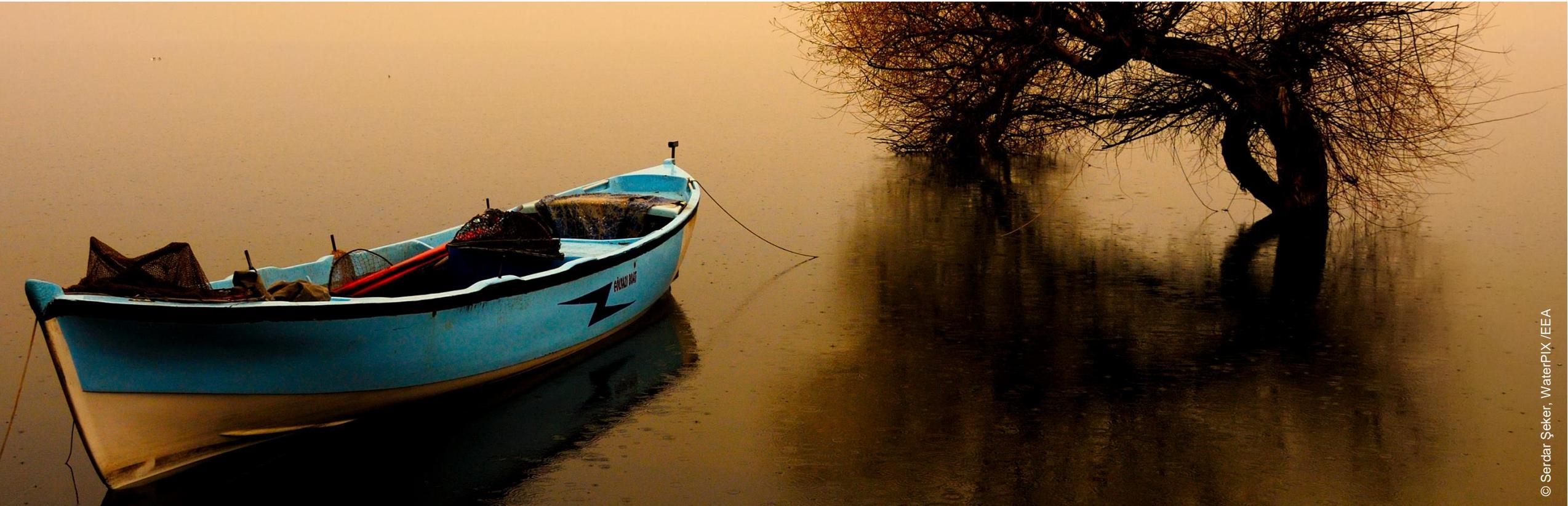


28 August 2019 | Baku, Azerbaijan

Evaluating communications

ENI SEIS II East Project
Gulcin Karadeniz, EEA

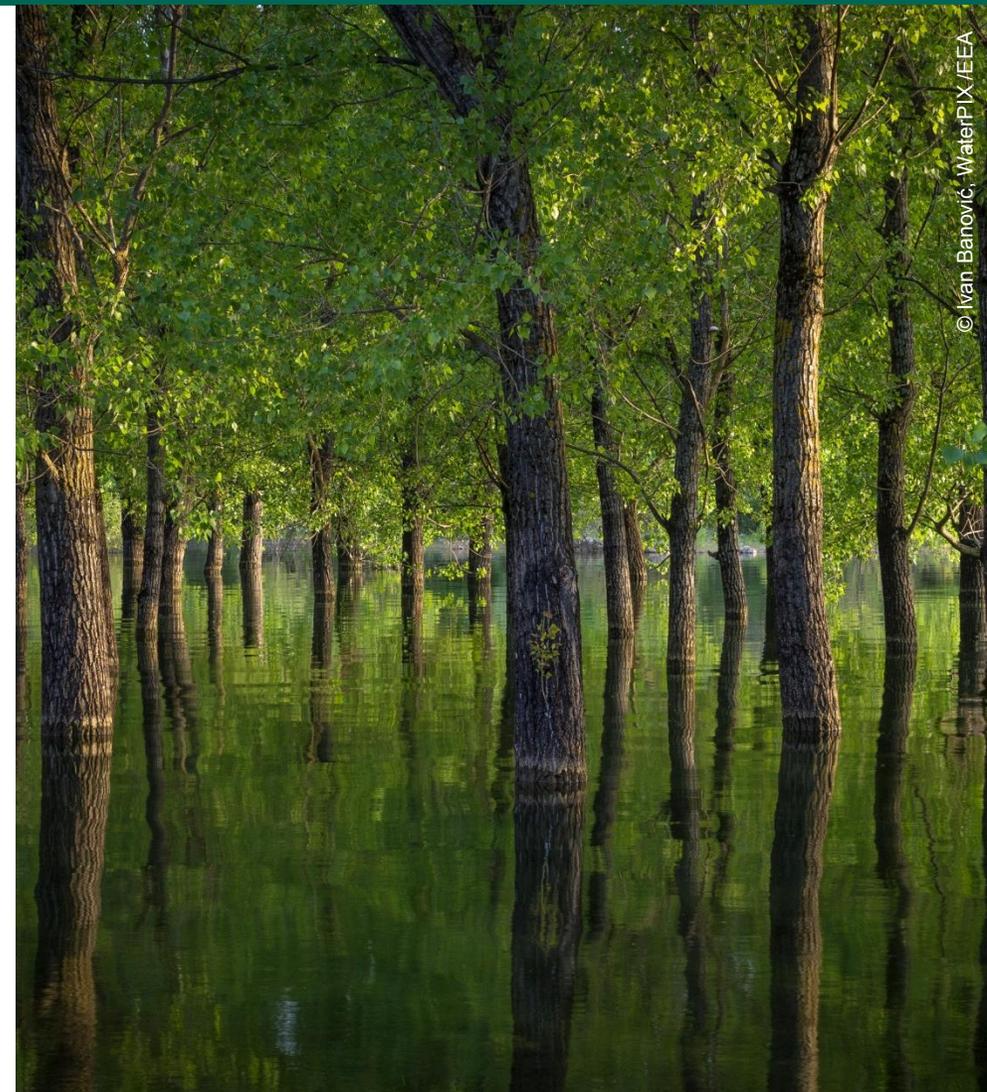


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Evaluating is essential for communications

What has worked in the current EEA communication framework?

What could be improved? What next?



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EEA Communication Framework 2014-2020



1. EEA messages are heard and understood

2. Key narratives:

- Environment and climate as core issues
- Urgency to act
- Better implementation needed
- Transitions needed
- Multi-level solutions needed

3. Target audiences:

- Institutional stakeholders,
- Interest groups
- New audiences
- General public

4. Focus areas:

- Going digital and mobile
- Listening to user feedback
- Better products to match demand
- Modern channels (and face-to-face meetings)

Is the framework fit for purpose?

EEA external evaluation feedback (COWI):

“The Communication Framework is a concise document that outlines broad high-level strategy.”

“The Management Board survey asked the respondents to what extent they agree that the EEA Communication Framework is relevant and coherent. 80% of all respondents agreed or strongly agreed that it is.”



