DG Health and Consumers

2009

Annual Management Plan
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1. Mission Statement

“Making Europe’s citizens healthier, safer and more confident”

Our citizens expect to live safe, healthy and full lives. They expect their health and their rights to be effectively protected at the same high level throughout the EU.

Our goal is to meet citizens’ expectations. We aim to:

- Increase consumer welfare through greater empowerment and effective protection
- Ensure the practical application and enforcement of consumer protection rules
- Provide a single, simple set of rules to ensure markets are open, transparent and fair
- Protect and improve human health
- Ensure food is safe and wholesome
- Protect the health of animals and plants
- Promote the humane treatment of animals.

We aim to fulfil these goals by developing and maintaining soundly based and proportionate policies, laws and programmes, in full respect of Better Regulation and by communicating clearly and effectively with citizens and stakeholders. In pursuing these goals we will aim to contribute to competitiveness, a sustainable environment, and good relations with the EU’s international partners.

We will endeavour to ensure a high level of protection. We do not aim at “zero risk”. We want to earn the confidence of citizens by our openness and our professionalism in identifying, preventing and managing risks.

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.

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. 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 and the European Parliament.

Our actions will be based on the best 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 assessment. We should work in synergy with other EU policies, such as 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 Community policies and activities remains essential in order to ensure that they are mutually supportive.

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

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’s energy. 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 minimise the stress placed on individual colleagues and ensure all can achieve an appropriate work-life balance and, on occasion, share some fun.

• We will pursue proper planning and efficient organisation: flexibility without improvisation. We will work on the basis of a programme that balances tasks and resources.
2. This year's challenges

The year 2008 has been marked by radical changes in direction due to the impact of the economic crisis on citizens as well as on markets and due to the Treaty transition. These issues will continue to impact on our work in 2009, together with the transitions of the European Parliament and the College.

A challenge in turbulent times is to adapt policies to the new developments while maintaining the current momentum across our full range of important dossiers, some of them sensitive.

We are well placed to face this challenge having put in place in recent years firm bases for developing further our major policies through strategy papers for consumer policy, public health and animal health and welfare. Our capacity to assess the impacts of proposals and analyze alternatives for action has improved rapidly. The shared actions developed with external stakeholders, such as platforms on alcohol and on nutrition and diet and the creation of a stakeholder dialogue group with a mandate to promote good practice, are contributing to this.

Still, we need to explain convincingly to others the reasons for our choices, and to build a shared vision for action. For each action we must be able to describe the gap between where we want to be and where we are, and be able to explain how EU action, in partnership with the Member States and perhaps industry and other stakeholders, is closing the gap. The planned development of a SANCO Data strategy for policy-making should help.

We have a good picture the application in practice of existing legislation in all our policy fields. We have put in place tools to deal flexibly and rapidly with human or animal health, or food or product safety emergencies, and ensure business continuity. There are new structures in place to ensure that risk management decisions are grounded on scientific evidence. In order to build confidence of the public in our policies, we also need to become more transparent on the role of science in our policies and ensure that science meets effectively our citizens' perception of risks.

Globalisation has today, and will continue to have in the next ten years and beyond, a dominant influence on the context in which we create and implement our health and consumer policies. Globalisation and the need for coordinated international action for achieving sustainable development is not only a challenge but also represents major opportunities for us to reinforce our role as one of the key actors in the world, building on our leading role in our three policy areas. We have therefore in recent years continued to develop actions to reinforce our global presence and relevance on the international scene.

In preparation for the next College, 2009 will require both the completion of our legacy and the development of strategic options 2010-2014. Here we base ourselves on 2 years of work with our stakeholders and internally: the 'Futures' reflection process. The process has validated for the coming decade our central vision 'safer, healthier and more confident citizens'.

The main drivers of change during that period have been defined as globalisation, changing society, confidence and governance. The analysis and the consultations have made it clear that if DG SANCO is to continue delivering a high quality public service in our policy areas in the years to come we have first to address the three most pressing needs to:
• reconsider and reinforce public leadership by targeting our action towards citizens;
• better anticipate and communicate uncertainties in risk analysis to citizens and stakeholders;
• integrate major societal challenges linked to sustainability, healthy lifestyles and inequalities into our visions of "safer, healthier and more confident citizens".

We will continue to work with key stakeholders, other Commission services and Member States on implementing the outcome of the reflection process, sharing the responsibility, a common vision and core actions.
3. General Objectives with a Multi-Annual Perspective

Our actions are essential for achieving three of the Strategic Objectives of the Commission, Prosperity, Security and Solidarity.

**Consumer Policy**

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

- 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 maximise 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 cannot be left to 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:

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

The Commission’s aim is to achieve, despite the current financial crisis and looming recession, in this way by 2013 a profound change in the internal market at retail level. Consumers will have an equally high level of confidence in products, traders, technologies and selling methods in retail markets throughout the EU based on an equally high level of protection. Consumer markets will be competitive, open, transparent and fair; goods and services will be safe. Consumers will have access to essential services at affordable prices; Traders, especially SMEs, will be able to market and sell simply to consumers throughout the EU.

**Public Health**

The EU Health Strategy 2007 – 2013 sets out an over-arching framework for EU action on health. The general aim of this action under the strategy is to improve and protect human health. The effectiveness of the strategy is measured by one of the structural indicators of the Lisbon agenda – the number of healthy life years.

The strategy has three objectives:

(i) Foster good health in an ageing Europe;
(ii) Protect citizens from health threats;
(iii) Support dynamic health systems and new technologies.
The Strategy is based on shared health values and draws upon key principles which are an essential part of all action:

(iv) Health is a prerequisite for economic productivity and prosperity
(v) Health in all policies (HIAP)
(vi) Strengthening EU’s voice in global health

Action under the strategy will contribute to the overall Commission objectives of Prosperity, Security and Solidarity.

