EIGE’s strategy for knowledge management and communications 2019-2021
• User-friendly, modern, visual communication material
• Active engagement with stakeholders
• Approach new stakeholders
• Integrate communication to EIGE’s projects
• Monitor outreach
How has it worked?

Very well!

Significant increase in outreach

• Unique users on website +92%
• Outreach through FB +10%
• Views of videos +230%
• Newsletter subscribers +639%
• Media coverage +523%
How are we reviewing?

• IAS audit on Stakeholder relations management and external communications
• Internal discussions and lessons learned
• Standing Committee input 20/4
• Experts’ Forum input 26/4
• Management Board input 6/6
What to keep?

• Proactive, user-friendly and visual style
• Active engagement with media
• Regular communication flow
• Combine online and face2face communication
• Align with the political framework
New ideas

• Two strands:
  a) New stakeholders
  b) Key stakeholders
• Redefine stakeholder categories
• Thematic approach
• Leave room for ad hoc needs
Please advise!

• What works well?
• What would you need?
• How can you better use of our resources?
• What do you think about the Experts’ Forum?
Country visits: Bridging EIGE and the Member States
Why?

- Targeted communication of EIGE’s studies, in particular Index
- Increased visibility of EIGE’s work among national stakeholders
- Improved cooperation between EIGE and national stakeholders
Agenda

Depends on what is useful

- Open session
- Reaching out beyond the gender equality policy-makers, eg. Interior and Justice, Labour, Family Policies, Social Affairs, Education.
- Meeting at the national Parliament
- Media and wider audiences
Who does what?

• Decide countries with Management Board and Experts’ Forum
• Work with a national partner
• Event organiser to manage the logistics
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How to go forward?

• Feedback from earlier visits?
• Proposals for the future?
• Time to change the concept in 2020?