EEA Communication Framework 2014-2020



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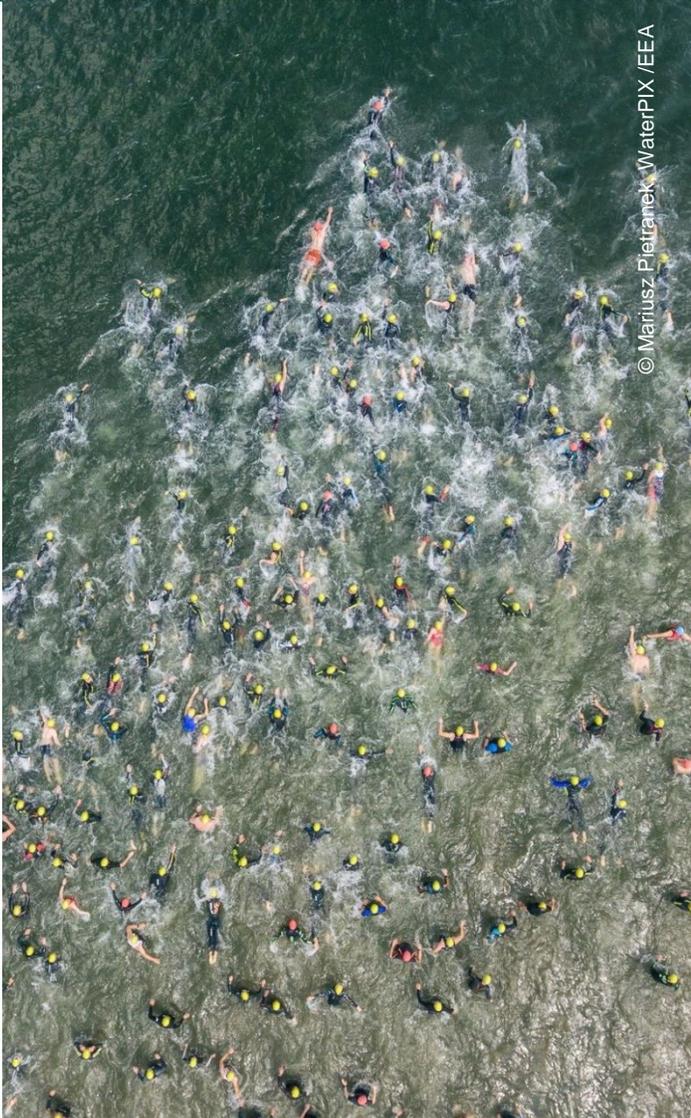
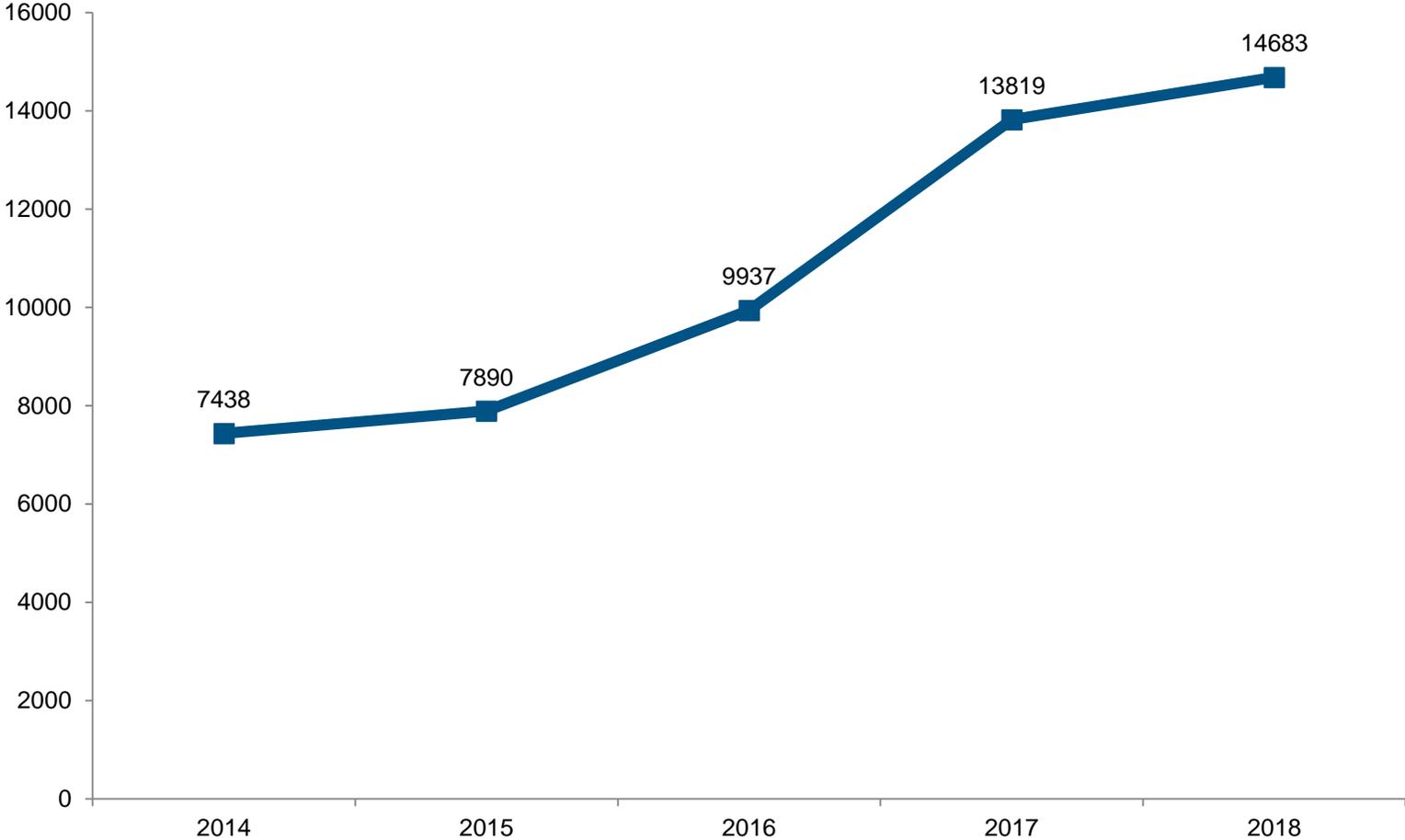
