

# **Knowledge Management and Communications Strategy**

*2019 – 2021*

## European Institute for Gender Equality

The European Institute for Gender Equality (EIGE) is the EU knowledge centre on gender equality. EIGE supports policymakers and all relevant institutions in their efforts to make equality between women and men a reality for all Europeans by providing them with specific expertise and comparable and reliable data on gender equality in Europe.

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In pursuance of FR 996/2012 as amended, FFR No 1271/2013

Regulation (EU) No 1271/2013 of 30 September 2013 on the Framework Financial Regulation for the bodies referred to in Article 208 of Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council



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## Context

EIGE is an Agency of the European Union, which started its operation in June 2010. The overall objectives of the Institute are set out in its Founding Regulation<sup>1</sup> as follows:

The Institute shall contribute to and strengthen the promotion of gender equality, including gender mainstreaming in all Community policies and the resulting national policies, and the fight against discrimination based on sex, and to raise EU citizens' awareness of gender equality by providing technical assistance to the Community institutions, in particular the Commission, and the authorities of the Member States.

The Institute's work is guided by a three-year strategic plan (Single Programming Document, SPD)<sup>2</sup> which is updated annually and adopted by its Management Board. EIGE's Knowledge Management and Communications (KMC) strategy outlines EIGE's approach to achieve its two strategic objectives through knowledge management, stakeholder relations and communications activities. EIGE's strategic objectives set by the 2019-2021 Single Programming Document are the following:

1. To provide high quality research and data to support better informed and evidence based decision-making by policymakers and other key stakeholders working to achieve equality between women and men;
2. To manage all knowledge produced by EIGE to enable timely and innovative communication that meets the targeted needs of its stakeholders.

This strategy builds on the lessons learned from the implementation and monitoring of EIGE's 2016-2018<sup>3</sup> Knowledge Management and Communications Strategy, and feedback gathered from Experts' Forum, Management Board and EIGE staff.

The strategy is also informed by the findings of the Internal Audit Service Report on Stakeholder relations management and external communication<sup>4</sup> carried out in 2017, which concluded that EIGE's knowledge management and communication activities effectively support achievement of EIGE's overall objectives. The audit findings were overall positive and identified several strengths in EIGE's processes, including the use of appropriate communication channels, the organisation of tasks and the individual communication and stakeholder plans developed for EIGE's projects.

<sup>1</sup> Regulation (EC) No 1922/2006 of the European Parliament and of the Council of 20 December 2006 on establishment of a European Institute for Gender Equality, available at <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2006:403:0009:0017:EN:PDF>

<sup>2</sup> European Institute for Gender Equality, 2018-2020 Single Programming Document. 10 November 2017, Vilnius, available at <http://eige.europa.eu/about-eige/documents-registry/eiges-2018-2020-single-programming-document>

<sup>3</sup> Knowledge Management and Communications Strategy for EIGE, 18 May 2016, Vilnius, available at [http://eige.europa.eu/sites/default/files/documents/2016-2018\\_kmc\\_strategy\\_adopted\\_160518.pdf](http://eige.europa.eu/sites/default/files/documents/2016-2018_kmc_strategy_adopted_160518.pdf)

<sup>4</sup> Final Audit report on Stakeholder relations management and external communication in the European Institute for Gender Equality (IAS.A2-2017-W EIGE-001 Ref. Ares(2017)5061192 0 17/10/2017).

## Overriding principles

Both the IAS audit findings and the results of EIGE's impact monitoring confirm the efficiency of the strategic approach defined in the 2016-2018 Knowledge Management and Communications Strategy. Therefore, this strategy continues along the same lines, with some further improvements.

