

THE EUROPASS COMMUNICATION STRATEGY

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AIM OF THE COMMUNICATION STRATEGY

- The communication strategy aims to design and plan communication solutions to support the mission of the new Europass.
- The Europass Communication Strategy proposes key messages, identifies stakeholders and implementation channels and sets out a plan to support the development of the new Europass and thereafter communicate the value and potential of the new Europass, in line with the Europass Decision .

GOALS OF THE STRATEGY

- (1) To establish Europass as a European framework to support understanding and transparency of skills and qualifications through communication and interoperability;
- (2) To establish Europass as a unique, user-friendly, relevant tool for lifelong learning and career management;
- (3) To promote the use and strengthen the awareness and visibility of Europass among users;

GOALS(continue)

(4) To ensure that effective and adequate promotion, guidance and information activities are carried out at Union level in order to reach relevant users and stakeholders, including persons with disabilities;

(5) To respect the diversity of practices and priorities in how Europass is promoted and communicated at national level.

AUDIENCES

Europass users are the audience for this Communication Strategy.

Europass users have been categorised as follows:

Individual end-users that use Europass to communicate their skills and qualifications (e.g. learners, job-seekers, workers, volunteers)

Recipients that receive and process information on skills and qualifications (e.g. employers recruiting staff, education and training institutions considering applicants for programmes)

Facilitators that use Europass, or otherwise support implementation of Europass, in their activities to support the transparency and understanding of skills and qualifications (e.g. guidance practitioners giving advice and information, employers developing their staff, education and training institutions issuing Qualification Supplements, policy makers supporting links between education, training and the labour market)

KEY MESSAGES

Individual end-users

- Europass offers a free, personal profile to highlight skills, qualifications and experiences so that they are understood across Europe
- One can self-assess his/her skills and define his/her career and learning goals;
- One can find information on a variety of job and learning possibilities around Europe
- One controls his/her data that he/she stores on Europass
- One can reuse the data that he/her stored in Europass to autofill other application forms

KEY MESSAGES

Recipients

- Europass offers a free, open set of tools and information to support , understanding of skills and qualifications in Europe
- One can receive data and information directly from candidates/applicants
- One can match profiles to requirements for vacancies, admissions or other opportunities
- One can receive and authenticate trustworthy digitally-signed credentials, e.g. qualifications
- One can access information on skills and qualifications in Europe, including comparing and understanding qualifications frameworks and systems and understanding skills trends

KEY MESSAGES

Facilitators

Europass offers a free, open set of tools and information to support transparency and understanding of skills and qualifications in Europe

Europass tools support communication of information on skills and qualifications to support transitions between work and learning



Every user is an important part of building and implementing Europass

KEY MESSAGES

Facilitators (continue)

- One can guide and support clients (recipients, individual end-users) with Europass tools to manage their activities linked to skills and qualifications
- One can issue and verify trustworthy digitally-signed credentials
- One can issue Europass web-based tools such as Qualification Supplements and Mobility Documents

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COMMUNICATION STRATEGY STAGES

The Communication Strategy is outlined in three key stages:

Stage 1: Communication to facilitators to support consultation, development and testing

Stage 2: Communication to individual end-users and recipients

Stage 3: Communication activities following first launch of the new Europass

Stage 1: Communication to facilitators to support consultation, development and testing

Stage 1 of the communication strategy will focus on promotion, guidance and information activities regarding the new Europass to engage facilitator groups in the development process.

Facilitator groups include all those segments of the target audience who will facilitate, influence and multiply the use of the new Europass.

Facilitators will be a key user group to support the development of the new Europass.

The new Europass is built on the accomplishments of the current Europass and this requires engagement by facilitators both familiar and unfamiliar with Europass who can give expert input to the development of a relevant framework.

Stage 1: Communication to facilitators to support consultation, development and testing (continue)

At later stages, facilitators will also be key to supporting promotion and implementation of the new Europass among end-users.

Outreach to facilitators in Stage 1 began in March 2019 and run will up to the launch of the Europass portal in 2020.

The primary channel for communication will be the Europass Project website which will include news, updates and technical information. It will explain how to contribute to the development of the new Europass and how to engage in the test phase.

The project website will be used to establish a broad stakeholder community and open up Europass to ongoing engagement with any organisations interested in the new Europass.

The Commission has also compiled a directory of relevant EU networks and services that operate at national level (e.g. national representations, Europe Direct, ENIC-NARIC) to receive updates and information.