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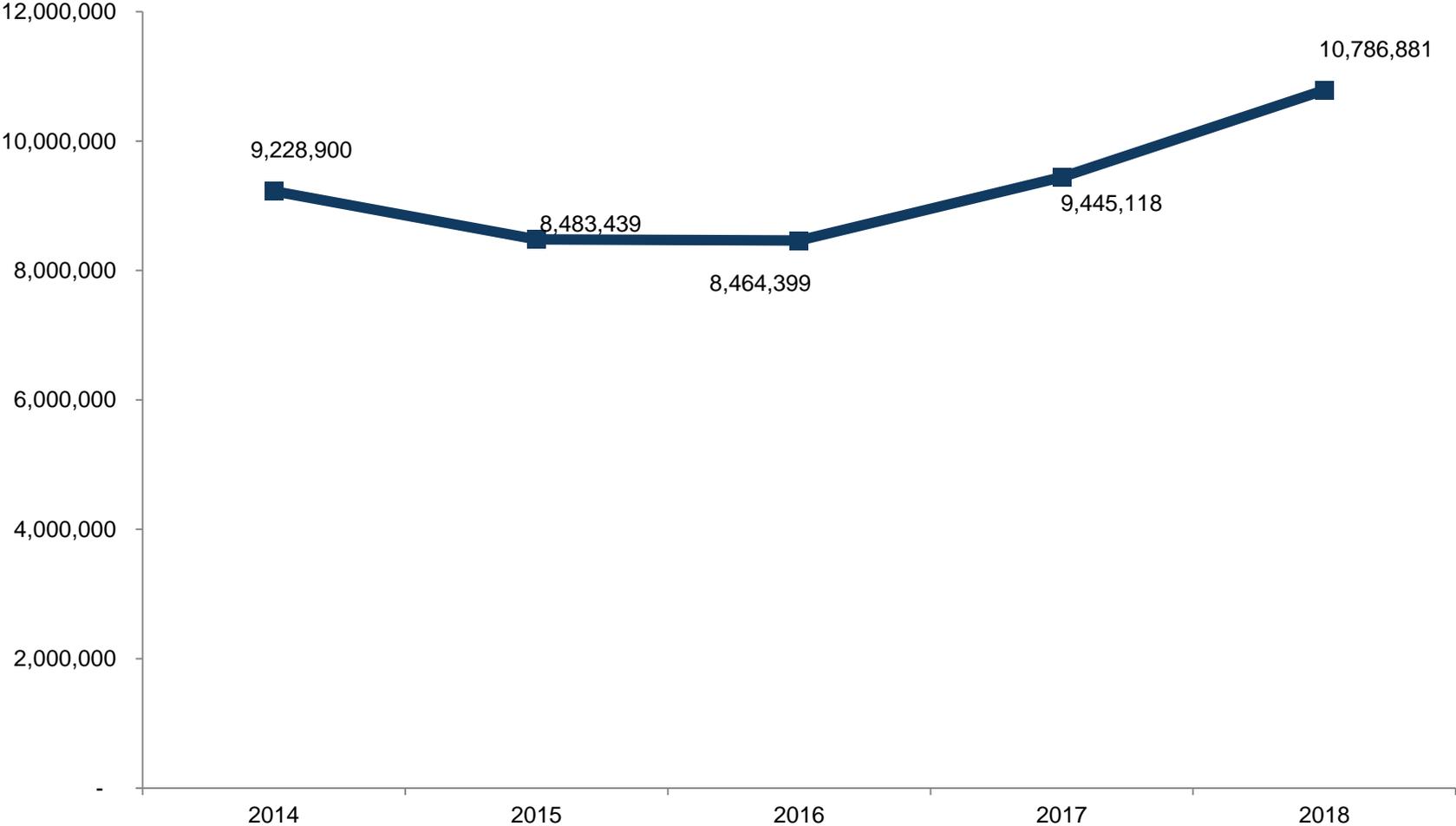
Monitoring outreach and uptake – Key performance indicators

