

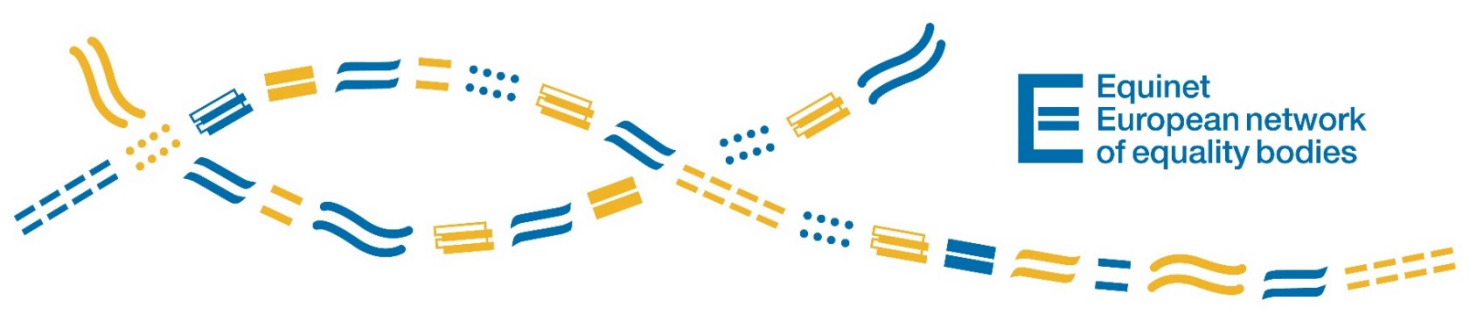
E Equinet
European network
of equality bodies



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EQUINET COMMUNICATION STRATEGY 2016-2018

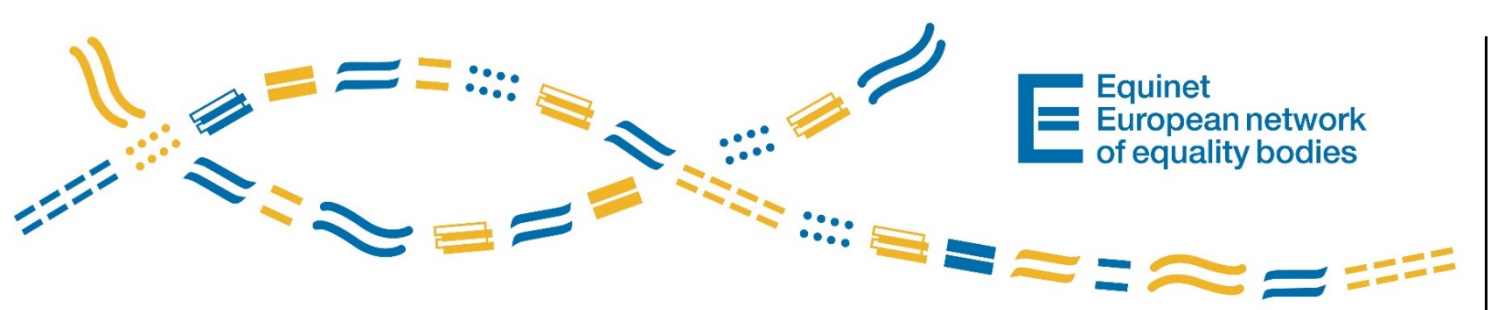
Working Group on Communication Strategies and Practices
Cyprus, 1 March 2016
Sarah Cooke O'Dowd