CATEGORIZATION OF FACILITATORS

Facilitators



Guidance practitioners



Public Employment
Services



Education & training
providers



Youth Work Providers and
Youth Work Organisations



Social partners



Employers



Civil Society Organisations



Policy Makers

ROLE OF FACILITATORS

- Support awareness and outreach of Europass among users
- Testing and feedback on development of the new Europass platform
- Provide information and insight on Europass user-needs
- Offer information and insight on the needs and relevance their sector and stakeholders
- Facilitate system-level implementation of Europass (e.g. early adopters of the framework for digitally-signed credentials, and use of Qualification Supplements)

CHANNELS FOR FACILITATORS

EU Level:

Europass Project Website

Europass AG (and other EU governance groups)

Stakeholder bilaterals

COM participation at stakeholder events

COM consultation with national services

COM social media and other COM services
communications

Invitation to testing

National level:

Questions to be answered

STAGE 2: COMMUNICATION TO INDIVIDUAL END-USERS AND RECIPIENTS

Stage 2 of the Europass Communication Strategy will focus on informing existing users of upcoming improvements to Europass and creating awareness about the new Europass to the unreached community.

Reaching a diversity of end-users in such a wide geographical area is a significant challenge, however the current Europass portal has over 50,000 visits a day and therefore serves as a key communication channel and existing networks such as the National Europass Centres have significant experience in promotion and outreach work.

STAGE 2: COMMUNICATION TO INDIVIDUAL END-USERS AND RECIPIENTS

Communication to end-users will be organised as follows:

The Commission is developing a communications tool-kit with National Europass Centres (NECs), and other networks and facilitators, with key messages, standard templates and products (e.g., videos, graphics, press-releases) for promotion and the launch of the new Europass.

The Commission, with NECs, is developing guidelines for management of social media tools by NECs to ensure the quality and impact of social media and explore how to further support and co-operate with the NECs on the operation of shared social media tools managed by the network of NECs (@EuropassFacebook, @EuropassEurope (Twitter) and EuropassEurope (Instagram)).

STAGE 2: COMMUNICATION TO INDIVIDUAL END-USERS AND RECIPIENTS

The Commission has planned communications and outreach via its own channels including Commission websites and social media accounts managed by the Commission.

Upcoming changes will be announced on the current Europass homepage as part of planning for the transition to the new platform.

STAGE 2: CONSULTATION WITH NATIONAL SERVICES

- The Europass National Centres Communications Working Group were invited to submit ideas for the toolkit at a meeting in Helsinki (January 2019) and advised that any promotion and communication material from the Commission was welcome, but that it should respect the diversity of ways in which communication is managed at national level.
- Members of the NECs were also, invited to comment on this Communication Strategy – the timeline in particular will need to be aligned with any ongoing work of the Centres.
- The Commission, also consulted Centres on communications during the annual network meeting in June, aiming to have the tool-kit including any products, social media guidelines and other information prepared for roll-out following the Beta launch in autumn 2019.

STAGE 2: CONSULTATION WITH NATIONAL SERVICES

- National Europass Centres will be invited to contribute to a co-ordinated event for the beta testing in Autumn 2019. The objective of the event will be to generate news and awareness that development of the new Europass is advancing and that a beta version is available for testing. Centres may choose the form and scale of the event (e.g. news items, social media posts, an event with testers).
- Members of the Europass AG will also be invited to promote awareness of the beta version with their networks and contacts.

