



# **ENEP's Communications Strategy**

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# Introduction

## ***About ENEP***

Established in 2002, ENEP (European Network of Environmental Professionals) is an umbrella NGO representing 21 European environmental organisations and over 40,000 environmental professionals. This makes ENEP the leading environmental networking organisation across Europe.

By uniting our members we aim to raise the visibility and influence of environmental professionals on the European level, whilst providing an arena for professionals, public institutions and private organisations to exchange knowledge and shape the European environmental agenda.

## ***The goals of the communication strategy***

The main goals of ENEP's communications strategy are to:

- Keep ENEP members informed on ENEP developments;
- Keep ENEP members informed on EU policy developments;
- Encourage members to engage in EU decision-making;
- Communicate member's expertise and knowledge to EU decision-makers e.g. influencing policy of DG Environment, Climate, Energy etc;
- Encourage ENEP membership associations to communicate with each other; and
- Communicate with external stakeholders and promote ENEP to potential members.

ENEP's key organisational goals centre on providing its diverse membership with relevant and accurate information for their varied needs. Currently ENEP uses several methods to achieve this goal. The aim of this report is to clearly outline what these methods are, which users the target for each and how regularly users can expect to receive each type of communication.

Having knowledgeable and engaged members is critical to making ENEP fully effective and creating a sense of community between the member associations. It is vital that ENEP lays down a strong knowledge base by connecting the expertise of its users throughout Europe.

A clear policy of what communications will take place between General Assemblies will result in better informed delegates, and a building of trust between member associations, EXCO and staff. It is therefore vital that methods and procedures of communications are well understood and adhered to by ENEP staff and members.

Also, because ENEP is a member-based organisation, it is essential that its members understand what expectations and responsibilities they should have towards EXCO, staff members and the organisation as a whole. Equally, ENEP must communicate its expectations clearly to its members; for example recommended timescales for replying to emails and confirming attendance at meetings. For each of the following sections, we have therefore included a section on expectations on member associations.

It is ENEP's mandate to provide a useful and effective service to all its members and interested stakeholders. If implemented correctly, ENEP's Communications Strategy can create an inclusive and functional network for aiding in multi-directional information sharing and boosting the profile of environmental professionals throughout Europe. By better informing its members about policy developments in the EU, ENEP can help its members more effectively manage the risks and compliance requirements of their professional projects. The result of this will be a healthier and strengthened environmental profession.

## ENEP's communication tools

Communication Tool	Purpose	Target Audience	Regularity
News Flash	To keep ENEP members informed on EU policy developments	Members of Member Associations	Monthly
ENEP Website	Provide a platform for all ENEP communication	All ENEP members, stakeholders, potential ENEP members	Continual
ENEP Platform	Provide a web source for members to post their CV, connect with other members, share information	ENEP members	Continual
Bulletins	Update ENEP Members on relevant information and news from ENEP's wider network beyond Brussels, ENEP President Message	All ENEP Members	Quarterly
EXCO emails	Coordinate ENEP events and input for key executive decisions	EXCO members	Continual
EXCO Minutes	To inform EXCO members of the items of discussion in the most recent EXCO meeting	EXCO members	Emailed out a week after conclusion of a recent EXCO meeting
EXCO News	Inform ENEP members of decisions reached by EXCO	ENEP members	Monthly
Social Media (Linked in, Facebook, Twitter, Skype)	Variety of purpose – promote 'upward' and 'downward' flow of useful information, facilitate networking, promote ENEP interests, events	Various. Members of Member Associations, ENEP platform Users, Stakeholders, potential ENEP members, Policy-makers, other NGOs	Continual
Face-to-Face meetings, conferences and events	To raise ENEP profile in Brussels and search for partnership and funding opportunities with other organisations and EU institutions. To monitor information on EU activity on the environment.	Potential partners	Continual
Consultations and Working Groups	To influence EU decision-making, contribute to European level debate and utilise expertise	European Union Institutions, in particular the European Commission	Continual

