

EUROSAI

GOAL TEAM 4: GOVERNANCE & COMMUNICATION

**EUROSAI Strategic Plan
2011-2017**

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**EUROSAI
Communication
Framework**

9 May 2014

Goal Team Chair

Portugal

Goal Team Members:

Czech Republic, Chair of Goal Team 3

France, Chair of Goal Team 1

Germany, Chair of Goal Team 2

Netherlands, Incoming EUROSAI Presidency

Poland, Outgoing EUROSAI Presidency

Spain, EUROSAI Secretariat

Invited Experts:

Denmark

United Kingdom

INTOSAI Director of Strategic Planning

INTOSAI Secretariat

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1. Introduction

With the adoption of the *EUROSAI Strategic Plan 2011-2017* at the VIIIth EUROSAI Congress in Lisbon, Portugal in 2011, EUROSAI took a pivotal step in the further professionalisation of its activities.

Effective communication is vital for the success of EUROSAI and its members SAIs: for its members, because they are enhancing their peer-contacts every day; for EUROSAI as a whole, because it is enhancing its contacts with other stakeholders in the world of public sector auditing.

This communication framework is in accordance with the EUROSAI mission, its vision and its values. It builds on both the INTOSAI Communication Policy and the INTOSAI Communication Guideline.

EUROSAI Mission

EUROSAI is the Organisation of Supreme Audit Institutions in Europe. Its members work together in order to strengthen public sector auditing in the region, thereby contributing to the work of INTOSAI.

EUROSAI Vision

EUROSAI promotes good governance, including accountability, transparency and integrity. It provides a dynamic framework for cooperation and assists its members in fulfilling their mandates in the best possible manner.

EUROSAI Values

Independence, Integrity, Professionalism, Credibility, Inclusiveness, Cooperation, Innovation, Sustainability, Respect for the Environment

INTOSAI Communication Policy and Guideline: main points

- Free flow of information, ideas, knowledge and experience between members and organisation's entities
- Promote openness and transparency
- Being visible and accessible to all interested parties
- Greater use of modern communication technology
- Communication should be objective, timely, clear and understood
- Communication by (members of) INTOSAI must not infringe any legal right

This communication framework seeks to focus on multilateral interaction between the EUROSAI members and other focus groups. Members are using more and more electronic communication tools. Communication is no longer chronological. It happens simultaneously and it happens more openly. The EUROSAI community should benefit from this development.

This communication framework does not include communication procedures already described in other documents, such as the EUROSAI Statutes, EUROSAI Standard Procedures or the EUROSAI Strategic Plan 2011-2017. Nor does it duplicate the INTOSAI Communication Policy or Guideline.

2. Objectives

The overall **objective** of the communication framework is:

To support communication for further development of EUROSAI into a professional public sector auditing network that has significant added value to the work of all the management and staff workers of its member SAIs

To fulfil this objective, it goes without saying that adequate paths of communication should be available for each type of message, each occasion and each target group. This follows directly from the INTOSAI Communication Guideline. A consistent relationship with stakeholders through structured forms of dialogue is one of the essentials of communication.

The most important aim of this communication framework is to indicate simple, fast and reliable ways for SAIs involved to improve their collaboration. They can learn from each other, they can be in touch with each other and they can further enhance their professionalism. To enable them to do so, a day-to-day exchange of information, knowledge, ideas and experiences must be established within the EUROSAI community, the personal experience, the membership of EUROSAI bodies and the stage of development of the individual member SAI. EUROSAI as a whole will also profit from the benefit of mutual exchange for individual SAIs.

Therefore, **within** EUROSAI, the objectives of the communication framework are:

- to keep everyone within the member SAIs updated about EUROSAI-related and relevant information, news, developments, events, initiatives and audits;
- to encourage members to share information, ideas, knowledge and good practices on auditing and audit-related issues;
- to broaden the participation of auditors and other staff of EUROSAI members.