The strategy is based on the following overriding principles:

- Defining **five communication topics each year**, taking benefit of findings from EIGE's yearly focus areas;
- Proactively linking EIGE's work to **emerging topics and external developments** related to gender equality, such as the European Parliament elections in 2019;
- Maintaining an **active engagement with stakeholders** in EU institutions and Member States to understand the policy needs and increase EIGE's added-value;
- Expanding the stakeholders engagement **beyond the gender equality community** through targeted actions;
- Applying **two communication strands**:
  - simple and user-friendly messages for raising stakeholder interest and support for gender equality;
  - elaborate and technical content for providing in-depth information;
- **Monitoring the outreach and impact** of KMC activities, using indicators defined in the Single Programming Document.

The Knowledge Management and Communication strategy will be revisited in 2020 to reflect the changes in EIGE's objectives and the institutional environment and the findings of the next external evaluation.

## Scope

The strategy describes the objectives, working methods and tools for knowledge management, stakeholder relations and communications. In order to ensure the alignment of all of EIGE's strategic documents, the monitoring indicators and targets are defined in the rolling Single Programming Documents approved by the Management Board.

# 1. KNOWLEDGE MANAGEMENT

## 1.1. Objective

The objective of knowledge management activities is to ensure the efficiency and relevance of EIGE's communications and facilitate the combination of knowledge from EIGE's projects into comprehensive thematic communication packages.

During the course of this strategy, EIGE will strengthen its knowledge management processes in all phases of its projects: programme planning, project initiation, identifying stakeholders and formulating approaches, implementing research and studies, producing communication products, targeted communications, monitoring and evaluating the uptake and further improving its processes.

## 1.2. Process and principles

EIGE collects information from various sources; studies, research and reports, official data sources, meetings, seminars and direct consultations with stakeholders. It is crucial to use and further improve platforms such as the Intranet, EuroGender and the Contact Relations Management (CRM) system for efficient use of the produced knowledge. The relevant communication tools, messages and stakeholders are defined at the very early stage of each project's lifecycle. The introduction of the project-based organisation model and EIGE's project management tool (PMT), provide the basis for this approach.

During the course of this strategy, EIGE will maintain and further develop:

- **Approval workflows:** The workflows developed for the production and approval of the communication tools will be further refined to ensure the policy-relevance and enable an efficient process of producing communication material (publications, translations, newsletters, press briefings, press releases, social media, website texts, videos, infographics);
- **Information sharing platforms:** EIGE's intranet and EuroGender will be further developed to allow efficient means to access, register, share and produce information;
- **Stakeholder relations management:** EIGE's targeted stakeholder engagement is supported by the CRM tool introduced in 2016. The implementation of stakeholder management will be defined in tailored guiding plans and respective annual action plans for each stakeholder category. On a project level, stakeholder management plans will also be developed;
- **Internal processes:** The project-based organisation model, adopted in 2016, introduces cross-unit project teams facilitating efficient knowledge-sharing and active communications throughout the project lifecycle. The planning and monitoring of communication and stakeholder engagement plans are part of the project implementation process, allowing EIGE to plan efficiently its activities and to identify and mitigate any project-related risks.
- **Monitoring:** EIGE established monitoring baselines for its main communication tools in 2016 and for stakeholder engagement in 2017. EIGE will continue to use these baselines, aligning them with the Key Performance Indicators defined in the SPD. Further baselines will be introduced in order to enable monitoring of the uptake of EIGE's work by policy makers and academia.



EIGE applies the quality assurance policy to all its operations. Since communication activities are based on already verified outputs, their quality is assured by the established approval workflows.

### **1.3. Resource and Documentation Centre**

EIGE's Resource and Documentation Centre (RDC) is the European hub for gender equality literature. It comprises an online library with references to 800,000 documents, facilitated by cooperation with 19 libraries across the EU. EIGE's own collection is focused on so-called grey literature (documents usually not available in public libraries). The objective of the RDC is to facilitate the access to knowledge on gender equality to researchers, policy makers and administrators. It also serves the needs of EIGE staff's access to gender equality knowledge by managing acquisition of relevant literature and access to academic articles, which substantiate EIGE's research with empirical evidence.

