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eu-LISA External Communication and Dissemination Plan

2023 Final

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Contents

The current document is a high-level Action Plan for 2023 to outline the implementation of the eu-LISA multi-annual External Communication and Information Strategy (Communication Strategy) 2021-2027.

The purpose of the Communication and Dissemination Plan is to give a structured overview of the communication-related activities planned for 2023.

The Communication Strategy and the related implementation plans cover the communication and dissemination activities for unclassified public information only.

1. Scope

1.1. Implementation of the eu-LISA External Communication Strategy

The eu-LISA Communication Sector (COMS), within the Executive Support and Stakeholder Management Unit (ESU), coordinates the planning and the operational execution of the tasks related to eu-LISA corporate communication and dissemination of information. COMS cooperates with all eu-LISA Units and Sectors across the different sites of the Agency, to create factual and timely content, which needs to be publicly shared with external stakeholders and citizens.

COMS liaises with the Units responsible for the functioning and development of the eu-LISA corporate communication channels, to highlight the evolving needs for modern online presence and visibility of the Agency.

1.2. Rationale of eu-LISA 2023 External Communication and Dissemination Plan

The eu-LISA External Communication and Dissemination Plan for 2023 incorporates the communication and information actions, which aim to foster transparent and mutually beneficial relations between the Agency and its stakeholders, in line with the applicable legal provisions and the principles of the Communication Strategy.

eu-LISA Communication is a support function to the core activities and sub-activities of the Agency. Therefore, the 2023 Communication and Dissemination Plan highlights public communication and dissemination initiatives within the business areas that particularly stand out as priority domains for public communication.

Considering the specifics of corporate communication, which requires swift operational action and flexibility, the 2023 Communication and Dissemination Plan remains a high-level document, which is implemented via specific editorial plans and roadmaps. The editorial plans, approved on a regular basis at the level of responsible line managers, allow for detailed planning of messages for communication-related actions, as well as their updates or modifications, if and where necessary. The editorial plans take into account also the respective content calendars of European Institutions, DG HOME and the JHAA Network. Roadmaps indicate the necessary milestones in the process of production and action for deliverables and outputs, which must be achieved in a timely manner and within the set budgets.

The communication activities closely follow the European Commission political guidance and are aligned to the priorities of eu-LISA, according to its Single Programming Document (SPD) 2023-2025.

1.3. Strategic Goals, Objectives and Priorities of the eu-LISA 2023 - External Communication and Dissemination Plan

The communication and information actions support, through strategic communication, the Agency's image as a credible partner and a reliable service provider within the scope of its mandate, as defined in the Regulation (EU) 2018/1726, and as outlined in the SPD 2023-2025. It also aims at promoting the Agency as an innovative, inclusive and stimulating employer to potential job applicants, while at the same time stressing the importance of the Agency's mission in the functioning of the Schengen Area.

The eu-LISA 2023 Communication and Dissemination Plan (CDP) follows the political guidelines of the European Commission, as stated for the period 2019-2024[1]. In particular, eu-LISA focus is on the strategic objectives as outlined under the portfolios "Promoting our European Way of Life" and "Europe Fit for the Digital Age" and. It also takes stock of the EU Security Union Strategy and Pact on Migration and Asylum and is in line with the goals set by the EU Agencies' Network (EUAN) Strategy 2021-2027, with particular focus on the strategic priority of increasing the visibility of the Network, as a valued institutional partner, and promoting the contributions of its members vis-à-vis key stakeholders. The 2023 external communication actions are also related to contributing to the implementation of the EMPACT joint communication strategy[2] of the Council and EU JHA Agencies, as one of the priorities indicated in the related Blueprint document.

The 2023 external communication and dissemination **actions focus** on two **(2) priorities** of the **core** business areas of the Agency, as presented in the eu-LISA Annual Work Programme for 2023, and three **(3) non-core** business activities, which have a clear communication dimension and allow for promoting the Agency's role and visibility in the JHA domain.