First, action under the Strategy will boost prosperity through supporting new and cost-efficient health technologies aimed at gathering evidence and at raising awareness on the link between health status, health investment and economic growth. All actions under the strategy by improving health status and policies, have a positive impact on competitiveness: a population in good health means a more productive workforce, lower healthcare and social costs and therefore a more competitive economy.

Second, communicable diseases, including pandemics, major physical and biological incidents and bioterrorism all pose major threats to health. Climate change is driving new communicable disease patterns. It is a core part of the Community's role in health to coordinate and respond rapidly to health threats globally and to enhance the EC's and third countries' capacities to do so. Sustained efforts are needed to ensure the EU is able to cope with pandemics in a co-ordinated manner. This relates to the Commission's overall strategic objective of Security.

Third, the Strategy focuses on reducing the health inequalities between Member States and between regions within Member States linked to social, economic and environmental factors and will thus contribute to the Commission's Solidarity objective. Evidence suggests that the effects of economic crisis can lead to life long negative health impacts for weaker groups in society.

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

Europe's citizens expect all the food they eat to be safe. The EU has in place a comprehensive legislation, applying an integrated approach from farm to table, both covering all sectors of the food and feed chain and reinforcing national controls. Ensuring that food is safe and wholesome is of paramount importance at the same time ensuring a high level of animal health and welfare as well as high plant health standards.

The goal of the Community Animal Health Strategy for 2007 – 2013 is to reduce disease threats. Greater focus is placed on precautionary measures, disease surveillance and controls in order to reduce the incidence of animal diseases and minimise the impact of outbreaks when they occur.

In view of the above the general objectives of this activity, contributing to the Commission's Security objective, are to ensure:
- that food and feed are safe:
- a high level of animal health, welfare and plant health protection.

**Cross-cutting objectives**

In pursuing the three policy areas 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 and ECDC.

We have available the rapid alerts systems (ADNS, EURO-PHYT, EWRs, RAPEX, RASBICHAT, and RASFF), which provide rapid and user-friendly information on consumer, food and public health alerts. They also monitor and inform on the remedial action taken. The functioning of EU-wide mechanisms for information exchange, consultation, coordination and operation related to the handling of health-related emergencies need to be further ensured.

We need to ensure sustainable and flexible business continuity 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. In the event of a serious crisis 80 % or more of our resources could need to be allocated to those, thus delaying the progress of other initiatives.

Regulations must be based on good scientific knowledge. Risk assessment remains a challenge shared by the regulatory agencies, the European Food Safety Authority (EFSA) and the European Centre for Disease Prevention and Control (ECDC) as well as the three "non-food" Scientific Committees.

Better implementation and enforcement of existing legislation is crucial: over 75% of our resources are devoted to this in any given year. Most, although not all of the health scares and international frictions that we have to deal with arise from poor implementation. We are pursuing two goals: more efficient governance networks across Europe and rules that are easier to implement and keep up to date. The Food and Veterinary Office's (FVO's) audits and inspections are crucial for ensuring full implementation in the fields concerned. To provide a coordinated response to risks for public or animal health posed by feed or food, mechanisms have been put in place to coordinate safeguard action in matters related to the enforcement of Community feed and food law in the Member States.

Better implementation is crucial for a high level product safety and consumer confidence in every-day consumer goods and services. The General Product Safety framework is considered to be fit for purpose if correctly applied. Existing consumer protection enforcement cooperation and actions with Member States authorities will be developed and reinforced. The Consumer Market Scoreboard systematically monitors the consumer outcomes of the Internal Market and national markets. In so doing, it also 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.

Policy coherence (integration) across Community policies and activities remains essential in order to ensure that they are mutually supportive. The Treaty stresses in particular the need to integrate the health, consumer and animal welfare dimensions when formulating and implementing other Community's policies. Integration has been highlighted in particular in the Consumer and Health Strategies The latter puts forward Health in all policies (HIAP) as one of its four key principles.
Further efforts will be made to identify the issues of interest to consumers on which our integration efforts should focus at this stage. Financial services and Services of General Economic Interest (SGEIs), mainly telecommunications, energy and transport services, are priority areas for integration in the consumer field while expectation of a high level of product safety can also be built into international trade relations. Also, in line with the Commission's Internal Market policy and its focus on consumers (the Single Market Review), a consumer scoreboard has been developed to monitor markets' performance 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. Evidence of potential market failure will help towards prioritising DG SANCO's integration priorities in the field of consumer policy.

Finally, we will continue raising awareness throughout the Commission on the need to fully incorporate consumers' interests in policy design in order to deliver concrete benefits for businesses and consumers alike. We will work towards getting political support for these integration priorities, in particular through the Group of Commissioners in charge of Competitiveness.

Rules that are easier to implement and to keep up to date with evolving needs are a key objective. **Better regulation** remains high on the agenda, and we will continue to endeavour to be among the pace-setters. Better and more systematic use of Impact Assessments and the full use of quantification of administrative burden and of associated benefits will facilitate this.

**Communication** is an integral part of policy making. The organisation of this has been reorganised in 2008 to ensure that effective communication will be mainstreamed in the design and delivery of all SANCO policies.

On **good governance**, we will in 2009 continue to develop participative processes, notably through the Stakeholder Dialogue Group – a group of individuals reflecting of our stakeholder universe, available to advice on further improvements to our processes, including in the field of comitology. The multistakeholder participative approach is a focus for action in the nutrition platform, as it gets into its fifth year of existence, and in the alcohol policy forum. In both areas, the monitoring of operator commitments remains a crucial challenge. In consumer policy we will aim at modernising and broadening the European Consumer Consultative Group (ECCG) in order to further consumer involvement in the Commission's policy-making process, and in order to engage other stakeholders in consumer policy debate.