**Table 1: Summary of communication tools**

1. The **News Flash** is a monthly newsletter produced from daily news searches and articles. It is produced by ENEP and sent to ENEP Member Associations to be distributed among their members.
2. The **ENEP Website** ([www.efaep.org](http://www.efaep.org)) is a central hub for important communication with its members. It acts as a way for members to access information of ENEP member associations, ENEP's activities, as well as introductions and links to topics of interest for ENEP members. The homepage hosts a Facebook widget, which allows members to follow up-dates from ENEP's Facebook page.
3. The **ENEP Platform** ([www.environmentalprofessionals.eu](http://www.environmentalprofessionals.eu)) is a tool for ENEP members to post their profile and CV highlighting their expertise. It also allows non-ENEP members to search for experts based on this database.
4. **ENEP Bulletins** are quarterly updates, which update ENEP members on relevant information from ENEP's wider networks and news sources beyond Brussels. They contain the ENEP President's quarterly message to members.
5. **EXCO emails** are used to update EXCO members on agendas and logistics for EXCO meetings.
6. **EXCO Meeting Minutes** are recorded at each EXCO meeting and emailed out to EXCO members, within one week of the meeting.
7. **EXCO News** is a mechanism for informing ENEP members of the processes and contexts for decisions made at EXCO meetings.
8. **Social Media** (Facebook, LinkedIn, Twitter) provide a platform for linking to the above communication tools and posting interesting articles and links.
9. **Face-to-Face** contact in Brussels is crucial for building a working rapport with partners. Formal and informal meetings are arranged by the Project Officer and Project Assistant by seeking opportunities on EU institutional webpages, personal contacts and recommendations of Member Associations.
10. **Consultations** are run by the European Commission and offer opportunities for ENEP members to engage in the process of EU decision-making at an early stage. Prior to a legislative initiative being taken the Commission is obliged to undertake an Impact Assessment of the proposal which involves stakeholder consultation.

ENEP members, staff and EXCO should use the ENEP website and platform as a central repository to tie together all major ENEP communication within one place. Newsflashes and bulletins will be archived on this site and social media is streamed through widgets on the site.

## **Users**

As a large umbrella organisation ENEP has a wide range of users with varying degrees of engagement. The authors have identified four typical audiences for ENEP communications.

1. Staff of ENEP member associations
2. Members of ENEP member associations
3. Potential new member associations
4. Staff members from an EU grant making body or potential partner organisation

Whilst each audience will have different expectations and needs, ENEP communications must appeal to them all and aim to increase their levels of engagement.

Details about these users and their needs can be found in the appendix.

## **Responsibilities for effective communication**

### ***Expectations on ENEP's Secretariat***

- To respond to email correspondence from members and member secretariats in a timely and effective manner (within 10 days);
- To maintain overall control and responsibility for website maintenance;
- To provide email prompts following the publication of the Newsflash, Bulletin and Exco News, alerting member associations to the fact that they are now available to download;
- To communicate to Exco the progress and results of a project ;
- To keep member associations up to date on EU consultations;
- To be ready to use and suggest using non-email channels for project work, including setting up project/task force groups through social media and Skype; and
- To actively seek face-to-face meetings with Brussels contacts that have the potential to further the goals of ENEP or its member associations.

### ***Expectations on Exco***

- Keep ENEP secretariat informed of its work; and
- To update the member associations of its work through GAs and EXCO News.

### ***Expectations on Member Associations***

- To have an understanding of the main forms of communication ENEP uses;
- To communicate to their members a comprehensive list of services, and associated benefits of ENEP, e.g. ENEP Platform, website, networking/work opportunities;
- To provide the name of one representative within their organisation for each of the ENEP communications to go to. This person will act as the conduit for distributing communications to the relevant persons within their organisation;
- To pass on Newsflashes and Bulletins in a timely manner to their members. The appropriate method for this will be determined by the Member Association's internal policies;
- If contacted by the ENEP Secretariat to reply within less than 10 working days; and
- To promote ENEP activities and help boost the presence and awareness of ENEP among their members, whenever appropriate.

Member associations are expected to be active members, and feeding back up potentially relevant research to ENEP for proliferation and promotion across Europe should be standard practice.

## **Conclusion**

ENEP has developed a strong basis on which to build its communication strategy. However, the tools available need to be better integrated and utilised. ENEP's greatest asset by far is its members. However, for ENEP to be effective at communicating to its members and to use their knowledge there needs to be a greater degree of active engagement of members.

