



Consumer Affairs



Public Health



Food Safety

DG Health and Consumers Management Plan

2012

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1. MISSION STATEMENT

"Making Europe's citizens healthier, safer and more confident"

The mission of DG Health and Consumers is to improve the health, safety and confidence of European citizens. This goal is central to what many people think of when they talk of European values, or 'well-being', in the sense of the Lisbon Treaty.

In practice, the pursuit of this goal requires that we:

- ✚ empower and where necessary protect citizens in consumer markets,
- ✚ improve and where necessary protect human health,
- ✚ ensure that all food is safe,
- ✚ protect animal and plant health, and
- ✚ promote the humane treatment of animals.

The achievement of these goals in coherence with EU 2020 objectives has an important economic dimension. A high level of confidence in the safety of goods and services is essential to the stability of markets, and of trade within the internal market in particular. This requires a sophisticated regulatory framework and enforcement measures to ensure that markets can operate in an environment of high levels of safety and consumer confidence. We are responsible for several important sectors such as food, pharmaceuticals, medical devices, childcare articles and cosmetics where safety is paramount. We are equally responsible for ensuring that consumers are well informed of their rights and protected from certain unfair or deceptive commercial practices.

We aim to fulfil these goals by developing and maintaining soundly based and proportionate policies, laws and programmes, in respect of Better Regulation, by ensuring compliance with existing legislation and by communicating clearly and effectively with citizens and stakeholders. In pursuing these goals we aim to contribute to citizens' confidence in Europe, competitiveness, the creation of jobs, a sustainable environment and mutually beneficial relations with the EU's international partners.

The policies and laws for which we are responsible touch the daily lives of citizens. We must ensure they are designed, applied and enforced in a way that delivers results that benefit citizens. In this respect, we will ensure that we are always at the service of the citizen through openness and transparency in our working culture.

We will endeavour to ensure a high level of protection and continue our work in identifying, preventing and managing risks.

When EU action is needed to address a problem we will make proposals that are practical, sensible and proportionate. Where national or regional authorities are better placed to solve a particular problem we will support their efforts and provide them with our experience and facilitate exchange of best practices. We are open to using both binding legal instruments and other policy tools that bring effective results. We strive for close working relations with the Council, the European Parliament and the other institutions and bodies of the EU.

Our actions will be based on the best available data, the best possible objective scientific advice, including the impact of technological advances, and the widest possible consultation. All substantive initiatives will be supported by proportionate impact assessments. We will work in synergy with other EU policies, such as those aimed at protecting the environment and boosting the EU's economic competitiveness, and we will seek the integration of our goals in relevant initiatives developed by other Commission services. Policy coherence (integration) across EU policies and activities remains essential in order to ensure that they are mutually supportive and they deliver results which are beneficial to citizens and stakeholders.

The professional pursuit of the public good is our guiding objective. We will respect the integrity and professionalism of those with whom we work within Member States and elsewhere. We will also be guided by the ambition to operate in a way that is efficient, open and professional.

This means, in particular:

- ✚ A prudent management of our finances. We will ensure efficiency, accountability and best value for taxpayers' money.
- ✚ An ambition to pursue our mission with limited resources against a background of increasing demands on the Commission and the context of the financial crisis. We will develop and best use all talents in a healthy working environment, combat discrimination and ensure equality between men and women. We will manage priorities so as to minimize the stress placed on individual colleagues and ensure all can achieve an appropriate work-life balance.
- ✚ We will pursue proper planning and efficient organization: flexibility without improvisation. We will work on the basis of a programme that balances tasks and resources.
- ✚ We will ensure appropriate communication of our actions to the citizens and operate in full respect of the principles of consultation.

2. THE CHALLENGES THIS YEAR AND BEYOND

Our mission of "*Making Europe's citizens healthier, safer and more confident*" is central to both the growth and citizens' strands of the 2012 Commission Work Programme. The impact of our actions boosts EU competitiveness and supports the EU 2020 strategy objectives.

SANCO policies address issues that confront citizens and governments across Europe but also in the rest of the world. Human, animal or plant diseases and dangerous food and consumer goods do not respect barriers. Drawing together knowledge, experience and resources to combat common problems brings huge economies of scale for Member States, and business and consumers benefit from the single market.

Informed, empowered, confident and demanding consumers spur competition, drive innovation and growth and stimulate business efficiency. *EU Consumer policy* improves consumer welfare through greater empowerment and effective protection. It contributes to a thriving internal market where goods and services are safe, and where consumers have an equally high level of confidence in products, traders, technologies and selling methods throughout the EU.

The cost-benefit of our actions is clear: a study has showed that the losses reported by European consumers, from problems for which they had a cause for complaint, are estimated at approximately 0.3 % of EU GDP. Our actions to facilitate the development of a European market for e-commerce help eliminate barriers to cross-border shopping, which could lead to aggregate gross savings of around €5.3 billion per year to European consumers.

Public health is a key driver for competitiveness and growth in an ageing Europe. Investment in health delivers value for money for society and for citizens. A healthy population means more productivity, more time at work, more employed people, older people at work and less demand on healthcare. 10% fewer deaths at working age due to cardiovascular diseases would give a 1% increase in GDP per capita. Therefore, a healthy European population is a cornerstone for economic success in a highly competitive, globalised world and plays the vital role in determining a successful delivery of Europe 2020 objectives aiming at smart, sustainable and inclusive growth.

EU health policy helps restore growth by supporting and supplementing Member States' action to address key challenges including health inequalities. The value of investing in preparedness, prevention and coordination of measures on health threats and communicable diseases at EU level was clearly demonstrated in the H1N1 outbreak in 2009. Strengthening the capacity to manage serious cross border health threats is an area where significant EU added value can be obtained. We can also deliver significant benefits from EU action on the development of cost-effective health technologies and innovative healthcare, cross-border issues such as cross border healthcare, health inequalities and the promotion of healthy ageing through a European Innovation Partnership. Many chronic diseases are preventable and are linked to risk factors such as smoking, alcohol-related harm, nutrition and physical activity, and mental health and well being, where action at EU level is being taken forward. The health, social and economic impact of non-

communicable diseases was highlighted in the UN High Level Meeting of the General Assembly in September 2011.

In the pharmaceutical and medical device sectors, EU action is aimed at developing and maintaining a favourable environment for medicinal products and medical devices in the European Union. This guarantees a high level of protection of public health, through quality, safety and efficacy of medicinal products and safe and performing medical devices; contributes to the completion of the single market in medicinal products and medical devices, and fosters a stable and predictable environment for innovation in medical technology and competitiveness.

A high level of food safety remains a key public health and economic priority. Preventing and reducing the incidence of animal and plant diseases supports farming and the rural economy. The impact of major livestock diseases such as Avian Influenza or Foot-and-Mouth disease can be devastating on farmers and the economy as a whole. Maintaining a high level of animal and plant health is a key contributor to growth and jobs in Europe by ensuring that European farmers remain competitive. Equally, it ensures that the food industry, Europe's largest manufacturing sector and biggest employer, is supported by a regulatory environment which promotes high and uniform levels of safety throughout Europe.

Action at EU level against animal and plant diseases and pests is far more efficient and cost effective than individual efforts at Member State level. Member States cannot successfully control and eradicate animal and plant diseases in isolation, as their efforts would be undermined by the risk of re-contamination from neighbouring Member States. In addition, only common efforts by Member States can be successful to ensure that animal and plant diseases are not introduced into the EU from outside. Work will continue to achieve and sustain a high and harmonised level of EU policies for Food Safety, Animal health, Animal Welfare and Plant Health.

Health is a top priority and concern for EU citizens: it is the first element that citizens consider as important in their life. Consumer policy is crucial for enhancing product safety and the economic interests of citizens. Each of the DG SANCO policy areas can thus make important contributions to the citizen's agenda in ensuring security and safety for citizens.

A strong emphasis on implementation and enforcement will help fully unlock the potential of the Single Market. Our work co-ordinating and supporting the enforcement of EU requirements ensures citizens' security and safety and a level playing field in which the competitiveness of our industry can develop. This in turn can help strengthen the competitiveness of European exporters on world markets, supported by the high levels of consumer confidence in the safety of their produce.

2012 will see a particular focus on easy access to redress and complaint handling mechanisms, which can play a key role in building consumer confidence in the Single Market. We will work on the adoption by the co-legislators of the two legislative proposals on Alternative Dispute Resolution (ADR) and Online Dispute Resolution (ODR) and pursue the work on Collective Redress.

We also enable the Member States' market surveillance authorities to raise their game (despite the often limited resources) and cooperate effectively and efficiently in monitoring the safety of products made available to European consumers, to make the

strong point that unsafe products have no place on the European market. We also highlight the principle of safety at source, asking manufacturers anywhere in the world to take their responsibilities and make their designs and exports safe, with the help of our outreach communication efforts as appropriate.

We will contribute to the innovation and economic growth objectives by instilling confidence in new technologies through better integration in our policymaking of accurate public perceptions of risks, different cultural preferences, possible scientific uncertainties and other legitimate factors.

Programmes funded as part of the EU's health and consumer policies contribute to the well-being of European citizens. The added-value of EU health and consumer programmes lies in their capacity to tackle issues that could not be addressed as effectively by Member States acting alone. For example, activities to promote cross-border shopping or to respond to major challenges, diseases or pandemics affecting several Member States require a coordinated and coherent response. Similarly, animal and plant diseases do not respect national borders. Ensuring a uniform and high level of animal health and food safety throughout the EU enables the free movement of live animals and animal products, which is essential to the functioning of the single market, benefits consumers through greater choice and increased competition, and allows EU food producers to enjoy economies of scale.

We will work hard to demonstrate the EU value from the funding for our programmes set out under the multi-annual financial framework from 2014 onwards. We use the financial resources currently available efficiently and effectively. We will have to pay particular attention to the risk that national budgetary pressures undermine enforcement at national and local level and thus the potential benefits.

We work to enhance the credibility and accountability of our policies, and to develop strategic approaches to produce legislation and policy with real EU added-value. We will continue to develop open and participative policy-making with our stakeholders and to help the consumer voice be heard.

We will maintain and develop our unique capacities to manage and where possible predict crises and to communicate on risk in our policy areas, and to use our treaty powers for the effective enforcement of law.

We aim to improve the regulatory framework, through better regulation to maximize benefits and minimize burdens for society, applying the principle of subsidiarity, and in particular by demonstrating the added value and the necessity of EU action. Our ever-improving understanding of motivations and the main determinants behind consumer and health-related behaviours help produce smarter regulation and to use tools such as social marketing and self-regulation to achieve positive behaviour change towards healthier and more sustainable lifestyles.

Our food, consumer and health policies are part of globalised systems, and we take this into account in developing our policies. Our partners should see Europe as a true 'World Partner' on the international scene, leading efforts at improved levels of protection and reinforcing the role of internationally accepted standards. This ensures that trade can take place on a safe basis.

These principles provide the crucial underpinning for the development of the long term strategies for public health, consumers, animal health and welfare, plant health, seeds and food safety.

We recognise that delivering effective policies requires close cooperation with national governments and lawmaking through both regulation and self-regulation, with a particular focus on enhanced enforcement, within the EU and at our borders.

3. GENERAL OBJECTIVES WITH A MULTI-ANNUAL PERSPECTIVE

Our actions are essential for achieving the Commission Work Programme strands of restoring growth and pursuing a citizen's agenda. In doing this we contribute also to the two remaining work programme strands by operating an ambitious external agenda and applying modernised work methods.

Consumer Policy

The Consumer Policy Strategy 2007-2013 focuses on three objectives:

- (i) To empower EU consumers. Putting consumers in the driving seat benefits citizens but also boosts competition significantly. Empowered consumers need real choices, accurate information, market transparency and the confidence that comes from effective protection and solid rights.
- (ii) To enhance EU consumers' welfare in terms of price, choice, quality, diversity, affordability and safety. Consumer welfare is at the heart of well-functioning and sustainable markets.
- (iii) To protect consumers effectively from the serious risks and threats that they cannot tackle as individuals. A high level of protection against these threats is essential to consumer confidence.

These three objectives will be pursued through two more specific operational goals which are also reflected in the consumer financial programme 2007-2013:

- ✚ To ensure a high level of consumer protection through a simple legal framework, improved evidence, better consultation and better representation of consumers' interests.
- ✚ To ensure the effective application of the rules notably through enforcement cooperation, information, education and redress.

Public Health

The EU Health Strategy sets out an over-arching framework for EU action on health through legislation, cooperation processes between Member States and via the financial support provided by the second programme of Community Action in the field of health (2008 - 2013). The three objectives are:

- (i) Foster good health in an ageing Europe;
- (ii) Protect citizens from health threats;
- (iii) Support dynamic health systems and new technologies.

The objectives are related to broader objectives set by the Commission across policy areas and contribute to the implementation of the EU 2020 strategy. The actions under the health strategy aim at improving the EU population's health status and as such to positively impact on EU competitiveness: a population in good health means a more productive workforce, lower healthcare costs and therefore a more competitive economy.

One of the Commission's priorities is to promote an active and healthy ageing population. This priority can be fulfilled by the strategy's objectives, where the Commission aims at investing in prevention and addressing health determinants, improving healthcare in general and supporting safe, innovative and cost-efficient health products, technologies and systems.

The protection of citizens from health threats is part of the Commission's overall strategic objective of Security. Communicable diseases, including pandemics, major physical and biological incidents and bioterrorism all pose major threats to health. It is a core part of the role of the EU in health to coordinate and respond rapidly to health threats globally and to enhance the EU's and third countries' capacities to do so.

In addition, assessing and managing health risks posed by chemical, biological and physical stressors from products, various daily activities and the environment and assessing the risks of emerging technologies are essential in ensuring a high level of health protection for European citizens and the environment.

It is also important to ensure, through EU wide legislation, the functioning of the internal market for health related products (pharmaceuticals, medical devices, substances of human origin) and for products affecting health (tobacco products).

The current economic context has put more emphasis on the need to address in a more coordinated way at EU level the pressure on health systems and to work towards more sustainable health systems. The Health Strategy specifies under the third strategic objective that the Commission will provide a framework for safe high quality and efficient health services. For this a Council Recommendation on patient safety (2009/C 151/01) has been adopted and is currently being implemented. The Commission report to the Council on implementation progress will be issued in 2012 based on the reports from Member States. It will assess to what extent the recommended measures have been implemented and would propose further steps if necessary.

Food and Feed Safety, Animal Health, Animal Welfare and Plant Health

A high level of food safety is essential to achieve key public health and economic objectives of the EU. Safe and nutritious food is essential to the health and well-being of the European population. It is also essential to enable the food industry, Europe's largest manufacturing sector and biggest employer, to operate in a marketplace protected from the massive disruption which can result from unsafe food. The EU's food safety policy has three general objectives:

- (i) ensure food and feed are safe and nutritious;
- (ii) ensure a high level of animal health, welfare and plant health protection;
- (iii) ensure adequate and transparent information about origin, content and use of foods.