EEA media coverage (No of articles)



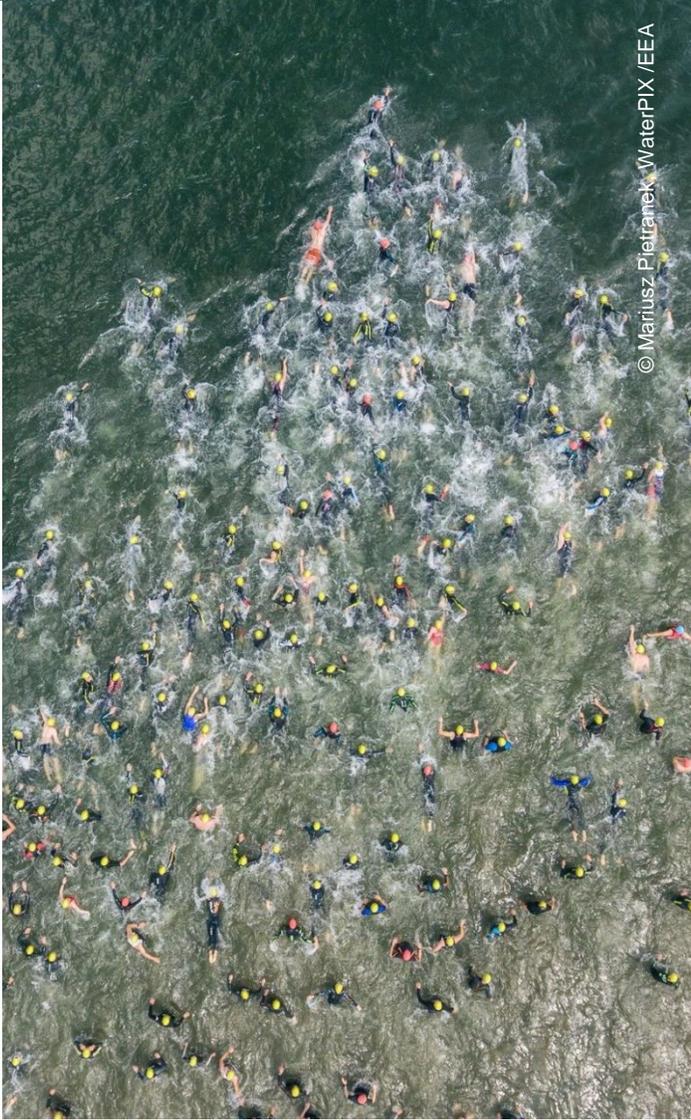