Given ENEP's current level of resourcing, communication with decision-makers at the EU level will be restricted to inputting into consultations run by the European Commission. ENEP's Brussels office has some capacity to reach decision-makers, particularly through representation at meetings by the project assistant. ENEP can play an important role in facilitating better member engagement in EU consultation events, which in turn will help fulfil its goal in spreading the best practices and research of its members in the EU and beyond. Members will need to engage with working groups actively in order for this to be effective.

ENEP will aim to better co-ordinate communication between members, particularly through the website, social media and the professional platform. This requires also the help of the secretaries of member associations.

## Appendix

Name of User	Staff of association	Member of association	Member of staff from a potential new member association	Staff member from an EU grant making body or potential partner
<b>Description</b>	Senior member of their organisation, involved in shaping how their organisation grows and where priorities for the future are going to be.	Professional in the environmental sector, potentially involved in research/projects/management.	Work within an organisation within Europe. Responsible for the coordination of the groups' objectives. They seek new opportunities to help the group expand in scope, to bring in new experiences and options to allow them to grow.	Look into areas that might need grant funding injected into them in order to stimulate growth in certain topic areas. Develop calls for proposals, which are sent out to throughout the EU.
<b>Characteristics and Interests</b>	Educated to at least degree level, most will have a Masters/PhD. Interested in the environment and the role of the EU and its future priorities. Interested in potential funding areas, policy developments, events and conferences.	Educated to at least degree level most will have a masters/PhD. Interested in the environmental sector as well as the philosophies behind it as a whole, EU news and policy. Interested in jobs and future career progression, as well as the potential to network among others who have similar interests and experiences.	Educated to degree level. Interested in issues to do with the environment, EU policy, especially that related to research grants, project funding and stakeholders consultations.	Degree Level. Interested in the EU, funding programmes, business ideas and projected outcomes from projects. NGO's, the private sector and international affairs.

<p><b>Motivation to visit website</b> - What are they interested in seeing?</p>	<ul style="list-style-type: none"> <li>• Access ENEP services that they pay for as part of their membership fee.</li> <li>• View new content or just to browse information they know is available to them.</li> <li>• Seeing the latest EU policy developments through the Newsflash, to understand where the EU's priorities are for the next year and understand how that effects their organisation.</li> <li>• See information on what ENEP has been up to, what ENEPs aims are for the current year and what they are doing to achieve this.</li> </ul>	<ul style="list-style-type: none"> <li>• Use the site as an information source</li> <li>• Access networking features of the platform.</li> <li>• Want to see the round up of the latest news and events within the EU, potential funding areas</li> <li>• View deadlines and events within Europe.</li> <li>• Want to see an easy to use system that enables them to communicate with others within the network to discuss news stories and the latest developments within the environment at a EU level.</li> </ul>	<ul style="list-style-type: none"> <li>• Have heard that ENEP can provide a way to get better access to the EU</li> <li>• Heard ENEP can provide access to a network of environmental professionals with a wide-ranging list of expertise, which could be mutually beneficial.</li> <li>• Want to see a detailed explanation of what the benefits of joining ENEP are, to be sold the services we are offering. They want to understand the services we provide and see examples of what they would have access to, from the Newsflash to the Platform.</li> </ul>	<ul style="list-style-type: none"> <li>• ENEP's reputation of being the leading environmental networking organisation across Europe. We have a large community of member associations which are/want to be involved at an EU level.</li> <li>• They want to see an easy to use website which has a powerful search facility in order to locate members/member organisation quickly and efficiently.</li> <li>• Want an area where they can look up what our member organisations are interested in, what projects they are undertaking and what projects/funding they would be interested in the future</li> </ul>
<p><b>What are they looking for?</b> - Specific information they want</p>	<ul style="list-style-type: none"> <li>• Newsflash and bulletin</li> <li>• Projects ENEP have been involved in and projects which might be beneficial for their organisation</li> <li>• Funding programmes, including deadlines</li> <li>• Contact details of other member organisations in the same field which might be</li> </ul>	<ul style="list-style-type: none"> <li>• Latest newsflash</li> <li>• Dates of upcoming events in their area of expertise.</li> <li>• Funding deadlines and brokerage days</li> <li>• Lists of open consultations</li> <li>• Contact details of potential professional partners for bids/ papers/ information sharing</li> </ul>	<ul style="list-style-type: none"> <li>• Who is already involved with ENEP including: who are members are; what they do; and the countries they are based in.</li> <li>• Detailed explanation or list of exact services you benefit from by joining ENEP, for example: EU funding information, the bulletin, the Newsflash and the Platform as well as why these are beneficial to their</li> </ul>	<ul style="list-style-type: none"> <li>• They want access and contact details for specific member organisations/ members in the specific environmental field they are currently working in.</li> <li>• Want details of what our members are up to within Europe including funding bids, and joint partnership activities.</li> </ul>

