



CASP2022

Coordinated Activities
on the Safety of Products



Communication
booster



Final
Report

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List of abbreviations

ABBREVIATION	DESCRIPTION
CASP	Coordinated Activities on the Safety of Products
DG JUST	Directorate-General for Justice and Consumers
EC	European Commission
EEA	European Economic Area (EU27 + Iceland, Liechtenstein, Norway)
EO	Economic operator
EU	European Union
HA	Horizontal activity
MSA	Market surveillance authority
PSA	Product-specific activity

Executive summary

Objectives

The Coordinated Activities on the Safety of Products (CASP) 2022 project aims at enhancing the safety of products in the European single market through collaboration among all market surveillance authorities in the European Union and the European Economic Area.

The CASP 2022 Communication Booster activity has been centred around two main objectives:

- Provide market surveillance authorities with tools and guidance to communicate more effectively at a national/local level using different types of media;
- Streamline and plan a common strategy to better disseminate and use communication material produced for the CASP activities.

Results

1. Guidance document summarising “Common approaches and best practices on CASP communication”;
2. Communication Booster workshops & training with resulting video snippets.

Conclusions and recommendations

The activity objective was to improve market surveillance authorities internal and external communication efforts related to product safety. The Communication Booster activity identified specific needs, challenges, and best practices related to the use of communication tools and resources in order to foster a more active role for MSAs in terms of developing and disseminating communication material.

Internal communication

- Market surveillance authorities can greatly benefit from sharing experiences and materials related to communication. Particularly smaller authorities or those with no specific communication expertise can learn from the experience and assets of other colleagues to improve the effectiveness of their communication strategies.
- The creation of a European network of communication professionals for product safety should be the next step to create further connections enabling to collaborate on communication topics.

External communication

- Based on experience, a topical approach to communication campaigns centred on product categories or product safety issues has proven to be the most effective one.
- In order to ensure that communication campaigns are more effective and resonate with consumers in different countries, communication assets should include options for co-branding or localisation. In line with the results of the MSA survey, three potential areas of collaboration have been identified:
 1. smaller authorities without a communication department can be encouraged to share CASP’s creative assets on their website and social media;
 2. larger authorities with access to a small communication department may be invited to carry out co-branding operations;
 3. larger authorities with a strong communication department may be responsive to a full localisation offer.

1. Communication booster activity overview

1.1. Introduction and main objectives

The activity was designed to enable MSAs - whether involved in communication activities in their respective authorities or not - to discuss various communication needs and challenges and to share best practices, templates, and guidance on successful communication campaigns. The activity also focused on fostering exchange and cooperation among MSAs in order to build and maintain a network of communication professionals. The specific objectives of the activity are set out below.

- Provide MSAs with the tools and guidance to communicate more effectively at a national/local level using different types of media;
- Streamline and plan a common strategy to better disseminate and use communication material produced for the CASP activities.

1.2. Overview of participating Market Surveillance Authorities

17 MSAs from 13 different Member States participated in the Communication Booster activity, as illustrated in the table below.

COUNTRY	MSA
Austria	Federal Ministry for Social Affairs, Health, Care and Consumer Protection
Bulgaria	Commission for Consumer Protection
Cyprus	Department of Labour Inspection – Ministry of Labour, Welfare and Social Insurance
Czechia	Ministry of Industry and Trade Czech Trade Inspection Authority
Estonia	Consumer Protection and Technical Regulatory Authority
Finland	Finnish Environment Institute
France	Directorate-General for Consumer Competition and Fraud Control
Germany	Saarland Ministry for the Environment and Consumer Protection District Government of Düsseldorf District Government of Detmold
Ireland	Competition and Consumer Protection Commission
Latvia	Consumer Rights Protection Centre
Lithuania	State Consumer Rights Protection Authority
Luxemburg	Luxembourg Institute for Standardisation, Accreditation, Safety and Quality of Products and Services
Poland	Office of Competition and Consumer Protection

2. Main activities and outcomes

2.1. Scoping of the activity

The scope of the Communication Booster activity was to provide MSAs with guidance and tools to communicate more effectively at a national/local level and take a more active role in the production and dissemination of external communication materials. Throughout the activity, MSAs also highlighted the need to better understand and exchange information on the institutional set-up and work of their colleagues in other EU/EEA countries. In order to enable MSAs to better connect and collaborate, a survey was developed to further map MSA competencies.