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MAIN POINTS

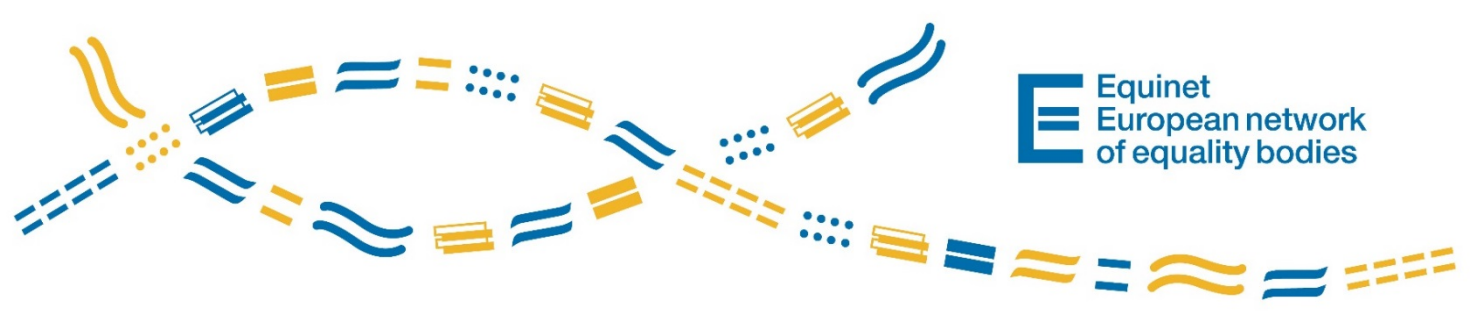
- Mission statement: right one?
- Context: missing anything?
- **Objectives: ideal vs. realistic**
- Target audience & **key messages?**
- Are communication tools clear?
- Improving impact evaluation



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MISSION STATEMENT

Increase the impact of the work of equality bodies and Equinet through effective communication and engagement

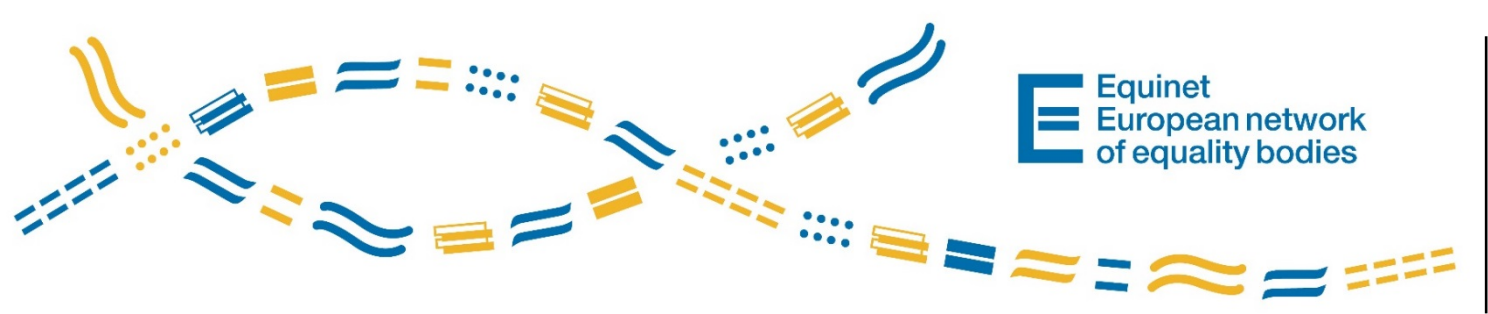


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CONTEXT / CHALLENGES

Equinet serves as a hub for generating, gathering, communicating and sharing information, between and within the EU and national levels

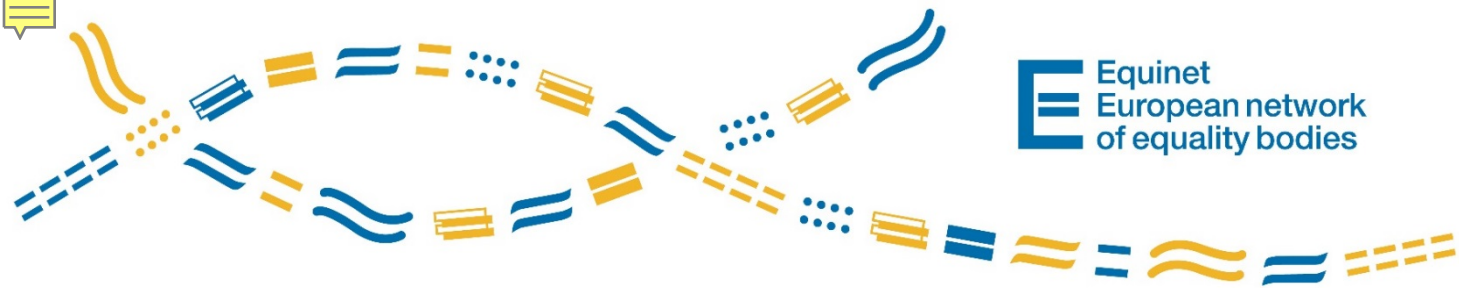
- Equinet membership: challenges they face and support they need
- Internal communication: use and relevance for members
- External communication: identify key messages for appropriate audiences