	<p>available to partner in specific projects</p> <ul style="list-style-type: none"> <li>• Events in specific environmental fields.</li> </ul>		organisation	
<p><b>Expectations</b></p> <p>- <b>What other information do we want to give them?</b></p> <p>- <b>What impression do we want them leaving with about the organisation?</b></p>	<ul style="list-style-type: none"> <li>• To know how ENEP has been getting involved at an EU level, information about events it has gone to along with write-ups about what they found out.</li> <li>• That it is a coherent professional body that knows what it stands for, where it wants to go and how it is going to achieve this.</li> <li>• That it comes across as an organisation that is worth being a part of.</li> </ul>	<ul style="list-style-type: none"> <li>• How ENEP works for them within the EU. The latest news of what ENEP has done for its member organisations – actively promoting the successes we have had.</li> <li>• We want them to leave with the impression that ENEP is a smart, effective network that is easy to use and can provide them with quick access to information and news.</li> </ul>	<ul style="list-style-type: none"> <li>• ENEP needs to provide them with an idea of what the additional benefits of being part of ENEP are, for example how being part of the General Assembly and possibly EXCO can be a really positive experience and how enjoyable it can be.</li> <li>• They need to be left with the impression that ENEP is a strong, progressive professional body of individuals involved within the environmental sector. We need to be seen as a united force with realistic goals who can fulfil what they set out to achieve and can provide direct value to their individual organisation by joining ENEP.</li> </ul>	<ul style="list-style-type: none"> <li>• We should provide them with information on the role of ENEP with the EU so they get a full understanding of what we are about and how we could potentially be used in the future.</li> <li>• They should be able to come away with an idea of how they could get involved in ENEP, including the potential to provide a resource to put the EU funding bodies in contact with specific stakeholders.</li> <li>• Impression should be that of an experienced professional body, which is functional and easy to make contact with.</li> <li>• Should appear to have coherent message and end objective, who are successful in uniting separate member organisations cross the whole of Europe under one professional body.</li> </ul>
<p><b>User Goals (Describe</b></p>	<p>1. Get further involved with ENEP by: receiving more</p>	<p>1. To find out about what's going on within the EU in an</p>	<p>1. To understand what and who ENEP are, and how it functions</p>	<p>1. Access to information of a wide variety of organisations involved</p>

<p><b>specific goals that user wishes to achieve)</b></p>	<p>information about ENEP's activities and what help they need in progressing ENEP.</p> <p>2. Make contact between different member organisations, to share knowledge. ENEP requires up to date contact information for each member organisation in order to promote project partnerships and joint funding applications</p> <p>3. Get further involved at an EU level through events which their members could attend; opportunities for funding; and consultations and open project partnerships.</p>	<p>easily digestible format, without searching through EU news pages</p> <p>2. Discuss with fellow members about news stories, consultations and green/white papers in order to share knowledge and ideas</p> <p>3. Find out about the latest environmental events in organisations' country. They will want to quickly access an events list of things going on in Europe and view by topic, country and date</p>	<p>2. To Join ENEP and understand the benefits in order to take these back to their member organisations committee and to justify to them why they should spend the money on joining ENEP.</p> <p>3. To be able to understand where the money you pay into ENEP goes and the added value you get back from your investment.</p> <p>4. Trial ENEPs Services. They may want to take a look at, and try out the services which ENEP can offer</p>	<p>at an EU level.</p> <p>2. Easily search or have access to what our member organisations are interested in within the environmental sector as well as the project areas they are currently involved in.</p> <p>3. Contact information for both ENEP and member organisation. This includes phone numbers, email address and office addresses</p>
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