Copenhagen | Tuesday 12 November 2019 |

Gülçin Karadeniz

SESSION 3
Visibility and communication

Communication approach

Closing conference

Events/outreach in the partner countries

Defining the purpose

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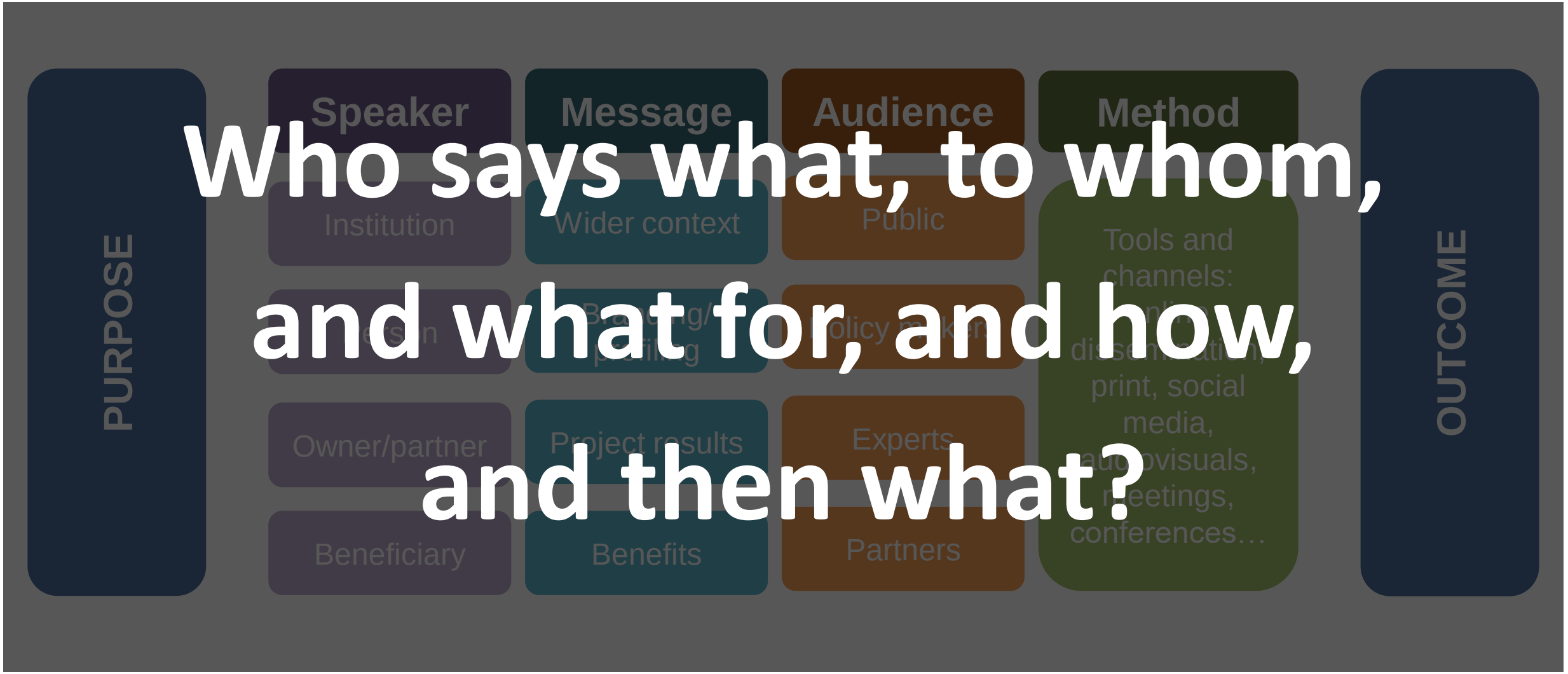
Communication approach

Communication approach



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Overarching communication focus

- Highlight EU support and contribution to protecting the environment in the region
- Enhance environmental data and information capacity in the region, building on EEA/Eionet experience
- Support and strengthen regional cooperation on the environment
- Facilitate environmental partnerships and deliverables, among others, as input to the pan-European process

Extracting messages: EXAMPLES

- The European Union supports environmental assessments and reporting in Eastern Partnership countries.
- The EEA facilitates networking and capacity building.
- We have solid and reliable data on the environment (e.g. freshwater)
- Freshwater resources face pressures from use of chemicals in agriculture.
- …

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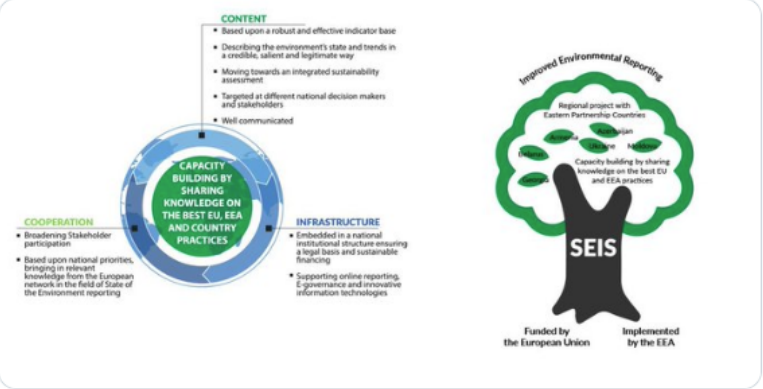
Did you know that the EEA has long been working together with the European Commission and European Partnership countries to improve environmental reporting & assessments? Check out the ENI SEIS II EAST project 👉 eni-seis.eionet.europa.eu/east/governance