We will put more emphasis on further developing both our short and long term planning tools. Building on the success of the introduction in 2007/2008 of Unit Management Plans we will further streamline the tools for planning and timely delivery of our initiatives and for identifying longer term trends, the latter building on the SANCO Future Challenges Paper and Recommendations of the Futures Conference that took place in October 2008.

**International relations**

Globalisation has a dominant influence on the context in which we create and implement our policies. The Community 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 objectives can be reached in this increasingly interlinked world. 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 Organization and contribute actively in the Global Health Security Initiative. Through our membership of the Codex Alimentarius Commission we will seek to influence in this international organisation 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 contribute to the work of the Consumer Policy Committee (COPOLCO) of ISO. We also engage in multilateral information exchanges on policy effectiveness in particular in the OECD and in the international Consumer Product Safety Caucus (ICPSC). We will also strengthen international enforcement activities cooperation notably with the member countries of the International Consumer Protection and Enforcement Network (ICPEN).

Bilateral relations: We will in particular continue to work with the US to build towards a global network on consumer product safety and an enforcement cooperation agreement. We will develop ever closer co-operation with major manufacturing countries, such as China. Our existing MoUs with the relevant authorities of these countries have been reviewed to ensure effective co-operation. More formal bilateral agreements are envisaged where appropriate, such as with Switzerland. 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 cooperation. We will continue to ensure such cooperation in the bilateral agreements which are being negotiated actually and will be concluded in 2009.

Training and technical co-operation: We are significantly stepping up our work on the provision of technical assistance to developing countries, notably through a range of training seminars on food safety. Contributions to the enlargement and European Neighbourhood Policy processes will continue.

Measurement of results through indicators

To measure the results of our work we are using different impact and result indicators, mentioned in the following in the tables of objectives for the DG and each activity area. These represent our attempt to get the best approximation we can to assess the outcome of our work. Some of the indicators are however not only dependant on our efforts but are also influenced by other broader factors (e.g. socioeconomic changes, political priorities, media attention etc.) - as it will often be the case when assessing outcomes. It is important that the results are interpreted in that context.
## Policy Area Health and Consumers

### General Objectives

<table>
<thead>
<tr>
<th>Impact Indicators</th>
<th>Target (long-term)</th>
<th>Milestones (if any)</th>
<th>Current situation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Increase consumer welfare through greater empowerment and effective protection</strong></td>
<td>Proportion of consumers having internet access who make EU cross-border internet purchases vis à vis those who make only domestic purchases</td>
<td>Narrowing the gap between domestic distance purchasing and cross-border distance purchasing</td>
<td>51% made a domestic purchase – 13% cross-border. 38% difference in 2008.</td>
</tr>
<tr>
<td>Proportion of consumers that think that all products are safe or only a small number is unsafe (seen in relation to the proportion that think that a significant number of goods are unsafe)</td>
<td>88% (2013)</td>
<td>The percentage of consumers in the safe or mostly safe segment minus the percentage in the segment thinking that a significant number of goods is unsafe should be more than 50%</td>
<td>56% think products are safe or mostly safe minus 18% that think that a significant number is unsafe = 38% (2008)</td>
</tr>
<tr>
<td>Proportion of consumers feeling adequately protected by consumer protection measures</td>
<td>80% (2013)</td>
<td></td>
<td>51% (2008)</td>
</tr>
<tr>
<td><strong>2. Protect and improve human health</strong></td>
<td>Number of Healthy life years (HLY) at birth</td>
<td>63.0 (male) 65.6 (female) (2010)</td>
<td>61.1 (male) 63 (female) (2005)</td>
</tr>
<tr>
<td>Life expectancy without disability¹</td>
<td>83.0% (male) 80.0 (female) (2010)</td>
<td></td>
<td>80.5% (male) 76.8% (female) (2005)</td>
</tr>
</tbody>
</table>

¹ Expected percentage of lifetime of (EU-25) citizens without disability. 2006 data will be available end of 2008.
3. Ensure food is safe and wholesome

<table>
<thead>
<tr>
<th>Incidence of main food-borne disease (BSE and salmonella) in the EU</th>
<th>Sustained negative trend</th>
<th>Each year a 30% decrease in BSE cases and 5% decrease in salmonella cases in humans compared to previous year</th>
<th>30% decrease in BSE cases and 5% decrease in human salmonella cases compared to previous year</th>
</tr>
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<td></td>
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</tbody>
</table>

4. A high level of animal health and welfare and plant health protection

<table>
<thead>
<tr>
<th>Share of animal disease eradication programmes satisfactory implemented by Member States</th>
<th>95% (2012)</th>
<th>92% (2009)</th>
<th>90% (2007)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of outbreaks of bluetongue disease</td>
<td>Below 10 000 (2012)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>7 680 (as of 14/10/2008)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

\[2\] Source ADNS
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.

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; a strong voice for consumer representatives in EU and local policymaking; and the proper integration of consumer interests in all EU policies and quality information and education for consumers. Implementation, verification and enforcement of legislation represent about 75% of the resources devoted to consumer policy.

The general objective "increase welfare, empower and protect consumers" follows the main actions of the Consumer Policy Strategy 2007-2013:

- 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,

- Enhance EU consumers’ welfare in terms of price, choice, quality, diversity, affordability and safety: Consumer welfare is at the heart of well-functioning markets,

- 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.

In 2009 the general objective to empower and protect consumers will be supported by the specific objectives:

- Empowered and confident consumers
- Facilitating / Enhancing the potential of the Internal market
- Strengthened Member States enforcement of consumer protection rules.

