



**EIGE's strategy for  
knowledge management and  
communications  
2019-2021**



# KMC strategy 2016-2018

- User-friendly, modern, visual communication material
- Active engagement with stakeholders
- Approach new stakeholders
- Integrate communication to EIGE's projects
- Monitor outreach

# How has it worked?

Very well!

## Significant increase in outreach

- Unique users on website +92%
- Outreach through FB +10%
- Views of videos +230%
- Newsletter subscribers +639%
- Media coverage +523%

# How are we reviewing?

- IAS audit on Stakeholder relations management and external communications
- Internal discussions and lessons learned
- Standing Committee input 20/4
- Experts' Forum input 26/4
- Management Board input 6/6

# What to keep?

- Proactive, user-friendly and visual style
- Active engagement with media
- Regular communication flow
- Combine online and face2face communication
- Align with the political framework

- Two strands:
  - a) New stakeholders
  - b) Key stakeholders
- Redefine stakeholder categories
- Thematic approach
- Leave room for ad hoc needs

## Please advise!

- What works well?
- What would you need?
- How can you better use of our resources?
- What do you think about the Experts' Forum?



# Country visits: Bridging EIGE and the Member States



# Why?

- Targeted communication of EIGE's studies, in particular Index
- Increased visibility of EIGE's work among national stakeholders
- Improved cooperation between EIGE and national stakeholders

## Depends on what is useful

- Open session
- Reaching out beyond the gender equality policy-makers, eg. Interior and Justice, Labour, Family Policies, Social Affairs, Education.
- Meeting at the national Parliament
- Media and wider audiences

# Who does what?

- Decide countries with Management Board and Experts' Forum
- Work with a national partner
- Event organiser to manage the logistics



# Where have we been?

2016	2017	2018	2019
Finland	Greece	Latvia	Sweden
Estonia	Slovenia	France	
Germany	Netherlands	Italy	
Malta	Romania	Portugal	
Slovakia	Denmark		

# How to go forward?

- Feedback from earlier visits?
- Proposals for the future?
- Time to change the concept in 2020?