With an extensive collection already in place, EIGE's focus during the course of this strategy is primarily to improve the recognition of the Resource and Documentation Centre as a source of information on gender equality among policy makers and academia. EIGE will also sustain its collaboration with documentation centres and libraries on gender-related resources.

EIGE also maintains a small physical library with gender literature relevant to EIGE's research activities.

Following the findings of the RDC evaluation carried out in 2017, the online library will be further developed to provide easier access to the resources included in the RDC catalogue.

## 2. STAKEHOLDER RELATIONS

### 2.1. Objectives

The overall objective of EIGE's stakeholder relations is to facilitate focusing EIGE's work on areas of political relevance and the use of EIGE's resources by its stakeholders. In order to meet this objective, the Institute works systematically to follow and understand the specific needs of its stakeholders within the current political framework and actively looks for opportunities where EIGE's resources can be used for improving gender equality in the EU.

EIGE's Founding Regulation requires the Institute to provide technical assistance to Community Institutions, in particular the Commission and authorities of the Member States. The 2016-2018 Knowledge Management and Communications Strategy, informed by the recommendations of the External evaluation of 2015, strived to reach out to policy-makers outside of the 'gender equality community' to incorporate a gender perspective to other policy fields (e.g. education, finance). Monitoring results indicate that the objective was well achieved. EIGE will continue its targeted attempts to further widen the scope of stakeholders within the course of this strategy.

EIGE's interactions with stakeholders are guided by four core objectives:

- **To connect EIGE's work with the EU policy priorities.** Through policy monitoring, stakeholder consultations and exchange with policy-makers, EIGE strives to ensure its work reflects the stakeholders' needs, is delivered in a timely and tailored manner, and hence serves to assist evidence-based policymaking. EIGE cooperates with the rotating Presidencies of the European Council to facilitate the use of EIGE's work in the policy discussions;
- **To integrate a gender perspective across various policy areas,** for example, migration, employment, economy, digital agenda, and scientific research, by increasingly reaching out to policy-makers in these areas;
- **To maximise synergies and engage multipliers.** Through coordination and strategic partnerships, EIGE aims to ensure synergies between the Institute's work and that of other gender equality actors, and to engage partners as multipliers of its work;
- **To make full use of EIGE's networks, particularly the Experts' Forum.** Through active engagement and by using innovative methods, EIGE benefits from the support of the Experts' Forum, and civil society and academia networks to identify gender equality gaps, ensure EIGE's work builds on the best research and expertise in the field, and is of the highest quality.

EIGE's stakeholder engagement builds on proactive exchange and contacts, regular policy monitoring and thorough consultations to assess the needs of its stakeholder and the relevance of its work. Consultations range from meetings to online discussions and feedback questionnaires.

## 2.2. Stakeholder categories

To define its strategic approach, and in line with the IAS audit recommendation, EIGE has divided its stakeholders into key stakeholders and four other categories. These categories are presented in the order of priority, defined on the basis of their influence and interest in gender equality:

Priority	Stakeholder
1	<b>Key stakeholders: Gender equality policy makers</b> in EU Institutions and Member States: European Commission/DG JUST, European Parliament, European Council, Ministries responsible for gender equality; special focus on the Presidency trio.
2	<b>Policy makers in other areas</b> , not directly in charge of gender equality policies but relevant to the focus areas each year e.g., ministries for Education, Employment or Finance in the Member States; DG EMPL; REGIO in the Commission, EU Agencies.
3	<b>Experts and knowledge-brokers</b> working on gender equality and contributing to EIGE's work, such as academia (research centres and universities), civil society organisations and social partners.
4	<b>Other stakeholders</b> ; including general audiences, with media as the main interlocutor.
5	<b>Relevant third countries and international organisations</b> i.e. pre-accession countries; international actors, defining the global context for gender equality.

Each project will define the relevant stakeholders from these categories and establish its own stakeholder community. However, stakeholder engagement efforts are considered in line with the hierarchy presented above.