The EU has put in place a sound and comprehensive regulatory framework to ensure that both consumers and businesses can be confident in the safety of food and the capacity for trade to take place under safe conditions, both between Member States and with third countries. This is reflected in the increasingly integrated European marketplace and the success in both tackling risks to food safety and controlling and eradicating certain animal

diseases and plants pests. However, it remains a major challenge to ensure that this framework is fit for purpose given the size, sophistication and complexity of the food chain and the high costs, both human and economic, which can result from system failures. The Commission meets this challenge through an insistence on strict enforcement by Member States of the legislation on food safety and by continually innovating, adapting and where necessary re-designing the EU regulatory framework to ensure it achieves its aims.

In 2012, a range of measures are planned which support the above objectives. The focus will remain on ensuring that consumers remain confident in the safety of their food and that the EU regulatory framework supports an innovative, competitive and high value added food industry founded on high levels on consumer confidence. Enforcement of legislation will continue to be a priority, to ensure a level playing field where safety is not compromised by poorly implemented controls. Efforts will continue also to ensure that measures get the balance right between being firmly based on science but also taking account of wider societal concerns that food should be produced in a sustainable, resource efficient and environmentally-friendly manner. Reduction of food waste will be a key action towards producers, distributors and consumers.

Major new policy initiatives are under development aimed at ensuring that Europe continues to have a safe and nutritious food supply adapted to new challenges and changed circumstances. A complete review of two main pillars at the very start of the food chain will shape a new landscape for the Plant Health regime and the Seed and Plant Propagating material regime. In the area of animal health, work will progress on a new EU Animal Health Strategy aimed at more effectively tackling existing and newly emerging disease threats. Greater focus will be placed on preventive measures in order to reduce the incidence of animal diseases and minimize the impact of outbreaks when they occur.

The safety of food and feed is based on clear and predictable authorisation processes, which apply to products and substances to be used in the production of primary products as well as in the processing of these products, such as pesticides, additives and flavourings. These are areas with significant potential for growth and innovation and where Europe is already a world leader. The EU has recently put in place sophisticated authorisation processes allowing industry to plan and predict their market activities. This allows the relevant industry to have access to the whole EU as a market, which strengthens their competitiveness in the framework of the 2020 agenda.

Once the safety of products is assessed by EFSA, authorisations can be granted allowing the free movement of food products on the market. As the safety standards in the EU are among the highest in the world, products which are authorised for the EU market will further benefit from these high standards. A level playing field, where high levels of safety are the norm, is the precondition for enterprises to develop jobs and trade in an integrated EU market, and is a driver for economic growth.

Cross-cutting objectives

Four regulatory agencies, one executive agency and three scientific committees also participate in and support the Commission in achieving the objectives of the three policy areas of consumer policy, public health and food and feed safety:

- the Community Plant Variety Office (CVPO) supports the innovative patenting of new plant varieties throughout the EU,

- the European Centre for Prevention and Disease Control (ECDC), works to prevent disease outbreaks and to react quickly and effectively to minimise their impact,
- the European Food safety Authority (EFSA), provides independent scientific advice on food safety,
- the European Medicines Agency (EMA), evaluates and supervise medicines for human and veterinary use;
- The Executive Agency for Health and Consumers (EAHC) implements the EU Health Programme, the Consumer Programme and the Better Training for Safer Food (BTSF) initiative.
- The European Commission Scientific Committees, the Scientific Committee on Consumer Safety (SCCS), the Scientific Committee on Health and Environmental Risks (SCHER), and the Scientific Committee on Emerging and Newly Identified Health Risks (SCENIHR), provide independent scientific advice.

Regulations are based on good scientific knowledge. Risk assessment remains a challenge shared by these regulatory agencies and the three Scientific Committees. We have revised our procedures to enhance coordination and coherence on governance regarding the regulatory agencies.

In pursuing the work we use a number of different tools:

Early warning and crisis preparedness are essential to deal effectively with the human, animal or plant health emergencies that may emerge, and to ensure the rapid withdrawal of unsafe products from the market.

In recent years much of the focus has been on communicable diseases and the preparation for a possible pandemic. The general preparedness structures are constantly strengthened in terms of planning and coordination, monitoring and assessment, prevention and containment, health system response and communication, together with our partners such as EFSA, EMA and ECDC.

We have rapid alert and traceability systems which provide rapid and user-friendly information on consumer, food and feed and public health alerts and flow of relevant products (food, animals, etc). The functioning of EU-wide mechanisms for information exchange, consultation, coordination and operation related to the handling of health-related emergencies need to be ensured. To further support the objective, for example, a new Animal Disease Information System (ADIS), well integrated with similar international systems, is being developed with a view to be operational by 2013.

Where an audit by the Food and Veterinary Office (FVO) identifies an immediate threat to consumer, animal or plant health, the Commission may take emergency ("safeguard") measures.

We ensure sustainable and flexible ***business continuity mechanisms*** covering both normal working arrangements, dealing with the management of relatively low level product safety and food and feed crises; and specific arrangements that may be needed in emergency situations, such as a serious outbreak of animal or human disease, or a major disruption to our work.

Better implementation and enforcement of existing legislation is crucial: over 75% of our resources are devoted to this in any given year. Proper enforcement is key to both ensuring a high level of safety and to avoid problems in trade. We are pursuing two goals: rules that are easier to implement and keep up to date and more efficient governance networks across Europe. The FVO's audits are crucial for ensuring effective implementation in the fields concerned. In its function as the "eyes and ears" of the Commission, the FVO plays an important role in verifying on the spot that controls are properly and effectively implemented by Member States and also by third countries. The reports of the FVO also provide a solid basis for ensuring that legislation is kept up to date.

Better implementation is crucial for a high level of product safety and consumer confidence in every-day consumer goods and services. The Rapid Alert System for non-food consumer products (RAPEX) network, operating under the General Product Safety Directive and the Rapid Alert System for Food and Feed (RASFF) are able to identify products posing a serious risk and removing them from the market.

Stakeholders' views have helped to identify areas, such as on-line marketing of consumer products, where the enforcement network can still be strengthened and its coherence improved. Existing consumer protection enforcement cooperation and actions with Member States authorities through the Consumer Protection Cooperation network will be further developed and reinforced. The Consumer Market Scoreboard gives indications for implementation and enforcement, identifying areas where further efforts may be needed. We will continue to maintain a close co-operation with Member States, *inter alia* through nearly 800 meetings yearly involving Member State representatives and other stakeholders.

In the field of cosmetic products a new European IT portal will be operational in early 2012 and will by mid 2013 contain detailed information on all cosmetic products available on the EU market. By making this information available to Member States competent authorities and European poison centres, this application will allow for better market surveillance activities and will contribute to prompt and appropriate medical treatment of citizens in the event of poisoning cases involving cosmetic products.

Integration across EU policies and activities remains essential in order to ensure that they are mutually supportive and coherent. The Treaty stresses in particular the need to integrate the health, consumer and animal welfare dimensions when formulating and implementing other EU policies. Integration has been highlighted in particular in the Consumer and Health Strategies. The Health Strategy has put Health in all policies (HIAP) as one of its four key principles. As an example increasing concerns on the trends of antimicrobial resistance (AMR) requires continuous attention involving other Commission services and concerned scientific agencies. Risk management strategies and consideration of further prevention and control options are being defined.

Evidence related to the consumer dimension is obtained through our work on consumer market monitoring (in particular market studies) and is a key to embedding the consumer interest in Commission wide policy. The results achieved on the integration of consumer interests into EU policies will be presented annually in a report to the European Parliament. The Consumer Market Scoreboard has been developed to systematically monitor the outcomes of the internal market and national markets from a consumer perspective. The scoreboard aims to identify failing markets, in terms of economic or social outcomes, using key indicators such as complaints, prices, satisfaction of consumers,

data on switching and safety, as well as sector-specific indicators whenever possible. The markets identified as a result become the subject of in-depth market studies.

In 2012 based on the findings of the Scoreboard, we will continue to focus our integration efforts in the following areas: Digital agenda, financial services and Services of General Economic Interest (SGEIs), mainly telecommunications, energy and transport services, and sustainable consumption. This is also, in line with the Commission's Internal Market policy and its focus on consumers (the Single Market Act).

We will continue raising awareness throughout the Commission on the need to fully incorporate consumers' interests and patient's needs in policy design in order to deliver concrete benefits for businesses and final users - EU citizens as consumers and patients. We will work towards getting political support for these integration priorities, in particular through the Groups of Commissioners on the Internal Market, on the Digital Agenda and on the Innovation Union, and through close bilateral cooperation with all relevant Commission services, including the debate on the future CAP and cohesion policy - post 2013.

Better regulation remains high on the agenda, and we will continue to endeavour to be among the pace-setters. Rules that are easier to implement and to keep up to date with evolving needs are a key objective. Our legislation can only work effectively if it is well designed transparent and up to date. Policy needs to be evidence driven: better use of Impact Assessments and the full use of quantification of administrative burden and of associated benefits facilitate this. We will continue to pioneer the use of behavioural approaches and tools within the Commission.

Communication is an integral part of delivering policies and a necessary element for ensuring transparency and information flow to the citizen. We will continue to ensure that effective communication is mainstreamed in the design and delivery of all our policies. To this end, we will build on existing methods to improve the way we communicate with the aim of reaching citizens throughout the EU, including in its outermost corners where awareness of the benefits brought by our policies is still a challenge. We will also seek to employ modern means of communicating and explore how specific issues may benefit from social media. We will strive to create structures of synergy amongst the different policies and resources of the DG and allow a horizontal approach for a more global, efficient and effective communication policy, and seek to work with other DGs to increase potential outreach on issues of cross-sectoral nature. We aim to explore and promote tools that bring us close to our citizens and stakeholders and thus allow them to enjoy the benefits brought by our policies This will also enable us to better understand citizens' needs.

Our communication objectives will reflect the Commission's horizontal priorities, in particular demonstrating the promotion of economic growth and stability as well as added value for our citizens. We are committed to maximising the value of the data we collect and thus contribute to ever better dissemination of our important messages. We also identify opportunities to enhance the impact of our communication by pooling our data with similar information from other parts of the world. Through communication we can empower citizens so that they can directly benefit from the rights embodied in our policy and legislation.

On **good governance**, we will continue to develop participative processes, notably through the Stakeholder Dialogue Group - a group of individuals reflecting our stakeholder universe,

which provides advice on further improvements to our processes. The multi-stakeholder participative approach is a focus for action also in the nutrition platform and in the alcohol policy forum. In both areas, the monitoring of operator commitments remains a crucial challenge. The Advisory Group on the food chain and animal and plant health include our stakeholders in the food chain. In consumer policy, the annual European Consumer Summit is the main multi-stakeholder event. We will also pursue our multi-stakeholder approach on specific issues (through for instance the Green energy multi-stakeholder roundtable and the multi-stakeholder Working Group on Alternative Dispute Resolution in Energy) as a complement to our relations with consumer organisations through e.g. the ECCG (European Consumer Consultative Group).

International relations

Globalization has a dominant influence on the context in which we create and implement our policies. The Union is the world's biggest food importer and one of its biggest food exporters. It is also the largest single market for consumer goods. In this context, it is important to ensure that the EU plays a full role at global level as a leading partner in health, food and feed safety and consumer matters in bilateral and multilateral relations and in international organisations.

Stronger international relationships will be pursued as a cross-cutting objective to ensure that our goals can be reached in this increasingly interlinked world. We will continue to promote the European policy model and safety standards, in order to enhance global governance and to support common interests among regulators, consumers and business as well as a high level of health protection. We will aim for fair and adequate participation in the debate and consultation on EU policies for third country institutions and stakeholders, notably NGOs and economic operators. In consequence, in certain policy areas the international aspects represent up to 20% of the total work.

We will pursue these objectives through:

Multilateral rule making and governance cooperation in different fora: In global health policy we offer collaboration to the World Health Organisation and contribute actively in the Global Health Security Initiative. We participate in multilateral fora aiming at the convergence of regulations in the field of medical products and cosmetics, such as the International Cooperation for Cosmetics Regulation (ICCR), the International Conference on Harmonisation of Technical Requirements for Registration of Pharmaceuticals for Human Use (ICH) on the one hand and for veterinary medicinal products (VICH) on the other hand, and the Global Harmonisation Task Force for medical devices (GHTF); the latter undergoing transition towards a more inclusive and more operational International Medical Device Regulators' Forum (IMDRF) for which Europe is likely to take the chair in 2013.

Through our membership of the Codex Alimentarius Commission we will seek to provide substantial input in this international organization with a much better cooperation between EU Member States. We contribute to animal health at international level through the World Organisation for Animal health (OIE).

In the consumer policy area, we will continue to engage strongly in multilateral information sharing on policy effectiveness. Within the OECD, we contribute actively to the dedicated working party established to make more concrete the recommendations to

enhance internationally consumer product safety information sharing. This adds intensity to the otherwise continued regular participation such as the work on a toolkit for policymakers and on consumer-oriented indicators. We will moreover engage in policy development forecasting and information exchanges on policy issues, in particular in networks such as the International Consumer Product Safety Caucus (ICPSC) and the International Consumer Protection and Enforcement Network (ICPEN). We encourage and give advice where asked regarding regional initiatives pooling consumer safety information in different parts of the world.

In the field of plant health, the Commission is a contracting party of the FAO International Plant Convention Organisation (IPPC) and collaborates actively in preparation of the EU position for the Commission on Phytosanitary Measures (the annual IPPC management meeting), and the ongoing development of new international standards for the management of quarantine pests and diseases for plants. At regional level, the Commission participates as an observer to the European and Mediterranean Plant Protection Organisation (EPPO), an inter-governmental organisation with 50 member countries from Europe and the Mediterranean region. In the field of biotechnology, the EU is a party to the Cartagena Protocol under the Biodiversity Convention and participates, together with the Member States, in the development and implementation of its provisions to ensure the safe transfer handling and use of GMOs.

Bilateral relations: Our existing bilateral agreements in the field of food and feed safety, animal health and animal welfare are implemented in a way to ensure effective co-operation and the smooth trade in safe products. We will continue to work with the USA to build towards a global network on consumer product safety and enforcement cooperation. While no formal agreements with the USA in these areas have yet been finalised, an active bilateral cooperation has become a regular feature and allows both sides to improve the use of existing information and development of policies.

We will also continue to support the Transatlantic Consumer Dialogue (TACD) which is the only forum bringing together consumer organisations from both sides of the Atlantic. It will be important to engage further with the US side in order to ensure that both sides shoulder the responsibility for funding the TACD.

