

EC outreach networks: communication and synergies

The study

The European Commission has established various networks ever since the 1960s. The objective of these networks is to support policy implementation, provide solutions and assistance, manage and fund projects as well as carry out communication activities across the EU.

The Commission has consequently started focusing on strengthening the dialogue between the EU and its citizens, as it represents an important field in the context of defining the future of the EU. EU outreach networks play a key role in improving the EU communication efforts.

The aim of this study is to understand how the EU outreach networks operate as well as how they cooperate with each other and with key partners (such as the European Commission Representations) in order to optimise, maximise and enhance their communication impact, to find synergies and to raise visibility and awareness among citizens.

The work performed

So far, the study provided an overview of the main features of the networks in terms of:

- Mission (mandate, organisation and legal basis)
- Resources (funding, human capital, Infrastructure & IT structures)
- Processes (operating models and management)
- Content (area of activity)
- Dissemination (target audience, communication mandate and channels)
- Partnership (Interaction with other networks and geographical coverage)

This activity was the basis for a mapping exercise of the EU outreach networks and their main characteristics, in order to understand where there are/may be possible synergies.

Aim of this exercise

Within the data collection activities, the team is organising a series of webinars.

The objective of this exercise is twofold:

- To better understand the concrete challenges faced by the EC outreach networks in communication and collaboration with other networks and stakeholders, as well as possible areas for future improvement;
- To reach a wider audience and integrate the individual interviews already carried out.

The ultimate objective is to gather a more complete understanding of where the cooperation among networks and with stakeholders lies, how it could be improved and made more efficient, as well as to collect examples of best practice and success stories.

Prospective synergies review of EU outreach networks

Webinar talking points

1. Cooperation and synergies

1

Present cooperation

To what extent networks cooperate and create synergic and coordinated actions at national level and with other Member States

3

Obstacles for cooperation

What are the main obstacles/elements preventing from doing more and better cooperation?

2

Satisfaction of cooperation

To what extent networks are satisfied with the level, frequency and outputs of cooperation and synergies

4

Success stories

Do you have any good practice examples or success stories on cooperation?

2. Improving communication and outreach

1

Need for improvements?

To what extent do networks think there is room for improving communication and outreach to citizens

2

Where to improve?

What are the main elements limiting the effectiveness of communication?

3

How to improve?

What elements should be addressed with the highest priority, considering:

- Their relevance for the network's mandate and activities;
- Their potential impact to improve the effectiveness of communication;
- Their feasibility.