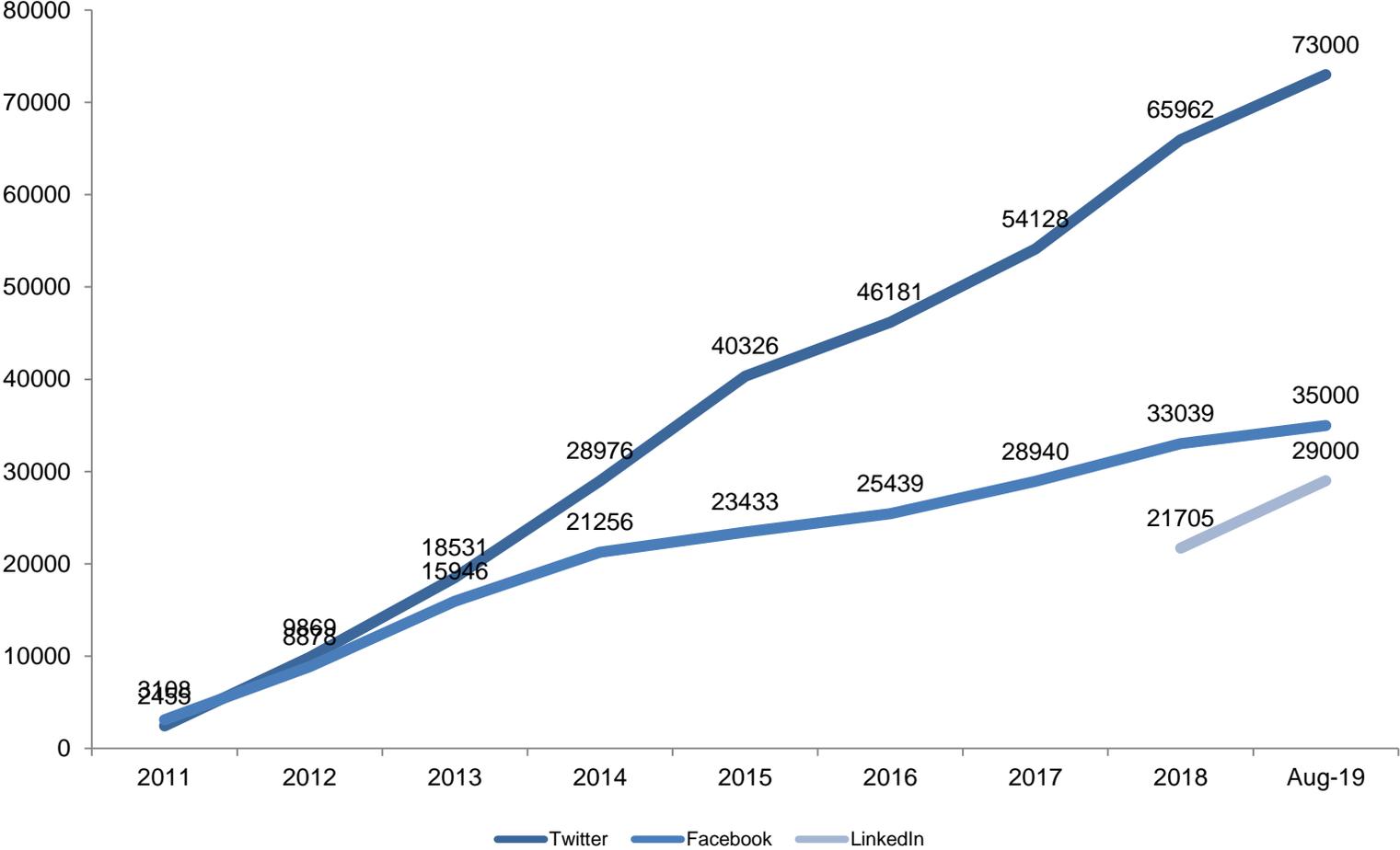
Monitoring outreach and uptake – Key performance indicators