Our existing Memoranda of Understanding (MoU) with the relevant authorities of China ensure continuous effective co-operation and is developed to include the new responsibilities of the Directorate General for Health and Consumers in the fields of medicinal products, medical devices and cosmetics.

Training and technical co-operation: We will continue to step up our work on the provision of technical assistance to developing countries, notably through a range of training seminars on food safety organized through the initiative "Better Training for Safer Food", where we aim to train 6000 officials from Member States and third countries in a series of 150 conferences yearly. These third countries are very heavily dependent on exports of food and agricultural products to the EU and our sanitary measures are often an important market access barrier. SANCO is increasingly active in assisting capacity building and technical assistance efforts, through its in-depth knowledge and experience, including the reports of the Food and Veterinary Office. Contributions to the preparation of candidate countries for EU accession and regional initiatives (such as the European

Neighbourhood Policy) processes will continue. Also training on the RAPEX system is an established part of our capacity enhancing efforts and their demand is still growing.

To measure the results of our work we use different *impact and result indicators*, mentioned in the following tables of objectives for the DG and for each activity area. These represent our best approximation to assess the outcome of our work. Many of the indicators are not solely dependant on our efforts, but are also influenced by other broader factors (e.g. socioeconomic changes, political priorities, media attention, etc.). It is important that the results are interpreted in that context.

GENERAL OBJECTIVES		Impact Indicators			
	Objective	Indicator	Target (long-term)	Milestones (if any)	Current situation
1	Increase consumer welfare through greater empowerment and effective protection	Portion of consumers having internet access that make EU cross-border internet purchases vis-à-vis those who make only domestic purchases.	Narrowing the gap between domestic distance purchasing and cross-border distance purchasing		2011 42% made a domestic purchase 10% cross-border 32% difference 2010 33% made a domestic purchase 7% cross-border 26% difference 2009 33,4% made a domestic purchase, 7,8% cross-border. 25, 6% difference in 2009.
		Proportion of consumers that think that a significant number of goods are unsafe	Sustained decrease 25% (2013)		25% (2011) 20% (2010) 25% (2009)
		Share of consumers feeling adequately protected by consumer protection measures	80% (2013)		58% (2011) 57% (2010) 55% (2009)
2	Protect and improve human health	Number of Healthy life years (HLY) at birth	2 years increase by 2020		Female male 2009 ¹ : 61.9 60.9 2008: 62 60.9 2007: 62.3 61.6
3	Ensure food is safe and wholesome	Incidence of Main food-Borne disease (BSE and salmonella) in the EU	Sustained negative trend	Each year a 30% decrease in BSE cases and 5% decrease in salmonella cases in humans compared to previous year	30-45% annual % decrease in BSE cases between 2004 and 2010 and 5 % decrease in human salmonella cases compared to previous year
4	A high level of animal health and welfare and plant health protection	Share of animal disease eradication programmes satisfactory implemented by Member States	95% (2012)		95% (2010)

¹ EU27 2009 data (updated on 5.10.2011) is still provisional due to the fact that data from IT and UK are still missing. This value may slightly change when Eurostat will recalculate the value with IT and UK data. This is the latest Eurostat data available on the basis of data provided by Member States.

4. ABB ACTIVITIES

4.1. Activity "Consumer Policy"

Consumer policy aims to improve consumer welfare through greater empowerment and effective protection. Consumer policy contributes to the development of an internal market where goods and services are safe and where consumers have an equally high level of confidence in products, traders, technologies and selling methods in consumer markets throughout the EU based on a single, simple set of core rights and obligations. Consumer markets should be competitive, open, transparent and fair through a consistent and predictable legal environment. Consumers should be empowered to make the right decisions and have access to essential services at affordable prices. The right conditions should be created to encourage a move towards a more sustainable pattern of consumption.

These goals require several actions: the development and maintenance of an effective and simple legislative framework for the promotion of consumer economic interests and protection of their health and safety; enforcement of this legislation; ensuring adequate redress across the EU: a strong voice for consumer representatives in EU and local policymaking; the proper integration of consumer interests in all EU policies and quality information and education for consumers.

The general objective "increase welfare, empower and protect consumers" connects to a large extent with and follows the main actions of the Consumer Policy Strategy 2007-2013:

- 🚧 To empower EU consumers: Putting consumers in the driving seat benefits citizens but also boosts competition significantly. Empowered consumers need real choices, accurate information, market transparency and the confidence that comes from effective protection and solid rights;
- 🚧 To enhance EU consumers' welfare in terms of price, choice, quality, diversity, affordability and safety: Consumer welfare is at the heart of well-functioning markets;
- 🚧 To protect consumers effectively from the serious risks and threats that they cannot tackle as individuals. A high level of protection against these threats is essential to consumer confidence.

Putting the consumers/citizens at the centre is a key element for the success of the Europe 2020 Strategy aiming at putting the EU firmly on the path towards smart, sustainable and inclusive growth, and of the process of the relaunch of the internal market kick-started by the report presented by Professor Monti and followed up by the adoption of the Single Market Act.

Evidence-based policy-making

Important information about the consumer outcomes of the Internal Market and national markets is available through the Consumer Scoreboard. In 2012, the seventh and eighth editions of the Scoreboard will be published in March and October. The March Consumer Conditions Scoreboard will focus in particular on the cross-border retail internal market

and the consumer environment in the Member States. The October Consumer Markets Scoreboard will rank the 51 most important consumer markets according to how well they function for consumers. Market studies on the meat sector and on internet service provision will be finalised. Market and behavioural studies, for example on consumer credit, vehicle fuels, food information and tobacco will start. The studies will deliver policy recommendations aimed at improving consumer conditions. The findings of the October Scoreboard will be used to identify further market studies. Consumer data will also be used to properly integrate the consumer dimension in further Commission-wide market monitoring exercises.

The European Consumer Centre network play a key role in identifying issues regarding the implementation of legislation, for example, by identifying the type of problems consumers recurrently face. Over the years, the ECCs have carried out joint projects analysing consumer complaints and concerns on key issues such as e-commerce, air passenger rights, alternative dispute resolution mechanisms in Europe and many other subjects. These reports offer insight about how citizens' experience the Single Market and they seek to understand where shortcomings remain, based on the practical experience of the consumers. They address real-life questions and problems people have when trying to make use of their consumers' rights and opportunities and identify areas where further efforts may be needed.

In the field of cosmetics, and based on the report presented in 2011 to the European Parliament and the Council on the availability of alternatives to animal testing, we will finalise the impact assessment of the situation resulting from the implementation of the full marketing ban of cosmetics tested on animals as of 2013 and decide to modify or not the current legislation on this aspect.

Integration

Enhanced action will be taken towards more effective integration of consumer interests in other EU policies.

The 1st Annual Report to the European Parliament on the integration of consumer interests into other EU policies will be published at the beginning of 2012. Its preparation is coordinated through the Interservice Group on Consumer Policy which is the main platform for liaising with the other Commission services involved in consumer issues. On energy, we will pursue our successful consultation process with consumer representatives in the framework of the European Consumer Consultative Group (ECCG) sub-group on Energy. The group will continue to represent consumer interests in the Citizens' Energy Forum. Using the same multi-stakeholder approach as the one which led to the successful development of the recommendation on gas and electricity bills, we will continue working with stakeholders on issues faced by consumers in the energy sector: ADR in Energy, smart meters and smart grids and Green Energy.

On transport and other services, we will pursue our efforts to integrate consumer interests - such as accessibility, affordability and health in policies related to the decarbonisation of transport and to the future of transport in the EU. We will support work to strengthen the rights of air passengers and to extend such rights to passengers using all means of transport.

We will contribute to the Digital Agenda initiatives, including in particular e-commerce, consumer access to digital services and content and consumer online rights. We will start work on developing guidelines on price comparison tools online. We will continue to push for improving the management of collective rights and facilitating pan-European copyright licensing schemes, thus making it possible for consumers to purchase services and digital content legally online without suffering from discriminatory treatment on the basis of their nationality or their place of residence within the EU. Following the appointment of a high-level mediator on private copying levies for digital products, we will stay closely involved in the stakeholder dialogue process with the objective of a thorough reform of the system to the benefit of consumers. We will also advocate for a stronger protection of the personal data of consumers online, personal data portability and more clarity on how online service providers respect their privacy. We will work to ensure that consumers feel as empowered shopping online as offline, by raising awareness on their online rights and developing education tools to enhance their digital literacy.

We will contribute to ensure that consumers will enjoy open, accessible and affordable telecom services. To this aim, we will be committed in the initiatives related to net neutrality, the implementation of the telecom package, the revision of the roaming regulation and of the universal service obligation.

We will continue our work on integrating consumer interests into *sustainable consumption policies*. This will include engaging with and following actions, initiatives and commitments of stakeholders on sustainable consumption, such as in the context of the Retail Forum for Sustainability, the European Food Sustainable Consumption and Production Round Table - in particular the working group on information tools as co-chair - or other platforms. We will also contribute to the implementation of the consumer related actions in the context of the Resource-efficiency Roadmap and we will follow and contribute to the discussions on environmental claims. Lastly, we will contribute to the development of other consumer related initiatives that aim to foster more sustainable consumption patterns in areas such as food, transport, energy, labelling, corporate social responsibility, behavioural studies and consumer education.

In the *financial services* field, we will work towards promoting consumer capacity building, through the development and spreading of financial education and the effective representation of consumer interests in financial services. We will also contribute to the adoption of the revision of the Insurance Mediation Directive and the follow-up to the White Paper on Pensions.

We will continue to follow the proposal for a European Sales Contract Law Regulation in 2012 and the consultation currently underway on the proposal to revise the Directive on Package Travel. Furthermore, we will explore with other DGs the possibility to support wider dissemination of independent consumer product tests in order to stimulate demand-driven innovation and to tackle demand-side fragmentation of the internal market. We also work towards the consolidation or at least alignment of market surveillance provisions in the General Product Safety Directive and the New Legislative Framework Regulation (765/2008) applicable only for products regulated by specific harmonisation legislation.

Enforcement

Building on the President's policy guidelines, which underline that the *EU has given citizens many rights, but enforcement remains a challenge*, we will take steps to further strengthen EU wide enforcement of consumer rules. In line with the conclusions of the July 2009 Communication on the enforcement of the consumer acquis and the Biennial Report on the application of the Regulation on Consumer Protection Cooperation (CPC); we will pursue efforts with Member States to render enforcement more effective, efficient and consistent throughout the EU. We are discussing with the Member States how to define multi-annual priorities for the annual Enforcement Action Plans of the CPC network. We will (as identified in the Communication) work to strengthen the visibility and transparency of the CPC enforcement actions. A group of Member States is currently reflecting on a communication strategy and related issues in the framework of a joint action. The group's recommendations will be discussed with a view of implementing them. The Commission will give more emphasis to knowledge sharing and developing common understanding of consumer law and its enforcement within the network. We will also work with Member States to develop a common approach to better identify enforcement priorities within the network. Lastly, we will continue working towards taking enforcement co-operation beyond European borders and into the international arena.

In pursuit of the need to deliver solutions for citizens, to do more to promote peoples' rights and *to make their access to these rights easier*; we will seek to maximize the potential of the *network of European Consumer Centres (ECC-Net)* which provides information on consumer rights and supports consumers with seeking redress when something goes wrong in cross-border shopping. An external evaluation in 2010 and discussions with national authorities led to a revision of the network's objectives in 2011. The changes proposed include further enhancing the cooperation with the enforcement authorities; develop collaboration with traders with significant cross border exposure and an extended assistance to consumers in case of a dispute with the trader.

More effective enforcement of the product safety system both within the EU and by our main trading partners will be developed further. In the Commission Work Programme 2012, and as a contribution to the Single Market Act, we propose, in close cooperation with other competent Commission departments, to present to the co-legislators a comprehensive package including a modernised General Product Safety Directive, a new "Single Market Surveillance Regulation" and a multi-annual market surveillance framework.

Product safety policy integration in trade and other international agreements continues. We invest in implementing the extended scope of the Memorandum of Understanding with China. We continue our regular and fruitful bilateral cooperation with the US. We will implement the plan outlined in the joint statement agreed in the successful trilateral EU-US-China product safety summit, focusing in particular on policy advice to manufacturers and on developing basis for 'seamless surveillance' cooperation. We also seek progress on other identified ideas of enhanced global governance of product safety, in particular in the context of the International Consumer Product Safety Caucus (ICPSC) and in the OECD Committee of Consumer Policy dedicated working party. We also continue to generate more and state of the art European standards for non-harmonized consumer products, so as to guide manufacturing and supply and to improve the compliance with the general safety

requirement. We are engaging in discussions with some international partners to seek also convergence of standards on selected children's products.

We will also work this year on fire safety issues, especially in accommodation services, after having introduced the reduced ignition propensity cigarette standards in late 2011. We envisage launching a further debate about the necessity or not of EU level action under a green paper on the safety of services in certain sectors such as tourism and leisure activities. And on the administrative side, further efficiency gains are hoped both for Member State authorities and to the Commission when the upgrading of the IT tools for rapid alerts on dangerous (non-food) products should finally begin to be operational.

We will continue the work on *Consumer Collective Redress* with a view to ensuring adequate redress for groups of harmed consumers across the EU. This will be based on a Communication on common core principles which any future proposal on collective redress would respect. In addition, we will also work on the adoption by the co-legislators on the two legislative initiatives on ADR and ODR. We will ensure the correct implementation of the Consumer Credit Directive and prepare the review of this Directive, scheduled for 2013.

Finally, we will work, together with DG MARKT, on an initiative in order to improve the transparency on bank account prices and the way in which consumers receive information on them, following the failure of industry to put in place a self-regulatory initiative by the end of 2011.

Consumer education and empowerment

Redeveloping empowerment actions will be the main task in 2012, to be consolidated as part of the Consumer Agenda package in the spring of 2012. New actions in consumer information and education will be developed and put into place. They will aim to address the empowerment survey outcomes and evaluation results regarding the impact of previous actions. Focus will be on best practice exchange, notably between teachers and between national authorities. Capacity building of consumer organisations will be continued, and revised to ensure higher impact and better sharing of end products by more users in national consumer organisations.

Horizontal issues

In 2012, we will discuss with the budgetary authorities the proposal made by the Commission in November 2011 regarding the future financial framework for consumer policy, the Consumer Programme 2014-2020. The proposed Programme focuses on the four following pillars: safety, consumer information and education, rights and redress, and enforcement of consumer rights.

We plan to prepare jointly with the Directorate-General for Justice a Consumer Agenda, which will present a coherent, strategic vision for consumer policy in the years to come, together with milestones between 2012 and the end of the current Commission's mandate. The main objective will be to put consumers at the centre of the Single Market. All relevant Commission services involved in consumer issues will be associated through the interservice group on consumer policy.