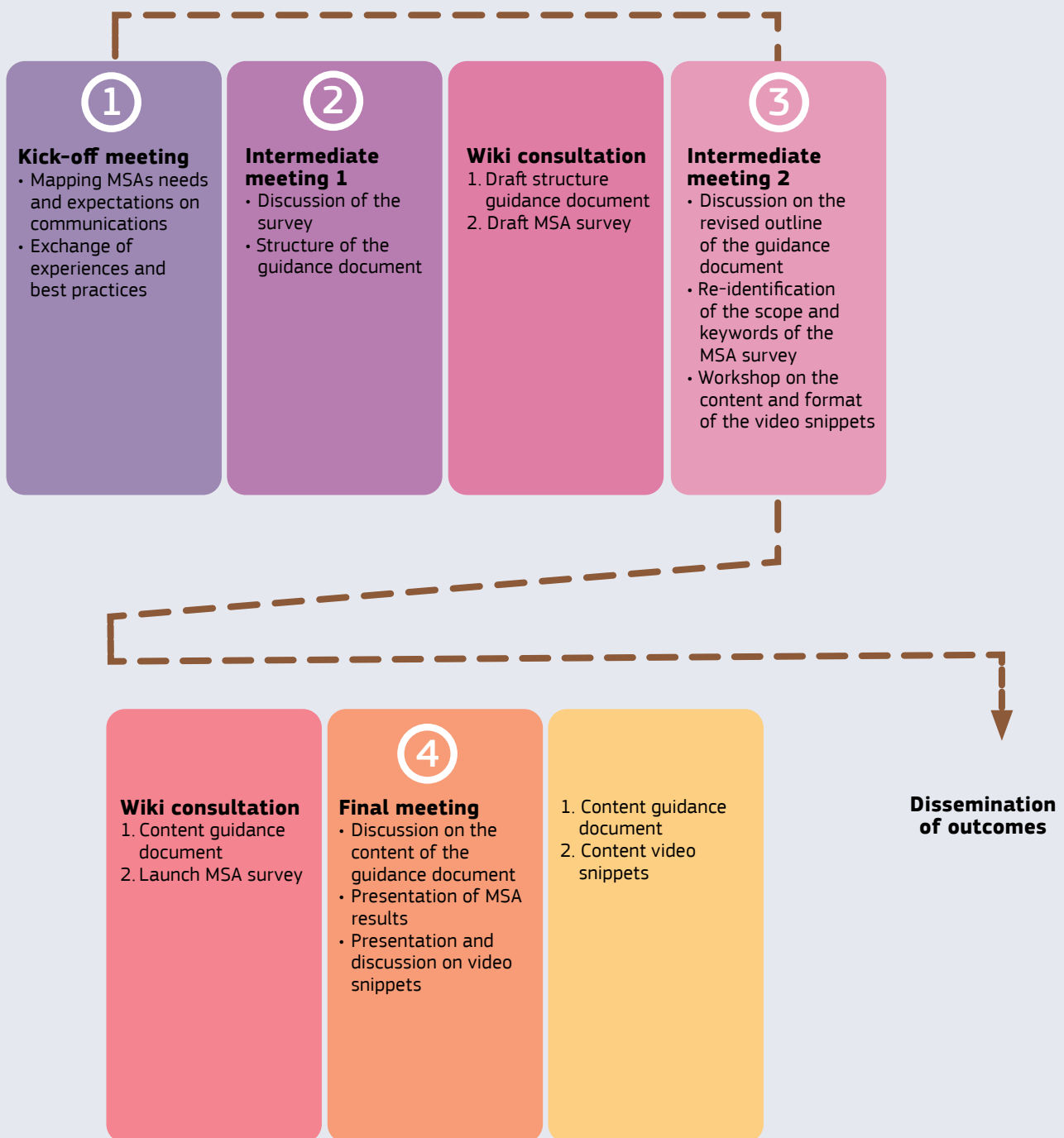
While the results of the MSA survey provided a starting point for the development of tools and strategies to be included in the guidance document, an interactive workshop on communication needs allowed MSAs to prioritise topics for the development of video snippets intended to support and reinforce MSAs' daily communication efforts.



2.2. Working approach

The development of the video snippets and guidance document took place in close collaboration with the MSAs to ensure that the discussions on both the challenges and potential solutions were in line with their priorities and needs.

Figure 1 - working approach



The work conducted during the activity is summarised in the table below:

Table 1 - Summary of the CASP 2022 Communication booster activity

<p>Before the activity</p> <ul style="list-style-type: none"> • A scoping interview took place with the Desk Officers from the Directorate-General for Justice and Consumers of the European Commission (DG JUST) • A preparatory survey was launched to better understand MSAs' expectations, their current level of knowledge, and approaches to communications
<p>Kick-off meeting (KoM)</p> <ul style="list-style-type: none"> • Mapping MSAs needs and expectations on communications • Exchange of experiences and best practices <ul style="list-style-type: none"> ◦ Roundtable on collaboration opportunities on the CASP project ◦ Roundtable on the project's deliverables (e.g., video snippets and guidance document)
<p>Intermediate meeting 1</p> <ul style="list-style-type: none"> • Discussion of the survey • Structure of the guidance document <ul style="list-style-type: none"> ◦ Presentation of tools for creative assets and experience-sharing ◦ Discussion of localisation options for creative assets ◦ Presentation of the EC market surveillance and product safety framework and tools <p>Guidance document</p> <ul style="list-style-type: none"> • Discussion and feedback sessions on the draft structure of the guidance document <p>MSA survey</p> <ul style="list-style-type: none"> • Presentation of the draft MSA survey
<p>Between Intermediate meeting 1 and Intermediate meeting 2</p> <ul style="list-style-type: none"> • Feedback on the draft MSA survey • Discussion of the draft structure of the guidance document
<p>Intermediate meeting 2</p> <ul style="list-style-type: none"> • Discussion on ways to improve the production of communication assets • Deeper exploration of ways to improve both internal and external communications • Sharing of previous MSA campaigns and communication assets <p>Guidance document</p> <ul style="list-style-type: none"> • Discussion on the revised outline of the guidance document <p>Video snippets</p> <ul style="list-style-type: none"> • Workshop on the content and format of the video snippets <p>MSA survey</p> <ul style="list-style-type: none"> • Re-identification of the scope and keywords of the MSA survey