CORE BUSINESS PRIORITIES

1. Ensuring stable and uninterrupted operation and services of the IT systems managed by eu-LISA;
2. Developing and implementing the new IT systems entrusted to eu-LISA, in the justice and home affairs domains, as well as the Interoperability architecture.

NON-CORE BUSINESS ACTIVITIES

1. Research and innovation-related activities;
2. Training provided to Member States on the technical use of the IT systems managed by eu-LISA;
3. eu-LISA as an open, attractive and environmentally-conscious employer that focuses on excellence and diversity.

The communication objectives, goals and messages for 2023 are associated with eu-LISA's overall strategic objective, highlighting dedication and continuity. They aim to increase visibility, credibility and the accurate understanding of the Agency's work amongst its external stakeholders and the general public.

The implementation of the CDP and related practical arrangements will remain flexible, in order to allow for swift change between virtual and physical formats, depending on evolving needs.

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[1] Political Guidelines for the Next European Commission 2019–2024: https://ec.europa.eu/info/strategy/priorities-2019-2024_en
[2] eu-LISA is a formal partner European Multidisciplinary Platform Against Criminal Threats (EMPACT) Joint Communication Strategy

2. Operational priorities for eu-LISA 2023 communication

1 **Support the EC communication campaign** on EES and ETIAS, as well as EMPACT

2 **Strengthen media relations with specialised outlets** focusing on the topics covering eu-LISA's domains (with emphasis on digitalisation, biometrics, carriers and research)

3 **Contribute to the development of the new eu-LISA website**, in line with the ICT plan, and further strengthen eu-LISA's online presence with new digital formats

3. Content priorities for eu-LISA 2023 communication

1 **eu-LISA – the Digital Heart of Schengen –** supporting through technology the efforts of the EU to keep Europe open and secure

2 **eu-LISA – the promoter of technology- and innovation-**related support to its stakeholders

3 **eu-LISA –** at the centre of the **Digitalisation of Justice in the European Union**

4 **eu-LISA – an open and environmentally-conscious organisation –** committed to being an attractive employer that focuses on excellence and diversity

4. 2023 Plan

1) Core activity communication
- Ensuring stable and uninterrupted operation and services of Core Business Systems (i.e., the EU's large-scale IT systems);
- Proceeding with the implementation of new initiatives (i.e., EES, ETIAS, Interoperability, ECRIS-TCN, e-CODEX), in accordance with agreed roadmaps.

ACTION	OUTPUT	TARGET	DISSEMINATION	PARTNERS	INDICATOR OF ACHIVEMENT
EES and **ETIAS** communication **campaigns coordinated by EC DG HOME**: - Supporting the implementation of the EC DG HOME communication campaigns by sharing social media posts and providing information on the entry into operation and benefits of the new systems - Increasing awareness regarding Carrier registration	As defined in the EC communication campaigns' strategies	General public, carriers, MS	Various networks as defined in the EC communication campaigns' strategies	- EC - Frontex	As defined in the EC communication campaigns' strategies
Takeover of e-CODEX and entry into operation of ECRIS-TCN: Implementing the communication in line with EC plans for the digitalisation of justice and as approved in the editorial plans	- Online highlights - Social media posts	General public	- Corporate website - Social media accounts	N/A	eu-LISA KPI 29

