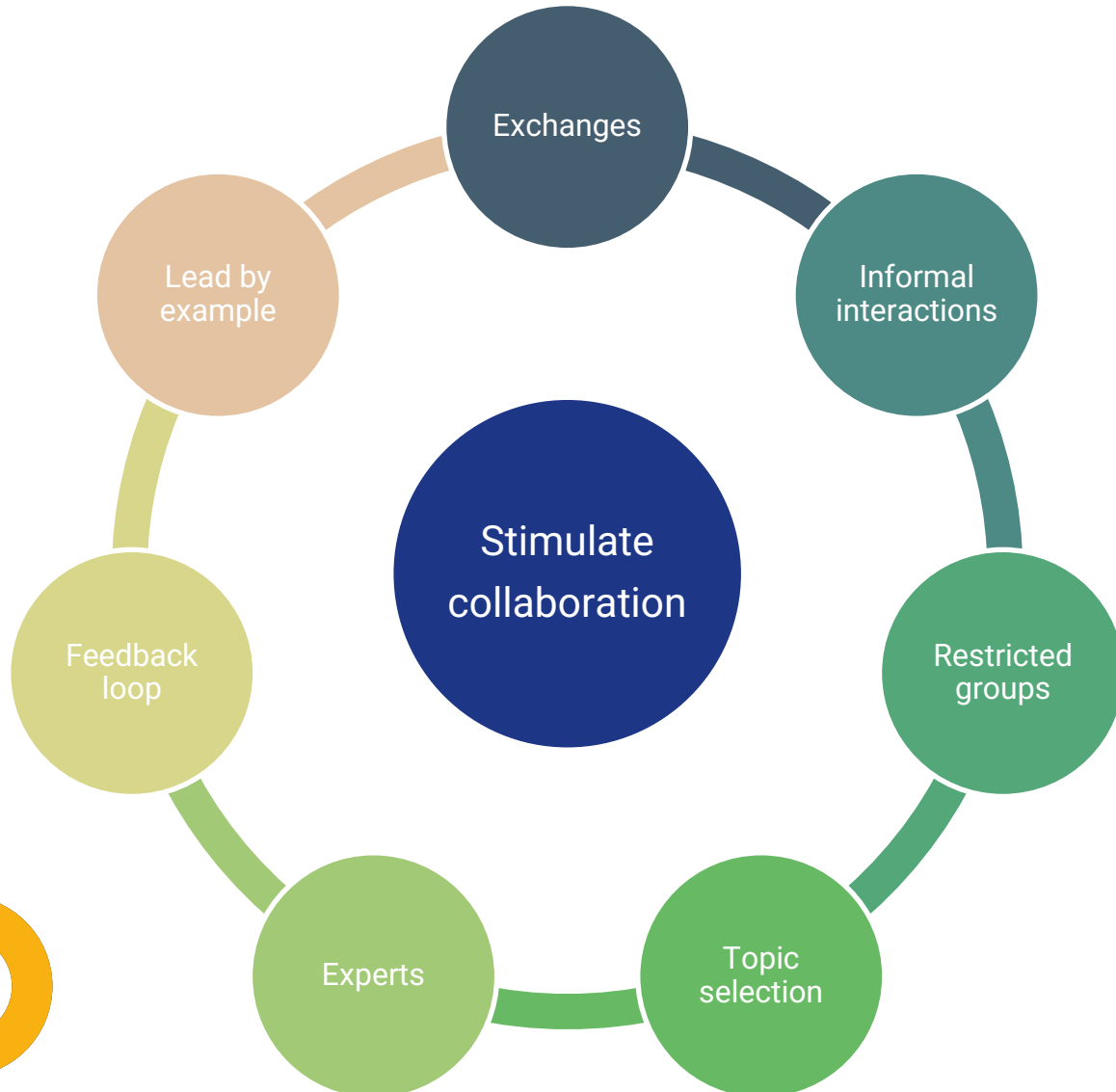


NURTURE A COMMUNITY: SENSE OF BELONGING

A key characteristic of successful communities lies in their capacity to nurture a **"sense of community"** among their participants.



HOW TO MOTIVATE YOUR MEMBER TO COLLABORATE



Facilitate exchanges and conversations through informal meetings, networking events

Foster informal interactions through community newsletters, news alerts, enhancing social cohesion and a sense of belonging

Consider creating sub-groups for expert discussions or allocate specific time for in-depth dives into topics of interest to the members

Select topics that appeal broadly while maintaining a high level of expertise

Consider inviting external experts enhancing the community's knowledge pool

Implement simple feedback mechanisms and knowledge-sharing platforms

Be active and engaged, share your knowledge and expertise to motivate community members to do the same





WRAP UP – PROS & CONS OF COMMUNITY MANAGEMENT



PROS & CONS OF COMMUNITY MANAGEMENT



Pros

- Connects scientists, shares expertise, and co-creates solutions
- Breaks boundaries (discipline, geography, organisations)
- Encourages diverse collaboration and niche expertise
- Builds relationships fostering trust and long-term collaboration
- Promotes innovation
- Improves reputation through trust and credibility

Cons

- Time, effort, and resources needed to sustain
- Requires moderation for a positive, valuable space
- Needs clear strategy, objectives, and tools
- Measuring ROI can be complex, challenging resource justification





THANK YOU!

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