Focusing on evidence base, enforcement, cooperation, information and education and redress, the financial work programme 2012 will also contribute to achieving the objectives set out above.

ACTIVITY CONSUMER POLICY		
SPECIFIC OBJECTIVE: EMPOWERED AND CONFIDENT CONSUMERS		
<i>Results Indicators</i>	<i>Latest known result</i>	<i>Target</i>
Share of consumers thinking it is easy to resolve disputes with businesses through alternative dispute resolution bodies	52% (2011) 48% (2010) 38% (2009)	50 % in 2013
Share of consumers who know where to get information and advice about cross-border shopping in the European Union	39% in 2011 32% in 2010	45 % by 2013
Number of contacts with consumers handled by the European Consumer Centres (ECC)	More than 71 000 in 2010 - (target for 2013 has been reached in 2010) (53 587 contacts at the end of September 2011)	70 000 in 2013
Ease of offer comparison for consumers (for 50 relevant markets)	12% found comparability difficult 35% were neutral or slightly positive 54% found it easy to compare	No more than 10% finding it difficult to compare in 2013 More than 65% finding it easy to compare in 2013
Share of consumers that have complained and felt their complaint was handled in a satisfactory manner	2011 14% complained out of which 58% satisfied - 41% dissatisfied 2010 13% complained out of which 52% satisfied - 46% dissatisfied 2009 10% complained out of which 50% satisfied - 48% dissatisfied (2009)	75% satisfied in 2013
Share of consumers who trust consumer organizations to protect their rights as consumers	72% (2011) 69% (2010) 56% (2009) 54% (2008) 54% (2006)	70% in 2013
Main policy outputs in 2012 and beyond		
<ul style="list-style-type: none"> - Consumer Agenda accompanied by a Staff working document on Consumer empowerment (CWP 2012) - Implementation of the review of the scope and aims of the ECC-Net - Market study on meat - Market study on Internet Service Provision - Two editions of the 2012 Consumer Markets Scoreboard - Adoption of the 2nd CPC biennial report - 1st Annual Report to the European Parliament on the Integration of Consumer Interests into other EU policies - Launch of the Cosmetic Products Notification Portal (CPNP) - Impact assessment on the application of the marketing ban of cosmetic products tested on animals as of 2013 and legislative proposal if so decided 		

Main expenditure-related outputs		
<ul style="list-style-type: none"> - Creation of education interactive tools (revamping of existing tools) - Financial support to European level consumer organisations (BEUC, ANEC) - Training courses for consumer organisations (interactive and inclusive new set of capacity actions) - Policy options for actions at EU and national levels to strengthen the consumer movement and environment in Central, Eastern and South Eastern European countries (including possible actions of EU levels consumer organisations) - Support to the European Consumer Centres' network (ECC-Net) - Consumer and retailer Eurobarometer surveys - Market and behavioural studies - Consumer market monitoring survey - Public database for Scoreboard data - Development of the IT tools for the Cosmetic Products notification Portal (CPNP) - Finalisation of the information campaigns on consumer rights in the EU-12: campaign in Romania in 2012 		
SPECIFIC OBJECTIVE: FACILITATING / ENHANCING THE POTENTIAL OF THE INTERNAL MARKET		
<i>Results indicators</i>	<i>Latest known result</i>	<i>Target (mid-term)</i>
Share of retailers selling to consumers cross-border	2011: 27% 2010: 22% 2009: 25%	35% (2020)
Share of consumers not interested in cross-border transactions in the EU	2011: 43% 2010: 47% 2008: 57%	35% (2020)
Share of consumers ordering goods or services over the internet from other EU countries	2011: 10% 2010: 7% 2008: 8%	20% (2015)
SPECIFIC OBJECTIVE: STRENGTHENED MEMBER STATES ENFORCEMENT OF CONSUMER PROTECTION RULES AND ADEQUATE REDRESS FOR THEIR INFRINGEMENT		
<i>Results Indicators</i>	<i>Latest known result</i>	<i>Target (mid-term)</i>
Share of consumers feeling retailers respect their rights as consumers	65% (2011) 65% (2010) 58% (2009)	88% in 2013
Share of Consumers who state that they have come across misleading, deceptive or fraudulent offers (level of response to both types of offers)	2011 Misleading or deceptive 46% (18% responded to such an offer) Fraudulent - 29% (18% responded to such an offer) 2010 Misleading or deceptive 43% (20% responded to such an offer) Fraudulent - 29% (16% responded to such an offer) 2009 Misleading or deceptive 54% (19% responded to such an offer) Fraudulent - 36% (19% responded to such an offer)	Sustained decrease or for 2013: Misleading and deceptive - 25 %. (5% responded to the offer) Fraudulent- 15%. (3% responded to the offer)
Share of consumers who think that significant number of products are unsafe	25% (2011) 20% (2010) 25% (2009)	Sustained decrease
Share of consumers who think that essentially all products are safe	12% (2011) 16% (2010) 11% (2009)	Sustained increase
Number of RAPEX notifications on dangerous consumer products by	1450 (Jan-mid Nov. 2011)	Sustained number expected, given the combined effects of ongoing preventive

Member States	2244 (2010) 1993 (2009)	actions and increased controls
Number of market surveillance inspections to detect dangerous products	250 000 (2009, data from 22 MS estimation) - Latest data available (250 000 in 2008)	Reasonable increase or indications of effective preventive actions
Number of administrative decisions on dangerous products taken by market surveillance authorities in the Member States	14 081 (2009 data from 22 Member States) (11 608 in 2008)	Sustained number
Number of Member States participating in one or more cross border joint actions in the framework of the CPC cooperation (Sweeps)	1 Sweep on consumer credit (1 st phase) involved all 29 CPC-net members (2011) 1 Sweep on tickets for cultural and sport events involved all 29 CPC-Net members (2010)	All CPC-Net Members (29) participate to the yearly Sweep
Number of requests to exchange information between CPC authorities Number of requests for enforcement measures between CPC authorities Number of alerts within the CPC network	593 (08/11/2011) 656 (08/11/2011) 278 (08/11/2011)	Sustained increase
Number of Member States participating in one or more cross border joint actions for product safety	One Grant Agreement for Joint Actions including 5 sub-projects - started in 2011, involvement of 21 MS January 2012: new Grant Agreement will start, involvement of 19 MS Overall, 23 MS will be involved in at least 1 project	Sustained number
Share of retailers that have received a consumer complaint about safety of their products	16% (2011) 11% (2010) 12% (2009)	Sustained decrease
Share of retailers who within the last 12 months have carried out tests to make sure that the products they sell are safe	46% (2011) 42% (2010) 38% (2009)	Sustained or increase
Main policy outputs in 2012 and beyond		
2012 - EU framework for collective redress (CWP 2012) - Comprehensive legislative and non-legislative package including a modernised General Product Safety Directive, a new horizontal Single legislative instrument for Market Surveillance (regulation) and a multi-annual action plan for market surveillance (CWP 2012) - Green paper on the safety of certain consumer services - Revised Recommendation on hotel fire safety - Commission proposal to amend the Regulation on Consumer Protection Co-operation (EP and Council Regulation 2006/2004, 2014 (CWP 2010 annex 2)		
Main expenditure-related outputs		
- Joint product safety surveillance actions between EU countries and also cooperation with China - "GRAS-RAPEX" and "Business Application" : launch, upgrade and maintenance - International Product Safety week conferences - Workshops under OECD framework to pool information about product safety policy initiatives and dangerous product recalls - Evidence base in support of a Green paper on the safety of certain consumer services - Cross-border enforcement actions taken on the basis of CPC regulation - Evaluation study in view of the revision of the CPC Regulation - Impact assessment for the revision of the CPC Regulation		

4.2. Activity "Public Health"

EU health policy contributes to a smarter, inclusive and more sustainable Europe as part of the EU 2020 strategy. Health is a driver for competitiveness and innovation. Indeed, the challenges set out in the Europe 2020 strategy are reflected in the EU Health Strategy which already addresses many of the concerns (healthy ageing, new skills and jobs, poverty reduction, innovation and youth training) from a health perspective.

EU health policy as defined in the EU Health Strategy aims at adding value to the policies and actions of Member's States while respecting their responsibilities for the definition of their health policies. It is an overarching framework for EU action on health which focuses on four principles underpinning three objectives for improving health in the EU.

The principles include taking a value driven approach, recognising the links between health and economic prosperity, integrating health in all policies, and strengthening the EU's voice in global health. The strategic themes include Fostering Good Health in an Ageing Europe, Protecting Citizens from Health Threats, and Dynamic Health Systems and New Technologies.

The EU strategy aims at an integrated approach implemented through legislation, cooperative processes and supported by financial instruments, namely the second programme for Union Action in the field of Health, 2008 - 2013. Commission's actions under the strategy address all three objectives of the strategy.

First objective: To foster good health in an ageing Europe.

Legislation

In 2012 the Commission will make proposals for the revision of the Tobacco Products Directive to cover internal market issues and look at new products and labelling.

Cooperation

The "European Innovation Partnership on Active and Healthy Ageing" is a pilot project under the Innovation Union flagship initiative. It aims at enhancing Europe's innovation potential for tackling the challenges of demographic change associated with ageing. The Partnership was launched in 2011 and aims at increasing Healthy Life Years (HLY) by 2, while unleashing the innovation potential and capacity in the health and ageing areas. The Partnership should contribute to achieving the Health Strategy objectives as well as Europe 2020 objectives of smart and inclusive growth. In 2012 the concrete actions identified in the partnership's Strategic Implementation Plan will be implemented between the Commission, the Member States and the other participants. A Commission Communication is planned to be adopted to describe the Commission's role in this context.

In 2012, Cooperation on health determinants and chronic disease prevention is ongoing with the involvement of Member States and stakeholders. Work on health determinants is essential in promoting health and thereby preventing disease. Many of

today's debilitating diseases, such as cancer and diabetes, have a direct link with those determinants. The Commission will continue to support activities on a number of key health determinants: social determinants and health inequalities; nutrition and physical activity; and alcohol and tobacco with the anti tobacco campaign and the continued support and monitoring of the implementation by Member States of the Council Recommendation on smoke-free environments. Mental health and well being work will also be taken forward.

Member States have initiated in 2011 a reflection process to identify common goals and possible tools to address the chronic disease burden. At the same time, health systems are increasingly facing the question of how to respond to the challenge of chronic disease patients. The reflection will help identify areas of EU added value to support Member States to better face the challenge. Within the work on chronic diseases there will be a particular focus on neurodegenerative diseases such as Alzheimer where the prevalence is likely to rise as a result of demographic change. The Commission is due to report by the end of 2012 on the process.

In 2012, work will continue on cancer and rare diseases. Cancer is the second biggest cause of death of men and women. The aim of the European Partnership on Action against Cancer as set out in the Commission Communication¹ is to reduce cancer incidence by 15% by 2020. EU action on rare diseases pools fragmented resources across the Member States. This contributes to improved diagnostics and treatment. The Commission Communication on Rare diseases: Europe's challenges² and the Council Recommendation on an action in the field of rare diseases³ set the framework for activities supported by this work plan.

Second objective: To protect citizens from health threats:

Legislation

At the end of 2011 the Commission proposed measures to improve Health security in the European Union to establish common standards to monitor and control serious cross-border health threats. The Commission will start in 2012 the negotiations with the European Parliament and the Council on this proposal. In the context of this proposal provisions will be established to allow for joint procurement of pandemic vaccines at EU level, as requested by the Council.

Cooperation

Pandemic preparedness has become evermore important in the wake of recent H1N1 and e-coli crises. In 2012, the Commission's actions will be continued, taking into account the lessons learnt from these crises.

The EU Health Security Committee will continue to provide for cooperation for the risk management of specific threats. International cooperation in preparing for and

¹ COM(2009) 291 final of 24 June 2009

² COM (2008) 679 final of 11 November 2008

³ N° 2009/C 151/02 of 8 June 2009, OJ C 151, 3.7.2009, p. 7.

reacting to serious cross border health threats will be continued through the Commission membership of the Global Health Security Initiative.

The 2011 Action Plan on the fight against antimicrobial Resistance is establishing cooperation at EU level in this area. In 2012 the Commission will present a report on implementation in the Member States of the Council Recommendation on hospital acquired infections.

The implementation of the 2nd HIV/AIDS strategy adopted in 2009 will be continued with a focus on prevention strategies for HIV and co-infections.

Legislation on organ donation and transplantation will be complemented by quality and safety standards and by proposing an Action Plan for the strengthening of coordination between Member States.

Third objective: To support dynamic health systems and new technologies:

Legislation

The Directive on patients' rights in cross-border healthcare adopted in 2011 will help facilitate access to high-quality and cost-effective healthcare for patients requiring a particular expertise or resources. Cross border healthcare is one of the aspects taken into account in the Europe 2020 strategy. This entails ensuring that patients receive high quality, safe and efficient healthcare in other Member States when that is the most appropriate solution for them. Through the implementation of the directive, instruments will be put in place to encourage Member States to work closely together on the use of new tools with a view to increase the sustainability of health systems. By promoting the exchange of best practices in healthcare, the Commission aims at encouraging improvements in the quality and value for money of all European health systems. Health technology and innovation in health aim to meet the many health challenges that face us. They are also drivers for competitiveness. However, we need to make sure that these new technologies have the patients and citizens interests at heart. Added value is also provided by pooling information on methodologies, data and best practice at EU level.

The Commission will present an Action Plan on Health Workforce in the EU, to be adopted by the end of 2012.

In the field of medical devices, it is foreseen that the Commission adopts in the first semester 2012 two legislative proposals for the revision of the three medical devices directives and a Communication on the promotion of innovation in medical devices for the benefit of patients, consumers and healthcare professionals. Moreover, implementing measures regarding electronic labeling and regarding medical devices manufactured utilizing animal tissues shall be adopted by the Commission.

In 2012, the Commission will continue working towards the implementation of the Directive on falsified medicinal products adopted in June 2011, on a proposal for the revision of the Directive on Clinical trials and a review of the legislation on veterinary medicinal products

The new pharmacovigilance legislation was adopted in December 2010 and will apply from July 2012. The Commission will adopt implementing measures in 2012 to establish uniform conditions for the key features of the amended pharmacovigilance legislation. This legislation further strengthens patient safety, improves transparency and extends to patients the reporting of adverse reactions to medicinal products.

The Commission will continue to work with the European Medicines Agency to ensure that medicinal products placed on the EU market conform to the EU standards, relating to quality, safety and efficacy. In this context, the Commission manages the marketing authorisation procedure for medicinal products, leading on average to 1500 Commission Decision per year.