eu-LISA **Annual Conference** – in the service of citizens and at the forefront of digital transformation of internal security and justice in Europe (Q4): - Implementing the communication plan of the conference - Coordinating the online/hybrid aspects for event-management services	- Conference report - Videos - Photo gallery - Multilingual press releases and media package - Online highlights	External and internal stakeholders	- Corporate website and social media accounts - europa.eu portal (press releases) - Networks of stakeholders and partners - Conference website - List of media outlets	- EU Council Presidency - EC DG HOME - JHAAN clustered agencies	eu-LISA KPI 29
eu-LISA **Industry Roundtable** - Implementing the communication plans of the industry roundtable events - Supporting the organising team with regard to technical and online aspects for event-management services	- Final report - Photo gallery - Press releases and media packages - Online highlights	External and internal stakeholders	- Corporate website and social media accounts - europa.eu portal - Networks of stakeholders and partners - Roundtable website - List of media outlets	EU Council Presidency	eu-LISA KPI 29
eu-LISA meetings with **stakeholder groups:** VIP-level delegations and regular groups, on-request from national public administration, research, media (Q1-Q4): - Implementing the editorial plans defined as per event	- Online highlights - Photo galleries - Video messages	- MEPs & MPs - JHA Counsellors - Heads of Diplomatic Missions - Senior Public Officials from national administrations	- Corporate website and social media accounts - Dedicated mailing lists	N/A	- Participation and satisfaction rates for stakeholder engagement events - Positive results of analysing statistics and trends gathered from the online channels

eu-LISA **progress updates** from project managers responsible for the new IT systems under development, as well as the technical components of interoperability and the digitalisation of the juridical information exchange area (Q1-Q4): - Implementing the editorial plans as requested by business owners	- Summaries - Online highlights	External and internal stakeholders	Corporate website and social media accounts	N/A	Positive results of analysing statistics and trends gathered from the Agency's website and social media accounts

2) Core sub activity: Research and innovation-related activities

Communication activities (to raise awareness and provide information) follow the business priorities, as outlined in SPD 2023:
- to continue developing the Agency's expertise as the EU's Centre of Excellence in AI;
- to support the activities of the EU Innovation Hub for Internal Security;
- to coordinate the implementation of the standardisation roadmap;
- to develop proofs of concept/pilot projects in areas agreed with the European Commission.

ACTION	OUTPUT	TARGET	DISSEMINATION	PARTNERS	INDICATOR OF ACHIVEMENT
Publishing digital (on request print) versions of eu-LISA technology monitoring research reports and focus papers on key areas directly related to the Agency's core activities: - Implementing the corresponding editorial plan - Including new formats (podcasts) to share information and communicate (continued ↓)	- Research reports - Focus paper(s) - Summaries of the reports - Press releases, online highlights, social media posts	- EU Institutions - Stakeholders - Specialised publications	- Corporate website and social media accounts - Networks of stakeholders and partners	EC DG HOME	- Content production follows the approved editorial workflow - Deadlines for editing are met (continued ↓)

	- Digital communication products (video summaries, pre-recorded presentations, podcasts, infographics, as required) - Presentations at conferences, seminars, roundtables - Press briefings, as required				- Visually appealing digital versions are made publicly available in a timely manner - Positive results of analysing statistics and trends gathered from the Agency's website and social media accounts
Raising awareness about eu-LISA's **contribution** to the research and innovation domain of the **JHAA Network**: - Implementing the corresponding editorial plan - Introducing new formats (podcasts)	- Summaries, incl. video summaries, podcasts, as required - Online highlights - Social Media posts	Stakeholders	- Corporate website and social media accounts - Networks of stakeholders and partners	Europol, Frontex, EASO and other agencies in the JHAA Network, as requested	- Positive results of analysing statistics and trends gathered from the Agency's website and social media accounts - Positive feedback from stakeholders
Publishing digital communications and implementing online **campaigns on joint actions**, as required: - Coordinating and implementing the editorial plan	- Online highlights - Press releases - Social Media posts	- Stakeholders - Specialised publications	- Corporate website and social media accounts - Networks of stakeholders and partners - List of media outlets	- JHAA Network cluster agencies - EC DG HOME	- Content production follows the approved editorial workflow - Positive results of analysing statistics and trends gathered from the Agency's online channels

3) Core sub activity: Tailored training for Member States on using the IT systems managed by the Agency

Communication activities (raising awareness and providing information) follow the business priorities:
- to feature the added value deriving from training activities provided to technical and operational staff of Member States, Schengen Associated Countries and other JHA Agencies;
- to support and coordinate the e-CODEX-related testing and training activities.