EEA website traffic (page views)



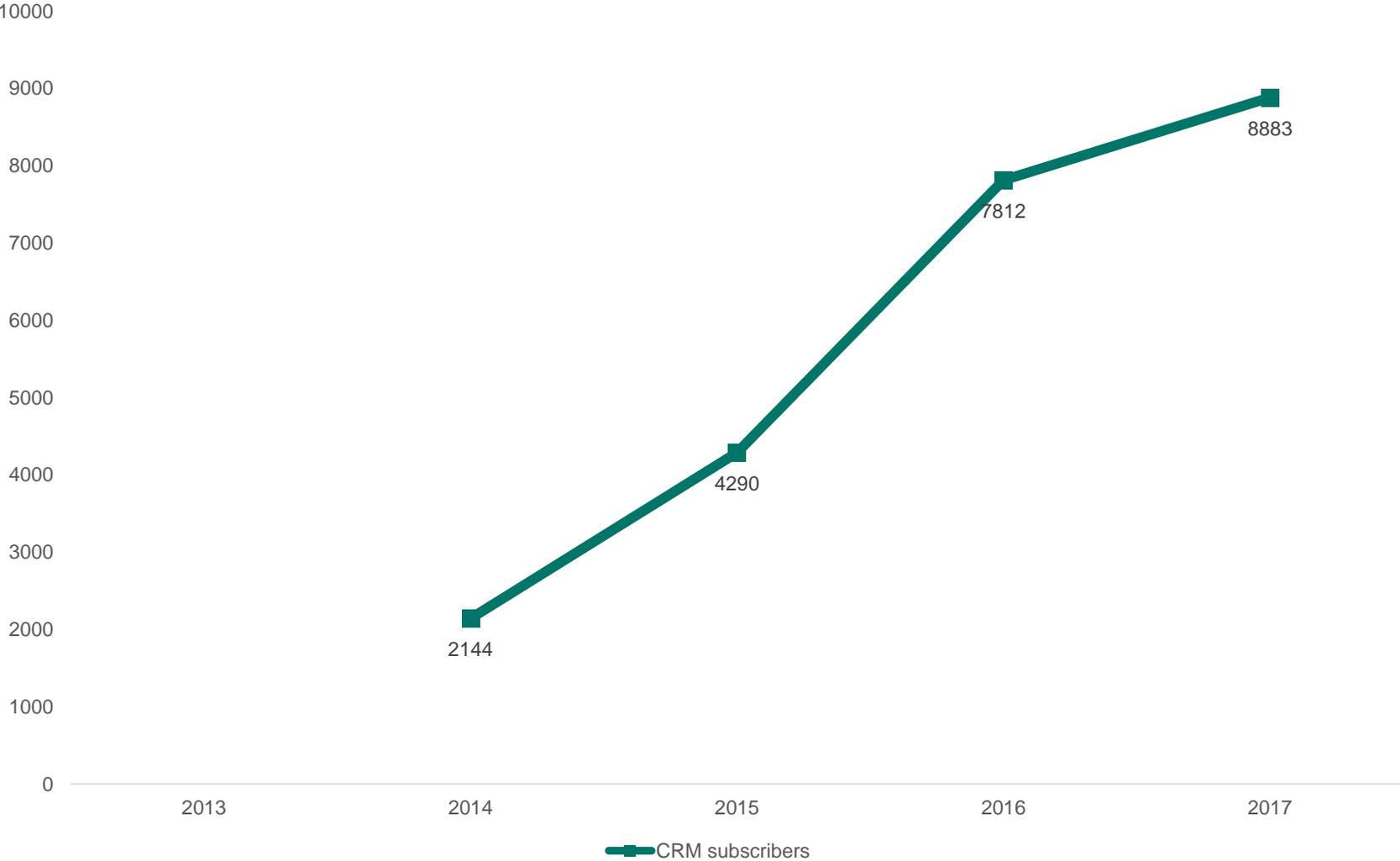
Monitoring outreach and uptake – Key performance indicators