Table 2 - Summary of the CASP 2022 RAM activity

<p>Between the intermediate meeting 2 and Final meeting</p> <ul style="list-style-type: none"> • The MSA survey launched and distributed among MSAs across the EU/EEA • Further development of the guidance document based on MSAs' input and feedback
<p>Final Meetings</p> <ul style="list-style-type: none"> • Presentation and discussion/feedback sessions on the outcomes of the current 2022 Communication Booster activity • Discussions on the future format of the Communication Booster network¹ • Presentation on the CASP2022 communication approach <p>Guidance document</p> <ul style="list-style-type: none"> • Discussion on the revised version of the guidance document <p>Video snippets</p> <ul style="list-style-type: none"> • Presentation on the final selection of three video snippets² <p>MSA survey</p> <ul style="list-style-type: none"> • Presentation of the MSA survey results
<p>After the final meeting</p> <ul style="list-style-type: none"> • Sharing of good practices/communication campaigns among MSAs on the wiki



¹ Link to the new Communication Boosters Wiki (EU login necessary): <https://webgate.ec.europa.eu/fpfs/wikis/pages/viewpage.action?spaceKey=ProductSafety&title=COMMUNICATION+ACTIVITIES>

² Five topics have been selected by the workgroup. The content of the three first topics was presented and approved during the final meeting. The remaining two topics were still "work in progress" and will be submitted later through the CASP 2022 Wiki.

2.3. Identification of solutions and development of tools and deliverables

Guidance document

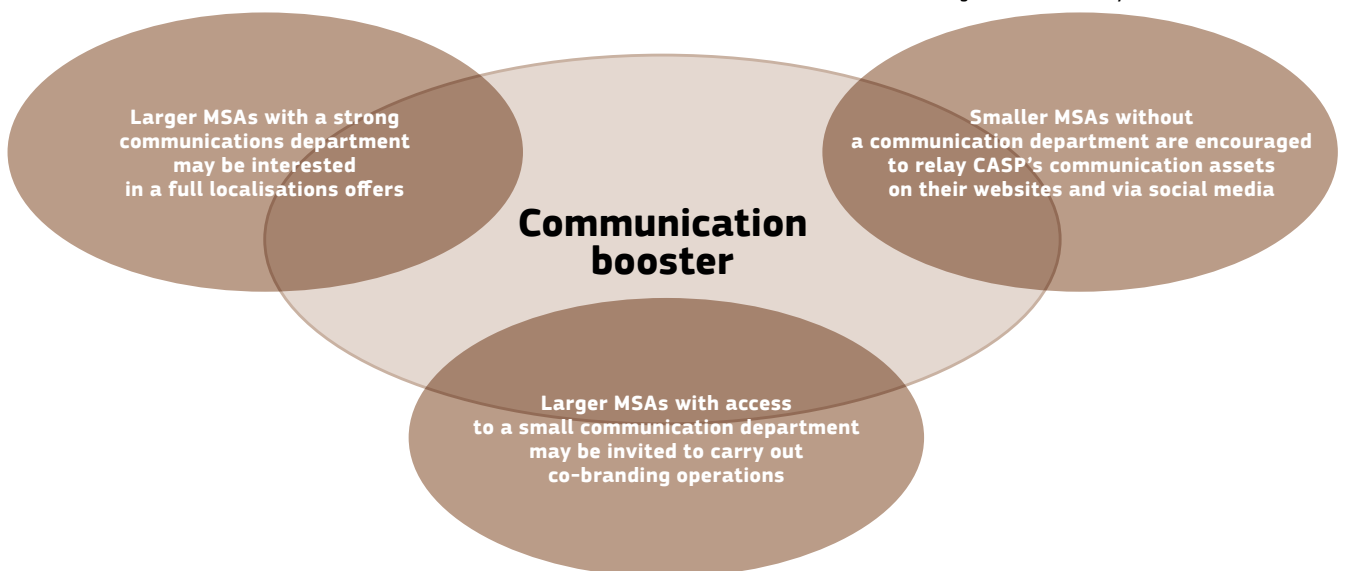
Throughout the activity, a guidance document summarising “common approaches and best practices on CASP communication” was developed in close coordination with the MSAs. The document aims to provide guidance and tools on how to boost MSAs’ internal and external communications, as well as encourage their active coordination in the development and dissemination of communication materials.

