



Decision 06/2023
of 21 June 2023 of the Management Board
on the ELA Communication and Strategy 2023 to 2026

THE MANAGEMENT BOARD OF THE EUROPEAN LABOUR AUTHORITY,

Having regard to Regulation (EU) 2019/1149 of the European Parliament and of the Council establishing a European Labour Authority, amending Regulations (EC) No 883/2004, (EU) No 492/2011, and (EU) 2016/589 and repealing Decision (EU) 2016/3441 (“the Founding Regulation” and “the Authority” or “ELA”), and in particular Article 18(1) (g) and Article 36(3) thereof,

Whereas:

(1) Article 36(3) provides that the Authority may engage in communication activities on its own initiative within its field of competence. The communication activities should be carried out in accordance with relevant communication and dissemination plan adopted by the Management Board.

(2) The communication and dissemination plan in the meaning of Article 36(3) of the Founding Regulation is an inherent part of ELA Communication strategy for years 2023 – 2026. The Communication Strategy and the communication and dissemination plan therein, will be implemented via detailed operational communication plans that are based on this strategy and the ELA Work Programmes.

(3) The Communication Strategy provides the Authority with communication priorities, is determinations the key audiences, communication goals and objectives, guiding principles of ELA’s communication, channels and tools of communication and the evaluation of the success of achieving communication goals.

(4) To support the tasks of the Authority, the Communication Strategy should be adopted to provide integrated approach to communications in close horizontal cooperation within ELA, while catering needs of various key audiences of ELA’s communication activities.

HAS DECIDED AS FOLLOWS:

Article 1

The Communication strategy for years 2023-2026 with the inherent communication and dissemination plan attached to this decision is hereby adopted.

Article 2

Entry into force

This Decision shall take effect the day following its adoption.

Done in Bratislava, 21 June 2023

For the Management Board,

Tom BEVERS
Chair of the Management Board