BUILDING CAPACITY & PEER SUPPORT

Regularly engage with our members and ensure that all staff are informed about capacity building opportunities

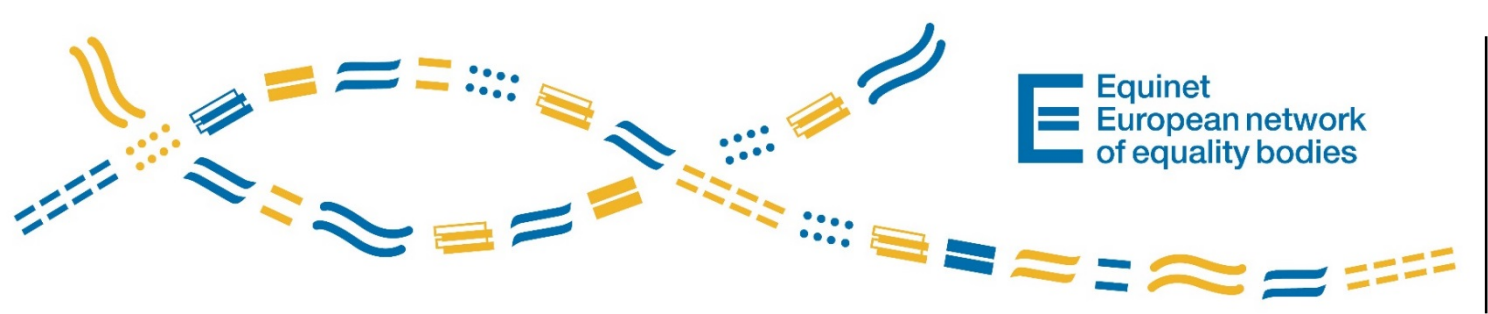
- Inform staff within our member organisations about upcoming capacity building opportunities, as well as follow-up information on their outcomes where possible.
- Facilitate a horizontal flow of information between equality bodies in order for them to develop their peer support network, such as through regular meetings (working groups, seminars, training sessions, cluster meetings, conferences etc.) and appropriate online tools.



CONTRIBUTING TO EUROPEAN EQUALITY AGENDA

Position Equinet as a key player in the European equality institutional architecture

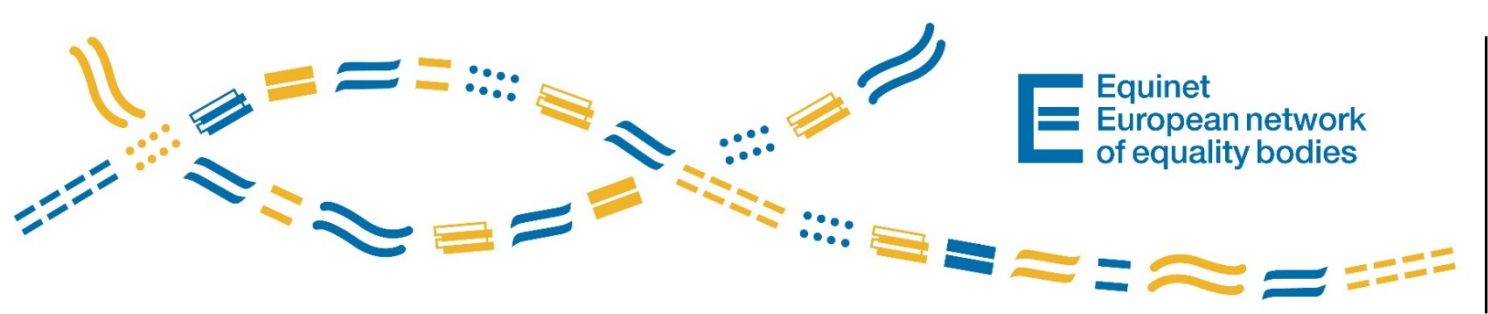
- Contribute to equality policy and law at European level through responses to consultations, publications and conferences on equality and non-discrimination topics of interest to our members.
- Convey an expert voice of equality bodies at European level, basing our key messages on their expertise, experience and recommendations.
- Engage with policy makers and partners on equality and non-discrimination issues in order to identify their needs from a network such as ours and thus provide appropriate responses.



