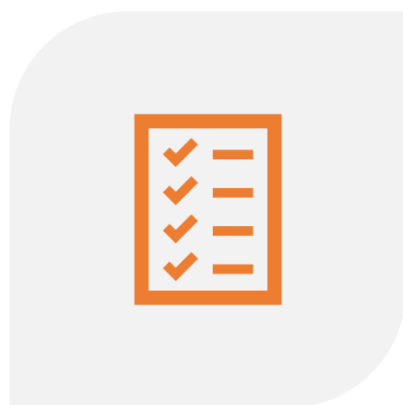


FPA 2022-2025

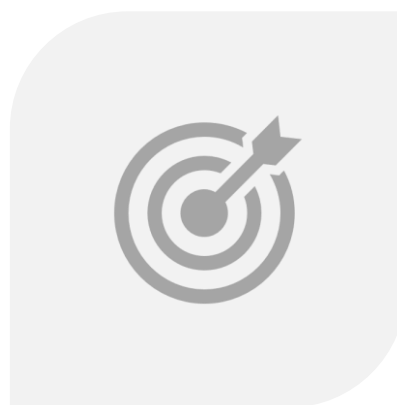
Communication & Information



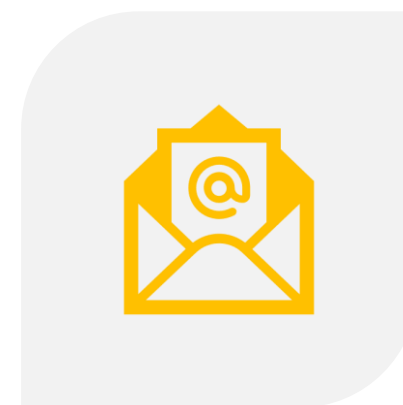
BACKGROUND DOCUMENTS



COMM'ON GUIDELINES



EAPN STRATEGIC
OBJECTIVES



EAPN MONITORING OF
OUR COMMUNICATIONS
TOOLS AND CHANNELS

PREPARATION



COMM'ON GROUP MEETING: FIRST
DISCUSSION BASED ON THE EAPN STRATEGIC
OBJECTIVES AND COMM'ON GUIDELINES



COMMS TEAM DISCUSSION, WRITTEN INPUT
FROM ALL TEAM MEMBERS

5 KEY OBJECTIVES

1. Strengthening the **links between our policy-advocacy and communication work**, increasing their mutual reinforcement, maximising their impact.
2. **Support EAPN members** in their communications work
3. Develop a bottom-up, **network-wide approach to communication and information work**.
4. Ensure that we **amplify the voices of PeP in our comms work**, which is being delivered in a participatory, bottom-up approach
5. Reach out to **new audiences to raise awareness and strengthen public support** for the fight against poverty

OBJECTIVE 1

Strengthening the links between our policy-advocacy and communication work, increasing their mutual reinforcement, maximising their impact.

ACTIVITIES to achieve OBJECTIVE 1

- Develop a new advocacy strategy, developed together by Comms team and COMM'ON and Policy Team with EUISG
- **Dissemination** and awareness raising for key EAPN positions and publications: Strategy based on detailed monitoring, diversifying parts of the strategy for specific publications and target audiences
- Regularly undertake **effective social media campaigns** to support our policy and advocacy work, and demonstrate the impact of these social media campaigns
- Undertake at least **one major public facing advocacy campaign** throughout Europe, which clearly contributes to shifts in policy
- Develop and implement (with active involvement of EAPN Policy team, EUISG, COMM'ON) a **campaign for the 2024 European Parliament Elections**

ACTIVITIES to achieve OBJECTIVE 1

- Position **Poverty Watch** at the national and European level so that it is seen as the equivalent of the Oxfam Inequality report or the Global Peace Index, in terms of public, political and media attention – it should be the publication of the International Day of the Eradication of Poverty
- Strengthen our advocacy position and visibility by a continuous presence in EU level press and media, striving to become the **primary network which is consulted by the media on the issue of poverty in Europe**
- Organise a **joint meeting of the EUISG** (EAPN's policy group) and **COMM'ON** (EAPN communication group)
- Develop and disseminate communication tools on selected EU processes
- Develop and share regular newsletters, including a chapter on EAPN key positions and publications

OBJECTIVE 2

Support EAPN members in their communications work and develop a bottom up, network-wide approach to communication and information work.

