



Crisis Communication: Facing the
Challenges
Madrid, 9-10 May 2012

NEA Concluding Remarks

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- ◆ **Participation in the 4 NEA Public Communication workshops**
- ◆ **Public communication is a key function in all regulatory agencies**
- ◆ **Communication is a two way process. Talk and listen**
- ◆ **Partnership with other authorities and health and safety domain**
- ◆ **Globalisation has become the common element**

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- ◆ "Blind" trust versus "sustainable" trust.
Differences among countries undermine trust.
- ◆ "Perceived" risk versus "real" risk
- ◆ "Practical" transparency versus amount and quality of information
- ◆ Work "with" media versus work "against" or "independent" from media
- ◆ Boundary conditions for media.



- ◆ Two communication mistakes:
 - "Never"
 - "Never again"
- ◆ Need for continuous learning organisations
- ◆ Need for improved/increased interaction with all stakeholders



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