EHFCN Project *Awareness campaign on fake medication online*

**Stakeholders scoping meeting**

- Wednesday 13 July 2016 – 13:30 to 17:30 hrs.
- Europol – The Hague, The Netherlands

**Background**

The EHFCN project on *raising public awareness about fake medication online* (2016) will be launched in September 2016 with the support of the Council of Europe and Europol.

The goals of the project are to facilitate a behaviour change and to prevent potential users from buying fake medication online. The most important tool in this campaign is providing information on the possible risks through a teaser - create a momentum by spreading a video message online - and directing patients to a platform where they can find relevant information on the topic.

The project also aims to organise meetings with stakeholders to define common needs, exchange knowledge and expertise and offer a platform to work on common issues.

**Aim of the meeting**

The objectives of this working meeting are:

1. to share experiences and the latest developments related to falsified medication;
2. to discuss the approaches to addressing the topic of fake medication in an integrated way;
3. to identify common future actions

**Provisional Agenda**

**Wednesday, 13 July 2016**

13:30–13:35  **Welcome**  
*Paul Vincke, Managing Director, the European Healthcare Fraud and Corruption Network (EHFCN)*

13:35–14:00  **Introduction and latest developments**  
*Chris Van Steenkiste, Cluster Manager Counterfeiting Focal Points COPY & SOYA, Europol*

14:00–14:15  **Presentation of EHFCN and the 2016 awareness campaign**  
*Nathalie De Wulf, Communication Manager, EHFCN*

14:15–14:40  **Presentation of the latest developments at Interpol**
Patricia Grollet, Criminal Intelligence Officer, Global Health & Safety Sub-Directorate, Interpol

14:40–15:00  **Presentation of the Medicrime Convention**  
*Oscar Alarcon, Legal Expert and Co-Secretary of the European Committee on Crime Problems, Action against Crime Department, Council of Europe*

15:00–15:20  **Presentation of the Falsified Medicines Directive**  
*Johan Verhaeghe, Project Manager FMD, Medicines for Europe*

15:20–15:30  **Coffee break**

15:30–15:50  **Presentation of the Outputs from June 17th meeting ‘The online environment – who is out there’ (Fakeshare, IRACM, Fondation Chirac, ASOP, CSIP)**  
*Klaus Gritschneder, ASOP EU*

15:50–16:10  **Presentation of the project ‘Mapping of the supply chain from an import/export perspective’**  
*Erin Carlson, Program Manager, Health Integrity and Enterprise Transformation, The MITRE Corporation*

16:10–17:00  **Round table and workshop: Increasing effectiveness, sharing knowledge and amplifying the message**

17:00–17:30  **Conclusions and next steps**

17:30–20:30  **Drink at the Blue Bottle (Europol)**