The guidance document identifies possibilities for MSAs to combine their communication efforts in order to enhance further collaboration among MSAs as well as between MSAs and DG JUST. It includes various ways in which MSAs at the national and European levels can improve the quality and effectiveness of the communication messages addressed to consumers and EOs in the Single Market. The creation of a European network of product safety communication professionals, identified as the next step during the activity, will moreover enable MSAs to continue the sharing of experiences and creative assets in the future.

MSA survey

During the activity, the MSAs expressed a strong desire to better understand and exchange information on the organisation and the competencies and communication work of their colleagues in other EU/EEA countries. In order to improve communications and coordination among MSAs and between DG JUST and the MSAs, a survey was developed and launched among MSAs in the EU/EEA. 69 MSAs from 23 EU/EEA countries responded to the survey. The main outcomes of this survey are highlighted in the guidance document to enable MSAs to connect and collaborate more easily with their relevant counterparts. Moreover, based on the survey responses, three levels of collaboration regarding external communication campaigns could be defined as outlined in *Figure 2*.

Figure 2 - MSA survey - levels of collaboration

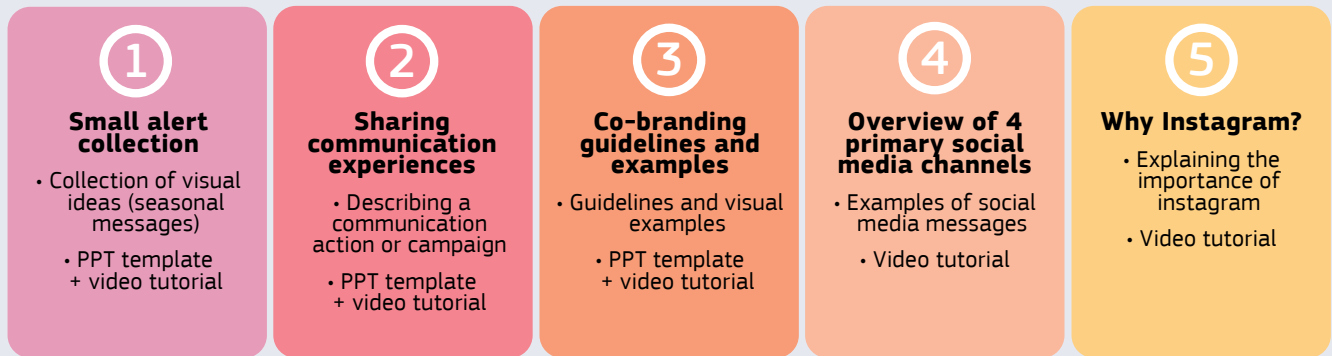


Workshop on video snippets

In addition to the guidance document, the activity was designed to produce video snippets on communication topics intended to help MSAs identify possibilities for combining communications efforts and improve the quality and effectiveness of their

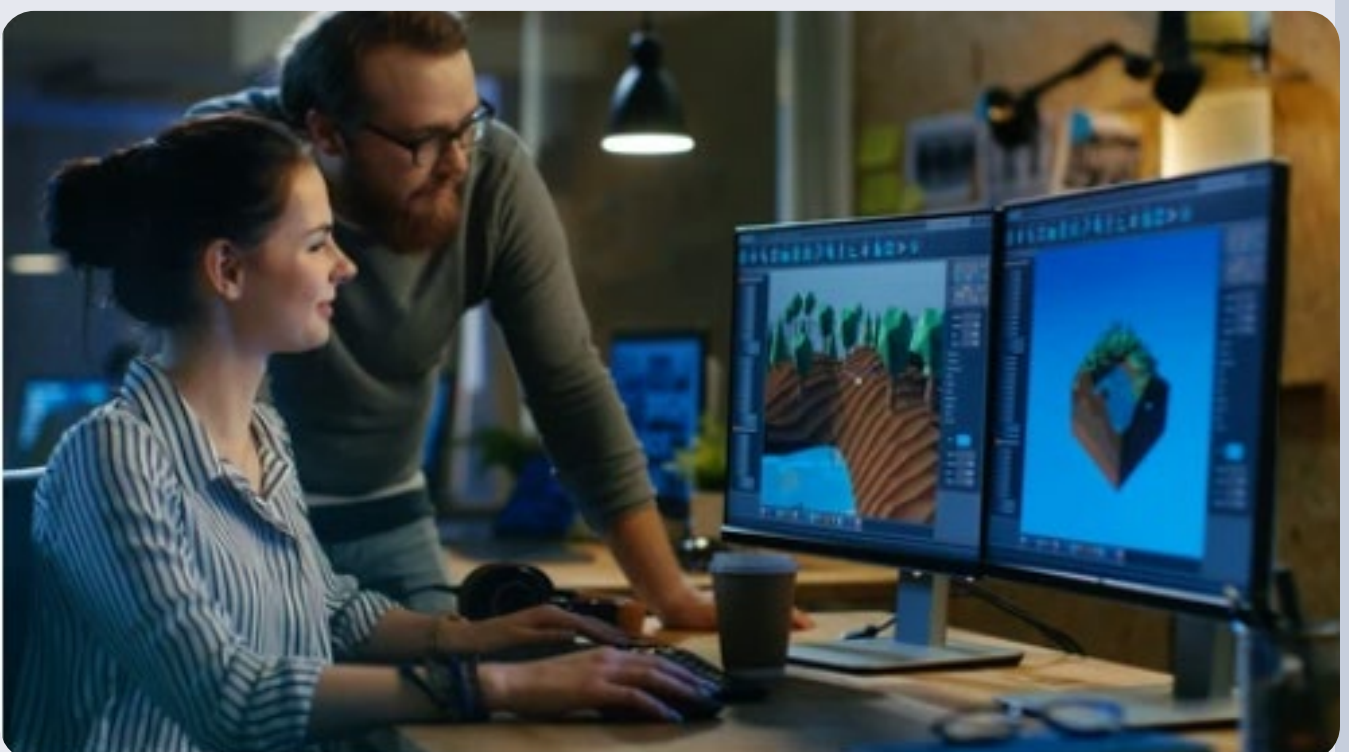
communication assets. An interactive Mural workshop resulted in a final selection of five topics that will serve as the key focus for the creation of brand awareness and promotion of communication materials.

