Communicating complexity: designing a campaign
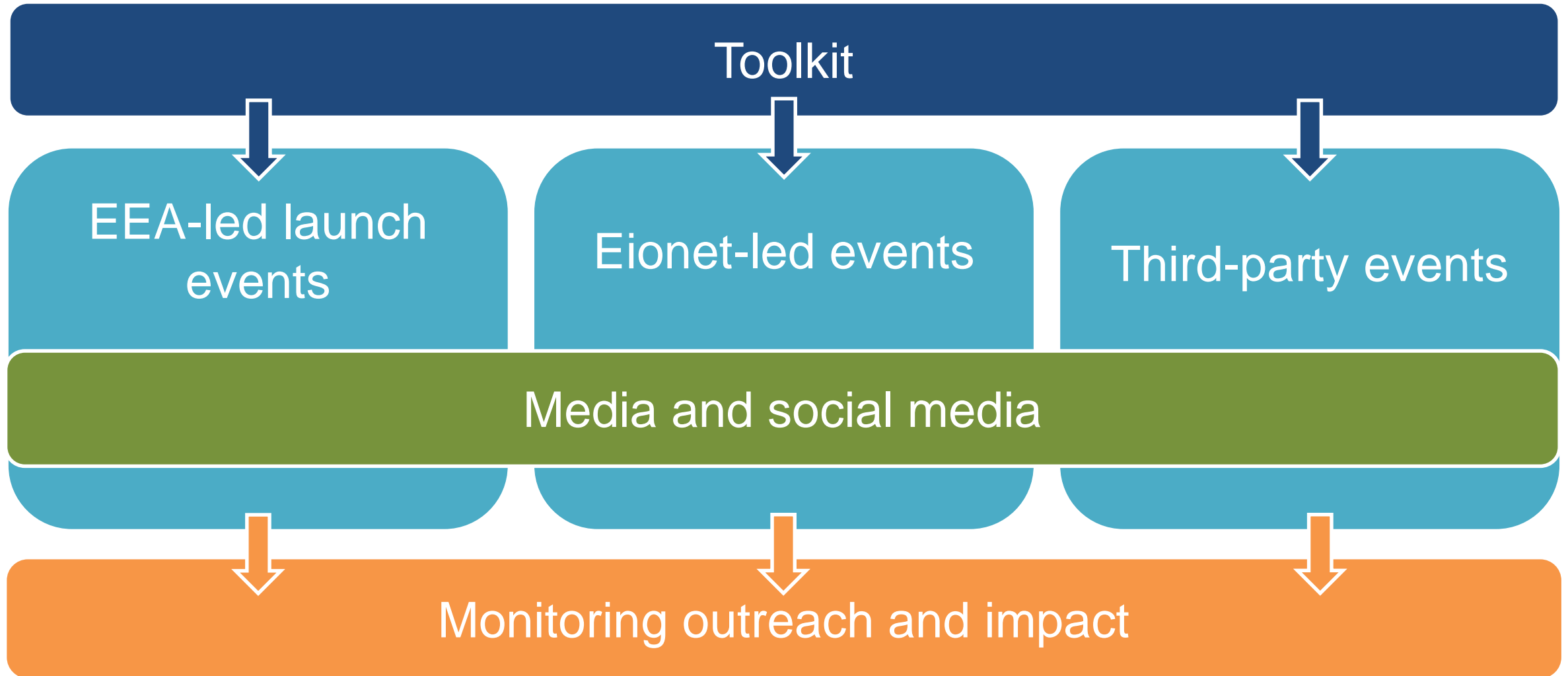
SOER 2020 Outreach approach

Gülçin Karadeniz

EEA Communications programme

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SOER 2020 outreach approach

Toolkit

EEA-led launch events

Eionet-led events

Third-party events

Media and social media

Monitoring outreach and impact

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Outreach toolkit

- Integrated Assessment (pdf)
- Press release in all EEA languages
- Social media guidelines (hashtags, timing and key content)
- Digital story – with graphics, videos and photos (incl. entries from EEA photo competition 2019 'Sustainably Yours')
- Presentation – set of slides with key findings
- SOER visuals, including audiovisuals, key infographics and visual identifiers
- Supporting corporate products
- Toolkit overview, including feedback forms
- Outreach space: www.eea.europa.eu/soer-2020/outreach

Use the tools for SOER outreach

Toolkit

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EEA-led launch events

- **Main launch event**: **4 December**

  Audience: Brussels-based stakeholders, policy makers and policy influencers, Eionet members

  Format: Presentation by EEA Executive Director, followed by a wider panel debate, and questions and answers (tbc). Partly streamed on social media.

- Presentation to DG Environment

- Press briefing to Brussels correspondents – 2 or 3 December (tbc)

Follow online and share

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EEA-led events

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Third-party events

Throughout 2020:

Explore opportunities in your professional networks and third-party events (e.g. Presidency events, international policy conferences, academic conferences)

EEA would like to keep an overview of all speaking interventions and collect feedback

Link to event-info portal to be shared

Mention, refer, share…

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Third-party events

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Eionet-led events

- **EEA** to start collecting concrete ideas and requests from June 2019 onwards

- **Throughout 2020**: SOER events in countries (possibly back-to-back with country visits).

- Event calendar on EEA website

- Potential participation of EEA staff as well as Scientific Committee members

Explore opportunities

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Eionet-led events

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Eionet-led events – How to...