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SERVING AS A KNOWLEDGE & COMMUNICATION HUB ON EQUAL TREATMENT

- Inform and engage members on relevant European developments.
- Efficiently inform members on network updates.
- Provide information on equality bodies to external audiences, ensuring that the work of the network and of our members is clearly understood.
- Generate and disseminate key values-based messages on equal treatment to target audiences through tailored communication outputs.

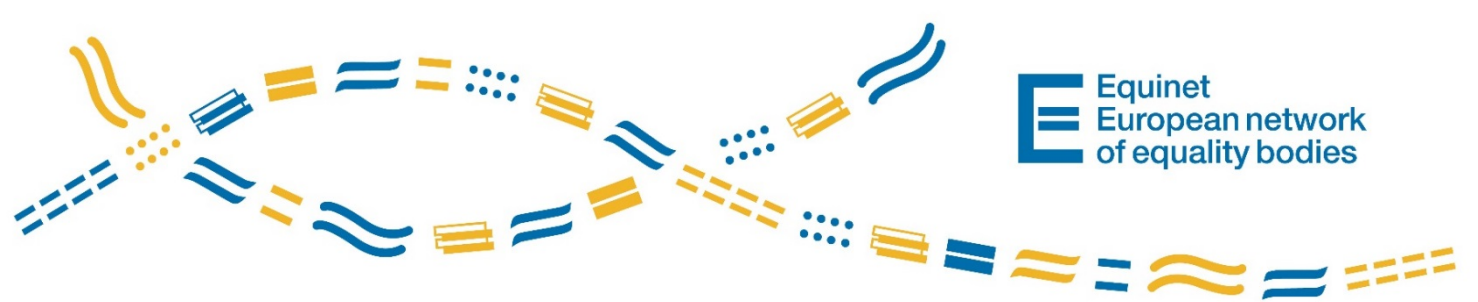


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CONSOLIDATING THE NETWORK AND THE POSITION OF ITS MEMBERS

Communication for sustainable development of network

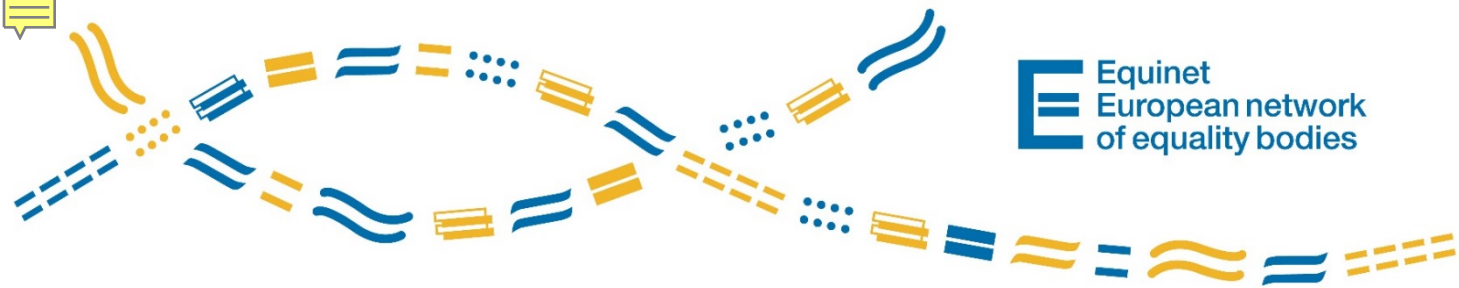
- Build interest in the network and the work of equality bodies amongst our target audiences.
- Strengthen the standing of equality bodies in changing context by highlighting their achievements, impact & potential.
- Engage policy makers and key stakeholders including NHRIs and Ombudsmen, as well as building consensus amongst members.



