


Communication WG



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Main tasks of the ComWG

- To share experience in the field of communication and public participation and ensure the communication flow horizontally and vertically.
- To collect, analyze and discuss communication needs and requests from CERi structures (General Assembly, Board, Secretariat, National Focal Points) and investigate current and future opportunities.
- To work out internal and external CERi Communication System.
- To guide and coordinate the preparation, translation, printing and distribution of the CERi newsletter.
- To provide guidance to other activities related to external communication and public outreach.
- To prepare appropriate information for dissemination to interested bodies and the public about CERi activities.
- To prepare a Workplan for future activities of the ComWG.
- To cooperate with CERi Secretariat on management and updating of CERi website.

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Main results of the ComWG

- The working group created: 7 countries, 12 organisations.
- Mailing list works.
- Communication needs and requests are collecting.
- Communication strategy is in the discussion.
- 2 issues of CERi newsletter.

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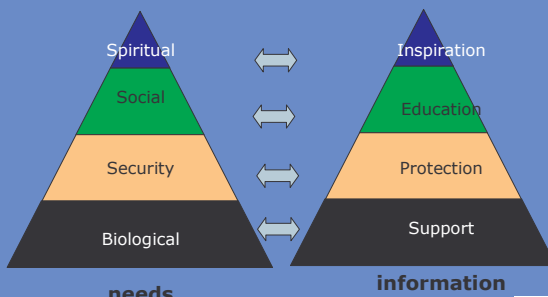
Main problems

- The discussion is not really active.
- Low level of interest.
- No real system of internal and external communication.
- No communication rules.
- Problems with translation and layout of the CERi newsletter in countries.

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hierarchy of needs

(after A.Maslow)



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target groups' needs



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BASIC NEEDS OF CERI MEMBERS

- Ideas
- Image improving
- Promotion, PR
- Effective consultations, negotiations etc.
- New opportunities
- Make us stronger
- Stronger FPs
- Newsletter, website
- Newsletter, website
- Rules, standarts
- Rules, standarts
- Newsletter, website
- Newsletter, website
- Rules, standarts



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Future

- Detailed Workplan for future activities of the ComWG should be worked out at GA.
- Communication Strategy with concrete content are discussing at the GA and will be send out to CERI members.
- Evaluation of the Communication strategy efectivity.



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