COMMUNICATION Strategy
14th Steering Committee Meeting, Višegrad

Rec. 14. A communication and public relation strategy should be developed in three steps:

a. Secretariat to prepare a draft outline indicating the target groups (general public, scientific community and policy makers) of the strategy and the main messages that should be communicated.

b. A Task Force composed of G. Đurić, J. Weibull and S. Csörgő to prepare a draft strategy whereby the messages targeting three different groups should be communicated, to be circulated for comments to the SC.

c. Professional inputs for the implementation of the strategy could be sought for.
Rec. 14. A communication and public relations strategy should be developed in three steps:

a. Secretariat to prepare a draft outline indicating the target groups (general public, scientific community and policy makers) of the strategy and the main messages that should be communicated.

b. A Task Force composed of G. Đurić, J. Weibull and S. Csörgő to prepare a draft strategy whereby the messages targeting three different groups should be communicated, to be circulated for comments to the SC.

c. Professional inputs for the implementation of the strategy could be sought for.
Briefly on process

2017:
15 February – 1\textsuperscript{st} outline from Secretariat
13 October – 1\textsuperscript{st} TF consolidated draft to Secretariat (\rightarrow ExCo)
25 October – feedback from ExCo

2018:
February – reminder... 😞
March – 2\textsuperscript{nd} revised draft to Secretariat & ExCo 😊
Components of the strategy

- Vision – Mission
- Overall objectives
- Target audiences and specifically geared objectives
- Key messages
- Activities
- Indicators of achievement
- Preparatory work
- Resources
- Roles and responsibilities
- Suggested time plan
Examples of key messages

- The importance of PGR for food security, sustainability & bioeconomy
- ECPGR achievements and benefits
- ECPGR databases for access and further use
- Promoting diversity on farm
- The importance of crop wild relatives
- Genebanks are not black holes
- "Where does your breakfast come from?"
We all have a responsibility!

- The Secretariat
- The Steering Committee
- National Coordinators
- WG Chairs
Some observations

1. It’s still a draft… however,
2. the TF agrees on the vast majority of issues
3. A few minor matters are still pending
   - some key messages to the general public (4)
   - translation into European languages (5a)
   - quality labels (5d)
   - input on EU guidance documents (7)
4. Funding
Some things can be done ‘for free’

- An e-Brief summarising main SC meeting outcomes,
- NCs to publish ECPGR info on domestic websites,
- an e-Publication of main achievements/outputs during Phase IX, incl.
- a condensed version to be sent to all members of the new AGRI, ENVI and DEVE committees following the EU elections in 2019
That’s all – thanks!