### 2.2.1. Key stakeholders: Gender equality policy makers

By providing targeted input and support to its key stakeholders, EIGE contributes to evidence-based decision making in the area of gender equality. Through continuous dialogue and cooperation initiatives with policy makers responsible for gender equality, EIGE aims to ensure that its work is in line with the policy needs of EU institutions and Member States, and delivered in a timely and useful manner.

#### European Commission

Cooperation with the European Commission is coordinated by EIGE's partner DG Justice, Consumers and Gender Equality (DG JUST), who advises on the Institute's work and enables effective cooperation with other DGs. Given the complementary roles, EIGE strives to ensure synergies, avoid overlaps and facilitate an active exchange with DG JUST through regular conference calls, advance notice of project milestones, regular bilateral meetings and joint efforts in communicating the results of EIGE's work.

EIGE's participation in the EU Commission's Advisory Committee on Equal Opportunities between Women and Men, contributions to the proceedings of the High Level Group on Gender Mainstreaming, and the EU Commission's Inter-service group on gender equality, carried out in coordination with DG JUST, further strengthen the Institute's outreach to the European Commission services and ultimately, the EU Member States, brought together in these fora. EIGE also presents its major products to the gender focal points within the Commissioners' Cabinets on an ad hoc basis.

## European Parliament

EIGE contributes to the work of the European Parliament and its committees by providing evidence and expertise to their policy and legislative work, based on sound research and analysis. EIGE builds on its solid partnership with the Committee for Women's Rights and Gender Equality (FEMM), regularly presents its work at the Committee meetings, public hearings, and provides input to FEMM legislative and policy reports on request.

## Council of the EU

Cooperation with the Council of the EU includes communication of the results of the EU Presidency reviews of the Beijing Platform for Action or a research note tailored to a specific topic, selected by the Presidency. EIGE also encourages the Presidencies to strengthen the gender equality agenda during their Presidency and supports with awareness-raising activities. As a new approach, EIGE will seek synergies with the Presidency trio, to enable continuity and efficient communication of topics shared by the trio.

## EU Member States

EIGE's primary focus is to assist and provide expertise to national governments through comparative data on gender equality and transferable tools and good practices to support gender-sensitive policies. While the focus continues to remain on EU level data, EIGE will provide country-specific analysis and support for national awareness raising, when resources allow. Regular information exchange with national equality bodies, mainly through their EU level network, EQUINET, and through the Management Board and Experts' Forum members, will aim to reinforce these efforts with country specific information.

## Management Board

Consisting of representatives from 18 Member States (rotating every three years) and a representative of the European Commission, EIGE's Management Board is involved at every stage of the Institute's work, from formal decision-making and bilateral advice to overseeing the implementation of the work programme. EIGE provides the Management Board with regular updates, both in the framework of its meetings and through targeted communications.

### 2.2.2. Policy makers in other areas

This stakeholder category refers to institutions and organisations with power to change the policy context influencing women and men in various areas of society. However, they are not directly responsible for gender equality policies. Informed by the external evaluation 2015 and the positive results from the 2016-2018 Knowledge Management and Communications strategy, EIGE continues to reach out to these stakeholders with an attempt to expand the scope of stakeholders who can make use of EIGE's work in policy development and implementation.

At EU level, EIGE will build relations with policy and decision makers in various Commission DGs, EP Committees and Council working parties when it is relevant for EIGE's projects. By bringing together results of its policy monitoring on the one hand and targeted messages on the other, EIGE strives to provide evidence-based and timely input to the policy making in various fields and contribute to more gender-sensitive policies.

## **European Commission**

In coordination with DG Justice, Consumers and Gender Equality (DG JUST), EIGE may also establish cooperation initiatives with relevant Commission DGs, and will continue to regularly inform the Inter-institutional group of gender focal points. Engagement with Commission services will build on the positive experience with DG European Neighbourhood Policy and Negotiations (DG NEAR) regarding EIGE's work with EU pre-accession countries (IPA) and the in-depth engagement with DG Research and Innovation (DG RTD) on gender equality in universities and research performing organisations. EIGE is prepared to support the European Commission country desk officers and managing authorities with practical advice on gender budgeting, gender mainstreaming and institutional transformation.