Figure 3 - video snippets



A template and video tutorial on creating small alerts on specific topics and occasions were designed to allow MSAs to quickly produce targeted communication messages when needed. Another template and tutorial were produced to enable MSAs to share their experience and lessons learnt on campaigns in order to allow other MSAs to draw inspiration and information from both successes and failures of campaigns. In line with the MSAs' request to allow for options to adapt communication assets to their own campaigns, a video tutorial that included co-branding guidelines was created. Examples and

a template were also prepared to facilitate the co-branding of available CASP communication materials. Finally, two video snippets focus on the use of social media for communication, which was identified as a leading trend and challenge for MSAs during the activity. While one tutorial introduces the primary social media channels and proposes examples of effective messages communicated through social media, the other video focuses on Instagram as an important channel to include in communication campaigns.



3. Conclusions

3.1 Internal communication

Variety in MSA competencies and communication expertise

The structure, organisation and competencies of MSAs vary greatly – the same applies to MSAs' communication departments, according to the MSA mapping resulting in the following conclusions:

- Few participating MSAs report having a large communication department;
- some participating MSAs have a small department with few employees;
- others refer to a central department within the ministry to which they belong;
- half of the participating MSAs do not have a communication department.

3.2 External communication

Topical approach centred on product categories or product safety issues

Several MSAs emphasise their experience in the field and say that communication actions are more effective when they are related to issues with a particular product category. For example, it is easier to engage parents of babies by talking to them about problems related to childcare articles or toys. Here are a few examples of this topical approach:

- In Ireland, several tonnes of dangerous toys were destroyed. The Competition and Consumer Protection Commission used spectacular images to communicate about toy safety; this was very well covered by the local media. See: <https://www.youtube.com/watch?v=AXezLVIQmw0>.

A European network of communication professionals for product

MSAs can greatly benefit from sharing experiences and materials related to communication. Particularly smaller MSAs or those with no specific communication expertise can learn from the experience and assets of other colleagues to improve the effectiveness of their communication strategies. In order to improve the current situation, and to continue the exchange and collaboration on communication topics in the future, a European network of communication boosters for product safety has been created. Please contact JUST-B4@ec.europa.eu for further information.

- The Communication activities wiki page is available at the following link: [COMMUNICATION ACTIVITIES - EU Consumer Product Safety - EC Extranet Wiki \(europa.eu\)](#) (EU login is necessary for access).
- In Latvia, following the news that seven kids had been hospitalised after having ingested magnets, the PTAC produced communication materials for safety campaigns on toys with magnets and button batteries (<https://www.ptac.gov.lv/lv/rotallietu-drosums>).
- In France, the DGCCRF raises consumer and media awareness around dangerous products through reports on tests of groups of products. See (for example): <https://www.economie.gouv.fr/dgccrf/secureite-des-objets-electriques-des-taux-de-non-conformite-et-de-dangerosite-trop-eleves>.
- In Lithuania, when the VVTAT started publishing about dangerous products on their social media networks, the number of their followers grew extremely rapidly, to approximately 5000. Link to the VVTAT presentation to be implemented.

Options for co-branding and the localisation of creative assets

In order to ensure that communication campaigns are more effective and resonate with national consumers, communication assets should include options for co-branding or localisation.

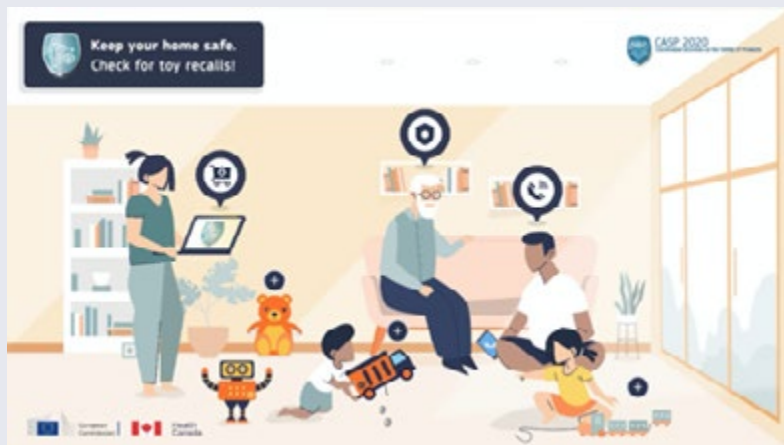
Co-branding consists of including the logo of the partner MSA in the CASP creative assets. It is also possible to insert a call to action specific to the partner MSA (e.g. a link to a local website). This is an opportunity to reinforce the presence of the partner MSA while using CASP creative assets.

