**EXCO Subgroup on communications – June 2013 – *MINUTES***

Attended: Peter Kelly, UK; Saviour Grima, MT; Philip O’Connor, IE (replacing Tess Murphy at this EXCO); Kamila Plowiec, PO; Alexander Kraake, DE; Henrik Grame, DK (replacing Per Thomsen at this EXCO); Verena Fabris, AU (replacing Michaela Moser at this EXCO); Outi Ruishalme, FI; Johanna ENGEN, NO; Ivana Stojanovska, FYROM; Nellie Epinat, EAPN Secretariat.

Briefly:

The **agenda** of the Subgroup this time was

1. to give an update on the follow-up on the work since last meeting, namely 1) Training on ICTs and 2) Evaluation of communications tools.
2. To get back to the overarching task of the Subgroup – follow up of the implementation of the communications strategy and work programme.

**Conclusions – Next steps:**

Evaluation of tools is not a priority, considering the workload and first tool to **change is the Flash newsletter**. See details below.

**EXCO Subgroup members prepare proposals on how to progress and follow up on Communications strategy’s goals 1.1. and 2.2. for the next meeting, topic of exchange.**

Alexander Kraake, DE, will give a short presentation on good practices related to 1.1.

1. **UPDATE ON PREVIOUS MEETING AND WORK PLAN OF THE SUBGROUP**

At previous EXCO, the subgroup changed direction on the 2nd item of the 2 items the group had decided to take on to the next meeting: 1) Training on ICTs and 2) Evaluation of communications tools.

1. **TRAINING ON ICTs AND TALKING TO THE MEDIA**
* For about 30 people,
* a day and a half – 1st full day: training on ICTs; 2nd half day: talking to the media
* early December
* Work has started with Jonas and Saviour – the 2 trainers on the First day training on ICTs.
* Nellie has already prepared a presentation for the half-day workshop on “talking to the media”– other members invited to intervene in that session – Peter Kelly, Michaela Moser? …
1. **EVALUATION OF TOOLS**

Nellie had proposed to prepare the evaluation of tools at the EU level. That involved working with the policy team on the target groups, which hasn’t been possible.

Evaluation of tools is not a priority, considering the workload and first tool to **change is the Flash newsletter**:

* 5 news max per section (allow for more only in EAPN news and EAPN NN news)
* Same sections
* Links + max of 50 words
* Photo not necessary for all news
* Link on the website to the related issue! Such as Europe 2020 Strategy…
* Avoid Jargon! (not “conference of ABDJFU…”) The ISSUE matters, not the PROCESS. Think of national/local/grassroots organisations as well, to which NN want to be able to disseminate the info to.
* New template
* 1 per month
* 4 big stories at top of all news – just the titles and linked to related news below
* 1 page
1. **SUBGROUP OVERARCHING ROLE: IMPLEMENTATION OF THE COMMUNICATIONS STRATEGY**

*NOTE:* Communications **work programme** (now version 01.06.2013 but only minor changes, of updates), available on the members’ room. *the first page of this excel file is the work programme/tasks. The two other pages link work programme tasks with the objectives of the communications strategy that still need to be updated.*

**EXCO Subgroup members prepare proposals on how to progress and follow up on Communications strategy’s goals 1.1. and 2.2. for the next meeting, topic of exchange.**

Alexander Kraake, DE, will also give a short presentation on good practices related to 1.1.

*Communications strategy’s objectives 1.1. and 2.2.*

**1.1. Improve the dissemination of knowledge about EU and national policy**

- dissemination of outcomes of meetings is improved (e.g. EXCO, task forces…) from members to their networks

- working methods and tools are defined for a better collaboration amongst EAPN structures

- information is more understandable and accessible for national networks, who disseminate the information to grassroots level and people experiencing poverty (PEP)

- EAPN Secretariat gives regular and appropriate information on EU policy and national networks provide regular and appropriate information on national policy.

**2.2. EAPN raises its profile as a campaign organisation**

EAPN develops its campaigning work giving more opportunities to grassroots members to engage and to help influence public opinion.