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MAIN MESSAGES TO MEMBERS?

- Equinet is here to support the work of equality bodies through capacity building events and providing tools for networking and developing peer support opportunities.
- Equinet supports national equality bodies in their advocacy work to promote EU laws and values at national level.
- Equinet wishes to represent equality bodies' views at European level. Make your voice heard by letting us know what you are working on and what your interests at EU level are.
- We encourage Equinet members to proactively contact Equinet so we can inform other equality bodies about new initiatives.
- We encourage national equality bodies to develop good internal communication to spread the learning from Equinet throughout their organisations.



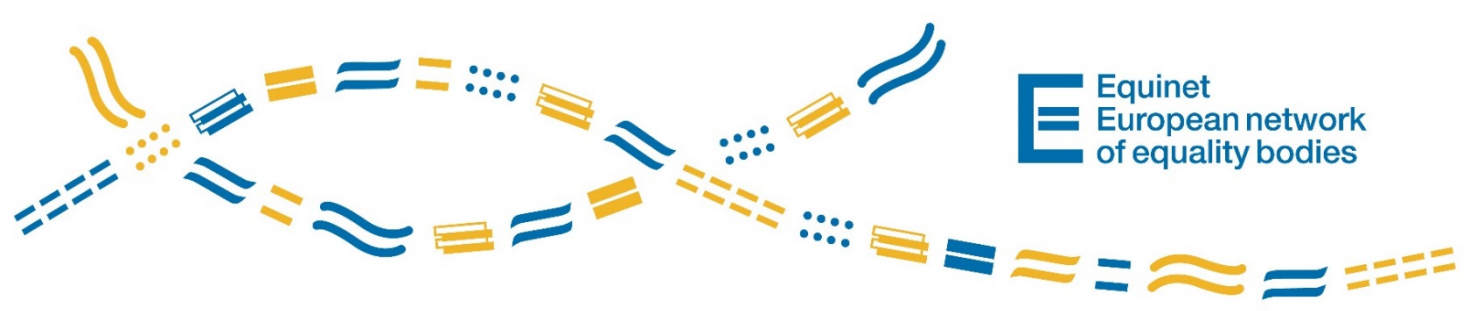
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MAIN MESSAGES TO EXTERNAL AUDIENCE?

- Equinet highlights the valuable potential of equality bodies to contribute to positive change for individuals, organisations and institutions, and society as a whole.
- Equinet understands the needs and challenges of national equality bodies and supports them in maintaining their independence and effectiveness.
- Equinet offers an expert voice on equality bodies at EU level, and as such, aims to contribute to the development of equality and non-discrimination policy and law.
- Equinet promotes equality in Europe by engaging with European level actors to identify common goals and priorities on equality and non-discrimination.



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COMMUNICATION TOOLS

- [Website](#) – Online directory of equality bodies (summer 2016!)
- [Newsletters](#) – Thematic newsletters?
- [Social Media](#) – Increased engagement
- [Promotional Material](#)
- [Publications](#) – Mini communication strategies
- [Events](#)
- [Member Engagement](#)
- [Equinet and its members: Branding](#) – not current strategy
- [Stakeholder Engagement](#) – too civil society focused?

