



IMPEL Communication Strategy

2016 - 2020

1. INTRODUCTION

The IMPEL Communications Working Group (ICG) was established by the Board in January 2014 to implement the communications strategy 2009 and the subsequent 'developing and implementing IMPEL communications' plan created in 2013.

The aim of the group is to professionalise and promote IMPEL and its work. It supports project managers in communicating the results of their projects, the Board in communicating key network messages and the Secretariat in enhancing the strength of internal and external communications. This document identifies the key activities, based on the agreed strategy.

2. STRATEGY

The IMPEL communication activities will ensure that the IMPEL members and target audiences (internal and external) are fully aware of the Network, what it does and what it has achieved, and facilitate access to developed materials by IMPEL and its members. The activities will enhance cooperation for effective environmental compliance and enforcement to promote the EU level playing field. IMPEL will use the proper cost effective and innovative tools to engage and connect the different target groups to ensure timely information exchange and good communication.

The main target groups are:

- IMPEL Members (inspectors, regulators, enforcers and permit writers),
- National Coordinators and representatives (internal),
- The European Commission,
- Relevant European Institutions e.g. European Parliament and its committees,
- Environmental Enforcement Networks, and
- National, regional or local environmental authorities and its representations.



3. OBJECTIVES

The three main objectives are:

- I. Improved communication within IMPEL and with target groups. Existing information and expertise will be more accessible, expertise is more actively exchanged and disseminated and communication in the member countries internally is supported.
- II. More professional quality of the communications which raise awareness and increase the uptake of tools, approaches and products developed through IMPEL projects.
- III. Enhanced visibility and effectiveness of IMPEL and its community. Our communications assist target groups to recognise what IMPEL does and what it has achieved.

4. KEY MESSAGES

- IMPEL contributes to protecting the environment by promoting the effective implementation and enforcement of EU environmental law.
- IMPEL helps strengthen the implementation of environmental law in Europe, in many ways including sharing knowledge, skills and good practices and carrying out peer reviews.
- IMPEL develops a greater consistency in the interpretation, implementation and enforcement of EU environmental law.
- IMPEL provides feedback on better regulation issues from a practitioners point of view to the European Commission and other EU Institutions.
- IMPEL explores the use of innovative regulatory and non-regulatory instruments as alternatives for or complementary to existing regulation.



5. AVAILABLE MATERIALS AND TEMPLATES

The ICG is responsible for the development of different IMPEL materials achieved the communications objectives. The materials will include:

- Project abstracts,
- Templates for Terms of Reference and project reports,
- E-newsletters,
- Videos,
- Slides,
- Social media, and
- Development and content of a new website.

6. COMMUNICATION ACTIVITIES

The IMPEL communication working group has picked up different communication activities, each contributing to at least one of the three main objectives. This list of activities (see below) will be updated several times per year.

DATE	COMMUNICATION ACTIVITIES 2016 - 2020	Achieved
1	IMPROVED COMMUNICATION	(✓)
	Secured website area (basecamp) for practitioners for exchange of expertise and knowledge sharing	Ongoing
Jan 14	Define communication requirements on running projects, including the procedures	✓
Oct 14	Appoint communication officers (gatekeepers) on running projects / Expert Teams	✓
	Organising and facilitating the set-up of telephone conference meetings, web conferencing and webinars	Ongoing
	Link relevant abstracts under the IMPEL website for an IMPEL member country	Ongoing
	Gatekeepers agree with project leaders about translation of project summaries	Ongoing
	Organise information exchange meetings per theme (1-2 times per year)	
Oct 18	Develop with national contacts links to national websites on relevant legislation and activities	
Oct 18	Develop with national contacts the relevant national channels, including information centres or agencies, communication department from an Authority, direct colleagues with a designated (communication) task, regional environmental offices, regional environmental networks and private parties	
Jan 16	Use of online questionnaires (Survey Monkey)	✓
2	PROFESSIONAL QUALITY	TARGETS
Sep 16	Design IMPEL project abstracts (content of project) template	✓
Sep 16	Design IMPEL newsletter (project news, events and strategic interviews) template	✓
	Design IMPEL press releases template	
Sep 16	Design IMPEL annual reports template	✓
Sep 16	Design IMPEL Terms of Reference template	✓
Sep 16	Design IMPEL project reports template	
	Prepare a strategy on using social media for external communications of IMPEL results	Ongoing
	Develop and maintain photo library of projects to illustrate IMPEL's work and successes	Ongoing
Jun 16	Develop short IMPEL Promotional video	✓
Sep 18	Update IMPEL videos + subtitles	
Sep 18	Development of an environmental knowledge portal	
Jul 19	Development of inspection and reporting apps	
Dec 18	Development and hosting of e-learning tools	
3	ENHANCED VISIBILITY	
	IMPEL website is up-to-date	Ongoing
Weekly	Automated IMPEL e-updates (Mailchimp)	Ongoing
	Issue 12 IMPEL Press releases per year and 40 news items	Ongoing
	Develop promotional material on specific themes	Ongoing
	Organise one conference per year and special external events related to projects (Azavista)	Ongoing



European Union Network for
the Implementation and Enforcement
of Environmental Law