The main delivery in this field in 2009 will be the Communication on Enforcement of the consumer acquis (CLWP Priority items). The Communication will build on the experiences from the first year of operation of the Consumer Protection Cooperation (CPC) regulation. It is intended to contribute to the development of enforcement by building political consensus on the importance of enforcement, efficient cross border enforcement across the EU and the allocation by Member States of the necessary resources.
Important information about the consumer outcomes of the Internal Market and national markets is available through the **Consumer Markets Scoreboard**. In 2009 the second edition of the Scoreboard, with improved datasets and extended screening, will be published in February and reports on e-commerce and financial services will be published. Consumer data collected for the Scoreboard will also be used to properly integrate the consumer dimension in the Commission-wide market monitoring exercises.

A **Communication on Unfair Commercial Practices (UCP) Guidelines on on-line commercial practices** will be issued in September 2009. The purpose of these guidelines will be to create a shared understanding between national authorities and the Commission of the interpretation of the UCP Directive in relation to online practices. Common enforcement actions (‘sweeps’) and discussions with Member States have shown a need for guidance on the way in which the UCP should be interpreted and applied in this field. Such guidance would also assist traders.

A **harmonized methodology for classifying and reporting on consumer complaints in the EU** will be developed. A communication and recommendation will be published in the first half of the year.

We will in 2009 draw the conclusions from the 2008 Green Paper on **Consumer Collective Redress** and situate the results in a broad redress context, including among others Alternative Dispute Resolution (ADR), with a view to defining the future initiatives to be taken.

**More effective enforcement of the Product Safety System both within the EU and by our main Trading Partners** will be developed by follow-up actions stemming from the first General Product Safety Directive (GPSD) implementation report. These actions will address the facilitation and possible further coordination of joint enforcement/market surveillance activities by Member States; integrating product safety policy in trade and other international agreements by extending the scope of the Memorandum of Understanding with China, further elaboration of the agreement with the US, a new agreement with Switzerland on product safety cooperation and exploration of options for enhanced global governance of product safety.

We will take steps to improve the **effectiveness of the Consumer Protection Cooperation (CPC) network**. A first Bi-annual Report on the application of the CPC Regulation covering the first 24 months of the application based on the reports received from Member States will cover: administrative set up (powers, resources, positive experiences and difficulties) and the cross border enforcement network (enforcement best practices, statistics, new trends, means or methods of intra-community infringements, common activities, significant national judgements). In this field negotiations with third countries will be carried out aiming at **enforcement co-operation agreements** that should provide a legal framework for international enforcement activities.

An assessment of the functioning and effectiveness of consumer representation at European level will be carried out.

Enhanced action will be taken towards more **effective integration of consumer interests in other EU policies** including on information society. We will also continue our action towards sustainable consumption. On energy we will work so that the newly established Citizens' Energy Forum effectively makes a difference in addressing the deficient application of consumers' rights in the energy area. To this effect we have established the European Consumer Consultative Group (ECCG) sub-group on Energy, consisting of representatives from national consumer organisations that have expertise in the energy area. The group will represent consumer interests in the Citizens' Energy Forum. As a follow up to the 1st meeting
of the Citizens' Energy Forum, we will establish a working group on billing that will present proposals on how electricity and gas bills can be more user-friendly, simple, and accurate and offer comparable data.

Focusing on enforcement, cooperation, education and redress the financial work programme 2009 will also contribute to achieving the objectives set out above.

We will also further upgrade our communication strategy. Part of it will be the messages transmitted at the April European event. Finally, we will work further on the dissemination of our educational tools.
## ACTIVITY CONSUMER POLICY

### SPECIFIC OBJECTIVE: EMPOWERED AND CONFIDENT CONSUMERS

<table>
<thead>
<tr>
<th>Results Indicators</th>
<th>Latest known result</th>
<th>Target (mid-term)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share of consumers thinking it is easy to resolve disputes with businesses through alternative dispute resolution bodies</td>
<td>39%</td>
<td>Sustained increase (50 %)</td>
</tr>
<tr>
<td>Share of consumers aware of European Consumer Centres (ECC)</td>
<td>15% 20% of those who have made a cross-border purchase</td>
<td>Sustained increase (20 %)</td>
</tr>
<tr>
<td>Use of DOLCETA (web based education tool)</td>
<td>40,919 hits in 3rd quarter 2008</td>
<td>Sustained increase Distribution of 120,000 teacher's kits in schools</td>
</tr>
<tr>
<td>Number of consumers that have used the internet to compare goods or services</td>
<td>36%</td>
<td>50% in 2013</td>
</tr>
<tr>
<td>Share of the consumers that have exercised their warranty rights and the seller/provider complied.</td>
<td>88% compliance (12% non-compliance)</td>
<td>90% compliance in 2013</td>
</tr>
<tr>
<td>Ease of offer comparison for consumers (for 11 relevant markets)</td>
<td>30% found it to be difficult - simple average 29% found it to be difficult – usage weighted average</td>
<td>20% in 2013</td>
</tr>
<tr>
<td>Share of consumers that have complained and felt their complaint was handled in a satisfactory manner</td>
<td>51% satisfied – 47 dissatisfied</td>
<td>75% satisfied in 2013</td>
</tr>
<tr>
<td>Share of consumers who trust consumer organisations to protect their rights as consumers</td>
<td>64%</td>
<td>70%</td>
</tr>
</tbody>
</table>

### Main policy outputs

- Report on cross-border e-commerce in the EU
- Communication on Guidelines for the application of the Unfair Commercial Practices (UCP) Directive
- Report on distance marketing of consumer financial services
- Financial Services Report
- Communication on Second Consumer Markets Scoreboard
- Recommendation and Communication on harmonised classification of Consumer Complaints
- Enhanced action towards more effective integration of consumers interests in other EU policies in particular energy

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3 Information on consumer views collected through Eurobarometer surveys in 2008.