## **European Parliament**

EIGE will also continue to reach out and offer expert advice and support to various Committees of the European Parliament, such as Employment and Social Affairs (EMPL), Civil liberties, Justice and Home Affairs (LIBE), Foreign affairs (AFET), and relevant Parliamentary groups, depending on the focus areas each year.

## **Council of the EU**

Regarding the Council of the EU, during this strategy period, EIGE will seek cooperation with the Employment (EMCO) and Social Policy Committees.

## **National and local policy-makers**

EIGE will also strive to reach out to national parliaments as well as regional and local authorities by building relations with multipliers at European level. This group of stakeholders includes the Conference of Parliamentary Committees for Union Affairs (COSAC), Council of Europe Parliamentary Assembly (PACE), the Network of permanent representatives of national parliaments to the EU, the EU Committee of the Regions, the Congress of Local and Regional Authorities (CEMRA) and the Council of Municipalities and Regions (CEMR) of the Council of Europe.

## **External Action Service (EEAS)**

EIGE supports the EU's international cooperation in line with the EU's external priorities for gender equality, set out in the 'Gender action plan 2016-2020' and the EU Action Plan on Human Rights and Democracy (2015-2019) and other relevant policies. While EIGE's prime focus is on supporting the EU policy-making, regular information exchange with the External Action Service (EEAS) will allow for the best use of the Institute's data, expertise and tools with EU partners worldwide.

## **2.2.3. Experts and knowledge brokers**

### **Experts' Forum**

EIGE's Experts' Forum is the Institute's advisory body, consisting of representatives from all Member States, the European Commission and the European Parliament. Maintaining the biannual Experts' Forum meetings as a platform for consultation, information exchange and networking, other Experts' Forum activities will focus around quality assurance, providing expertise to EIGE's projects and contribution to awareness raising at national level.

## **Social partners**

EIGE will continue cooperation with the European social partners, representing both employers and employees. Through annual discussions and the implementation of an action plan, EIGE aims to support the social partners in drawing-up gender-sensitive policies and delivering opinions to the European Union. EIGE can benefit from their experience in quality assurance, and provides them with tailored information and tools to multiply EIGE's messages. Social partners are especially important when communicating about work-life balance. Cooperation with social partners will be reinforced by regular engagement with the European Economic and Social Committee.

## **Civil society**

Structured cooperation with civil society organisations through their representative networks, such as Social Platform, European Women's Lobby and MenEngage Europe, facilitates the inclusion of the civil society perspective into EIGE's work, hence contributing to the overall quality assurance process. Annual meetings, agreed action plans and targeted communication contribute to enhanced cooperation and multiplication of knowledge produced by EIGE.

## **Academia**

Cooperation with academia is focused around two objectives: firstly, to explore synergies and pool knowledge; secondly, to promote gender equality across universities and research performing organisations. Aiming for a more structured exchange with academia, EIGE will set-up an informal contact network of universities, education networks, higher education accreditation and academic networks. They will be invited regularly to participate in joint events, share information and contribute to EIGE's projects.

## **EU Agencies**

EIGE cooperates with and contributes to the work of other EU Agencies through active participation in established networks.

EIGE's regulation stipulates close cooperation with the European Foundation for the Improvement of Living and Working Conditions (Eurofound), the European Agency for Safety and Health at Work (EU-OSHA), the Centre for the Development of Vocational Training (Cedefop), and the European Union Agency for Fundamental Rights (FRA). These agencies are EIGE's key partners for information exchange and mutual support, as governed by the Memorandums of Understanding. Building on the experience gained during EIGE's chair of Justice and Home Affairs agencies network in 2018, EIGE continues to seek synergies with all nine agencies of the network.