Cooperation

Health systems in Europe are under financial pressure and the challenge to provide quality healthcare and universal healthcare has never been greater. The Commission will work in 2012 with the Member States as part of the reflection process established on the future sustainability of health systems. In 2012 the Commission will establish a mechanism consisting of independent and highly qualified experts in relevant fields that will issue advice and opinions to provide support for Member States and the Commission on the economic efficiency of health systems at national level.

In 2012, the Commission will establish a mechanism consisting of independent and highly qualified experts in relevant fields that will issue advice and opinions to provide support for Member States and the Commission on the efficiency of health systems.

Health technology and innovation in health aim to meet the many health challenges that face us and they are also drivers for competitiveness. However, we need to make sure that these new technologies have the patients and citizens interests at heart. Through risk assessment and scientific research, Health Technology Assessment can also assist national authorities to identify the most effective health interventions. Added value is also provided by pooling information on methodologies, data and best practice at EU level. In the area of medicinal products, the Commission Communication on "Safe, Innovative and Accessible Medicines: a Renewed Vision for the Pharmaceutical Sector" emphasizes that the Commission agenda in the pharmaceutical sector should address the opportunities and challenges of globalization (including the response to global health threats such as pandemics or the falsification of medicines).

Horizontal actions which are indispensable to the implementation of the strategy:

The following actions will continue to imply in 2012 as in previous years

- ✚ Coordinating the implementation of the EU Health Strategy in the Council Working Party on Public Health at Senior Level. This group, composed of senior public health officials from Member States, meets once per Presidency to discuss progress made on the EU Health Strategy and to provide a steer and identify priority actions.
- ✚ Consulting and working with stakeholders and in particular the European Health Policy Forum, a group of over 50 civil society organizations including patients groups, health professionals and other health related groups.

- ✚ Generating and making available data and scientific opinions needed to make informed decisions; In 2012, the Commission will continue supporting health policy by up-dating and providing relevant indicators and making information available to the broad health community via electronic tools such as the Heidi health Wikipedia.
- ✚ An international dimension and in particular working with international organisations in the field of health (mainly WHO). It is important that our internal policies in health are reflected in our external policies. In 2012 the Commission will be involved in the Conference of the parties to the Framework Convention on Tobacco Control and in the WHO governance reform process.
- ✚ EU action on rare diseases is seen increasingly as having a potential benefit also for patients in other parts of the world. The Commission will respond positively to requests from third countries for participation in EU initiatives helping rare disease patients.

ACTIVITY: PUBLIC HEALTH						
FIRST OBJECTIVE: TO FOSTER GOOD HEALTH IN AN AGEING EUROPE						
Results Indicators	Latest known result				Target (mid-term)?	
Number of Healthy Life Years at birth ¹	2006	2007	2008	2009	Increase by 2 years by 2020 * for 2009, IT and UK figures are missing at the time of the update.	
	EU25	EU27	EU27	EU25*		
	Males 61.6	61.5	60.9	60.9		
	Females 62.1	62.3	62.0	61.6		
Number of Member States with an adopted national cancer plan	2008	2010	2011		All MS + IS and NO by February 2014	
	12	21	24			
Number of Member States with an adopted rare diseases plan	2011				All MS by the end of 2013	
	7					
Attitudes of Europeans towards smoking ²	2005	2006	2008	2009	Positive mid and long-term evolution	
	Never smoke	47%	47%	46%		49%
	Stopped smoking	21%	21%	22%		22%
	Smokers	31%	32%	31%	29%	
Obesity in the EU	Kids ³ :				Reversing the trend of rising rates of obese and overweight children in the majority of EU Member States by 2015.	
	Obesity - Boys 2005/2006 - 16%					
	Obesity - Girls - 2005/2006 - 9%					
	EU average - 15.5%					

Main policy outputs for 2012 and beyond

Tobacco:

- Proposal for a revision of the Tobacco Products Directive 2001/37/EC concerning the manufacture, presentation and sale. Adoption foreseen during the 2nd half of 2012.- 2nd year of New tobacco cessation campaign and work towards evaluation of the campaigning activities in the field of tobacco

Alcohol:

¹ EU27 2009 data (updated on 5.10.2011) is still provisional due to the fact that data from IT and UK are still missing. This value may slightly change when Eurostat will recalculate the value with these additional data.

² This indicator is measured through Eurobarometer studies, the next to take place in 2012 and results will be available end of 2012 beginning of 2013.

³ The source for 2005/2006 figures is the OECD and Commission report "Health at a Glance", there are no annual surveys of this indicator but it will be measured again in 2012 in a WHO study.

<p>- Report on the evaluation of the alcohol strategy - implementation</p> <p>Nutrition:</p> <p>- Report on the evaluation of the strategy on nutrition, overweight and obesity health related issues - implementation</p> <p>Cancer:</p> <p>- Deliverables of the European Partnership for Action Against Cancer (by February 2014) including: European Week Against Cancer, National Cancer Plans; Healthcare: assessment of the feasibility of harmonising guidelines for rare cancer.</p> <p>- Preparation of the report on the implementation of the Council recommendation on cancer screening, to be finalised in 20- Preparatory work a Cancer Partnership 2014-202 and a European cancer information system and breast cancer screening guidelines and accreditation.</p> <p>- Beyond 2012, development of a follow-up initiative to cancer partnership</p> <p>Rare diseases:</p> <p>- Report of the progress of implementation of the Council Recommendation on rare diseases and preparation of a long term strategy.</p> <p>- Extensive survey on existing rare diseases registers to serve as basis for the future approach on these registers.- Support of better coordination of research in rare diseases by the International Rare Diseases Research Consortium (IRDiRC)</p> <p>Chronic diseases:</p> <p>- Report on the results of the reflection process on chronic diseases with Member States and follow-up.</p> <p>HIV / Aids, drugs:</p> <p>- implementation of the Commission communication on combating HIV/Aids in Europe and the HIV action plan</p> <p>- Implementation of the EU Drugs Action Plan 2009-2012 and preparatory work for the new strategy.</p> <p>Active and Healthy Ageing:</p> <p>- Development and launch of action groups on the Strategic Implementation Plan Priorities</p> <p>- Communication on EIP on Active and Healthy Ageing</p> <p>Other:</p> <p>- Implementation of EU policy actions identified in Commission communication on Health inequalities Commission report (2012).</p> <p>- Launch of a joint action on mental health and wellbeing</p> <p>- Roll-out of the Heidi health information system</p> <p>- Evaluation of the Joint Action for European Community Health Indicators and Monitoring</p>
<p>Main expenditure-related outputs</p> <p>- Implementation of the 2012 Work Programme of the Health Programme 2008-2013</p>

SECOND OBJECTIVE: TO PROTECT CITIZENS FROM HEALTH THREATS		
Results Indicators	Latest known result	Target (mid-term)
Rate of influenza vaccination among EU citizens aged 65+ (percentage who reported to have received one shot of influenza vaccine during the last 12 months)	2009 ¹ : 27.3%	Improved implementation by Member States of Council Recommendation on seasonal vaccination, providing for 75% vaccination of people aged 65+ by 2014-2015 winter seasons.
Share of patients developing hospital acquired infections	5% (= 4,1 million/year) ²	Improved implementation by Member States of the Council Recommendation on patient safety and hospital acquired infections and reduction at such events.
Tolerated level of interruptions of the Early Warning Rapid System (EWRS) for notification of communicable diseases events operated by the European Centre for Disease Control (ECDC)	Unplanned Interruptions in 2011: 1 minute > 99,99% of availability which confirms constant improvement since 2008 (99.85%), 2009 (99.90%), and 2010 (99,99%).	Working with ECDC to ensure that interruption of service is not more than 30 minutes per day. Availability: 99% scheduled uptime excluding planned downtime for maintenance. Downtime minimized to < 4 hours per incident.

¹ The European Health Interview Survey (EHIS) collected by Eurostat from 17 Member States (AT, EE, SI, BE, BG, CZ, CY, FR, LV, MT, RO, DE, EL, ES, HU, PL, SK).and 3 other countries (CH, NO, TR) who conducted this survey between 2006 and 2009.

² Estimate made in 2008

Main policy outputs for 2012 and beyond
<p>Generic and pandemic preparedness - Health Threats - Communicable diseases:</p> <ul style="list-style-type: none"> - Negotiation of health security Initiative in Council and EP and preparation of implementing measures. - Mechanism for joint procurement of pandemic influenza vaccines and antivirals allowing Member States, on a voluntary basis, to make common acquisition of these products or to have a common approach to negotiations with the industry - Amending implementing measures under Commission Decision 2119/98/EC for Case definitions (mid 2012), criteria for reporting diseases (3rd quarter 2012), list of diseases (3rd quarter 2012). - Improvement of generic preparedness. - First implementation report on the Council recommendation on patient safety and health care associated infections (HCAI). - Implementation of AMR communication. <p>Substances of human origin:</p> <ul style="list-style-type: none"> - Setting up of an information exchange system, to report and react on Serious Adverse Events and Reactions (SARE) on blood and tissues and cells with a potential impact in more than one Member State.) - Strengthening of EU legislation on substances of human origin. - Prepare implementing legislation for organs (vigilance and traceability) to be adopted (by a Commission decision or regulation) by the end of 2012. <p>Risk assessment:</p> <ul style="list-style-type: none"> - Completion of DG SANCO report on regulatory aspects of nanotechnology and current applications of nano-material - Continuation of the process of renewal of Scientific Committees - Review of recommendation 1999/516/EC on electromagnetic Fields (EMF). -Assessment of possible need for revision of recommendation 1999/516/EC. <p>ECDC:</p> <ul style="list-style-type: none"> - Coordination of activities of the European Centre for Disease Prevention and Control (ECDC).
Main expenditure-related outputs
Implementation of the 2012 Work Programme of the Health Programme 2008-2013.

THIRD OBJECTIVE: TO SUPPORT DYNAMIC HEALTH SYSTEMS AND USE OF NEW TECHNOLOGIES								
<i>Results Indicators</i>	<i>Latest known result</i>	<i>Target (mid-term)</i>						
Share of population worried to suffer an adverse event while receiving healthcare	50 % (2009)	30 % (2014)						
Use of the adapted "core Health Technology Assessment model" developed at EU level for assessing pharmaceutical products	For the moment, no figures available as we are in a pilot phase.	20% of all new originator products given market authorisation by 2018						
Number of Member States meeting all of the following criteria: <ul style="list-style-type: none"> - having reporting and learning system at national level for patient safety - having redress mechanism - having institute dedicated to patient safety - evaluating their patient safety systems - having conducted their own study on the extent of the adverse events - participating in EU/international level initiatives on patient safety 	7 (2008)	23 - (2013)						
Admission-based Hemorrhagic stroke 30 day in-hospital case-fatality rate ¹ .	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%; text-align: center;">2002</td> <td style="text-align: center;">20.76%</td> </tr> <tr> <td style="text-align: center;">2007</td> <td style="text-align: center;">18.75%</td> </tr> <tr> <td style="text-align: center;">2009</td> <td style="text-align: center;">20.20%</td> </tr> </table>	2002	20.76%	2007	18.75%	2009	20.20%	Positive mid and long-term evolution
2002	20.76%							
2007	18.75%							
2009	20.20%							

¹ The rates are age-sex standardised to the 2005 OECD population (45+). Source: OECD Health data 201. Non weighted average of percentages reported by 16 Member States in 2009 or nearest year.

Admission-based Ischemic stroke 30 day in-hospital case-fatality rate ¹ .	2002	5.75%	Positive mid and long-term evolution
	2007	4.75%	
	2009	5.39%	
Main policy outputs for 2012 and beyond			
<p>Financial sustainability of health systems:</p> <ul style="list-style-type: none"> - Report on results of reflection process on modern responsive and sustainable health systems. - Development of an HTA structure. <p>Cross border healthcare:</p> <ul style="list-style-type: none"> - Preparation work on acts to implement the directive of patients 'rights in cross border health care. <p>Health Workforce:</p> <ul style="list-style-type: none"> - Action Plan on Health Workforce (2013 - 2015) to be adopted by the end of 2012. - Commission report on implementation of the 2009 Council recommendation on Patient safety, to be finalised by mid 2012. <p>Substances of human origin:</p> <ul style="list-style-type: none"> - Setting-up of an EU level vigilance and traceability tools system for tissues and cells (involving EMA and ECDC) - structure laid out by the end of 2012. - Mid term review of the action plan on organ donation, to be finalised by the end of 2012. <p>Medical devices:</p> <ul style="list-style-type: none"> - Proposal for a Regulation of the European Parliament and the Council concerning medical devices and repealing Directives 90/385/ECC and 93/42/ECC (CWP 2012) - Proposal for a Regulation of the European Parliament and of the Council concerning in vitro diagnostic medical devices and repealing Directive 98/79/EC (CWP 2012) - Communication on the promotion of innovation in medical devices for the benefit of patients, consumers and healthcare professionals (CWP 2012) - Commission Regulation on electronic instructions for use for medical devices - Commission Regulation concerning particular requirements as regards the requirements laid down in Council Directives 90/385/EEC and 93/42/EEC with respect to active implantable medical devices and medical devices manufactured utilising tissues of animal origin. <p>Medicinal products:</p> <ul style="list-style-type: none"> - Report on the use of personalised medicines - Implementation of pharmacovigilance legislation - Proposal for a revision of the Directive on clinical trials to foster innovation in the pharmaceutical sector (2nd quarter 2012) (CWP 2012) <p>EMA:</p> <ul style="list-style-type: none"> - Service tutelle for the European Medicine Agency (EMA) 			
Main expenditure-related outputs			
<ul style="list-style-type: none"> - Implementation of the 2012 Work Programme of the Health Programme 2008-2013 - Development and maintenance of EUDAMED, including translation of GMDN codes 			

¹ The rates are age-sex standardised to the 2005 OECD population (45+). Source: OECD Health data 2011. Non weighted average of percentages reported by 16 Member States in 2009 or nearest year.

4.3. Activity "Food and Feed Safety, Animal Health, Animal Welfare and Plant Health"

General objectives

Our aim is to ensure that consumer confidence in the safety of food will continue to be actively promoted through a harmonised EU legislative framework, based on sound regulation, which puts consumer interests first. This in turn will allow Europe's farmers and the European food industry to operate in an environment where high safety levels are a competitive strength and will support wider growth and innovation objectives. Measures will ensure that this framework continues to be properly enforced and that it is updated and adapted to new challenges, including the need for a more competitive and innovative food industry.

The EU's food safety policy has three general objectives:

- (i) ensure food and feed are safe and nutritious;
- (ii) ensure a high level of animal health, welfare and plant health protection;
- (iii) ensure adequate and transparent information about origin, content and use of foods.