Localisation is a more intensive collaboration. The partner MSA will receive the creative assets in parts (images, logos, layout templates, editable video, etc.). The partner MSA will then be able to adapt the CASP messages to the local context and local planning.

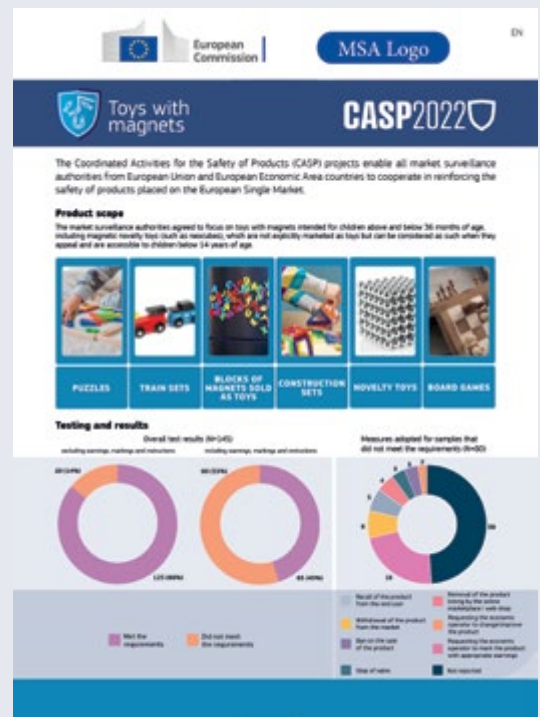
In line with the results of the MSA survey, there are three potential areas of collaboration:

1. smaller MSAs without a communication department can be encouraged to share CASP's creative assets on their website and social media;
2. larger MSAs with access to a small communication department may be invited to carry out co-branding operations;
3. larger MSAs with a strong communication department may be responsive to a full localisation offer.

Example from a previous CASP programme



Example of a co-branded factsheet



1. What is CASP?

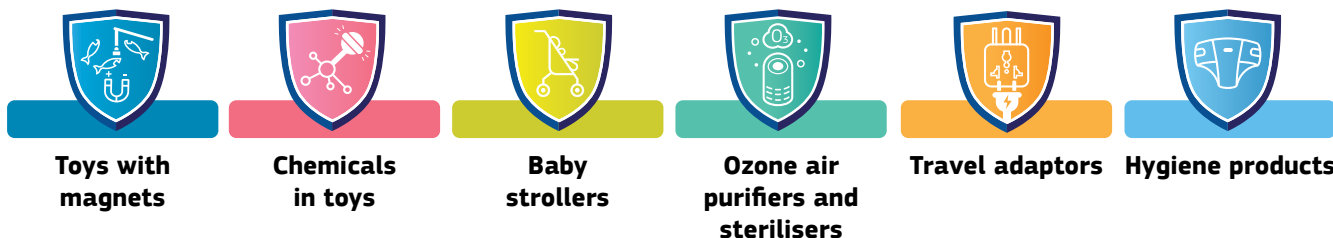
The Coordinated Activities on the Safety of Products (CASP) enable Market Surveillance Authorities from European Union / European Economic Area countries to cooperate and to reinforce the safety of products placed on the Single Market.

CASP 2022 includes four Horizontal activities and six Product specific activities

