



Broad priorities: Knowledge Management and Communications Strategy 2019-2021

Background

EIGE's current Knowledge Management and Communications Strategy was approved by the Management Board in May 2018 and covers the years 2016-2018. The strategy marked a change in the EIGE's communications approach, following the recommendations of the External evaluation in 2015 and building on the establishment of a Knowledge Management and Communications Unit at EIGE.

In line with the strategy, EIGE has applied the following strategic principles:

- Preparing user-friendly and visual communication material;
- Maintaining an active engagement with key stakeholders;
- Reaching out to new stakeholders, outside the gender equality community;
- Integrating knowledge management, stakeholder relations and communications in the life-cycle of all EIGE's projects;
- Introducing a feedback and monitoring mechanism to all its activities.

References for the revision

This strategic approach has overall proven to be very successful. It has been widely acknowledged by EIGE's stakeholders and the systematic monitoring demonstrates a remarkable improvement in the visibility of EIGE's work. Furthermore, the IAS Audit on Stakeholder relations management and external communications (2017) noted the following:

"EIGE has set up an efficient and effective internal control system for the stakeholder management and external communication processes. This has resulted in processes that effectively support the achievement of EIGE's objectives. In general, EIGE has adopted a comprehensive and coherent approach in managing stakeholder expectations and in implementing its knowledge management and communications strategy"

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EIGE proposes to revise the current strategy following the broad priorities listed below.

- Continue with its proactive, user-friendly and easy-to-understand communication style and active engagement with media;
- Consider two strands in EIGE's communications:
 - a) Reach out to two new stakeholder segments outside the gender equality community per year. Once the relevant relationships have been established, this objective will be redefined to maintaining and strengthening these relations;
 - b) Support key stakeholders with a more in-depth approach and resources.



- Ensure that EIGE's communications is in line with the political framework, especially in the European Commission and European Parliament
- Apply a thematic approach to EIGE's communications, taking stock of several studies and complemented with regularly updated resources (eg. statistics, terminology, good practises) available for each topic. This will replace the project-specific communications, reduce the number of communication activities and enable efficient outreach with the existing resources;
- Define the priority topics for each year, in line with the Single Programming Document;
- Revisit the stakeholder categories to address the IAS recommendation for a clearer hierarchy among the different segments. Operational guiding plans will support the stakeholder relations management;
- Further develop its monitoring processes to get a wider picture of EIGE's relevance to its stakeholders.

The revised Knowledge Management and Communications strategy is planned for Management Board adoption in November 2018.