These general objectives are pursued through a holistic approach to the food chain, encompassing legislation, enforcement, communication, scientific advice and international cooperation, while contributing to competitiveness and a sustainable environment.

We want to:

- ✚ Place the consumer first whilst promoting the competitiveness of private business operators of the food chain;
- ✚ Set the right standards at EU level, in order to protect plants, animals and consumers;
- ✚ Enhance a competitive market by adopting Smart Regulation;
- ✚ Assure effective control systems and compliance with EU standards in the food and feed safety, animal health, animal welfare, animal nutrition and plant health sectors within the EU, and in third countries in relation to their exports to the EU;
- ✚ Provide information and promote transparency to enhance the possibility for consumers to make informed and nutritionally relevant choices in relation to food, supported by comprehensive impact assessments;
- ✚ Promote sustainability as an opportunity to create jobs and growth for a more green economy;
- ✚ Monitor, evaluate, manage threats, and where necessary, alerts and identified risks, in a proportionate manner;
- ✚ Explore how the food chain policy while ensuring safety can be adapted to sustainability imperatives;
- ✚ Foster innovation so as to encourage the use of new technologies and

investments in research;

- ✚ Promote EU standards at the international and multilateral levels, both as examples to follow in the interests of health protection and to protect the interests of our exporters;
- ✚ Manage relations with the European Food Safety Authority (EFSA) and ensure science-based risk management;
- ✚ Manage relations with the Community Plant Variety Office (CPVO) and take part actively to its Administrative Council and technical working meetings.

The challenge for food safety remains to complete and to improve the legislative framework, and to make it work more effectively. The latter depends heavily on the proper implementation and enforcement of the legislation by Member States and verification by the Commission. Making the framework effective also entails working together with stakeholders in order to find appropriate instruments to facilitate maximum compliance with the legislation.

In 2012 the general objective to empower the food chain framework will be supported by a series of actions at different levels:

A more efficient framework for official controls along the food chain

Controls are key elements to ensure to consumers and operators that the measures put in place along the food chain for a more safe, competitive and sustainable market are implemented properly. The work on the review of Regulation 882/2004 on official controls in order to simplify and clarify the legal framework related to official controls, and consolidate the integrated approach in all areas related to the food chain, is ongoing and is expected to result in a proposal to be adopted in 2012. This initiative will merge into a single exercise all changes that need to be made in the following areas:

- ✚ The rules governing the establishment and application of inspection fees are being reviewed on the basis of an external study carried out in 2008 which highlighted several issues to be addressed. In particular, the evaluation underlined the contribution which a clearer, simpler and more transparent system could make to ensure that Member States have adequate financial means to provide the necessary staff and other resources for official controls.
- ✚ The specific rules on official controls on residues of veterinary medicines (Directive 96/23/EC) are being reviewed in order to fully integrate the related provisions within the framework of Regulation 882/2004, so as to eliminate redundant control requirements, the rigidity of control requirements not based on risk assessment, and to provide competent authorities, operators and exporting third countries with a simpler and more transparent framework for controls on residues on veterinary medicines.
- ✚ The rules on veterinary controls on import of live animals and products of animal origin (Council Directives 91/496/EEC and 97/78/EC) are undergoing a review. This will contribute to more transparent, up-to-date and effective controls, along the lines of the Report from the Commission to the Council and the European Parliament on the effectiveness and consistency of sanitary and

phytosanitary controls on imports of food, feed, animals and plants, by taking into account technological developments (e.g. electronic certification) and by using fully existing data collection and handling tools to operate a risk-based approach to physical inspections. The review will also seek to improve the current legislative framework, by fully integrating the rules on veterinary border controls into the general framework of Regulation 882/2004, which recognizes that certain commodities, for which specific risks are identified, require specific controls prior to the introduction into the territory of the Union.

- ✚ Some other simplification and clarification might need to be introduced into the Regulation to complement the work being carried out in the context of broad and ambitious reviews which are currently looking at modernizing respectively the Animal Health, the Plant Health and seed and plant propagating material legislation.

More generally, this work will address those weaknesses of the system of official controls which are of horizontal nature (which result for instance from duplicated or overlapping reporting and planning requirements or from unclear or inconsistent language). This will be done by consolidating the integrated approach to official controls along the food chain so as to simplify the framework for enforcement cooperation between the Commission and the Member States.

Feed, plants and seeds

Feed, plants and seeds are essential sectors for the safety of the food chain. We intend to promote in particular innovation by ensuring that this is applied by respecting safety rules, by reducing administrative burden and fostering a smart and greener economy.

With regard to feed, the reception of the requests and subsequent re-evaluation of all feed additives is the major task in the area and will last for at least 3 years. Management of GM feed and seed authorisations will continue.

- ✚ The main objective of EU plant health legislation is to protect the health status of plants and plant products in all Member States, i.e. protection against introduction and spread of new plant pests. In addition, the health and quality status of seeds and propagating material as well as the approval of new improved varieties is ensured through the relevant EU marketing Directives. Both legislations for plant material are based on international standards and obligations, and regulate internal market trade as well as imports from third countries. New legislative proposals for Plant Health and Seeds and Plant Propagating Material will be adopted in 2012, following the evaluation of the existing legislation.
- ✚ Following the evaluation of the Community Plant Variety Rights legislation an action plan will be prepared and presented for discussion with the stakeholders.
- ✚ The proposal giving more freedom to Member States to decide on GMO cultivation is progressing. The EP Resolution was adopted in July 2011 and discussions in Council will continue in view of a possible common position. Guidelines for food/feed will be adopted and guidelines on the environmental

risk including monitoring will be discussed and transformed into a legal document. The Commission followed up the socio-economic report on the impact of the cultivation of GMOs by launching on 18 October 2011 a process to aid Member States collect and share information. The implementation of the low level presence (LLP) legislation in feed will be assessed and possibly followed by a LLP food proposal. A recommendation regarding environmental monitoring of the cultivation of GMOs by Member States will be proposed. Communication efforts will continue, in particular with the organization of a conference on monitoring 29 March 2012.

- ✚ As regards plant protection products, the work on implementing measures as foreseen under the new regulation concerning the placing on the market of plant protection products will start. In addition, a high number of approval dossiers for active substances which were submitted under the provisions of Regulation 33/2008 will need to be dealt with in order to remove products from the market, which do not meet the safety criteria any longer. Following the transfer of the responsibility for the framework directive on the sustainable use of pesticides, the foreseen work on its implementation started in 2010 and will be intensified.

Animal health and welfare

In the animal health area we will continue the work started in 2007 by implementing the strategy and by evaluating the general policies on animal health and welfare.

- ✚ Under the animal health strategy (2007-2013), the preventive approach is stepped up and existing mechanisms are strengthened. As a key element of the Animal Health Action Plan implementing the Strategy, certain new mechanisms and an overarching legal framework need to be established to provide increased internal coherence for public administration of animal health issues in the EU and to clarify interfaces with related areas (such as animal welfare, feed, food safety, zoonoses, veterinary medicines, etc.). Preparatory work for this challenging initiative, the so-called "EU Animal Health Law", is underway and expected to be finalised in 2012. This should be followed by a proposal to revise the current EU financial mechanisms supporting the control and eradication of animal diseases.
- ✚ Other actions of the Animal Health Action Plan are designed to scrutinize and improve those mechanisms which have been working well in the last decades and succeeded in creating an EU internal market of animals and animal products while reducing the occurrences of serious diseases. As such, studies and follow up-actions related to the operation of the EU Reference Laboratories, to the preparedness and crisis management of the EU and EU vaccine banks and vaccination are ongoing.
- ✚ The Action Plan also includes actions designed to use opportunities offered by developments in technology (e.g. electronic identification for bovine animals, electronic certification, Animal Disease Information System, further development of TRACES etc.) or to support other Commission Services in their quest for competitive agriculture and animal health (e.g. review of availability of veterinary medicines in 2010) or dedicated research for the area.

- ✚ As regards animal welfare, the 2006 Community Action Plan on the Protection and Welfare of Animals contains the guiding priorities for our actions in this policy field. The general aim is to ensure that animals do not endure avoidable pain or suffering, to make sure that the owner/keeper of animals respect minimum welfare requirements and to ensure the proper information and education of citizens and operators on animal welfare issues. In 2012, follow-up will be given to the Second EU strategy for the protection and welfare of animals (2011-2015) which is to be adopted early 2012. As part of the strategy, it is the intention to prepare a general EU law on animal welfare that will simplify requirements already laid down in certain pieces of EU legislation.
- ✚ The Commission will concentrate its efforts in 2012 in ensuring that enforcement of the legislation on animal welfare is strictly and timely applied, in particular with the ongoing challenge of the Directive on laying hens as well as, from 1 January 2013, the forthcoming implementation of the grouping of sows as well as the regulation on the protection of animals at the time of killing.

Food

In order to boost innovation as a driver for smart growth we will take measures in the following areas:

- ✚ As regards Novel Foods, a new proposal for a Regulation is in preparation taking into account the progress achieved in Conciliation on the previous proposal¹ on the Novel Food Revision.
- ✚ As regards cloning for food production, we will prepare the impact assessment report to be able to submit an appropriate proposal for adoption by the College in 2013 at the latest.
- ✚ In the area of food contact materials, the roadmap on how to address the safe use of materials not harmonized at EU level, will be finalized and where appropriate followed by an Impact Assessment.
- ✚ Following the priorities set by the Commission on encouraging innovation, the definition of nanomaterials as set out in the Commission Recommendation of October 2011² will be adapted to the food sector to ensure effective implementation from food safety and consumer information point of view and allowing innovation.
- ✚ A major proposal for the revision and simplification of the legislation covering foods for particular nutritional uses (dietetic foods) has been adopted by the Commission in 2011. In 2012, the Commission will continue the negotiations and discussions with Council and European Parliament in the context of the ordinary legislative procedure.
- ✚ Follow-up of the evaluation of GM Food, Feed, Seed legislation, in particular by better implementation of the existing legislation and limited changes

¹ COM (2007) 872, 14/1/2008

² OJ L 275/38, 20.10.2011, p38-40

In view of eliminating bottlenecks for the 21st century single market according to the principle of smart regulation we will:

- ✚ Review the Hygiene Package legislation, following the hygiene report of July 2009 on the experience gained since the entry into force in January 2006, and propose in 2012, certain revisions, taking into account the particular situation of small and medium sized enterprises.
- ✚ Implement the legislation and manage the authorization for food additives, enzymes, flavourings, food contact materials, GM food and novel food. The legislation will be managed to facilitate harmonized implementation, both for routine and emerging issues. This permanent and systematic work provides a useful perspective to the Internal Market.
- ✚ We will even more guarantee citizens' safety and at the same time simplify the legislative framework. For this reason, a revision of the Directive 96/23 on Contaminants and Residues will establish a simpler framework for the Member States. The proposal could be adopted by 2012.
- ✚ Moreover, we will continue to promote the Sustainability of the Food Chain, also covering innovative techniques and behaviour change, as started in 2010. In 2012 priority will be given to food waste minimization linked to food packaging optimization in close cooperation with DG Environment and other relevant Commission services in the framework of the Resource Efficiency Roadmap.

In addition, we will enhance the dialogue and the information within the EU by:

- ✚ Continuing with the implementation of the Regulation on nutrition and health claims. In particular, we expect to adopt the list of permitted 'function' health claims. Establishing the list will ensure consumer protection and fair competition for food business operators by removing misleading and false claims from the market and authorising use of claims throughout the EU.
- ✚ Taking forward work on the implementation of the Regulation on the provision of the Food Information to consumers, adopted in 2011, which provides a general framework for the provision of food information which puts consumers first. The new rules will apply three years after entry into force, except for nutrition labelling where the obligation to provide nutrition information will be applicable 5 years after entry into force.
- ✚ Continuing the specific programme of training targeted on sanitary and phytosanitary measures, the Better Training for Safer Food (BTSF initiative). The main objectives of the programme are to strengthen human capacity by "training the trainers", in particular targeting veterinary and laboratory services; and to help improve the national/regional legal framework towards harmonized systems.

Global dimension

The promotion of international relations will ensure the respect of multilateral obligations and the representation of the EU in international fora, particularly concerning the WTO, the Codex Alimentarius, the World Organisation for Animal Health (OIE), the International Plant Protection Convention, and the International

Union for the Protection of New Varieties of Plants (UPOV), the Cartagena Protocol on Biosafety, International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA), and the OECD. Furthermore, the management of the EU's bilateral agreements in the field will be pursued.

Enforcement

The audits of DG SANCO's audit service, the *Food and Veterinary Office* located in Grange - Ireland (FVO), are crucial for ensuring proper implementation in the fields of food and feed safety, animal health and welfare and plant health and for providing feedback on the operation of national controls and any problems arising within these sectors. During 2012, the FVO in accordance with its audit programme will carry out approximately 260 audits in Member States, candidate countries and third countries exporting to the EU. In 2012, the FVO's programme will also include audits on organic farming and the geographical indications schemes¹.

In its reports the FVO makes recommendations to the competent authority of the country concerned to deal with any shortcomings revealed during the audits. The competent authority is requested to present an action plan to the FVO on how it intends to address shortcomings. Verification of the completion and effectiveness of corrective actions through a number of systematic follow up activities is an integral part of FVO activity. The FVO revisits Member States regularly to monitor progress in relation to the outstanding issues with a view to getting action. Persistent problems may be the subject of high-level meetings between the Commission and the authorities concerned. As a last resort, legal action under EU law may be taken by the Commission to ensure that Member States meet their obligations under EU law.

Where an audit identifies an immediate threat to consumer, animal or plant health, the Commission may take emergency ("safeguard") measures. These may include legal action to prevent trade in, or imports of, animals, plants or their products. In other cases, where serious, but less urgent, problems are found, or where a competent authority fails to take satisfactory corrective action, the Commission may use the audit report as one element in deciding to start infringement proceedings against a Member State or, in the case of a third country, to refuse, withdraw or modify authorisations for exports to the EU.

Since the entry into force of Regulation 882/2004², the FVO assesses Member States' multi-annual national control plans (MANCPs) and provides feedback to Member States, aimed at improving the quality of these plans. Following on from a cycle of general audits to all 27 Member States the Office is carrying out a number of activities in 2012 - in dialogue with the Member States - to further promote sound regulatory practices in the implementation of controls, including identification and exchange of

¹ Protected Denominations of Origin, Protected Geographical Indications, Traditional Specialities Guaranteed

² Regulation (EC) No 882/2004 on official controls performed to ensure the verification of compliance with feed and food law, animal health and animal welfare rules

information and good practices. The Commission reports annually on the operation of official controls along the food chain in the Member States¹.