4 The indicator is meant to show how easy it is for consumers to compare offers – thus reflecting how empowered they are in terms of switching between different providers. The markets included in this indicator are: savings and investments, mortgage loan, long term loan, current bank account, electricity supply, mobile telephone services, gas supply, home insurance, fixed telephone services, internet services and car insurance (3rd party liability). The question about whether to use simple or weighted averages is: Whilst the simple average does not take into account the relative usage of the service or the economical importance of the service it would probably amply reflect how the markets for services "on average" are doing (irrespective of the relative size or economic importance). Ideally the figure should be weighted for relative usage of the included services and the spending on the included services in terms of Household budgets.
Main expenditure-related outputs

- New Consumer Diary
- Improvement of DOLCETA interactive tool
- Development of European Integrated Master courses
- Information Campaigns
- Financial support to European level consumer organisations (BEUC, ANEC)
- Support to the European Consumer Centres Network (ECC-Net)
- European Household Survey on consumer empowerment
- Market monitoring studies
- Consumer Satisfaction screening survey

SPECIFIC OBJECTIVE: FACILITATING / ENHANCING THE POTENTIAL OF THE INTERNAL MARKET

<table>
<thead>
<tr>
<th>Results indicators</th>
<th>Latest known result</th>
<th>Target (mid-term)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share of retailers that consider consumer protection legislation as an important obstacle to doing business cross-border</td>
<td>60%</td>
<td>50%</td>
</tr>
<tr>
<td>The difference between the share of retailers selling to consumers cross-border and the share of retailers willing to sell to consumers cross-border</td>
<td>Retailers selling cross-border: 21% Retailers willing to sell cross-border if rules were harmonised: 49% Difference 28%</td>
<td>The difference should decrease to 13%</td>
</tr>
</tbody>
</table>

SPECIFIC OBJECTIVE: STRENGTHENED MEMBER STATES ENFORCEMENT OF CONSUMER PROTECTION RULES

<table>
<thead>
<tr>
<th>Results Indicators</th>
<th>Latest known result</th>
<th>Target (mid-term)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share of consumers feeling retailers respect their rights as consumers</td>
<td>59%</td>
<td>88% in 2013</td>
</tr>
<tr>
<td>Share of Consumers who state that they have come across misleading, deceptive or fraudulent offers (level of response to both types of offers)</td>
<td>Misleading or deceptive – 42% (9% responded) Fraudulent – 27% (6% responded)</td>
<td>Sustained decrease or for 2013: Misleading and deceptive - 25 %. (5% responded) Fraudulent – 15%. (3% responded)</td>
</tr>
</tbody>
</table>

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5 Information collected in Eurobarometer surveys in 2008.

6 The question posed in the 2008 Eurobarometer has been changed compared to 2006 to reflect the percentage of retailers that regard additional cost of compliance with different national laws regulating consumer protection as an obstacle.

7 Information on consumer views collected through Eurobarometer surveys in 2008

8 The question posed in the 2008 Eurobarometer is not directly comparable to earlier data as in the 2006 barometer these concepts were not separated so the figures are not directly comparable.
| Number of RAPEX notifications on dangerous consumer products by Member States | 1605 (2007) | Sustained number expected, given the combined effects of ongoing preventive actions and increased controls |
| Number of market surveillance inspections to detect dangerous products | Scoreboard data soon available | Reasonable increase or indications of effective preventive actions |
| Number of Member States participating in one or more cross-border joint actions | 27 actions starting in 2008 | Sustained number |
| Share of retailers that have received a consumer complaint about safety of their products; | 14% | Sustained decrease |
| Share of consumers who think that essentially all products are safe; | 17% | Sustained increase |
| Share of consumers who think that significant number of products are unsafe | 18% | Sustained decrease |
| Share of retailers who within the last 12 months have carried out tests to make sure that the products they are selling are safe | 45% | Sustained or increase |

**Main policy outputs**

- Communication on Enforcement of the consumer acquis *(CLWP Priority Item)*
- First Bi-annual Report on the application of the Consumer Protection Cooperation (CPC) Regulation covering the years 2007-2008
- Conclusion of enforcement co-operation agreements with third countries

**Main expenditure-related outputs**

- GPSD surveillance and enforcement joint projects
- Cross-border enforcement actions taken on the basis of CPC regulation
- RAPEX and business application upgrade/maintenance
4.2 Activity "Public Health"

Work on health at Community level complements and adds value to Member States’ actions, particularly in the area of health promotion and prevention of illness (including work on nutrition and smoking), protection of citizens against health threats (in particular pandemic preparedness, the safety of medical products, blood, tissues, cells and organs) and cooperation between health systems. In these areas, results are sought through integrating health in all EU policies and broadcasting the health message beyond the EU.

Health challenges such as population aging, growing demand for healthcare and the growing burden of lifestyle related diseases which change disease patterns are raising concerns about the sustainability of EU health systems. The risk of pandemics, bioterrorism and climate change all represent additional challenges.

While these challenges are increasing the financial pressure on health systems, health spending is starting to be recognized not only as a cost, but also as an investment. First, spending on health promotion aimed at preventing avoidable diseases can lead to important savings in treatment costs. Second, improving population health contributes to long-term competitiveness: a population in good health means a more productive workforce and older people who are able to be fully active in society. This is the reason why the Lisbon Agenda recognizes the role of “health and health policies as a contributor to productivity, labour participation and economic growth” and includes Healthy Life Years as one of its indicators.

The actions that are carried out in the framework of the EU Strategy “Together for Health”, will contribute to increasing the number of healthy life years of EU citizens, by helping to promote health and prevent disease, by protecting the population against health threats and by fostering co-operation between health systems. Actions under the strategy aimed at reducing inequalities in healthcare and health status between regions and at creating healthy conditions will also contribute to a better healthy life expectancy.

