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.

! 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.)

2) development of approaches/techniques for monitoring of implementation of the CF

! Principles, frequency aspects, information flows.
3) monitoring of the CF implementation
4) promoting innovations in communication

! 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.

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.