In addition to audit and follow-up, the FVO carries out a range of other activities, including the evaluation of residue control plans from Member States and from third countries exporting food of animal origin to the EU, the evaluation of Border Inspection Post plans, the operation of the Europhyt plant health interception notification system and, contributing to the Commission's technical assistance for third countries to help them meet EU food safety, animal and plant health standards, as well as contributing to the Better Training for Safer Food Programmes.

The results of FVO activities also assist in ensuring that our legislation is kept up to date, relevant and fit for purpose. This is sometimes established through a specific series of missions in non-traditional areas, for example on pre-slaughter stunning in major exporting third countries or on bee diseases.

Crisis preparedness and management

In addition, the infrastructure for crisis preparedness is being developed as a cross-cutting action. In this particular field, a legal proposal on implementing measures for the Rapid Alert System for Food and Feed (RASFF) was adopted in January 2011 to support this.

A full time presence (365/365) is ensured to act, inform and disseminate information to the appropriate management chain in case of a food and feed alert. The RASFF also acts as the DG's Duty Officers, responding to the multi DG alerts (crisis management or business continuity) managed by the Commission Secretariat General.

ACTIVITY: FOOD SAFETY, ANIMAL HEALTH, ANIMAL WELFARE AND PLANT HEALTH		
SPECIFIC OBJECTIVE: TO ENHANCE AND MANAGE THE REGULATORY FRAMEWORK AND TO ENSURE EFFECTIVE AND HARMONISED IMPLEMENTATION		
<i>Results Indicators</i>	<i>Latest known result</i>	<i>Target (mid-term)</i>
Satisfaction rate from the participants to the Better Training for safer Food Programme	80% (Nov 2011)	85% or higher(2015)
Effective management of review of existing maximum residue levels (MRLs) for pesticides taking into account that only MRLs safe to European consumers should be confirmed	The reviews of MRLs for around 30 (2011) substances was finalised by EFSA and presented to the Commission	50 more substances (2012)
Follow-up by Member States and third countries on notifications and alerts in the Rapid Alert System for Food and Feed (RASFF)	Increase of 8% (comparing 2010 with 2009)	10% year on year increase
Animal health improvement indicated by percentage of programmes for eradication of bovine tuberculosis and brucellosis that achieve a reduction in prevalence from the previous year	78% (2010)	80% (2013)

¹ Report from the Commission to the European Parliament and to the Council on the overall operation of official controls in the Member States on food safety, animal health and welfare, and plant health

Effective management of animal health crisis indicated by percentage of secondary outbreaks outside of the regions of primary outbreaks of avian influenza and foot-and-mouth disease	0% for avian influenza and 0% for foot and mouth disease (2011) ¹	Not more than 8% by 2013 ²
Number of BSE cases for bovines	Preliminary results for 2011 indicate a decrease of more than 50% compared to 2010.	20% decrease in BSE cases in 2012 compared to 2011
Number of Salmonella cases	In 2008, a total of 131,468 confirmed cases of human salmonellosis were reported in the EU. This represents a 14% decrease from 2007 in the MSs. In 2009, a total of 108,614 confirmed cases of human salmonellosis were reported in the EU. This represents a 17,38% decrease from 2008 in the MSs.	10% decrease in Salmonella cases in humans in 2012 compared to 2010
Ensure a high level of stake-holder's involvement (consumers, distribution, industry, animal welfare NGOs) in EU food legislation (including animal health, animal welfare and plant health) and its implementation by ensuring compliance with the standards of transparency, deadlines and representativity measured through number of meetings of the Advisory Group of the Food Chain (plenary and WGs)	2 Plenary, 3 Animal Health Advisory Committees, and 8 WGs respecting the standards (2011)	2 Plenary and 10 WGs respecting the standards yearly (2012)

Main policy outputs for 2012 and beyond

2012

- Regulation revising the legislation (12 Directives) on the marketing of seed and propagating materials to foster innovations in seeds (CWP 2012, annexes 1 and 2).
- Hygiene Package (decision 2007/205 on composite products and meat inspection (CWP 2012 annex 2)
- Report to the European Parliament and Council on irradiation controls in the Member States during 2009
- Revision of the total feed ban provisions
- Recast of Council zootechnical legislation and alignment to the procedure referred to in Articles 290 and 291 of TFEU
- Adoption of the list of permitted health claims made on foods, provided for in Article 13(3) of Regulation (EC) No 1924/2006 of the European Parliament and of the - Council of 20 December 2006 on nutrition and health claims made on food
- Endorsement of a guidance document related to the correct use of authorised health claims, for the benefit of food business operators using the claims and enforcement authorities.
- Endorsement of a guidance on the verification of validity of individual applications for authorisation of health claims to ensure a uniform and consistent approach by national competent authorities
- Commission Implementing Regulation establishing implementing rules for the application of Article 8 of Regulation (EC) No 1925/2006 on the addition of vitamins and minerals and of certain other substances to foods.
- Proposal for an Animal Health Law (CWP 2012 annexes 1 and 2)
- Proposal for a revision of Regulation 882/2004 on official controls along the food chain (CWP 2012 annexes 1 and 2).
- EU Plant Health Law (CWP 2012 annex 1)
- - Proposal for revision of the Regulation on medicated feed (CWP 2012 annex 2)
- Commission Regulation on implementing rules concerning applications for authorisation of genetically modified food and feed.
- Recommendation regarding environmental monitoring of the cultivation of GMOs by Member States.
- Discussion in view of adoption of a normative text on implementing rules concerning applications for authorisation of the deliberate release of GMOs in the environment.
- Follow-up of national measures on co-existence in line with the 2010 Commission recommendation.
- Regulation on the establishment of fees and related governance issues for EFSA (CWP 2012, annex 1)

Core business:

- Organisation of conferences on GM Risk Assessment and Management and on Socio-Economic Dimensions of GMO Cultivation and monitoring of GMOs.- Implementation of the Action Plan to implement the EU Animal Health Strategy
- Implementation of Regulation on Food Improvement Agents (additives, enzymes, colourings)
- Implementation of the Regulation on the provision of food information to consumers

¹ These favourable results should be considered with due caution as the overall number of outbreaks in 2011 were low.

² The baseline result compared to which the target applies was 13% in 2007.

<ul style="list-style-type: none"> - Management of authorization processes for food and feed including (GM food, feed and seed plant varieties) and of the relevant policy - Review of status and requirements for regulated harmful organisms and issuance/ modifications of emergency measures in the Plant Health sector - Implementation of the Action Plan for Review of the Community legislation on marketing of seed and plant propagating material and related issues - Facilitation of safe trade under fair conditions through constructive engagement with our trading partners and with international standard setting bodies in the field of sanitary and Phytosanitary issues (SPS). - Coordination of activities of European Food Safety Authority (EFSA), European Centre for Disease Prevention and Control (ECDC) and the Community Plant Variety Office (CPVO) - Evaluation of EU policies in the area of Animal Welfare and Animal Protection 		
Main expenditure-related outputs		
<ul style="list-style-type: none"> - Approval and implementation of approximately 200 programmes aimed at the eradication and monitoring of animal diseases and zoonoses in all Member States - Financing of approximately 40 EU Reference Laboratories in the fields of Food Safety, Residue Control and Animal Health to ensure harmonisation of analytical methods and the availability of the necessary high quality activities, facilities and skills. - Operation of the Better Training for Safer Food Programme to improve food safety standards. - Assisting Member States in actions to counter serious animal disease (emergency fund) to ensure rapid and effective actions, thus limiting spread and economic impact. - Financing of plant health solidarity dossiers for the eradication or containment of regulated harmful organisms after outbreaks in Member States 		
SPECIFIC OBJECTIVE: EFFECTIVE CONTROL OF APPLICATION		
<i>Results Indicators</i>	<i>Latest known result 2011 (results end third quarter)</i>	<i>Target for end 2012</i>
Current percentage of FVO recommendations for which commitments have been obtained from the Member States to take corrective actions (for specified three year rolling cycle).	- 90% ^b 90% ^c	90% ^a (end of 2011 target 90% ^b) (end of 2011 target 92% ^c)
Current percentage of the recommendations for which commitments were obtained (as per indicator above) and for which confirmation has been obtained by the Commission that the necessary corrective actions have actually been taken	- 51% ^b 68% ^c	60% ^a (end of 2011 target 60% ^b) (end of 2011 target 71% ^c)
	^a = For recommendations resulting from audits in the three years (reporting cycle) 2009-2011 ^b = For recommendations resulting from audits in the three years (reporting cycle) 2008-2010 ^c = For recommendations resulting from audits in the three years (reporting cycle) 2007-2009	
Main policy outputs for 2012 and beyond		
<ul style="list-style-type: none"> - Report on the operation of official controls in Member States on food safety, animal health, animal welfare and plant health <p>Core business:</p> <ul style="list-style-type: none"> - Ensuring compliance with EU food safety, animal health, animal welfare and plant health standards and the promotion of effective control systems will be maintained through audits, and their effective follow-up, of the Food and Veterinary Office (FVO) in Member States, candidate countries and third countries. 		

5. HORIZONTAL ACTIVITIES

5.1. Activity "Policy Strategy and Coordination for DG Health and Consumers"

This Activity includes all actions that support, guide or co-ordinate the policies for which DG Health and Consumers is responsible. The actions under this activity contribute directly to the success of our main policies.

This Activity provides an impulse to the policy definition, preparation and implementation in order to achieve the overall mission of the DG within the timescales laid down. It promotes a strategic planning culture within the DG in accordance with the Commission's strategic planning and programming cycle. It actively promotes the main policies of the DG through information, internal and external communication, awareness-raising and dialogue with stakeholders. It supports the coherence of the different activities within the DG, ensuring liaison with the horizontal services, the Cabinet and other institutions. It provides legal advice so that SANCO policies are legally sound and comply to correct procedures. It aims to develop an administrative culture of evidence-based policy-making founded on principles of better regulation.

This Activity includes the following functions:

- ✚ Policy strategy definition and coordination, better regulation including impact assessment;
- ✚ Strategic planning and programming;
- ✚ Internal and external communication;
- ✚ Coordination of institutional affairs;
- ✚ Legal affairs.

Policy strategy definition and coordination, better regulation including impact assessment

The better regulation best practices of the DG will continue to be improved through the provision to policy sectors of suitable instruments for quality Impact Assessment (IA), and assistance in the preparation of internal information documents ensuring effective management and delivery of new initiatives (Road Maps) and the establishment of priorities and guidelines on a general strategic vision for policy making. In this regard, the quantitative strategic analysis for policy making and advice on cost benefit analysis will be improved.

DG SANCO will achieve further coordination and coherence in the supervision of the four Regulatory Agencies for which it is the Commission's interlocutor¹. This will involve exploring new governance tools with the Agencies, e.g. codes of conduct, improved performance indicators, harmonised conflict of interest policy as well as developing

¹ (1)The European Centre for Disease Control, "ECDC", the Community Plant Variety Office "CVPO" the European Food Safety Authority "EFSA", and the European Medicines Agency", "EMA".

SANCO positions in Secretariat General led dialogue between the Commission and EU Agencies generally.

Access to accurate and reliable data will continue to be improved as an important part of good policymaking.

Under this activity the development of new strategies is fostered, such as in the food safety and plant health areas, GMOs, and support of the implementation of others like the EU Animal Health Strategy.

In accordance with the political guidelines of the President, DG Health and Consumers' is currently finalising the "fitness check" of most of its policies, such as Animal Health, Animal Welfare, Plant Health, Consumer and Public Health policies.

OBJECTIVE: Support the decision-making process by thorough evaluations and impact assessments, by systematic consultations with stakeholders and by suitable measures and methods so that the mission of DG Health and Consumers is fulfilled. Contribution to the reduction of Administrative Burden for businesses.		
<i>Indicators</i>	<i>Latest known result</i>	<i>Target 2012</i>
Stakeholder consultations - Respect of the 8 weeks minimum consultation standard	100% (2011)	100%
Opinion of Impact Assessment Board (IAB). Resubmission rate.	10 IAB opinions in 2011. Resubmission: 3	33 % resubmission (Commission average 2010 - 37%)

Strategic Planning and Programming

This action ensures the implementation of the Commission planning and programming process and at facilitating the use of the planning tools to support daily management and to ensure a holistic approach, providing for a better overview and coherence from Commission Work Programme to unit planning implementation level.

OBJECTIVE: Implement the Commission planning and programming process so that the Directorate General delivers its policy objectives contributing to the overall Commission strategy in an effective, timed, efficient, coherent and accountable manner		
<i>Indicators</i>	<i>Latest known result (2011)</i>	<i>Target 2012</i>
Implement the Planning Cycle: <ul style="list-style-type: none"> • 2013 Work Programme input • 2011 Annual Activity Report (Part I) • 2013 Management Plan 	CWP 2012 input, MP 2012 and AAR 2010 submitted, all within deadlines.	High quality documents delivered on time. Positive assessment from central services.

OBJECTIVE: Simplify and modernise the DG Health and Consumers planning to facilitate the use of the planning tools to support daily management and to ensure a holistic approach, providing for a better overview and coherence from Commission Work Programme to Unit planning implementation level.		
<i>Indicators</i>	<i>Latest known result (2011)</i>	<i>Target 2012</i>
Provide guidance and tools for the development and improvement of Unit Management Plans across the DG	Guidance provided 20 September 2011 after approval of the new UMP template by Management	Good quality instructions and guidance (by 15 September) that could contribute to improved quality of plans.
Planning reports for management and the Commissioner every other month Keep Agenda Planning up to date.	Completed on time for each output, by first management meeting of each month	Documents of good quality for management decision and reporting to the Commissioner prepared in time for the overall planning meetings with the Commissioner
Organisation of DG Planning Group (SPG) meetings, biannual MP meetings (June and November).	Meetings organised monthly except August	Organisation of effective and informative meetings every other month

Internal communication

This action encompasses the contribution to an effective Internal Communication within the Directorate General across the three sites by promoting the exchange of information and coordinating updates on the Intranet; and managing the Commissioner's Europa site.

OBJECTIVE: Develop implement, monitor and adapt internal communication in the DG and establish direct communication, consultation and feed-back channels between management and staff, so to ensure that staff understands and shares the vision and objectives of their department and works effectively together, by sharing and having access to the information they need.		
<i>Indicators</i>	<i>Latest known result</i>	<i>Target 2012</i>
News and information flow on Intranet, video messages as well as knowledge hours, statistics on consultation.	7 Knowledge Hours organised at all levels in 2011 (compared to 47 in 2010) 277 news published in 2011 in IntraSANCO (compared to 338 in 2010) 135,976,763 for all IntraSANCO in 2011 (compared to 50,390,568 in 2010) In 2011 the pages containing Knowledge Sharing Videos (15 clips) were visited 3516 times (compared to 10 clips visited 3514 times in 2010)	3 at DG level in 2012 (aiming for fewer but on more substantial issues of wide interest) Improve information flow and outreach compared to previous years. Increase compared to previous years, and survey on the use of Intranet and expectations of staff in connection with continuous flow of staff, video clips for important initiatives and events.
Results of yearly survey on internal communication (to measure satisfaction on both staff management communication and on easily obtaining the right information at the right time)	No survey on internal communication in 2011, however, in the Staff Survey executed this year, 60% of staff agreed that DG SANCO's mission and policies are clearly communicated to the staff (compared to 60% in 2009)	At least 60% having good and above judgment with a view to an annual increase of at least 5%.