The Health Strategy is based on shared health values and draws upon key principles which are an essential part of its objectives:
- Health in all policies (HIAP)
- Strengthening the EU’s voice in global health

The Health Strategy puts forward the following three objectives and outputs for Community action:

*Foster good health in an ageing Europe*: Complement Member States’ efforts to improve the health of the population, with the aim of decreasing the wide health inequalities within and between countries and reducing the disease burden; To support Member States in taking action to promote health and prevent disease, across the lifecycle; To focus on key health determinants such as nutrition and physical activity, sexual health including HIV/AIDS, mental health and injury prevention issues, as well as addictive substances such as alcohol, tobacco, and drugs; To improve the integration of health in the EU regional policy as a significant contribution to economic development and to promote safe use of and access to blood, tissues, cells, and organs for transplantation.

*Protect citizens from health threats*: Complement and provide added value to Member States’ action on scientific risk assessment, preparedness and response to epidemics and bioterrorism, strategies to tackle risks from specific diseases and conditions; action on
accidents and injuries; action on emerging health threats such as those linked to climate change, or patient safety.

Complement and provide added value for Member States in the field of organ donation and transplantation by fostering the setting of quality and safety standards for human organs intended for transplantation and by proposing an Action Plan to meet the challenges of organ donation and transplantation in the EU, through a strengthening of coordination between Member States.

**Support dynamic health systems and new technologies:** Foster clarity about possibilities to seek healthcare in another Member State, clarify responsibility for quality and safety of care in cross-border settings and strengthen cooperation in areas such as networks of centres of reference for specialised care by pursuing the adoption of a Directive on the application of patients' rights in the cross-border healthcare. A clear framework for cross-border healthcare can help ensure that patients receive high quality healthcare in other Member States where that is the most appropriate solution for them, and could lead to improvements in the quality and value for money of all European health systems.

Better support Member State cooperation to improve the effectiveness and efficiency of European healthcare systems and services by enabling proper assessment and use of emerging health technologies; to support the sharing of expertise and clinical excellence, to provide a solid evidence base for healthcare management across Europe and to promote effective investment in health infrastructure.

The Health Strategy builds synergies with a wide range of other policies, programmes and action plans. Actions under the Strategy are financed by existing financial instruments, in particular the Second Programme for Community Action in the Field of Health (2008-2013), the Safety and Health at Work Strategy 2007-2012, the 7th Framework Programme on Research adopted 18 December 2006 and Regional Policy programmes.

The Commission Work Programme identifies several deliverables in this field in 2009 as **Priority items:**

- **Solidarity in health: Reducing Health inequalities in the EU:**

  *Embracing support action by Member States to tackle inequities in health, establishment of mechanisms to monitor inequities in health across the EU and ensuring that relevant EU policies contribute to reducing inequities in health.*

- **Action against cancer: European platform:**

  *Establishing a European multi-stakeholder platform, engaging stakeholders at all levels (EU, national, regional, local) for Action against Cancer, as a model for non-communicable disease in general.*

- **Proposal for a Commission initiative on Alzheimer:**

  *To provide political leadership on the importance of Alzheimer’s and related conditions as a vital issue for European as a whole; improve and share knowledge on Alzheimer’s; and provide a toolbox of policies and practices on how to respond to the challenge of Alzheimer’s on which Member States can draw.*

- **Council recommendation on cross-border aspects of childhood immunisation:**

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9 Together with the Employment, Social Affairs and Equal Opportunities Directorate General.
Concerns childhood immunisation practices for families with children taking up residence in another Member State and addresses inadequate vaccination coverage for certain childhood vaccine-preventable diseases.

- Communication on combating HIV/AIDS in the EU and the neighbourhood - strategy and second action plan (2010-2014):
  The new strategy will focus on priorities and actions towards an improved access to treatment, care and support throughout Europe and on activities against stigmatisation and discrimination and will link to broader Public Health issues such as injuries, drug use and sexual health.

Other initiatives foreseen for 2009 include:

- Guidelines on EU coding system on tissues and cells
- Commission Decision on the text of the Health Warnings on Tobacco Packages

Important core business activities during 2009 will inter alia be:

- Implementation, enforcing and monitoring of EU Public Health Law
- Preparatory work for the entry into force of the directive on patients’ rights in cross-border health care
- Preparedness, including Commission Communication on Pandemic Preparedness and providing roster for on duty service and maintaining alert internet tool
## ACTIVITY: PUBLIC HEALTH

### SPECIFIC OBJECTIVE: FOSTERING GOOD HEALTH IN AN AGEING EUROPE

<table>
<thead>
<tr>
<th>Results Indicators</th>
<th>Latest known result</th>
<th>Target (mid-term)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level of public awareness of unhealthy behaviours and lifestyle related health</td>
<td>65% (males) 66% (females)</td>
<td>80%</td>
</tr>
<tr>
<td>risks and health determinants, in particular on nutrition, physical activity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>and alcohol</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Share of citizens that have their blood pressure measured each year</td>
<td>59%</td>
<td>80%</td>
</tr>
<tr>
<td>Share of population being aware of the health risks of tobacco smoke for non-</td>
<td>75%</td>
<td>80%</td>
</tr>
<tr>
<td>smokers.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Share of population knowing that balanced diet means eating variety of different</td>
<td>59%</td>
<td>80%</td>
</tr>
<tr>
<td>foods.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Share of population reporting they have performed at least some physical activity</td>
<td>42%</td>
<td>80%</td>
</tr>
<tr>
<td>over the last 7 days they</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of National concerted partnership initiatives on key health determinants,</td>
<td>20</td>
<td>30</td>
</tr>
<tr>
<td>notably on nutrition and physical activity, HIV/AIDS, drugs, alcohol and mental</td>
<td></td>
<td></td>
</tr>
<tr>
<td>health national and regional strategies (i.e.: Platform, national forum etc ) on</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nutrition and Physical Activity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rate of transposition and implementation of the EU public health law (for Blood (4</td>
<td>Tissues and cells: 79% (based on 3 directives)</td>
<td>Increased transposition rate relative to the number of measures to transpose</td>
</tr>
<tr>
<td>directives) and tobacco (3 directives) 100% implementation was reached in 2008).</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Main policy outputs

- Solidarity in health: Reducing Health inequalities in the EU *(CLWP Priority item)*

### Main expenditure-related outputs


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10 The latest known results for the Public health policy field have been established on the basis of enquiries conducted between 2003 and 2005 through Eurobarometer surveys and are in the process of being reviewed in order to allow for a more regular update of data available through commonly recognised and accepted sources of information.