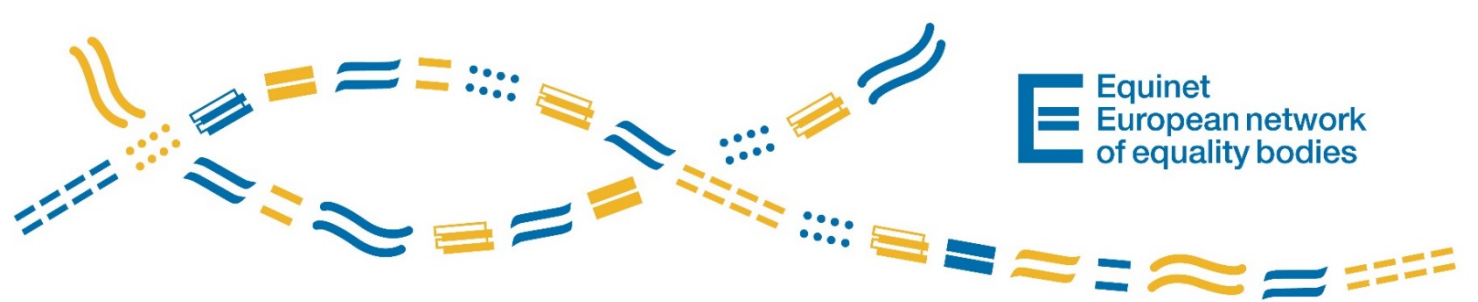


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EVALUATION

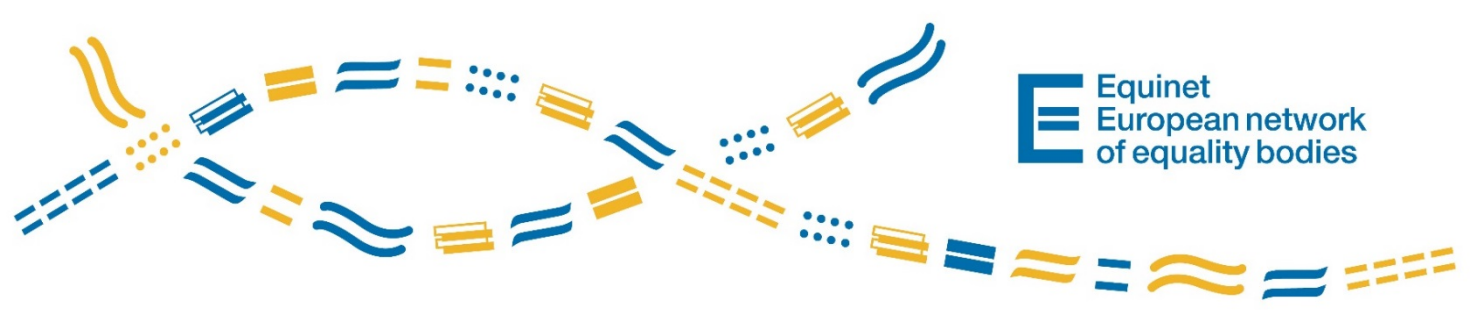
- **Output & Impact Indicators:** based on 2016 Work plan. Are they suitable? Anything missing?



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QUESTIONS

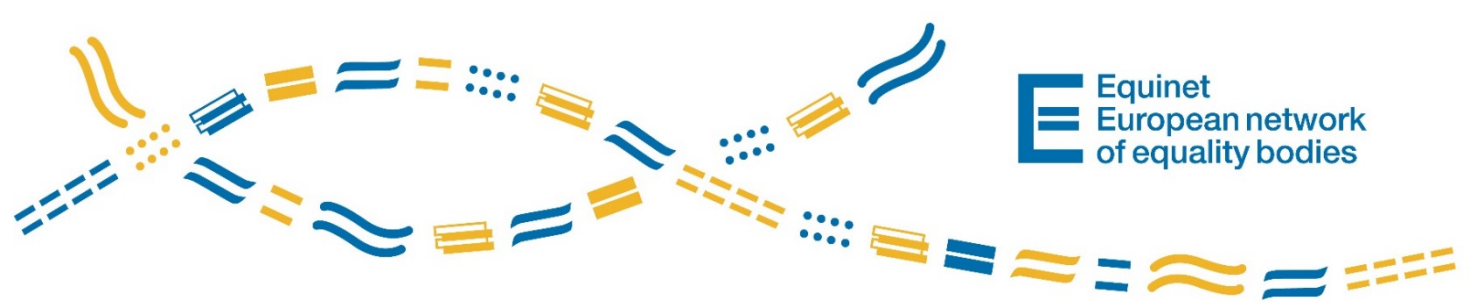
- Do you think that the Communication Strategy is comprehensive overall?
- Does the plan sufficiently serve the Equinet strategy?
- Does the plan meet your needs?
- How can it be effectively implemented?



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MAIN POINTS

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Thank you for your attention! Questions?

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