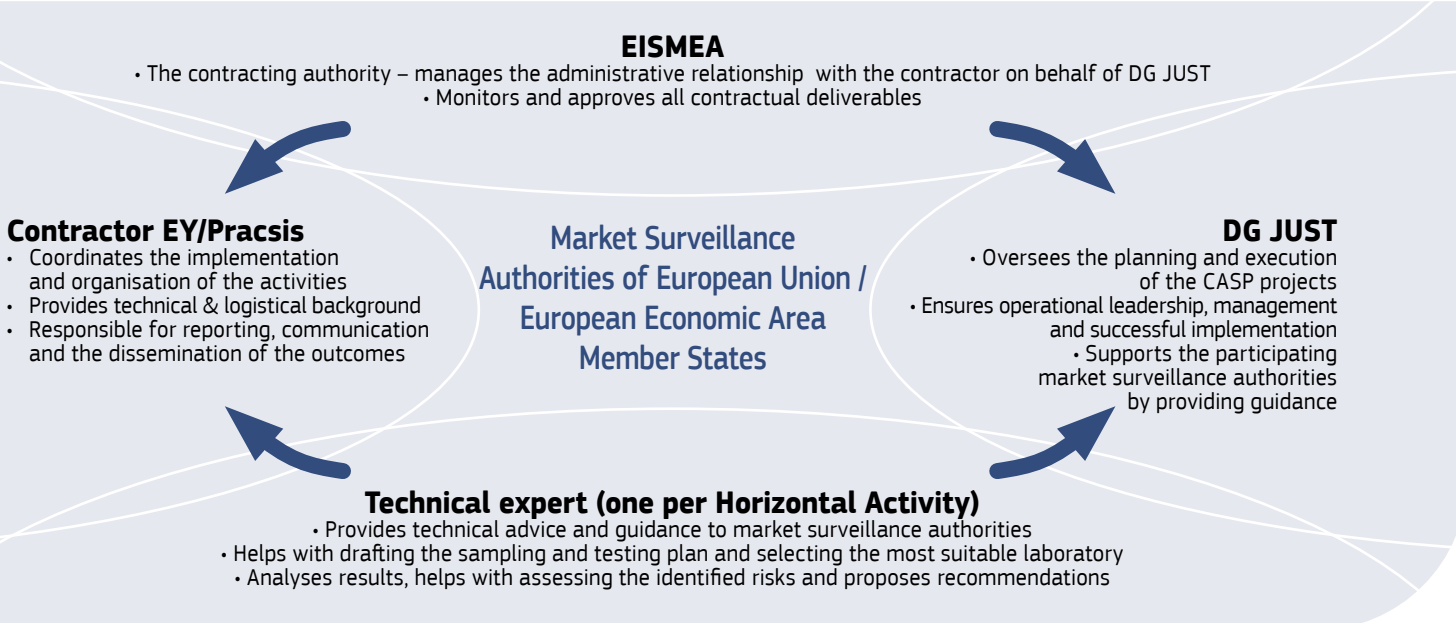
Horizontal activities provide a forum for market surveillance authorities to exchange ideas and best practices. Under the guidance of a technical expert, they develop common approaches, procedures and practical tools for market surveillance.



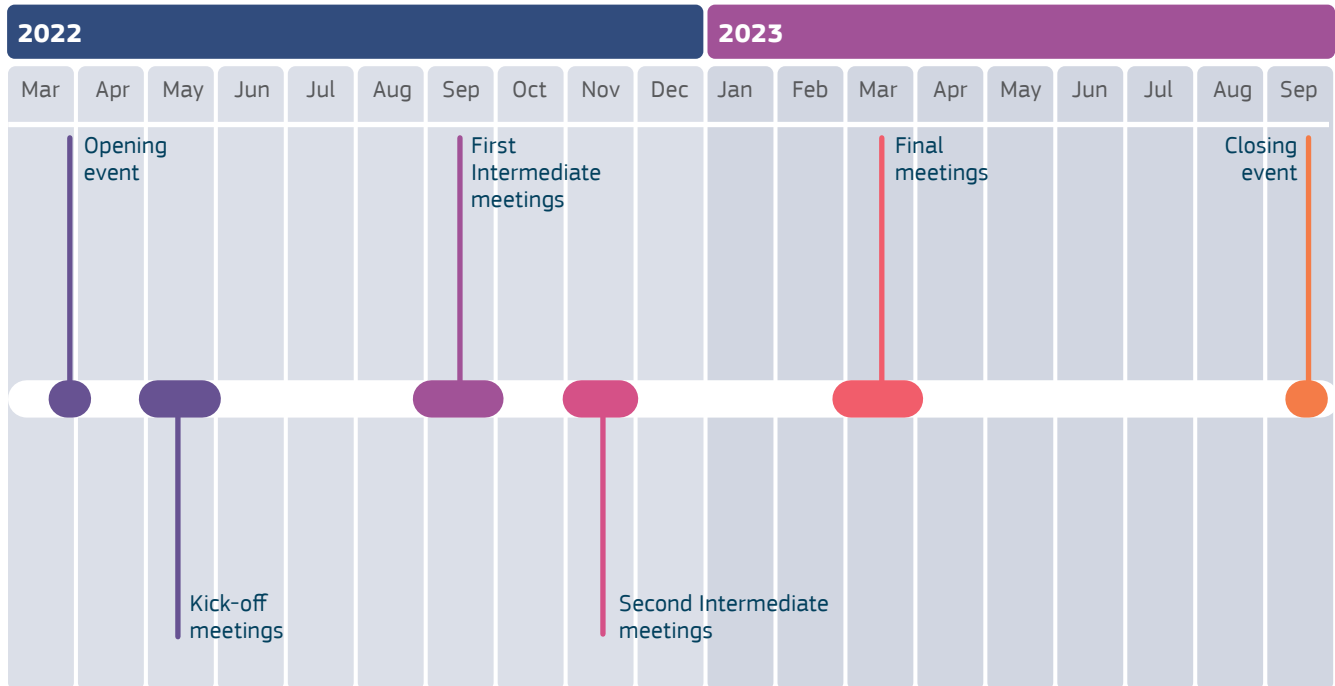
Product specific activities test different types of products that may pose a risk to consumers. The products are selected and collected by the market surveillance authorities involved and are examined using a commonly agreed testing plan.