For the communication of EUROSAI and its members with **external** partners, the objectives of the framework are:

- to keep external stakeholders updated about activities, developments and initiatives of EUROSAI;
- to exchange ideas and knowledge with external stakeholders;
- to work together towards strengthening public sector auditing within the EUROSAI region.

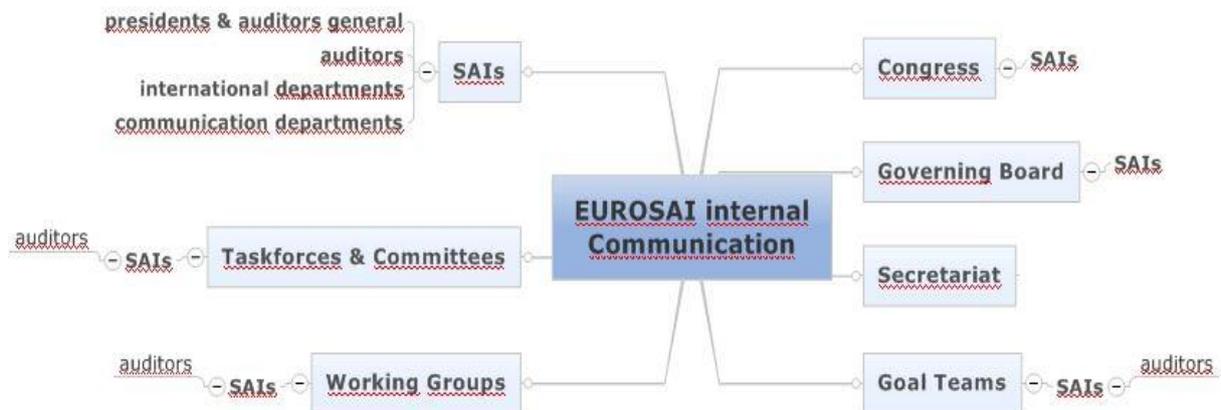
3. Communication within EUROSAI

EUROSAI consists of large number of public sector auditing organisations with different mandates, structures, languages and cultures. That is one of its advantages. A well-established internal communication is a prerequisite for good external communication. The communication skills of people working in its member SAIs constitute a key asset of EUROSAI. They play a vital role in successful communication.

Against this background, all EUROSAI members are invited to share their expertise and outputs with each other. Likewise, all EUROSAI outputs should be made available to each SAI. They should be easily accessible to all interested staff and foremost to auditors. The EUROSAI Secretariat and the Chairs of working groups, task forces and goal teams should ensure complete and up-to-date information on EUROSAI activities and their availability to all members. At the same time, they should communicate between themselves in order to ensure that their activities are complementary and do not duplicate. The EUROSAI Secretariat has a key role to play in this respect (see 3.2.).

3.1 Target groups within EUROSAI

The chart below illustrates the situation of internal communication possibilities within EUROSAI. It shows that the EUROSAI member SAIs themselves play a pivotal role in facilitating contact between themselves and between EUROSAI bodies. Our audit work will benefit from the further improvement of mutual contacts.



3.2 Roles and responsibilities

In terms of communication within the organisation, the EUROSAI **Secretariat** is the key player. The Secretariat keeps the EUROSAI members in contact and actively promotes relations among them. Consequently, the EUROSAI Secretariat has the following responsibilities:

- to ensure effective and timely dissemination of information within the EUROSAI community concerning planned activities, events, initiatives, information from and about member SAIs, etc.;

- to ensure timely communication and circulation of documents or proposals to be submitted to the governing bodies, working groups, task forces, goal teams, member SAIs;
- to manage the EUROSAI website effectively, with the participation of other EUROSAI bodies and member SAIs;
- to effectively manage the production and publication of the EUROSAI Magazine;
- to support and enhance communication among all members of the EUROSAI community on various subjects;
- to perform other duties assigned to it by the Congress and the Governing Board;
- to work closely together with the Presidency.

