

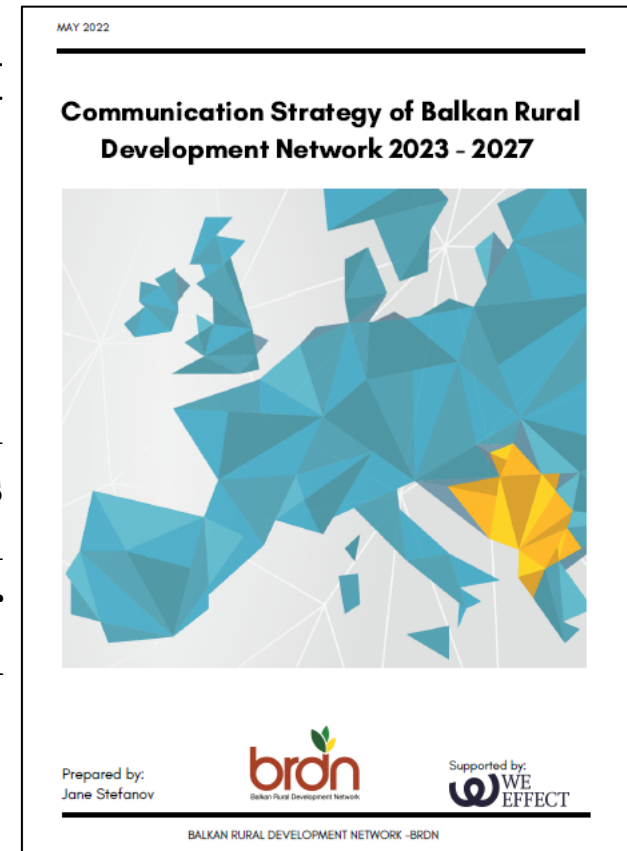


STRATEGY FOR COMMUNICATION, PROMOTION AND VISIBILITY OF BRDN



- Prepared Strategy for communication, promotion and visibility of BRDN (supported by We Effect)

To set clear goals of the internal and external communication with different target groups, as well as to enrich its current promotional activities, BRDN has developed a 5-year Strategy for communication, promotion and visibility, and 2-year Action Plan.



COMMUNICATION PRIORITIES

- Promoting BRDN as a credible and reliable regional rural development structure/ partner and strengthening its visibility and communication within EU institutions;
- Promoting BRDN as a credible and reliable regional rural development structure and strengthening its visibility and communication with authorities and institutions at the national level through its national rural development networks - members;
- Strengthening and advancing internal communication among the members of BRDN;
- Strengthening BRDN's visibility and communication with constituencies, current partners, donors and beneficiaries of the network, as well as with potential beneficiaries and partners;
- Strengthening BRDN's visibility and communication with media and the general public.



○ BRDN's Internal communication

Responsible: all BRDN members and BRDN Secretariat

- Strengthen the BRDN knowledge base, through regular share of knowledge and information
- Prepare events calendar
- Organize trainings for PR and public communication to help increase the visibility of the networks
- Organize workshops on communication matters if needed (PR and public communication)
- Provide information for BRDN E-Bulletin
- Share of information through the coordinative meetings/ email/ phone

Strengthening communication and promotion of BRDN among users/members in WB countries

- Promote regional products of BRDN (research, BRP declarations, position papers etc.) at national level
- Promote regional activities of BRDN through website/social media
- Include various rural stakeholders (relevant CSOs, academia, ministries, public institutions) in the regional activities through trainings, seminars, events



○ BRDN's External communication

Responsible: BRDN President/ Vice President and BRDN Secretariat

Responsibilities of BRDN Secretariat:

- Maintain and update the information and media content on BRDN website and Social networks
- Interactive communication via social networks (Twitter, LinkedIn etc)
- Produce and publish BRDN E-Bulletin
- Coordinate the preparation of regional research, studies through the work of the Thematic Hubs
- Organize regional conferences/events/press releases

Responsibilities of President/Vice President

- Engage in communication with relevant EU institutions and organizations
- Represent BRDN in events organized by EU institutions (conferences, seminars, trainings...)
- Promoting BRDN with the media and general public in the WB countries (Interviews, Participation in programs (debates, TV shows, etc.), Write opinions to the editor / columns)