EEA social media followers



Monitoring outreach and uptake – Key performance indicators

Notification service subscribers



EEA Communication Framework 2014-2018



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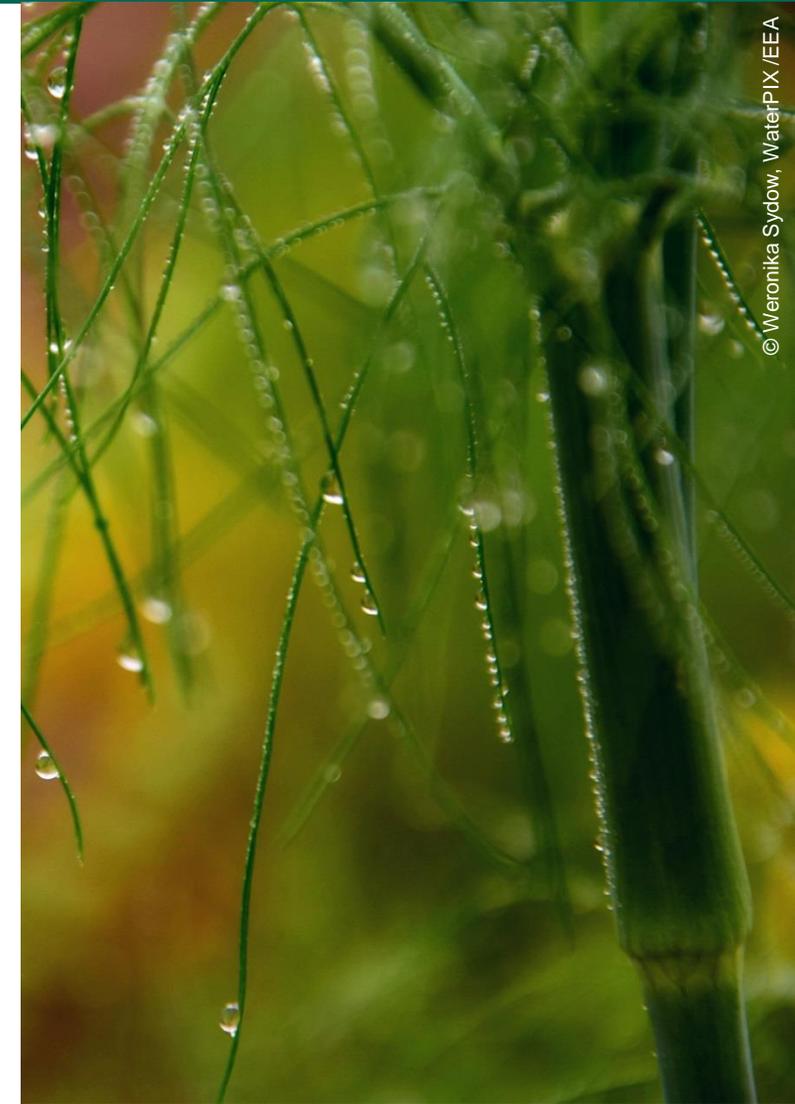
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Focus areas

- **Going digital and mobile**
 - Website improvements, less printing
- **Listening to audience needs**
 - Several feedback surveys, including for the Energy Union portal
- **Products to match demand**
 - Briefings, SOER toolkit, publishing guide, videos, infographics, visual communications
- **Modern channels**
 - Media and social media, including Facebook Live



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The 'Bestsellers' analysis – four indicators

1. People opening email notifications
2. Content views on Twitter
3. Visits to report webpage(s)
4. Online media articles

→ Total uptake performance



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The 'Bestsellers' analysis – TOP 10 in 2018

Report package	Date	Share of opened email	Share of online media	Share of tweet views	Share of web visits	Average
Air quality in Europe – 2018 report + methodology briefing	29/10	2.7%	58.1%	16.1%	15.3%	23.1%
State of Water report	03/07	2.6%	9.9%	12.6%	5.7%	7.7%
European bathing water quality in 2017 + country reports	29/05	3.3%	9.5%	3.8%	11.2%	7.0%
Signals 2018 — Water is life	30/08	3.2%	< 0.5%	11.0%	7.8%	5.5%
Environmental indicator report 2018 + online briefings	29/11	5.6%	< 0.5%	4.7%	10.8%	5.3%
Appropriate taxes and incentives do affect purchases of new cars + CO2 emissions from heavy-duty vehicles	12/04	4.9%	8.8%	3.6%	1.7%	4.8%
Electric vehicles from life cycle and circular economy perspectives (TERM) 2018 + briefing	22/11	4.3%	1.4%	5.7%	7.1%	4.6%
National climate change vulnerability and risk assessments in Europe 2018	24/04	6.0%	1.3%	1.4%	3.8%	3.1%
The circular economy and bioeconomy – Partners in sustainability	27/08	3.0%	< 0.5%	4.7%	3.9%	2.9%
Mercury in Europe's environment – A priority for European and global action	19/09	3.1%	0.8%	5.5%	2.3%	2.9%



The 'Bestsellers' analysis – lessons learned

- EEA visibility and brand:
 - Top-2 on **air quality**: 1/4 of total
 - Top-10 products: 3/4 of total
- The media still wants **facts and figures**
- 4 out of Top-8 with a **launch event**



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Communication framework – reflections for future



- **Audiences:**
 - Targeted or wide?
 - How to expand beyond the converted?
- **Narratives:**
 - Euroscepticism, Brexit and the EU
 - False facts and fake news
 - What is relevant?
- **Focus areas:**
 - Communications opportunities
 - How to maintain our reputation?

Lessons learned

Future focus on

- Reach amongst wider audiences
- Engagement
- Relevance for wider audiences
- Difference/Niche
- Reputation/Brand





Thank you

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