**Communications EXCO subgroup minutes and next steps**

**EXCO 09/11/ 2012, Athens**

Attended:

* Peter Kelly, EAPN UK, Bureau member responsible for communications and member of the 2011-2012 communications task force on drafting EAPN’s communications strategy
* Kamila Plowiec, EXCO member for EAPN Poland (and member of the 2011-2012 communications task force on drafting EAPN’s communications strategy)
* Verena Fabris, replacing Michaela Moser, EXCO member for EAPN Austria (and member of the 2011-2012 communications task force on drafting EAPN’s communications strategy)
* Alexander Kraake, EXCO member for EAPN Germany
* Tess Murphy, EXCO member for EAPN Ireland
* Per Thomsen, EXCO member for Denmark
* NEW MEMBER: EXCO member for Finland
* NEW MEMBER: Maciek Age Platform
* Nellie Epinat, EAPN Secretariat communications officer,

Apologies:

* Skirma Anna Kondratas, EXCO member for EAPN Lithuania

**The meeting started by a Tour de Table – what networks have been doing on communications – reported at the end of this document.**

1. ***Communications work programme finalized by communications task force***

The Communications work programme is broken down into work packages, with specific tasks, for each group: members as a whole, EXCO, EUIS Group, EXCO Subgroup on communications and Secretariat.

A document called “division of tasks – assignment of responsabilities” is available on the members’ room, on the page of the EXCO subgroup on communications, listing what each of these groups is responsible for.

Because there is no time allocated to present the work programme today and while work is on-going as well, it should be **voted upon by next EXCO**. So we propose that EXCO reads it and reports any question or comment to Nellie who will make the bridge with the EXCO Subgroup and the EXCO and EUISG.

**EXCO and EUIS Group are also specifically asked to reflect, discuss and liaise on objectives of the communications strategy 1.1, 1.3 and 2.1.** These objectives are also listed on the document that lists all tasks.

**Several specific tasks for the EXCO subgroup** and the subgroup will work on **2 of them for the next meeting: evaluation of external tools and how to organise a capacity-building session on working with social media and how to talk to the media.**

1. ***Short discussion around the 20% Campaign***

The list of signatures could unfortunately not be sent by Avaaz for the EXCO but will be available for the 13th Nov, day when the petition closes down. Secretariat has gotten in touch with Ambassador of Cyprus to ask to meet outside the Council and take a photo with the Vice Prime Minister of Cyprus who will chair the General Affairs Council (as Cyprus Presidency). EAPN asked the Ambassador to do it if the Vice PM can’t do it.

Secretariat worked a great deal on the campaign and national networks could have been more active from the very beginning. Spain and Portugal were very active from the beginning. As we were striving to reach the 5000-signature target, EAPN’s President sent a message which boosted greatly the campaign. In less than two weeks, we managed to get over 110000 signatures.

* Crucial to highlight that not only the greater involvement of networks helped, but also and maybe more importantly the **message**: being understandable for the general public (in the name of 120 million people), and to which the general public can more easily identify themselves, instead of using the *technical* words (20%, structural funds) and for people *vague* messages (EU Money for poverty-reduction).
1. ***Tour de table***

**MT, Saviour** – working on communications, e-counselling on communications

Graphic design, social media, TV

Maltese network: in the last 10 months, several TV programmes on poverty (prime time). At internal level, email communication

IE Tess Murphy – website very well used for policy arguments. Facebook page very used, twitter a bit less. 20% was confusing. The more simple message the better. Will work on the water campaign.

**AU, Verena** – 2 membership meetings. Highly frequented website, useful database on poverty, we try to provide the best litterature. Facebook use is average. Livestreams. EAPN campaigns, we haven’t communicated to our members yet on the Water Campaign. A lot of press releases also.

**PO, Kamila** – Polish NGO coalition for structural funds, we had a big conference 2 weeks ago on SF with Ministry, document issued on priorities for organizations fighting poverty. Coalition very active.

**FI,** – website for national network, but not very updated. Newsletter for members twice a year. Overall Strategy including communications designed, based on questionnaire to members on what should be priorities in Finland. Not so good on campaigns. GA at the end of Nov.

**DE, Alexander** – campaigns, evaluation from each country should be useful. Water campaign, partner in Germany is a trade union so pretty active on it. A similar initiative was done in Germany in Berlin.

No real communications strategy in EAPN Germany, we started but the process ended. We are not very active on social media, more press releases. Shadow report on poverty and wealth in Germany, cooperation with a street magazine, one of the biggest ones in Germany. Nice cooperation, special mag for us for the shadow report they sold themselves. 20000 magazines got sold.

A publication event in Berlin at train station, press event, great media coverage, including by Le Monde. 2 weeks before there had been discussion on official report on poverty and wealth. That had an impact in the journalists’ interest.

**AGE, Maciek** – doing the same as EAPN more or less. We have a big campaign EY2012 age-friendly environment to convince all sectors that they can all have impact on life of older people. On EY2012, older people knew through local level mostly. On 20%, we don’t follow as closely of course but some members were very interesting. But some members only, so it was hard to disseminate considering our members are differently interested. Some very, some not at all. We communicate differently, social media less used, direct contacts.

**DK, Per Thomsen** – we have a small network. We have our own website, focusing our energy to have a poverty threshold in DK. We are trying to raise awareness on the topic and calling on leaders. Politicians claiming we have no poverty.

**NO** – website, active and a Facebook page that is very active. Water campaign, I was sharing with politicians and groups on Facebook. Letters to media and politicians, a group of different members meeting ministers 3 to 4 times a year.

**Peter, UK** – website, Facebook, e-news… we’ve been involved in the Scottish living wage campaign and now we are involved in living wage campaign at UK level. We just had our first living wage week, communications side started two weeks ago with feeding stories to press, writing politicians, a lot of media work, all sorts of different media, radio, press… even worked with private sector, much bigger operation than what we are used to doing.

Also working on a project around public attitudes to poverty, how we intervene to challenge public attitude towards poverty, trainings for activists people in poverty, for social workers etc. based on the exp mental health campaigns against stereotypes.