ACTIVITIES to achieve OBJECTIVE 2

- Offer a series of **capacity building sessions** for members, to learn to develop a communications strategy and implement it. A progressive multiannual series, starting at level 0 (for members who have very little experience/knowledge), the next year level 1, also open to other members to join, ... Modules can include media training, social media, creating visuals, animations,...
- Support all members to develop their own **national level frames and narratives** around the eradication of poverty, and to test the impact of these narratives on media, political discourse and public understanding
- **Rethinking and redesigning the Members Room**, including a library of inspiring practices and comms tools from our members
- **Support members in finding resources for a dedicated staff focusing on communication** and building the capacity of this person (if needed)

OBJECTIVE 3

Develop a bottom-up, network-wide approach to communication and information work.

ACTIVITIES to achieve OBJECTIVE 3

- Develop a **joint social media strategy**, including **interconnections** between our (EAPN Europe + members) social media work and accounts
- Create and implement **visibility actions**, in the context of the European Meeting of People Experiencing Poverty, national and EU level wing
- Design and implement **EU wide campaigns**, with a common visual style, identity, objectives and demands, but easily adaptable to the national needs and context
- Use and further develop existing spaces, create news spaces to make the work of EAPN members visible
- Involve members (via our communications group COMM'ON) in the development, design and implementation of our comms work (including campaigns, social media work,...)
- Comms liaison group, including one person from each network (contact person, network wide bottom up approach, all members involved in design and dissemination)

OBJECTIVE 4

Ensure that we amplify the voices of PeP in our comms work, which is being delivered in a participatory, bottom-up approach

ACTIVITIES to achieve OBJECTIVE 4

- Offer continuous support for the implementation of the **Guidelines of EAPN's Communication Group (COMM'ON)** at national level, monitor the implementation at both EU and national level.
- Further develop EAPN's Communication Group, COMM'ON including 4 extra members (duo/country, including at least one PeP)
- **2 online and 2 face to face meetings of COMM'ON**, including a joint session with the EUISG, to discuss synergies, joint actions and strategies, campaigns, and mutually reinforcing opportunities
- Work with the COMM'ON Group as the reference group for all our communications work with a specific focus on the involvement and visibility of PeP in all our comms work, including publications, website, social media, Campaigns, blogs,...

OBJECTIVE 5

Gain visibility, reach out to new audiences to raise awareness and strengthen public support for the fight against poverty

ACTIVITIES to achieve OBJECTIVE 5

- Identify new target groups and develop a strategy to make EAPN visible and raise awareness, based on detailed monitoring, targeted frames and narratives to win hearts and minds
- Develop an EU level wing of the **Journalism Prize** project and support new members to develop their national Journalism Prize project
- Further develop and monitor our **social media strategy** and channels, including the development and implementation of a YouTube and Instagram Strategy
- Visibility Action, including an EU wide action, and national visibility actions to 'celebrate' the **35 years anniversary**
- Translate our policy publications (EAPN Positions) into **accessible, short, visually attractive documents** (2 pagers), written in Plain Language and making use of infographics

ACTIVITIES to achieve OBJECTIVE 5

- Develop/join **public campaigns**, building **partnerships and alliances**, including advertisement in traditional press and media, social media work, engaging the public, call to action
- Make sure that EAPN is a well-known organisation, that people active at local level (members of members of EAPN) know EAPN and feel part of our network, recognise EAPN as their network, as a first audience to reach out to (more)
- Use marketing and branding tools to gain visibility, highlighting what makes us unique, using this as well to spread our key messages (stickers, t-shirts PeP meetings,...)
- **Experiment with new tools** and channels, create new partnerships (video+audio pod-casts, influencers, Vox pop including PeP reporters, PeP interviewing decision makers,...)

NEXT STEPS AND CHALLENGES

- Next steps:
 - ExCo Discussion 23 July
 - Meeting with colleagues, overlapping area's (Policy, Development, Participation, Finances)
 - Comms Team translating into workpackages, concrete tasks and deliverables
 - First draft shared with members by August 6
 - Discussion with COMM'ON members in the week of 9 August?
 - Second version in the week of 6 September
- Challenges:
 - Reaching out to new audiences, using new tools and instruments, but without neglecting existing audiences and actions?
 - Finding the right balance between ambition and realism
 - Budgetary implications! (Both in terms of staff capacity as Comms Budget)