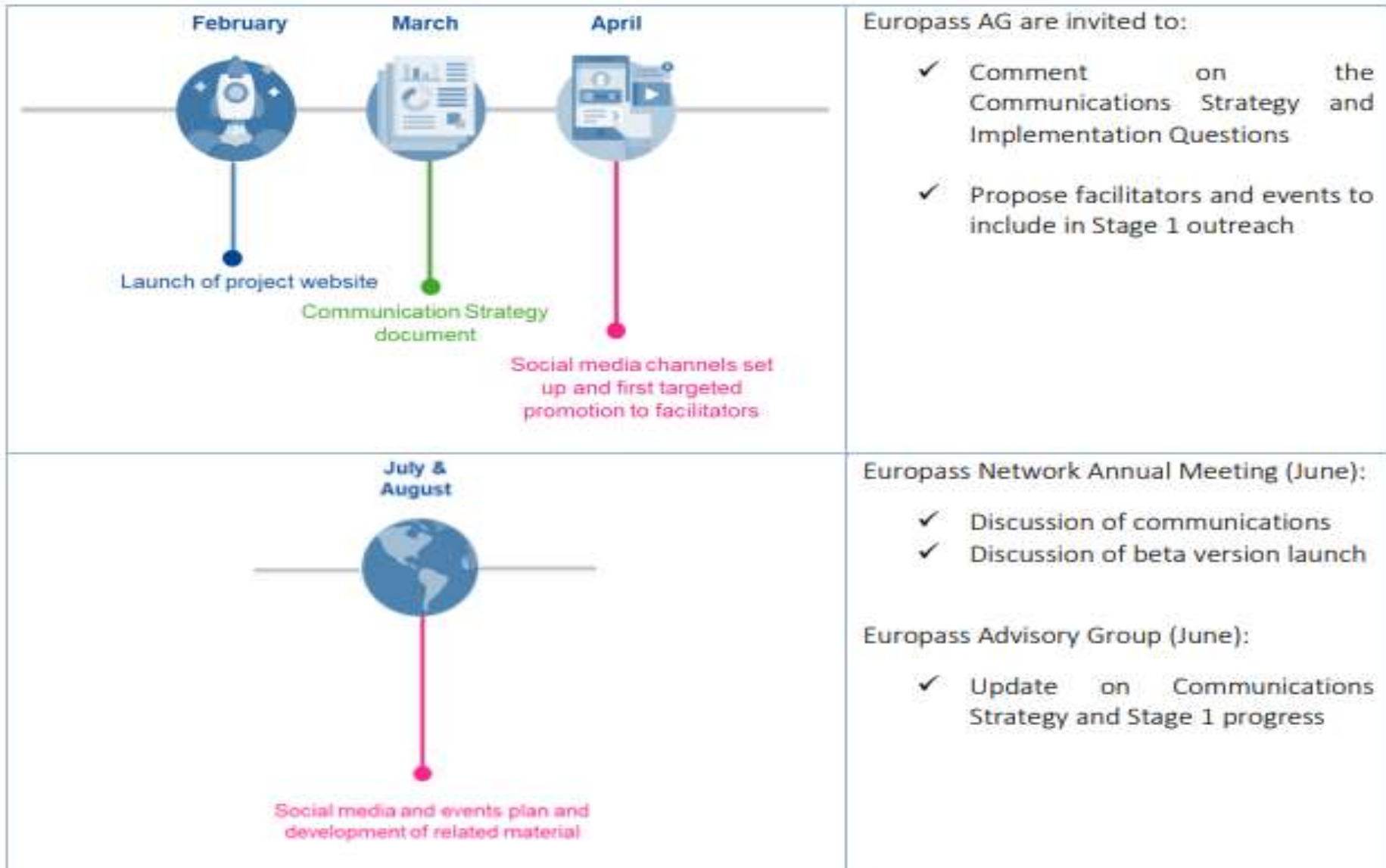
STAGE 2: CONSULTATION WITH NATIONAL SERVICES

- Suggestions for outreach will also be gathered during consultation with facilitators in Stage 1 and members of the Europass AG are also invited to make suggestions.
- Communications materials is also being developed with key messaging for recipients to create awareness of the new Europass and the benefits of the new framework.

STAGE 3: COMMUNICATION ACTIVITIES FOLLOWING LAUNCH OF THE NEW EUROPASS PHASE 1

- Communication activities following the first launch of the new Europass will be structured to achieve key targets of growing visitor numbers to the platform, establishing growth in users of the e-Portfolio and maintaining an ongoing programme of engagement with facilitators to advance further implementation of all elements of the Framework, including interoperability and digitally signed credentials.
- Communication activities will also focus on ensuring key, consistent messages are used across all communication activities.
- The Commission will regularly update and react to questions, clarifications and guidance on the new platform and gather feedback – directly from end-users visiting the platform and from national services – to assess the impact of the transition and that user queries are addressed.

TIMELINE



TIMELINE (CONTINUE)



UPCOMING EVENTS

- **Europass at Decentralized 2019**

The Europass team will present the [digitally-signed credential](#) framework at the [Decentralized Conference](#), which will take place in Athens, Greece, on 30 October – 1 November 2019 at Divani Caravel Hotel.

This conference will bring together many academic experts who are part of the target audience for the [new Europass](#), specifically in the context of digitally-signed credentials.

Information on Commission participation in events is posted on the Europass Project website:

<https://ec.europa.eu/futurium/en/europass>

Thank you