1. Agree on the event scope within the country (coordinator to be nominated)
2. Submit event proposal (event submission form)
3. EEA confirms the event
4. Promote the event
5. Prepare the event
6. Prepare a country briefing
7. Run the event
8. Wrap up, including organiser's and participants feedback form

Check out step-by-step guide

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Eionet-led events

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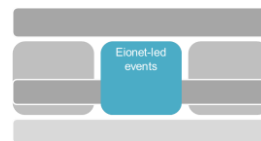
Media and social media

Media

Pre-launch:
- Press workshop in November & interviews
- Under embargo dissemination of press release to networks and partners

Brussels launch:
- Press workshop with Brussels press corps
- On-site interviews
- Digital dissemination of press release

From December onwards
- Regular links to SOER 2020 in all relevant thematic press communications
- Follow-up interviews with EEA experts
- Op-eds on key messages and topics

Social media

Pre-launch:
- New contacts & multipliers (incl. EC contacts & MEPs)
- Save-the-date posts and teasers

Brussels launch:
- Live streaming of main presentations
- Posts from events & press release

From December onwards
- Regular posts on SOER (with social media friendly products e.g. GIFs and FB live) or thematic messages, with references to SOER
- Promotion coordination around non-EEA events

Help us spread the word

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Media and social media

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Monitoring impact and outreach

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Objective: Capture the <u>full extent</u> of our outreach and uptake of our messages and the impact of our work
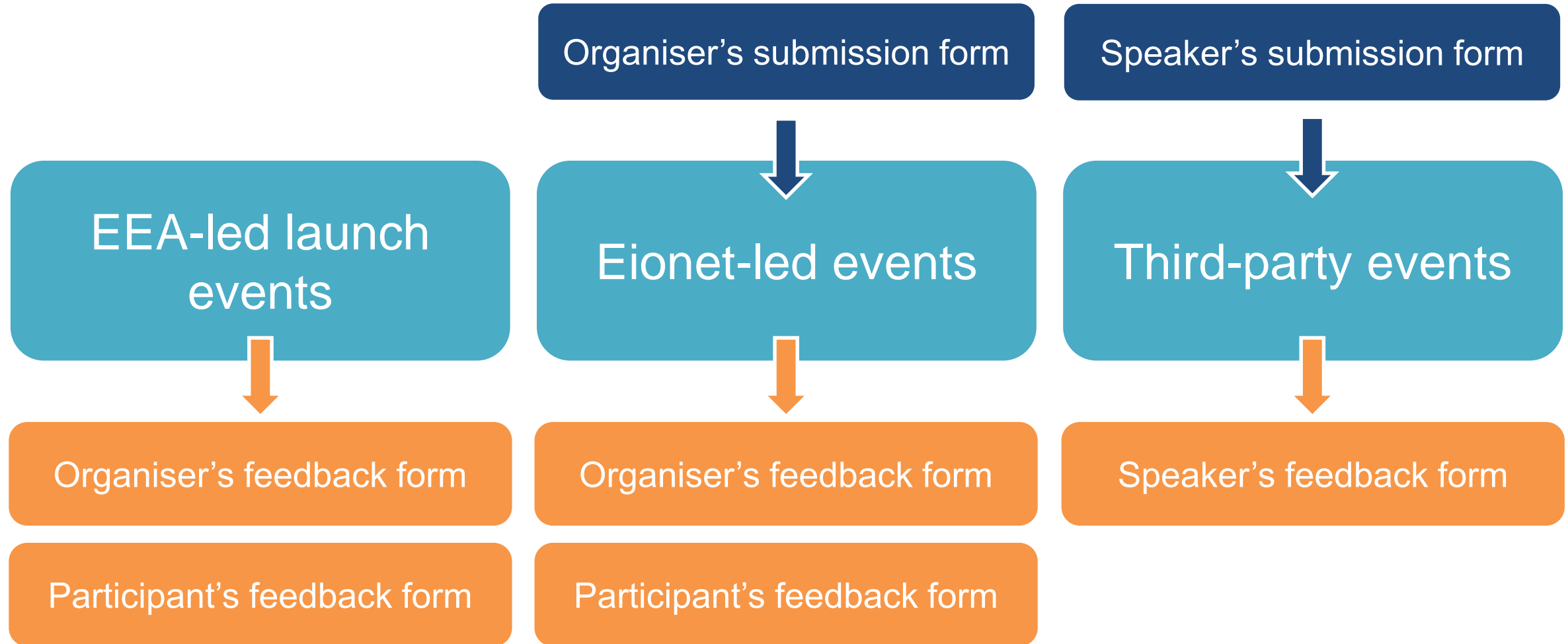
How: Quantitative measures, such as media coverage, social media outreach, number of events and participants, etc. – similar to 2015 (allowing comparability)

What is new this time?

- More qualitative feedback (e.g. quotes, ratings)
- Direct feedback from event participants
- More feedback from EEA/Eionet/SC participation in third-party events

Help collect feedback

Monitoring impact and outreach

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Submission and feedback forms overview

Organiser's submission form	Speaker's submission form

EEA-led launch events	Eionet-led events	Third-party events

Organiser's feedback form	Organiser's feedback form	Speaker's feedback form

| Participant's feedback form | Participant's feedback form | |

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Message matchmaking

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Messaging matrix

- **Core message types:** EEA is…, SOER is…, SOER says… (+ thematic messages)

- **Tool/channel:** Full report, press release, presentation, social media, visuals, etc.

- **Target audience** per tool/channel

- Use, promo, dissemination period

- **Message focus** per item, keywords, formats

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