Roles and responsibilities



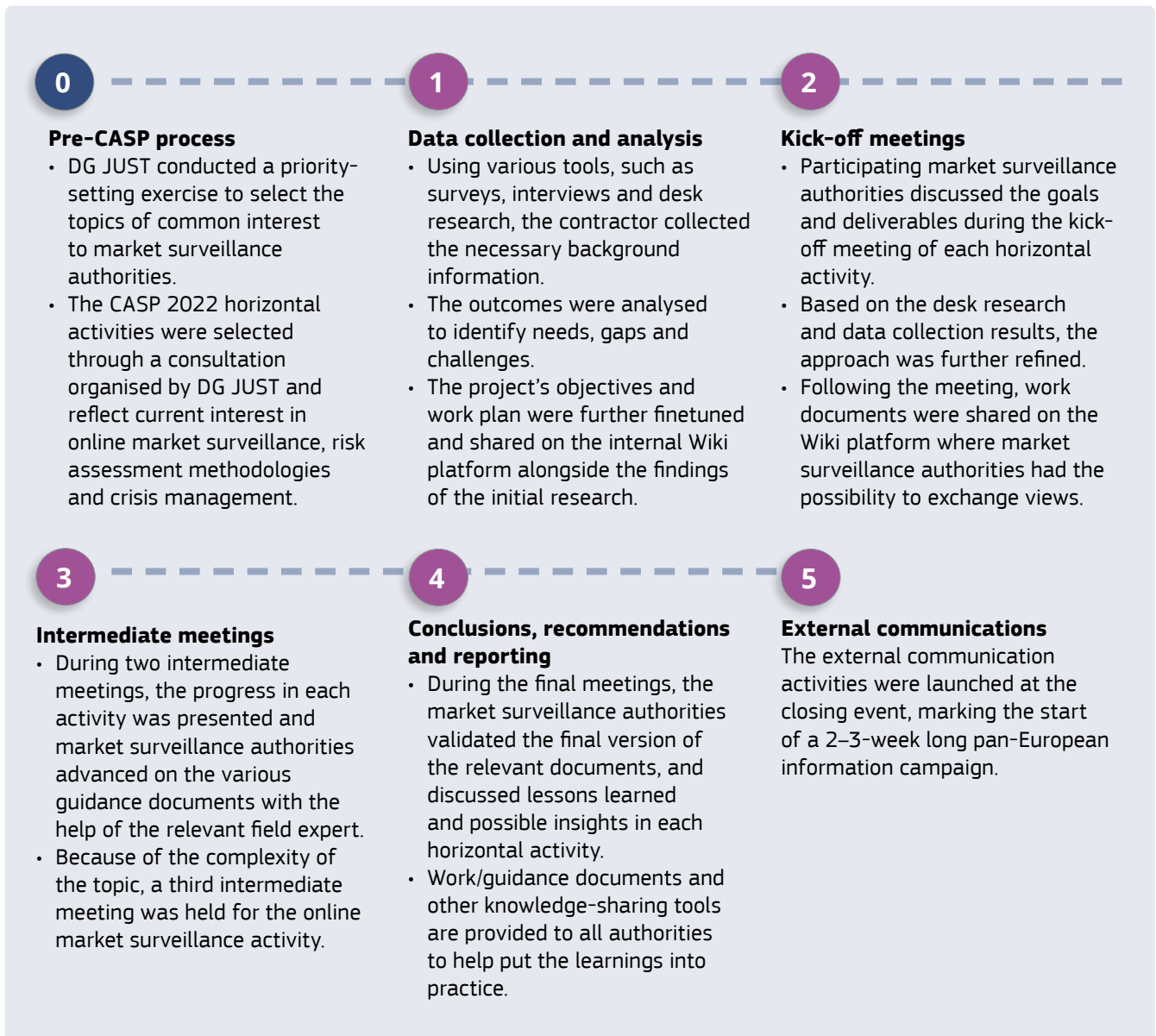
2. Horizontal Activities work plan



Development of communications plan.		Communication activities (internal communication on Wiki, preparation of external communication materials).	
INCEPTION	FIELDWORK	REPORTING	EXTERNAL COMMS
Desk research	Further research on topics defined during the kick-off meetings	Final meetings – presenting final outcomes	Launch of the communications campaign
Drawing initial conclusions	Final validation of activities' approaches	Validation and discussion of lessons learned	
Finetuning objectives	Conducting intermediate meetings, integrating inputs	Drafting of final reports	
Kick-off meetings – refining approaches	Finalisation of work/guidance documents and production of knowledge sharing tools	Dissemination	Assessing the impact



3. Overview of the Horizontal Activities approach



Tools

Final reports are produced for each horizontal activity and for the CASP 2022 project as a whole. They are available in all official EU languages plus Norwegian and Icelandic and have been disseminated to all market surveillance authorities.

Channels

The communication material is disseminated using:

- [The EC CASP website](#)
- Market surveillance authorities national communication channels
- Relevant press and other stakeholders

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