

COMMUNICATION Strategy

14th Steering Committee Meeting, Višegrad

Rec. 14. A communication and public relation strategy should be developed in three steps:

- a. Secretariat to prepare a draft outline indicating the target groups (general public, scientific community and policy makers) of the strategy and the main messages that should be communicated.
- b. A Task Force composed of G. Đurić, J. Weibull and S. Csörgő to prepare a draft strategy whereby the messages targeting three different groups should be communicated, to be circulated for comments to the SC.
- c. Professional inputs for the implementation of the strategy could be sought for.

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External communication

Briefly on process

2017:

15 February – 1st outline from Secretariat

13 October – 1st TF consolidated draft to Secretariat (→ ExCo)

25 October – feedback from ExCo

2018:

February – reminder... 😞

March – 2nd revised draft to Secretariat & ExCo 😊

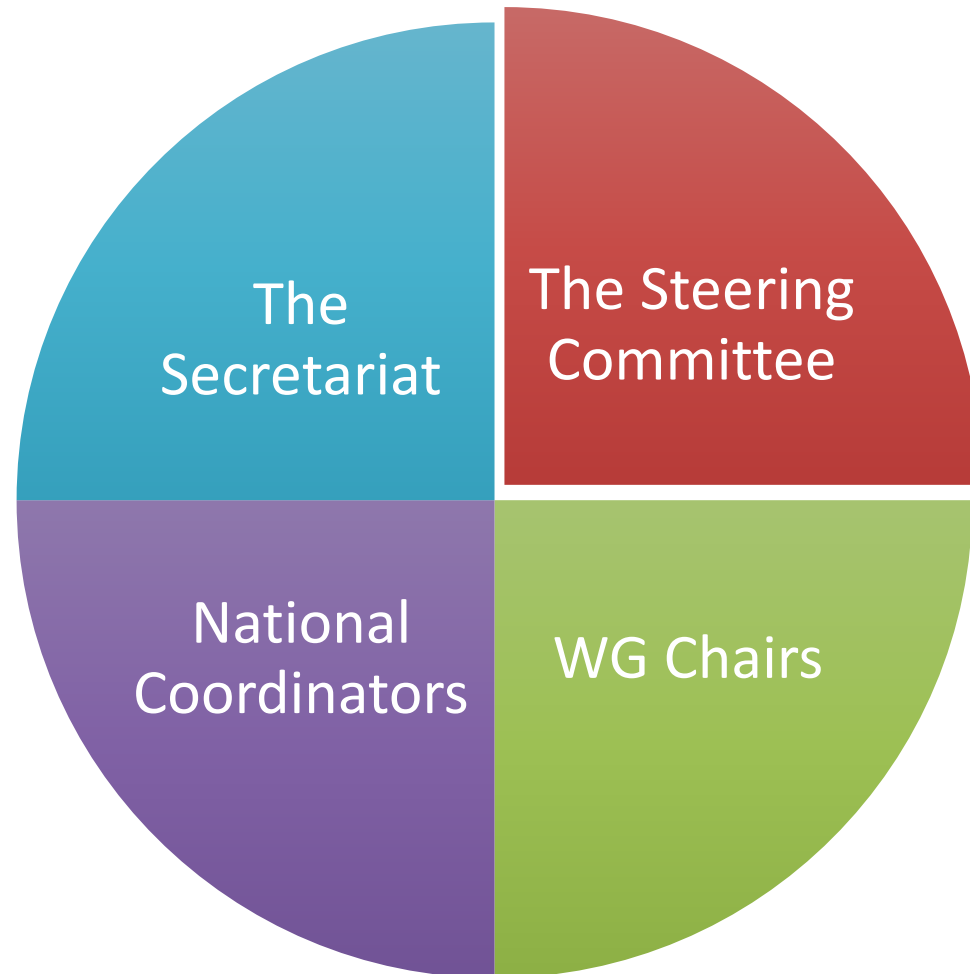
Components of the strategy

- ✓ Vision – Mission
- ✓ Overall objectives
- ✓ Target audiences and specifically geared objectives
- ✓ Key messages
- ✓ Activities
- ✓ Indicators of achievement
- ✓ Preparatory work
- ✓ Resources
- ✓ Roles and responsibilities
- ✓ Suggested time plan

Examples of key messages

- The importance of PGR for food security, sustainability & bioeconomy
- ECPGR achievements and benefits
- ECPGR databases for access and further use
- Promoting diversity on farm
- The importance of crop wild relatives
- Genebanks are not black holes
- "Where does your breakfast come from?"

We all have a responsibility!



Some observations

1. It's still a draft... however,
2. the TF agrees on the vast majority of issues
3. A few minor matters are still pending
 - some key messages to the general public (4)
 - translation into European languages (5a)
 - quality labels (5d)
 - input on EU guidance documents (7)
4. Funding



Some things can be done 'for free'

- ✓ An e-Brief summarising main SC meeting outcomes,
- ✓ NCs to publish ECPGR info on domestic websites,
- ✓ an e-Publication of main achievements/outputs during Phase IX, incl.
- ✓ a condensed version to be sent to all members of the new AGRI, ENVI and DEVE committees following the EU elections in 2019

That's all – thanks!