## **2.2.4. International actors**

### **International organisations**

EIGE will continue to share information with relevant international partners, such as the Council of Europe, OSCE and its Office of Democracy and Human Rights (ODIHR), UN Women, the International Labour Organisation (ILO) and Organisation for Economic Cooperation and Development (OECD). Cooperation with these bodies will aim to ensure that EIGE's work is positioned in the broader context of international commitments and developments; and that the Institute maximises synergies with the work of these actors.

Cooperation with the Council of Europe will be focused on supporting the implementation of the Istanbul Convention, including the work of the Group of Experts on Action Against Violence Against Women and Domestic Violence (GREVIO), and mutual support and exchange of expertise in relation to specific projects, such as EIGE's Gender Equality Glossary and Thesaurus.

### **EU Candidate countries**

The Institute will continue to involve stakeholders from candidate and potential candidate countries (IPA) in EIGE's work. Many of the IPA countries have shown great interest in the Institute's Gender Equality Index and EIGE's target is to support three IPA countries to produce their national Gender Equality Indices following the methodology developed by the Institute. Major milestones are supported by stakeholder engagement and communications activities involving high-level politicians, with the aim of raising awareness on gender equality in the region.

## 3. COMMUNICATIONS

### 3.1. Objective

The Founding Regulation of EIGE tasks the Institute to promote and raise awareness on gender equality among its stakeholders and EU citizens. To support this wide mandate EIGE has established the following core communications objective for 2019-2021:

#### **STRATEGIC OBJECTIVE ON KNOWLEDGE MANAGEMENT AND COMMUNICATION 2019 - 2021**

To manage all knowledge produced by EIGE to enable timely and innovative communication that meets the targeted needs of key stakeholders

To reach this objective, EIGE will communicate the results of its work, with a focus on five annual priority topics, selected on the basis of policy relevance and building on the results of EIGE's work.

### 3.2. Topics

In line with the 2019-2021 Single Programming Document, the communication topics for this period include the following:

- Work-life balance;
- Digitalisation, including cyber violence;
- Violence against women, including femicide and female genital mutilation;
- Integration of newly arrived migrants;
- Gender budgeting;
- Decision-making, including gender-sensitive parliaments.

Important communication milestones for this strategy period include the annual Index releases, the celebration of the 25-year anniversary of the Beijing Platform for Action and EIGE's 10-year anniversary.

Furthermore, EIGE aims to maintain resources for addressing current developments and emerging issues in the society and contribute to these discussions with the results of its studies. While adhering to the strict rules of budget and administrative procedures, EIGE will build in a degree of flexibility to its procurement procedures, resource allocation and annual planning to provide space for responding to emerging topics in the public debate.

Priority topics are communicated through thematic communication packages, which combine findings from several recent projects, available data and gender mainstreaming methods and tools. This comprehensive approach will enable EIGE to present the various elements of its work with its limited resources. Communications packages consist of either a press release or news alert, a related visual or audio-visual product and background material. This package is distributed through various communications tools, such as the website, social media and newsletter. EIGE also



works proactively with stakeholders and potential multipliers to ensure efficient outreach. Timing of publication is informed by relevant international days, when possible. Furthermore, based on its resources, EIGE regularly provides a gender perspective to a wide range of other international days.

### **3.3. Tools and channels**

EIGE communicates the results of its work through targeted and innovative tools, which can be easily distributed to its international audiences, modified to meet their needs, and translated into different languages.

EIGE introduces two separate communication strands for its products. The first aims at raising the interest of its audiences and drawing new stakeholders to EIGE's resources. This communication is visual, user-friendly and easy to understand, and uses innovative tools and channels. The second strand targets expert audiences and aims at giving an in-depth understanding of the topics. This content is more academic and presented with traditional tools, such as publications or online tools.

#### **Website**

The website remains EIGE's main communication channel and the hub of gender equality knowledge produced and collected by the Institute. It combines elements of engaging and in-depth content. The front page and landing pages of each section are dynamic, visual and easy to understand also for non-expert audiences. The deeper pages of the sections aim to provide in-depth knowledge and are more technical in style. The website also hosts EIGE's innovative online products, such as the Gender Equality Index, Gender Statistics database and the Gender Mainstreaming Platform and the Resource and Documentation Centre. The website has a mobile friendly version.

