

## Portfolio on Communication

The Secretariat is a key actor in EUROSAI communication as it is the main contact point for EUROSAI matters, hosts the EUROSAI website, and publishes the EUROSAI *Magazine*. It not only provides the Organisation with administrative support, but it also supports the members concerning EUROSAI activities and procedures.

The Portfolio on Communication (period 2021 to 2024) was entrusted to the SAI of Spain (EUROSAI Secretariat) by the GB at its 54 meeting (April 2021), as a leader of the Portfolio, and to the SAI of Israel (1st Vice-Presidency of EUROSAI), as a co-leader.

This Portfolio on Communication had been set up in 2017, being led by the SAI of Latvia until the XI EUROSAI Congress. During that period, the **EUROSAI Communication Framework (ECF)** was reviewed and, as a result of that work, the updated ECF was approved by the XI Congress in April 2021.

For determining the focus and roadmap of the Portfolio on Communication, due consideration has been given by the Secretariat to the main concepts foreseen in the abovementioned EFC. In this regard, communication is considered as a **strategic tool** for EUROSAI to:

- ❖ Develop successfully as an Organization
- ❖ Strengthen the relationship among its members
- ❖ Be a powerful support platform for external public sector auditors in Europe
- ❖ Promote its external image

In addition, the Communication Portfolio will be guided by the **principles** of *understandability, simplicity, engagement in dialogue, focus on action, accessibility, accuracy and objectivity, and timeliness* and will pursue the following **overall goal**:

*“The EUROSAI members recognize EUROSAI as a promoter of its members’ common interests and a support in their work”.*

For the successful implementation of the initiatives, the Portfolio has been drawn up to properly reach the identified target audiences in EUROSAI as described in the ECF, that is, EUROSAI’s target audiences<sup>1</sup>-member SAIs and their staff, key actors and structures, INTOSAI related bodies, and non-SAI stakeholders (International Organisations, EU Organisations and Researchers and Universities)- and the SAI’s target audiences<sup>2</sup> - auditors and other employees, Governments, NGOs, researchers and universities, mass media and citizens-.

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<sup>1</sup> EUROSAI’s target audiences: audiences reached directly by EUROSAI as an Organisation.

<sup>2</sup> SAI’s target audiences: audiences reached indirectly through the SAIs.

The Portfolio will address one of the **guiding principles** of the EUROSAI Strategic Plan 2017-2024 which is “To promote increased member participation and extend the value of EUROSAI’s activities among its members and other stakeholders through enhanced communications”.

The leaders of the Portfolio will count with the support of other main actors in communication, such as the Presidency, and will closely coordinate the communication activities with other key players. The Communication portfolio may include, but not be limited to, the following initiatives (to be further elaborated in the projects included in the Operational Plan):

**A.- Drafting of detailed *guidelines*** for implementing an effective and enhanced communication in EUROSAI (defining procedures, tasks, roles and responsibilities, frequency etc.), in development of the updated Communication Framework. Other communication procedures deemed needed will be also developed to enhance clarity, simplicity, and timeliness when disseminating EUROSAI information.

**B.- Relaunch of a new EUROSAI website** with the aim of making EUROSAI activities and products more visible and accessible to the members, as well as to other stakeholders; to reach out to all the EUROSAI community and encourage active participation of its members. This task will be carried out by the Project Group (PG) on the relaunch of the EUROSAI website (set up in June 2021), under the leadership of the SAI of Spain -in its capacity as EUROSAI Secretariat and administrator of the EUROSAI website- and with the participation of a number of key EUROSAI actors.

**C.- Enhancement of EUROSAI publications.** As a relevant channel of communication, the format and content of the EUROSAI Magazine will undergo a major revision, as a result of which it could be transformed (digital magazine or even into another type of publication). To facilitate the dissemination of EUROSAI audit related information within the SAIs, a *Highlights Newsletter* will be launched and regularly published, compiling useful technical information for auditors, with a modern and attractive design (like a banner). International Units within the member SAIs will be encouraged to translate the newsletter into their respective national language to increase dissemination of this selected EUROSAI information, useful to auditors.

**D.- Enlarging EUROSAI channels to widely reach out its audience.** Social media will be gradually incorporated as an additional regular communication channel, starting with Twitter. YouTube channel will be used to disseminate videos with EUROSAI related content (information on the Organisation, webinars, main outcomes of relevant events

and activities, among other issues). Wikipedia will be updated and chat/blogging sites could also be explored.

**E.- Fostering promotion of EUROSAI with practical tools.** It includes several initiatives to facilitate the knowledge of EUROSAI as Organization such as the drafting of welcome *packages to newcomers in the EUROSAI community* (tailored for new Heads of SAI members, new Governing Board members and first Vice-Presidency).