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Closing conference

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Closing conference

- Working together for Europe's environment
- Partnership for environment → building on synergies and ownership
- Making a difference → long-term sustainability of project achievements
- Building common ground for cooperation
- Preparing for challenges ahead

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Closing conference communication objectives

- **Promote EU/EEA added value** through the project's results – concrete deliverables in terms of environmental knowledge and capacity building (e.g. indicators, assessments) and tools to make environmental information accessible and available in line with SEIS principles
- **Give voice to countries' and personal testimonials** (highlighting the added value to the Neighbourhood countries with examples of concrete achievements)
- **Enable reflection on next steps** of cooperation and networking in the region
- **Facilitate joint reflection on prospective developments** in environmental information (big data, artificial intelligence, citizen science, etc.)

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Planning and implementation steps

- Steering Committee meeting
- Fine-tune purpose, concept
- Prepare for implementation, define milestones and deliverables
- Liaise with and plan input from partners & stakeholders
- Prepare supporting tools
- Spread the word
- Organise the conference and wrap up

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Communication activities in partner countries

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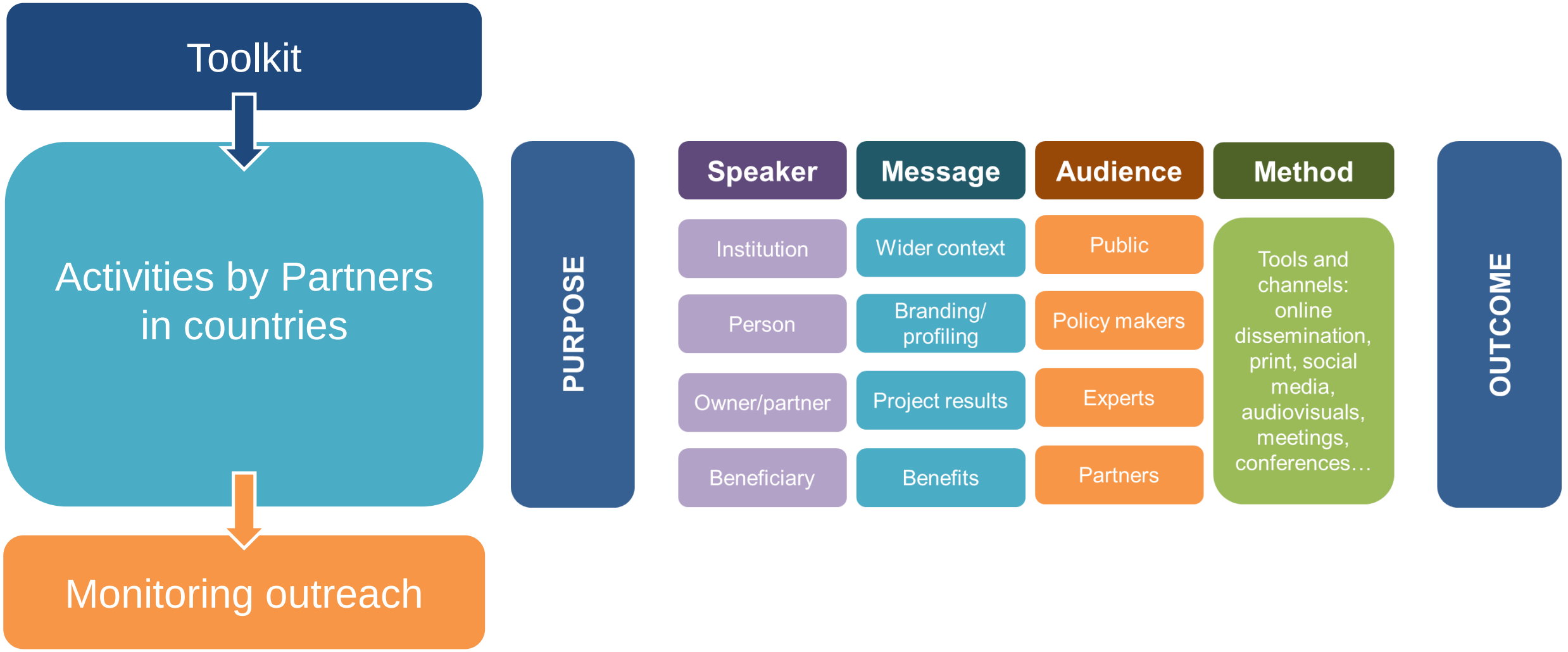
Communication activities in countries



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Communication activities in countries

- Identify relevant activities
- Reflect on purpose and outcomes
- Explore event and outreach opportunities
- Timing and formats
- Tailor the language used (e.g. technical or not, translations)

Timing: From now on until end of project

Communication activities in countries

- Identify relevant material

  Project website, institutional websites, existing promotional material, audiovisuals
- Identify relevant communication channels
- Bilateral follow up and support (e.g. webinars?)
- National languages… And accessibility

Timing: From now onwards

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Communication activities in countries

- Reflection on achievements/outcomes
- EEA to provide reporting templates to make it easier to compile the information across the region (short and standardised).
- This input to contribute to final project outputs

Timing: Reporting after each activity/event until end of the project period (Cut-off date for inclusion in final EEA output tbd).

Questions? Reflections?

Thank you.

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