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## Communication: Delivering our communication strategy

### Goal:

A greater understanding within Europe of the need to embrace rapidly ICT as a key element of Europe's economy & society, and a change in actions along the lines required by our policies.

### Action:

In order to support the delivery of the Digital Agenda for Europe, we carry out a **communication strategy**, agreed by the senior management end of 2010, and which seeks to inform people of our actions; increase understanding for our policies; and promote engagement & interaction with & aiming our stakeholders.

### Situation:

DG Connect has moved away from the European Commission's traditional communication (one-off, single-issue campaigns, led by external content production) to a 100% Digital (web, social media...), and largely in-house, integrated and campaigning style of communication, accompanied by increasing levels of online engagement (cf. [#ConnectedContinent](#) [1]). The Commissioner's top-level commitment to this approach has allowed us to achieve policy aims in areas where we lack the traditional tools of legislation or significant financial resources ([grand coalition](#) [2], [web entrepreneurs](#) [3], [women in ICT](#) [4]). In parallel, Connect has developed the Digital Agenda for Europe (DAE) brand as a way of strengthening our engagement with key stakeholders - moving to a deeper "community management" approach, based on the collaborative features of our web site based on editorial improvements, with a changed approach to publishing, with quality and organization rather than quantity as the drivers.

- **political communication** managed by SPP and implemented by DG COMM via a limited number of IPs, speeches, the Commission's web page and Commissioners' social media
- **stakeholder communication**, implemented with greater freedom than before by DGs.

### Mandate:

1. To support the DG in achieve goals and it's mission. 2. We define and help the DG to carry out an integrated communication strategy. This implies shaping views on complex issues within the DG and using the full panoply of tools to present them to external audiences.

## Input

### Full-Time Equivalent:

21

**People:**

21.00 full-time equivalent (FTE)

**Collaboration with other units:**

- Different DG networks for: comms
- social media
- press material
- speeches
- research stories ect.

**Collaboration with other DGs or agencies:**

- DG RTD & research family DGs; DG COMM
- DIGIT
- ECN
- ICN etc.

**Budget:**

A budget in 2015 of 1.3 Million EUR

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**Source URL:** <http://ec.europa.eu/dgs/connect/en/content/communication-dae-communication-strategy>

**Links**

[1] <http://ec.europa.eu/digital-agenda/en/connected-continent-single-telecom-market-growth-jobs>

[2] <http://ec.europa.eu/digital-agenda/en/grand-coalition-digital-jobs-0>

[3] <http://ec.europa.eu/digital-agenda/en/startup-europe>

[4] <http://ec.europa.eu/digital-agenda/en/women-ict>