11 6 National Platforms: Portugal, Cyprus, Check Rep, Germany, Hungary and Poland and 14 National PPPs: Bulgaria, Denmark, Estonia, Finland, Ireland, Italy, Latvia, Lithuania, Malta, Netherlands, Romania, Spain, UK and France
# SPECIFIC OBJECTIVE: PROTECTING CITIZENS FROM HEALTH THREATS

<table>
<thead>
<tr>
<th>Results Indicators</th>
<th>Latest known result</th>
<th>Target (mid-term)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate of influenza vaccination among elderly in EU population</td>
<td>Among MS which have provided data, the vaccination rate range from 2% to 80%</td>
<td>75% (in 2010)</td>
</tr>
<tr>
<td>Share of patients developing pneumonia (PN) or bloodstream infections (BSI) after having stayed for &gt;2 days in an intensive care unit</td>
<td>PN: 6.8%; BSI: 3.4% (2006)</td>
<td>PN: 4%; BSI: 1.8%</td>
</tr>
<tr>
<td>Level of Crisis management preparedness</td>
<td>For 2008 4 regional trainings with MS on Crisis management systems in 2008 2 exercises with MS: one EU wide Command-post exercise and one table top exercise 3 regional trainings on law enforcement with DG JLS Internal training : 27 modules of 2 hours each, and four training sessions to Commission staff Participation in the Commission-Council exercise</td>
<td>For 2009 One pandemic preparedness exercises with MS (command-post) and one media communication exercise (table-top) Participation of the political level to the exercise 2 Regional trainings with MS on crisis management Internal training : continued small training sessions of 2 hours each and 2 training sessions of 2 days Field test of the capacity to send samples to reference laboratories</td>
</tr>
<tr>
<td>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)</td>
<td>Interruptions in 2008 (until October): 36 min (17 May 2008), 1H 41min (28/29 September 2008), urgent planned reboot (27 October 2008) = Close to 100 % availability.</td>
<td>Interruption not more than 30 minutes per day. Availability: 99% scheduled uptime excluding planned downtime for maintenance. Downtime minimised to&lt; 4 hours per incident.</td>
</tr>
</tbody>
</table>

## Main policy outputs


**Core business:** Implementation, enforcing and monitoring of EU Public Health Law Preparedness, including Commission Communication on Pandemic Preparedness and providing roster for on duty service and maintaining alert internet tools Coordination of activities of European Food Safety Authority (EFSA), European Centre for Disease Prevention and Control (ECDC), Community Plant Variety Office (CPVO)

## Main expenditure-related outputs

### SPECIFIC OBJECTIVE: SUPPORTING DYNAMIC HEALTH SYSTEMS AND USE OF NEW TECHNOLOGIES IN MEMBER STATES AND REGIONS

<table>
<thead>
<tr>
<th>Results Indicators</th>
<th>Latest known result</th>
<th>Target (mid-term)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share of population worried to suffer a serious medical error</td>
<td>40 %</td>
<td>30 %</td>
</tr>
</tbody>
</table>

**Main policy outputs**

- Guidelines on EU coding system on tissues and cells
- Communication on Health Technology Assessment (HTA) (2009 or 2010)
- Preparatory work for the entry into force of the directive on patients' rights in cross-border health care

**Main expenditure-related outputs**

- Implementation of the 2009 Work Programme of the Health Programme 2008-2013
4.3 **Activity "Food and Feed Safety, Animal Health, Animal Welfare and Plant Health"**

The EU’s food safety policy has two objectives:
- ensure food and feed are safe and wholesome
- ensure a high level of animal health, welfare and plant health protection.

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:

- Set the right standards at EU level;
- Assure effective control systems and evaluate compliance with EU standards in the food and feed safety and quality, 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 of informed and nutritionally relevant choices for consumers in relation to food;
- Monitor, evaluate and, where necessary, manage threats, alerts and identified risks;
- Manage international relations with third countries and international organisations concerning food and feed safety, animal health, animal welfare, animal nutrition and plant health;
- Manage relations with the European Food Safety Authority (EFSA) and ensure science-based risk management.

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. It is estimated that 90% of staff working in the Food and Feed Safety, Animal Health, Animal Welfare and Plant Health area focus on implementation, verification and enforcement. Making the framework effective also entails working together with stakeholders in order to find appropriate instruments to facilitate maximum compliance with the legislation.

- In 2009 we will pursue the work on improving the implementation of legislation and harmonising controls by Member State competent authorities. Attention will also be paid to the management and implementation of the existing legislative framework and to the development of the EU’s training strategy for safer food.
- Increasing concerns on the trends of antimicrobial resistance (AMR) will need to be addressed involving other Directorates General and concerned scientific agencies. Risk management strategies and consideration of further control options need to be defined.
- For food additives, flavourings, contaminants and food contact materials, the legislation will be managed to facilitate harmonised implementation, both for routine and emerging issues.
• Under the *animal health* strategy (2007-2013), the preventive approach is stepped up and existing mechanisms are strengthened.

As regards *animal welfare*, both the Action Plan on Animal Health referred to above as well as the 2006 Community Action Plan on the Protection and Welfare of Animals contain 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. Key deliverables in 2009 will be the proposal for a Commission Communication on animal welfare labelling and the creation of an animal welfare reference centre, as well as a specific proposal to amend certain elements of the Regulation on the protection of animals during transport.

