



Note to the members and substitutes of the EMCDDA Management Board

Subject: National initiatives surrounding the release of the 2013 *European drug report*

In January 2013, the EMCDDA embarked on a new three-year work programme and strategy (2013–15) based on three guiding principles: relevance and timeliness; efficiency and value; and communication and customer focus. In this light, the EMCDDA has reconfigured the way in which it reports on the drug situation in Europe. The former *Annual report*, traditionally launched every November, will be replaced in 2013 by the ***European drug report***, a new integrated and comprehensive set of linked products to be released **on 28 May, a full six months earlier**.

The *European drug report* takes the form of a shorter trends report (in 22 languages) with a strong focus on graphics. The report will be accompanied by online topic-based 'Perspectives on drugs' (PODs), the annual Statistical bulletin (most recent available data on the drug situation available for viewing interactively on screen) and Country overviews (structured synopses of the trends and characteristics of national drug problems). The package will be presented in a refreshed corporate design, while technical developments will ensure that products are dynamic and designed to meet modern information needs.

Since 2004, the EMCDDA Management Board has emphasised the need to incorporate the promotion of the yearly report into a specific communication strategy focused on our key partners both at European and at national level.

Among others, it has suggested that, in addition to the annual presentation of the report to the European Parliament and the public launch to the European media, related activities at a political level could also be organised across the Member States. These activities might include the participation of political decision-makers or high-level officials (e.g. Ministers, parliamentarians, national drug coordinators, Management Board members) and could take the form of events such as presentations to national parliaments, press events, political debates or seminars with professionals working in the drugs field. The events could be organised in collaboration with the national focal points (NFPs) with the support of the EMCDDA. Such events are intended to place the national drug situation in the European perspective.

The EMCDDA plans, in the perspective of the publication of the first *European drug report* to continue this approach. The press launch will take place on Tuesday 28 May at 10.00 at the EMCDDA in Lisbon.

I hereby invite you to inform me whether your country is interested in organising a related event at national level (see form attached). You might wish to organise such an event around the public launch of the EMCDDA's 2013 *European drug report*. The EMCDDA will send a staff member to be present at these events whenever requested and feasible.

I would be grateful if you would provide your answer if possible by **15 April 2013**.

I thank you in advance for your reply.

Yours sincerely,

(s.) Wolfgang Götz
Director

Copies: Heads of Reitox national focal points