Each page allows users to give feedback, which feeds into the ongoing development of the website. Building on the findings of the 2017 website usability study, the website will be further developed during the course of this strategy, and will provide targeted information to users interested in a specific theme or country.

#### **EuroGender**

EIGE's online platform EuroGender is a valuable tool for engaging a wide range of stakeholders to the Institute's work by facilitating the exchange of resources, knowledge and good practices via online discussions and shared workspaces. EuroGender is used primarily for collaboration and consultation with external experts at a project level.

#### **Social media**

The main objective of social media is to reach out to new audiences and bring readers to EIGE's website. It has big outreach potential and allows the efficient use of the synergies with EIGE's partners and multipliers. EIGE posts visual and engaging news on a daily basis, following its editorial plan and guidelines. Twitter and Facebook are used primarily for reaching out to experts and knowledge brokers, LinkedIn for promoting EIGE's vacancies and tenders and latest research findings. Given the nature of social media, EIGE also uses it to raise awareness on gender equality among EU citizens. In order to keep up with the dynamic social media landscape, as part of the implementation of this strategy, EIGE will continue to assess the relevance of its presence in other social media platforms.

## **Newsletter**

The primary aim of EIGE's electronic newsletter is to keep EIGE's stakeholders updated about the Institute's work by promoting new content on EIGE's website. It is targeted to gender equality policy makers and experts. However, through its user-friendly presentation and easy to digest information it also aims at raising the interest of gender equality among policy makers in other areas. EIGE's newsletter is issued every second month and is open for anyone to subscribe. EIGE also issues 1-2 thematic newsletters annually and distributes them to relevant stakeholders.

## **News alerts**

News alerts are EIGE's online tools for presenting project milestones and results in an engaging and easy-to-understand format. They are published on EIGE's website, and promoted via the newsletter, social media and direct mailings. News alerts primarily target policy makers and experts working in gender equality and across different policy areas.

## **Policy briefs/fact sheets**

Policy briefs and fact sheets are used to bridge the gender perspective with different policy areas. They combine information from EIGE's many resources and are distributed to targeted stakeholder groups. Topics are selected according to the results of EIGE's work, however when requested, EIGE can provide input and analysis tailored to specific needs of policy makers. Policy makers in gender equality and across other policy areas are the main target audiences of policy briefs.

## **Publications**

A clear distinction is made between research reports aimed at experts and simplified versions aimed at a wider circle of stakeholders. While the research reports focus on a clear and profound presentation of the research results, the latter aims to present the findings in an engaging, easy to understand and visually attractive format. EIGE aims to reduce the number of printed publications and favour the presentation of content in electronic formats, optimised for screen reading. EIGE's publications are targeted primarily to policy makers and experts.

## **Events and country visits**

Interactive discussions with and among stakeholders contribute to knowledge sharing and building competence in the gender equality community. Events are primarily targeted to experts, knowledge brokers and gender equality stakeholders. In order to reach out to its stakeholders across the EU, EIGE organises tailored meetings and events in various EU Member States each year.

EIGE also organises and contributes to high-level conferences on gender equality, with an aim to gain commitment to gender equality at the highest political level. An example of such events include the Gender Equality Index conferences, organised to support the focus area of each Index release.

## **Audio-visual products**

Infographics, videos and digital posters are the latest additions in EIGE's communication toolbox. They are used to raise awareness of and create interest in the recent findings from EIGE's research or new resources. Their main objective is to raise the stakeholders' interest towards EIGE's work.

### **3.4. Media relations**

Coverage in national media provides visibility to EIGE's work beyond the regular target audiences and can initiate a public discussion about gender equality and contribute to putting the topic on the political agenda. Given the potential for outreach and policy impact, EIGE engages with the media, however within the limit of available resources. Furthermore, EIGE seeks synergies with the press departments in the EU institutions: Commission, European Parliament and the Council of the EU or other partners.

