

Mandate of the EURES Communication working group

The re-established communication working group supported the EURES network in a difficult time for labour mobility due to the COVID-19 pandemic. As the working group has proven to work successfully and provided great added value to the deployment of the EURES Moving Forward campaign, ECO is asking ECG representatives to agree on a mandate for the communication working group to support the development of the work on the future communication strategy and the upcoming EURES campaign on seasonal work to be discussed at the ECG meeting on Friday 12 March, as well as and other general communication work.

ELA looks at the communication working group as a strong asset for the EURES network, which can benefit from closer cooperation and improved dialogue on communication actions. In this way, the communication expert's network would foster innovation, support a better coordination and join-up approaches and will orient the ECG's mission on a more strategic decision-making role on communication and the wide variety of responsibilities beyond it.

Rules and procedures

- The Communication working group is established from March 2021 for a period of one year;
- It will work according to a simplified linguistic regime and mainly by virtual means of communication;
- The members of the working group will be appointed by the NCOs;
- The members of the working group shall possess the appropriate communication experience. They shall be ready to actively contribute, for example by answering a pre-event questionnaire, sharing their own experience (including by making specific presentations and sharing relevant materials), drafting written contributions to prepare or follow-up meetings;
- In case a new member needs to be appointed, appointment shall be completed by 16 March 2021 or as soon as responsibility changes in the NCO.
- ECO will be chair and ensure the secretariat of the working group;
- Through its contractor, ECO shall set up an online space to discuss, upload and share documents among working group participants.

Aims

The communication working group shall contribute to ECO's work in relation to the new EURES Communication and strategy, the upcoming EURES campaign on seasonal work, and other general communication tasks where appropriate.

The aim is not to install a new governance and coordination mechanism but to activate the former communication working group under a new task-oriented mission. The communication expert's working group would work with a consultation role, focused on communication operational issues to guarantee the smooth running of communication actions and operations. Members of the working group will be welcome to submit their ideas on topics and issues that need to be discussed.

Main tasks

The communication working group will, based on a mutual learning method, work together to:

- Support the development of the new EURES Communication Strategy, by:
 - contributing to the preparatory discussions namely by discussing methods, approaches and defining proposals and scenarios to be presented to the ECG;
 - follow up and exchange on practical dimensions of the communication strategy implementation, after its adoption by the ECG, namely concrete activities, events, web communication, channels, content.
- Support the development of the EURES campaign on seasonal work, by:
 - attending regular and ad-hoc meetings and webinars over the proposed campaign period (March-October 2021) to discuss operational aspects, receive updates from ECO on the campaign and indications on how to use the campaign material. To this end, **a first ad-hoc meeting would ideally take place by the end of March 2021** (proposed date: 29 March) to better define the elements described in the concept note;
 - helping ECO and its contractor in the identification of the target audience, messages and appropriate dissemination channels to maximise the impact of the campaign;
 - supporting national contributions to the campaign within the NCO.
- Support the development of general EURES communication work, by:

- Supporting the preparation of plans, concept notes, tools and templates design, drafting and conception of regular information and communication materials;
- exchanging and regularly following up on the state of play of campaigns and national communication plans;
- exchanging on the preparation of templates, drafts, tools specifications and other practical instruments of work;

Expected outputs

The working group shall have a consultation role to the EURES network, and the following outcomes would be expected:

- On strategic related tasks, the working group may suggest, discuss and debate different options for strategic decisions, namely evaluation methods, testing concepts and approaches, suggesting innovations and strategic approaches, to submit to the ECG for final decision;
- Regarding operational related tasks, the working group will provide for the preparation of plans, concept notes, tools and templates design, drafting and conception of regular information and communication and campaign materials, to be further commented or adopted by the ECG.
- Improved coordination on communication activities, mutual learning and sharing of knowledge with a view to increase the competences within the working group.

Planning

Regular communication working group meetings shall take place for a maximum of 9 times per year. ECO proposed to set a date for a first meeting to discuss the campaign on seasonal work on 29 March. Ad-hoc meetings for specific topics and issues may be organised (such as 3 webinars between June and September on practical aspects of communication).

As much as possible, work should be conducted through a dedicated online space to exchange information, material and documents, exchange of e-mails when necessary, and videoconferences for meetings.

Reporting

The communication working group will report back to the ECG on their activities regularly.