The main objective of EU *plant health* legislation is to protect the safety of food derived from plants and to secure the health and quality status of plants and plant products in all Member States. We also regulate the trade of plants and plant products within the EU as well as imports from the rest of the world in accordance with international plant health standards and obligations.

The *Food and Veterinary Office's* (FVO's) audits and inspections are crucial for ensuring proper implementation in the field of food safety, animal health and welfare and plant health. The FVO's 2009 programme contains around 250 audits and inspections in Member States, candidate countries and third countries exporting to the EU. Ensuring compliance with EU food and feed safety, animal health, animal welfare and plant health standards is a priority. In its reports the FVO makes recommendations to the country’s competent authority to deal with any shortcomings revealed during the inspections. The competent authority is requested to present an action plan to the FVO on how it intends to address any shortcomings and the Directorate General monitors its implementation through a number of follow-up activities. In 2009 the FVO will put increasing emphasis on the evaluation of food safety control systems in the EU’s main trading partners to ensure imported food and feed is safe.

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 and the OECD. Furthermore the management of the EU’s bilateral agreements in the field will be pursued.

A specific programme of training targeted on sanitary and phytosanitary measures in Africa with a budget of €10 million will start in 2009. The main objectives of the programme are to strengthen human capacity by "training the trainers", in particular targeting veterinary and laboratory services; to help improve the national / regional legal framework towards harmonised systems; and to strengthen the capacity of Small and Medium Enterprises to improve their access to EU markets.

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) is foreseen to support this.
<table>
<thead>
<tr>
<th>Results Indicators</th>
<th>Latest known result</th>
<th>Target (mid-term)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Member States residue plans approved according to our evaluation procedures, within 4 Q 2009</td>
<td>26</td>
<td>27</td>
</tr>
<tr>
<td>Satisfaction rate from the participants to the Better Training for safer Food Programme</td>
<td>80%</td>
<td>85% or higher</td>
</tr>
<tr>
<td>Time for genetically modified organisms (GMO) authorisation decisions (from EFSA opinion to decision of authorisation) in order to increase the efficiency of the authorisation procedure and thus market access of safe gm food and feed.</td>
<td>13 months</td>
<td>9-10 months.</td>
</tr>
<tr>
<td>Effective management of updates of the common catalogue of vegetable and agricultural plant species in order to speed up access to market of seed of improved varieties for the use of farmers, measured through the number of publications of updates on a yearly basis</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>Number of old pesticides which remain on the market after review (Beneficiaries: citizens + environment)</td>
<td>+/- 400</td>
<td>+/- 240</td>
</tr>
<tr>
<td>Follow-up on notifications and alerts in the Rapid Alert System for Food and Feed (RASFF) measured by Reaction and follow-up given to the RASFF notifications and alerts by Member States</td>
<td>80% (2007)</td>
<td>80% or more</td>
</tr>
<tr>
<td>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</td>
<td>66%</td>
<td>80%</td>
</tr>
<tr>
<td>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</td>
<td>13% in 2007 and 0 in 2008\textsuperscript{12}</td>
<td>8 %</td>
</tr>
</tbody>
</table>

\textsuperscript{12} As of 30/10 2008
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).

| Value of trade (imports and exports) of SPS-related live animals, food and feed with countries in veterinary agreement with the EC | Imports from Switzerland: 2468, Exports to Switzerland: 2160 Imports from New Zealand: 1788, Exports to New Zealand: 40 Imports from Mexico: 366, Exports to Mexico: 253 Imports from Chile: 1506, Exports to Chile: 74 Imports from Canada: 445, Exports to Canada: 155 Imports from USA: 1298, Exports to USA: 1957 Imports Increase from 2006 to 2007 = 5,8% (in million euros - 2007) | 5% increase |

**Main policy outputs**

- Commission Communication to the Council and the Parliament on Better Training for Safer Food
- Revision of the framework directive on foods for particular nutritional uses
- Regulation on nutrient profiles foods
- Amendment of the Pet Regulation
- Directive on the establishment of maximum amounts of vitamins and minerals in food supplements and in fortified foods
- Directive on additional sources of nutritional substances for use in certain foods
- Communication on Animal Welfare labelling and the set up of a European Reference Centre for protection and welfare of animals
- Council Regulation on travelling times and space allowances amending Regulation (EC) No 1/2005 on the protection of animals during transport and related operations
- Regulation on plastic food contact materials and articles (*Simplification initiative*)
- Implementing Measures for the Rapid Alert System for Food and Feed (RASFF) (*Simplification initiative*)

**Core business:**

- Implementation of the Action Plan to implement the Community Animal Health Programme
- Monitoring of Plant Protection Products (Pesticides)
- Implementation of Regulation on Food Improvement Agents (additives, enzymes, colourings)
- Management food and feed authorisation and policy
- Evaluation of Community Plant Health Regime
- 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), Community Plant Variety Office (CPVO)

**Main expenditure-related outputs**

- 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 Community 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.
## SPECIFIC OBJECTIVE: EFFECTIVE CONTROL OF APPLICATION

<table>
<thead>
<tr>
<th>Results Indicators</th>
<th>Latest known result 2008</th>
<th>Target for end 2009</th>
</tr>
</thead>
</table>
| Current percentage of FVO recommendations for which commitments have been obtained from the Member States to take corrective actions (for specified three year cycle). | 88%<sup>13</sup> | 90%<sup>14</sup>  
92%<sup>13</sup> |
| 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 | 59%<sup>13</sup> | 60%<sup>14</sup>  
71%<sup>13</sup> |

### Main policy outputs

- Decision on guidelines regarding the information to be provided by third countries intending to export goods to the EU
- Directive on requirements for derogations of official plant health controls

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<sup>13</sup> For recommendations resulting from audits and inspections in the three years (reporting cycle) 2005-2007

<sup>14</sup> For recommendations resulting from audits and inspections in the three years (reporting cycle) 2006-2008