The **Governing Board**, the **Presidency**, **Chairs** of working Groups, task forces and goal teams, as well as **individual member SAIs**, should ensure the effective communication of relevant information and support the EUROSAI Secretariat in its communication activities. They also stay in touch with each other for effective communication of their activities.

4. Communication with external stakeholders

EUROSAI also cooperates with other international organisations and institutions. The aim in this respect is to highlight the work and enhance the position of EUROSAI- to all institutions, organisations and individual parties that should be aware of the added value of its work and activity. The EUROSAI Secretariat is the main channel of communication with external stakeholders. The Presidency, in cooperation with the Secretariat, also has its responsibilities.

Whenever it is necessary, other EUROSAI bodies (goal teams, working groups, task forces, committees) have contacts with external stakeholders, such as the press or representatives of governments, parliaments, universities or other external parties. In line with the INTOSAI Communication Guideline, the chair of each body is responsible for informing the Secretary General in this regard.

Besides this more or less formal external communication, there will be more informal external contacts. EUROSAI relies on the professional standards of its members' staff to manage these informal contacts in a professional way.

4.1 EUROSAI's external stakeholders



4.2 Roles and responsibilities

The members of EUROSAI have contacts with all kinds of institutions at different levels and with a varying frequency and intensity. The institutional communication of EUROSAI with external stakeholders works as follows:

- the **EUROSAI President** is the official external representative of EUROSAI
- the **Secretary General** is the main spokesperson to communicate on behalf of EUROSAI

- the **Chairs** of goal teams, working groups, task forces, committees and other EUROSAI bodies communicate on behalf of and within the scope of their respective bodies;
- member **SAIs** play an important role in maintaining contact with external stakeholders on behalf of their respective SAI.

The added value of these contacts lies

- a) in keeping external stakeholders updated about information, news, developments and initiatives;
- b) in exchanging ideas and knowledge with external stakeholders;
- c) in working together towards strengthening public sector auditing within the EUROSAI region.

The intensity of communication is increasing. Information on external stakeholders and their relationship with EUROSAI is available on www.eurosai.org.

5. Tools

All in all, individual staff members in the EUROSAI community have the skills and will to use and develop new communication tools, thus creating their own professional network. It is up to the management of EUROSAI members to enable them to use these tools, such as telephone- and videoconferencing, web-based questionnaires and social media. They widen the reach for (potential) target groups, thereby becoming more inclusive, less time-consuming, cheaper, sustainable and respecting the environment, which will ultimately benefit the whole EUROSAI community. It is also an example of how EUROSAI innovates in its own development.

EUROSAI primarily uses the following communication tools:

- the EUROSAI website is the main internal and external tool of communication. It is a multilingual website, and should be user-friendly and easy to navigate. It aims to provide information on past, current and future events through the calendar, news and training events and outputs sections. Regulations, surveys, databases and a large number of documents regarding the Strategic Plan and EUROSAI matters are also available;
- websites of EUROSAI bodies such as working groups and task forces provide information on these bodies;
- the EUROSAI Magazine is a relevant internal and external tool of communication. It is available on the website in the five official languages of EUROSAI;
- the EUROSAI Discussion Platform is an internal networking and knowledge sharing tool being developed for EUROSAI members and their staff;
- e-mails;
- telephone- and videoconferences.

6. Other issues

SAIs seeking information on EUROSAI matters should firstly look it up on the EUROSAI website. Of course, official EUROSAI documents to be published on the website should be identified by the EUROSAI logo, preserving our common image.. If information refers to EUROSAI goal teams, working groups, task forces and committees they can also look it up on their respective websites. If that information is not available on the above mentioned websites, they can address their requests of information to the EUROSAI Secretariat or to the respective Chairs (if the query refers to goal teams, working groups, task forces and committees). Queries from EUROSAI members will have priority over others from no members SAIs for the Secretariat when responding to such requests.