EIGE fosters in-depth relations with its Journalist Thematic Network, consisting of journalists working for mainstream media in each Member State, keeping them up-to-date with the Institute's projects and their deliverables; giving early warnings of important announcements and tailor-made messages during major communication activities; and connecting them with EIGE's stakeholders as relevant. EIGE also invites them to face-to-face meetings twice a year.

Furthermore, EIGE will focus its media relations on 3-5 media activities each year. For these occasions, highlighting the publication of EIGE's work or launch of a product, EIGE will produce a well-prepared media package, including a press release, visual and audio-visual material and a separate fact sheet if necessary. EIGE will also invite journalists to press briefings in connection with major events in Member States.

As EIGE is becoming increasingly well known among the media, the number of spontaneous media enquiries has also gone up. Media enquiries come to EIGE as unplanned work, and require an immediate response. EIGE strives to provide high quality information or support within the agreed timeframe, in a helpful and effective manner. EIGE's responses are clear, accurate and easy to understand. Links to existing EIGE resources are always provided. If the media enquiry is not in the remit of the Institute's work, EIGE helps to direct the journalist to other relevant sources.

### **3.5. Local communications**

EIGE's local communication activities aim at raising awareness of gender equality in its host country, Lithuania, through planned events that focus on the main areas of EIGE's work. The events mark renowned dates, such as International Women's Day and Europe day and are supported by local media activities. Within the limit of available resources, EIGE offers expert support through presentations in events organised in Lithuania. EIGE's Resource and Documentation Centre (RDC) is another valuable resource for local academics, students and others interested in gender equality.

### **3.6. Internal communications**

EIGE's internal communications aims to contribute to a positive working environment, support EIGE's institutional values and foster a sense of belonging among staff. Furthermore, internal communications supports knowledge sharing and enhanced staff understanding of gender equality. During the course of this strategy, EIGE will finalise the revision of the Institute's values, which will guide both its internal and external communications.

Given the small size of the Institute, meetings and face-to-face communication play a key role in EIGE's internal communications, supported by efficient knowledge management tools, such as EIGE's Intranet and Contact Relations Management Tool, the Project Management tool. EIGE also produces some editorial products produced for the staff, such as the monthly policy monitoring reports on legislative and policy developments related to gender equality and a newsletter about activities in Vilnius. EIGE also regularly organises staff meetings to present developments in its institutional environment.

## 4. MONITORING AND IMPROVING

In order to ensure the relevance and efficiency of its work, EIGE continues to incorporate monitoring mechanisms to all its communication and stakeholder relations activities.

### 4.1. Collecting feedback

EIGE will continue collecting stakeholder feedback and measuring stakeholder satisfaction after each event, allowing EIGE to identify the most appropriate methods for the meetings. The External evaluation 2020 will also help EIGE identify areas of improvement regarding its communication and stakeholder relations activities.

### 4.2. Monitoring success

EIGE actively monitors the uptake of its communication and stakeholder relations activities in relation to the established baselines. The monitored activities include media coverage, social media, website, newsletter and videos. Starting from 2018, EIGE also monitors and analyses its stakeholder engagement activities and the uptake of its work in EU policy-making. Monitoring is based on the indicators defined in the rolling Single Programming Documents. The monitoring report is presented to the Management Board twice a year.

### 4.3. Integrating feedback to process improvement

Regular, systematic and scaled feedback enables EIGE to adapt to changing needs, revisit its approach and improve the quality and impact of its work.

EIGE will take the following steps to integrate feedback into its processes:

- At the end of each quarter: Review the monitoring reports of EIGE's main communication channels, stakeholder relations and uptake of EIGE's messages in EU policy-making;
- Twice a year: present the monitoring results to the Management Board;
- Once a year: Analyse the output indicators of the strategic planning document and introduce relevant changes.









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