ACTION	OUTPUT	TARGET	DISSEMINATION	PARTNERS	INDICATOR OF ACHIVEMENT
Highlights of training activities: - Raising awareness of the high-level tailored training activities and online e-learning sessions delivered by eu-LISA	- Quarterly special summaries of training activities - Digital communication products (videos, podcasts, infographics)	- External and internal stakeholders - General public	- Corporate website and social media accounts - Networks of stakeholders and partners	N/A	- Content production follows the approved editorial workflow - Positive results of analysing statistics and trends gathered from the Agency's website and social media accounts
Publishing **joint communication updates** on joint training sessions: - Coordinating and implementing the editorial plan	- Online highlights - Press releases - Social Media Posts	- External and Internal Stakeholders - General public (where applicable)	- Corporate website and social media accounts - Networks of stakeholders and partners	JHAA Network cluster of Agencies (Frontex, CEPOL, FRA, Europol)	- Content production follows the approved editorial workflow - Positive results of analysing statistics and trends gathered from the Agency's website and social media accounts

4) Core sub activity: Stakeholder Relations

Communication activities focus on the added value deriving from shared actions and promoting solidarity via joint statements (under EC DG HOME guidance).

ACTION	OUTPUT	TARGET	DISSEMINATION	PARTNERS	INDICATOR OF ACHIVEMENT
Implementing the **Working Programme** of **EU Agencies Network** (EUAN) 2021-2027 - With focus on the Communication plan for the EUAN Strategy 2021-2027	Coordinated online and offline activities and joint campaigns	- Stakeholders of the EUAN - General Public	- EUAN dissemination channels, - Corporate website and social media accounts	Network of the Heads of Communication and Information of EU Agencies	- Milestones of the work plan are met in a timely manner - Positive results of analysing statistics and trends gathered from the Agency's website and social media accounts
Implementing the **Cooperation Plans** and **Working Arrangements** between eu-LISA and JHA Agencies and EC DG HOME	- Streamed and coordinated responses to media alerts and public inquiries, as required - Own social media posts and website highlights - Promotion of postings of the partners on corporate social media channels and on eu-LISA website - Sharing information related to the main stakeholder events of the partners	Stakeholders	Corporate website and social media accounts	Partners of eu-LISA's working arrangements and Memoranda of Understanding	- Content production follows the approved editorial workflow - Positive results of analysing statistics and trends gathered from the Agency's website and social media accounts

5. Resources

The eu-LISA establishing Regulation, Regulation (EU) 2018/1726[3], sets out the legal requirement of the Agency to perform institutional communication and information tasks.

Article 34 requires eu-LISA to communicate in accordance with the Union's legal acts governing the development, establishment, operation and the use of large-scale IT-systems. The Agency also needs to ensure that the public, and all other interested parties, are provided with objective, accurate, trustworthy, comprehensive and easily understandable information on its work. This task reinforces the Agency's commitment to its values, namely transparency and accountability. The annual communication and dissemination plan outlines the activities to meet these requirements.

The language arrangements, defined in **Article 33** of the aforementioned Regulation, oblige eu-LISA to publish both corporate and general public information in line with the set linguistic regime of the Union. The eu-LISA Communication team coordinates the translation, editing and publishing tasks of the corporate and informative publications which is not reflected in the communication and dissemination plan and handled as "business as usual".

The eu-LISA 2023 external communication and dissemination actions are covered from Budget Line A2600 Information and Publication.

All the required services are procured under the eu-LISA Framework Contract for integrated communication and event management and implemented in line with the Procurement Acquisition Plan (PAP) 2023. The services related to Article 33 are provided by the Translation Centre for the Bodies of the EU (CdT).

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[3] OJ L 295, 21.11.2018, p. 99.