External communication

The main objective is to plan of communication actions in line with policy-related communication priorities, to be determined with the Commissioner, focused on well chosen specific themes and issues reflecting the horizontal priorities of the European Commission as well as the Commissioner's portfolio agenda. This is prepared in line with the budgetary/human resource allocation.

External communication includes communication campaigns, Web and print publications, events and media relations. This is delivered through horizontal co-ordination across the DG supported by media and communication steering from a new centralised Communication unit.

Horizontal co-ordination and support involves internal coordination, handling relations with DG COMM, managing Framework Contracts and drawing up the DG's communication strategy, providing expertise and advice as well as assistance, as appropriate, for the development of external communication actions by policy directorates.

Media relations involve communication with written press, TV, radio, and social media. This is implemented in close liaison with the Commissioner's Spokesperson.

OBJECTIVE: Develop, implement, monitor and adapt an external communication strategy to actively promote the main policies and initiatives of the DG, and make them more visible and understandable to different audiences and highlighting their concrete benefits to the citizens of the EU		
<i>Indicators</i>	<i>Latest known result</i>	<i>Target 2012</i>
Degree of implementation of the DG's external communication strategy	45 out of 56 actions included in the "Communication Strategy and Priorities 2011" have been implemented (80.36%) ¹ .	Maximum percentage possible for 2012
Number of visits on the Internet sites	Public Health: 2.348.185 (2011) Food Safety: 1.778.565 (2011) Consumer affairs: 2.004.093 (2011)	Identical or higher than in previous year also targeting specific audiences to increase potential use and impact of web tools

Institutional affairs

This action encompasses the co-ordination of the relations of the DG with the European Parliament, the Council, the Economic and Social Committee and the Committee of the Regions, including notably preparation of European Parliament and Council sessions/meetings, ensuring report/follow-up, handling of questions of the Parliament, petitions, Ombudsman's complaints, preparing and overseeing the preparation of other speeches by and briefings for the managerial and political hierarchy on institutional matters.

We will work to maintain and develop the good relationships established with the Parliament and the Council formations relevant to the portfolio.

OBJECTIVE: Establish and maintain dialogue and cooperation channels with the other institutions, and the Presidencies so that progress of legislative proposals and non-legislative initiatives put forward by the DG is smooth and efficient through the institutions.		
<i>Indicators</i>	<i>Latest known result</i>	<i>Target 2012</i>
Parliamentary Questions replied to within the deadline	70,7 % (2011) ² .	100%
Holding meetings with forthcoming and pending Council Presidencies	Preparatory meetings organised at service level, per sector	Preparatory meetings organised at service level, per sector

Legal affairs

This action encompasses the coordination of legal affairs of the DG through providing coherent legal advice in close collaboration with technical Units and the Legal Service, and to support the Management Team and the Cabinet in the management of legal risks. It also encompasses contributing to the administrative culture of better regulation through assisting policy units in drafting clear and simple legislation that can be easily enforced. Our interface in the monitoring better application of EU law through effective processing of complaints and infringements has been considerably strengthened.

¹ This number includes 19 initiatives (33.93%), which are still on-going, but should be completed by early 2012 (for example, such multi-component initiatives as "Safe products and services for consumers" or "EU Health Journalist Prize"), and 2 initiatives, which are under preparation, but will be implemented before the end of 2011. 7 initiatives (mostly in the area of public health) were delayed until 2012 and 4 were cancelled

² It should be noted that SANCO keeps receiving an increasing number of Parliamentary Questions (SANCO ranking n°1 in quantity within the Commission) and that thus this % when applied to the new total of questions received makes us in real treating more questions than previous years. The indicator is thus not so indicative.







<p>OBJECTIVE: To act as the DG's internal legal adviser to:</p> <ul style="list-style-type: none"> - advise on interpretation of current legislation and manage legal risks in close collaboration with the Commission's Legal Service, the Management Team and the Cabinet; - contribute to the development of new legislation that is legally sound, clear, simple and effectively achieves its policy goal; - effectively process complaints and infringements on the basis of good administrative practice and prioritisation; - provide appropriate legal advice on implementation of the Lisbon Treaty and coordinate the progressive alignment of SANCO basic acts to the new regime of delegated/implementing acts in order to support the Management Team through the Policy Legislation Committee. 		
<i>Indicators</i>	<i>Latest known result (2011)</i>	<i>Target 2012</i>
Timely and appropriate review of requests for legal assistance	Meet deadlines 80% of the time.	Meet deadlines 80% of the time.
Review of significant legislative and non-legislative proposals.	Timely review of all CWP items 100% of the time within set deadlines for intra-SANCO consultation i.e. 10 working days.	Timely review of all CWP items 100% of the time within set deadlines for intra-SANCO consultation i.e. 10 working days.
Review of other proposals.	Timely response 80% of the time within set deadlines for intra-SANCO consultation i.e. 10 working days.	Timely response 80% of the time within set deadlines for intra-SANCO consultation i.e. 10 working days.
Efficient processing of complaints and infringements.	Meeting Commission benchmarks for processing complaints/infringements 80% of the time when there are no grounds for justified slower processing.	Difficult to predict inflow of complaints and infringements. Target to meet Commission benchmarks 80% of the time unit resources permitting.

5.2. Activity "Administrative support for DG Health and Consumers"

The Activity "Administrative support" includes actions that are necessary for the functioning of the organisation as such and are indirectly linked to the policies for which the DG is responsible.

This Activity promotes and maintains sound and efficient management of human, financial and IT resources within the DG, and ensures that resources are allocated to achieve the policy objectives of the DG. It ensures the soundness of internal control established in the DG's operational management and its financial accounting and reporting systems, and provides internal audit advice within the DG.

The Activity includes the following functions:

-  Human resource management;
-  Financial management;
-  Management of information and communication technologies (ICT);
-  Document management;
-  Internal audit;
-  Internal control and risk management.

Human resource management

DG Health and Consumers seeks to attract, deploy, develop and retain sufficiently qualified and experienced staff. The Commission Human Resources (HR) policies are tailored to the needs of the DG as an organisation and to its staff. HR processes are carried out in Units, and the Human Resources Unit operates as a centre of competence in the DG. Human Resource Management can play the role of a modern change agent and become a strategic partner, allowing DG Health and Consumers to achieve its objectives efficiently and effectively without losing sight to the wellbeing and motivation of his personnel.

The objectives are to

- ✚ Ensure that the DG has qualified and experienced staff, the right person in the right place at the right time;
- ✚ Ensure that all staff can make use of their full potential, develop the competencies and fulfill their careers development;
- ✚ Develop working conditions that are conducive to high productivity in a supportive work environment and allow reconciliation of private and professional life.

OBJECTIVE: Ensure that the DG has qualified and experienced staff and make use of their full potential, and develop working conditions that are conducive to high productivity and allow reconciliation of private and professional life.		
<i>Indicators</i>	<i>Latest known result</i>	<i>Target 2012</i>
Vacancy rate of posts	4,9% (Sept 2011)	Less than 5%
Female AD officials non-management	43% (Sep 2011)	Between 45 and 55%
Female middle managers	30% (Sep 2011)	Yearly increase
Number of training days per staff	10,9 (31.12.2011)	On average 10 days/year
Share of staff having a job description	75% (June 2012)	>75%
Positive training evaluations	76% (30.9.2009)	> 80%
Timely completion and delivery of CDR elements	95% (8.2.2011)	>95%
Share of officials having a training map	87% (8112.2011)	90% of officials have the validated TM

Financial management

The main objectives of this function are to ensure that DG Health and Consumers obtains the financial resources it needs to meet its policy objectives, and to ensure that operational and financial activities are legal and regular, that financial regulation requirements are met and that financial and management reporting is reliable.

This is achieved by co-ordinating the implementation of the budget, performing risk-based ex-ante verifications and on-the-spot financial controls on funding provided by the DG, and by co-ordinating and reporting on the implementation of the internal control and management standards in the DG.

OBJECTIVE: Plan, perform, monitor and report on the spending of financial resources so that sound financial management is ensured throughout the DG's activities		
<i>Indicators</i>	<i>Latest known result</i>	<i>Target 2012</i>
Ensure execution of allocated commitment and payment credits of the consumer programme	100% (2010) in CE 96% (2010) in CP	100% in CE 97% in CP
Share of total budget subject to ex-post control	60% (2009)	60%
Thorough ex-ante controls on financial transactions and review of procurements	2nd Level Verification: 75% of Commitment Appropriations. And Payments Appropriations. Verified (2010). All procurement files > €125,000 reviewed (2010).	2nd Level Verification: 75% of Commitment Appropriations and Payments Appropriations verified. All procurement files > €125,000 reviewed.
OBJECTIVE: ensure preventive action as well as detective action in order to prevent and identify cases of suspected fraud and reporting them		
<i>Indicators</i>	<i>Latest known result</i>	<i>Target 2012</i>
Percentage of contracts/grant agreements subject to close	New indicator	10% (9 contracts/grants)

monitoring or additional controls due to a assessed high risk of fraud		
Percentage of contract amounts subject to close monitoring or additional controls due to a assessed high risk of fraud	New indicator	1% (about EUR 5 million of payments)
Action listed in the anti-fraud action plan (SEC(2011)787) and relevant to DG SANCO implemented on time	New indicator	100%
OLAF investigations covered by appropriate follow-up and reporting	New indicator	100%

Management of Information and Communication Technologies (ICT)

The main objective of this function is to promote and use Information Technologies capabilities to better serve the policy objectives of the DG.

In 2012, the focus will be on an important rationalisation of our information systems in order to ease their usage by the SANCOs' stakeholders. A specific effort will be made in the field of data and knowledge dissemination inside and outside the DG. The governance model will be extended to all IT matters managed directly or indirectly by DG SANCO.

OBJECTIVE: Define, plan, set up, maintain and develop high quality Information and Communication Technology (ICT) infrastructures, tools and services, so that the staff is adequately supported in their operation		
<i>Indicators</i>	<i>Latest known result (2010)</i>	<i>Target 2012</i>
Number of systems implemented on time	90%	90%
Streamlining business processes between SANCO and agencies	350 Visio conferences (2007 to 2011) 5 business processes in place	One more business process in place
Helpdesk calls and % of timely resolution	99% (10 886) within 3 days	95% within 3 days
IS support	97% (3 500) within 3 days	95% within 3 days

Document management

The main objective of this function is to improve efficiency of the DG functions by optimising and rationalising the internal document flows and process.

The focus in 2012 will be on consolidating the use of the ARES system, not only as a central register, but also as a major tool used to streamline the management of electronic and paper documents and mail (simplification of circuits, electronic visas, very low probability of loss, and acceleration of the document flow). The central register should help to improve the efficiency and quality of the DG's responses in the area of transparency and access to documents. On document knowledge management we intend to deploy tools in order to make better use of the knowledge contained in the document portfolio of the DG.

OBJECTIVE: Put in place and maintain effective document management system so that any document connected with the DG's official functions can be electronically filed, stored and retrieved in any moment irrespective of its original form and the document management system in place		
<i>Indicators</i>	<i>Latest known result (2010)</i>	<i>Target 2012</i>
Number of trainings eDomec-ARES	31	20
% of Interservice consultation answered on time	97%	95%

Protection of Personal Data

The main objective of this function is to ensure that all of our processes and information systems are in line with the regulations in this domain, through advice and support to services. Permanent contact is maintained with the Data Protection Officer of the Commission, as well as a constructive dialogue with the European Data Protection Supervisor's services.

OBJECTIVE: Ensure that all the measures are in place in order to comply with the relevant regulation		
<i>Indicators</i>	<i>Latest known result</i>	<i>Target 2012?</i>
Review on Data Protection processes and measures on new IT systems and procedures	90% of new systems (including systems inherited from other Commission services) reviewed	100 % of new systems reviewed

Internal audit including evaluation

The main objective of this function is to perform audit and evaluation activities in order to provide support and advice to the DG and management with independent, objective opinions for developing and maintaining high standard of management practices and management controls. Evaluations are performed to provide a necessary and useful input to ensure sufficient and improving quality of the policy development and implementation in the DG.

OBJECTIVE: Internal audits		
1. Ensure that the Internal Audit Capability is operated as an independent, objective assurance and consultancy activity and improve the effectiveness of risk management, control and governance processes. 2. Ensure that audit recommendations from audits performed by the Internal Audit Service and the Internal Audit Capability are duly taken into account and that relevant action plans are designed and implemented.		
Evaluation		
1. Ensure integration of evaluation into the decision making process of DG Health and Consumers as useful, accepted and broadly applied information tool 2. Based on the Commission evaluation standards ensure consistent quality of <ul style="list-style-type: none"> * the evaluation plan; * individual evaluations; * the implementation of the evaluation recommendations in the DG 		
<i>Indicators</i>	<i>Latest known result (2011)</i>	<i>Target 2012</i>
1. Degree of implementation of the IAC annual work plan	85% 5 audits were carried out (on 5 audits + 2 audit follow-up initially planned)	100%
2. Level of acceptance by the auditees of audit recommendations issued by the IAC	89%	90%
3. Multi annual evaluation planning horizon covering at least n+2 years	100%	100%
4. Quality of evaluation process and final reports	4 (on a scale 1 to 5)	Average quality assessment checklist mark: 4 (scale 1-5)

Internal control and risk management

This activity encompasses the coordination and update of risks and action plans and communication on the progress of the implementation of action plans and the emergence and management of new risks with a special focus on critical risks. It also contains the development, updating and reviewing of guidelines and documentation related to Internal Control Standards, Baseline Requirements and how to measure and demonstrate control effectiveness.

OBJECTIVE: Implement, maintain and report on an effective and reliable internal control system so that:

- ✚ Reasonable assurance can be given that resources assigned are used according to the principles of sound financial management;
- ✚ Risk of errors in operations is minimised and
- ✚ The control procedures put in place give the necessary guarantees concerning the legality and the regularity of the underlying transactions

<i>Indicators</i>	<i>Latest known result</i>	<i>Target 2012</i>
Degree of implementation of mitigating measures for critical risks	96% (October 2011)	100%