

**EUROSAI Governing Board  
Communication Portfolio**

State Audit Office of the Republic of Latvia (hereinafter – SAI Latvia), being elected as the Member of the Governing Board of EUROSAI during EUROSAI X Congress in Istanbul in May 2017, has been entrusted to hold the Communication Portfolio.

In line with the *Memorandum on enhanced EUROSAI structure & governance*, SAI Latvia has prepared this proposal for implementing the Communication Portfolio with the objective:

***EUROPEAN SAIs RECOGNIZE EUROSAI AS A PROMOTER OF THEIR INTERESTS AND SUPPORT IN THEIR WORK.***

**EUROSAI as an organization unifying 50 members:**

- 1) operating within its specific organizational and governance structure;
- 2) accepting broad and challenging objectives to be achieved by the new Governing Board.;
- 3) having acknowledged the necessity to facilitate a greater engagement of EUROSAI members and
- 4) taking into consideration the new communication environment characterized by innovations, speed and simplicity of communication

**urges to develop a new strategic approach to its communication.**

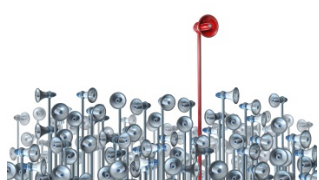
SAI Latvia proposes to address this organization-wide issue by developing of:

- 1) a new Communication Framework (hereinafter – CF) as the first priority and
- 2) approaches/techniques for monitoring of implementation of the CF as the second one.


The new CF shall cover all responsibilities and cross-cutting issues and all stakeholders within EUROSAI.

**The Communication portfolio will include, but not be limited to the following interventions in the area of communication:**

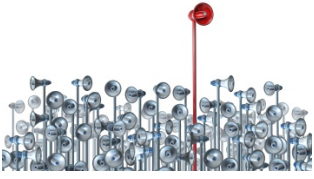
- 1) development of a strategic and straightforward communication strategy , setting one and exclusive goal – the European SAIs recognize EUROSAI as a promoter of their interests and support in their work

	<p><b>!</b> Policies, communication tools, frequency aspects, split of responsibilities among stakeholders within EUROSAI (presidency, GB members, secretariat, Coordination Team, Project Teams, Working Groups, Task Forces et al.)</p>
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- 2) development of approaches/techniques for monitoring of implementation of the CF

	<p><b>!</b> Principles, frequency aspects, information flows.</p>
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- 3) monitoring of the CF implementation
- 4) promoting innovations in communication

	<p><b>!</b> Enhanced use of updated communication tools – e.g. social media and others: user principles, promotion activities, split of responsibilities (presidency, GB members, secretariat), pilot launch of accounts and handing over to responsible bodies.</p>
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**The above interventions shall take a due regard to:**

- EUROSAI’s visibility and position as of the opinion leader in the public, in particular in the media environment;
- client needs’ assessment and raising awareness about EUROSAI in individual SAIs;
- differentiation of target audiences – and consequently – tailored communication strategy for reaching each of them;
- co-ordination and synergy in communication activities of stakeholders;
- user-friendly access to the existing information;
- monitoring of implementation of a strategic communication framework to enable timely corrective actions.