



Europass Communication Strategy

Third Meeting of the Europass Advisory Group

14 March 2019



1 Purpose of the document

The Europass Communication Strategy sets out the approach to identifying target audiences, goals, key messages, communication channels and implementation of communication activities for the new Europass.

The Commission would like to shape this strategy together with the Europass Advisory Group, and draw also on the expertise and experience of Europass National Centres, the Euroguidance Network and EQF National Contact Points.

The Europass Advisory Group is invited to give [written feedback](#) on the strategy and [responses to implementation questions](#) by **29 March 2019** to EMPL-EUROPASS@ec.europa.eu with the subject line 'Written Feedback on Europass Communications Strategy'

2 Introduction

This communication strategy aims to design and plan communication solutions to support the mission of Europass.

The draft Europass Communications Strategy proposes key messages, identifies stakeholders 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 Decision¹.

2.1 Goals

The Communication Strategy has a number of goals:

- (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;
- (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.

2.2 Audiences

All Europass strategic planning documents, including this Europass Communication Strategy, are developed based on the target groups listed in Article 1 (3) (a) of the Europass Decision².

For the purposes of implementation, each of the groups is considered to be **Europass users** with distinct relationships with Europass. Europass users are the **audience** for this Communication Strategy.

Europass users have been categorised as follows:

¹ Decision on a common framework for the provision of better services for skills and qualifications (Decision 2018/646)

² (a) individual end-users, such as learners, job seekers, workers and volunteers, and
(b) relevant stakeholders, such as education and training providers, guidance practitioners, employers, public employment services, social partners, youth work providers, youth organisations and policy makers.

- **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)

2.3 Key Messages

This section sets out draft key messages for Europass users. These draft key messages will form the basis for communications and promotion work for the new Europass.



Individual end-users

- Europass offers you a free, personal profile to highlight your skills, qualifications and experiences so that they are understood across Europe
- You can self-assess your skills and define your career and learning goals;
- You can find information on a variety of job and learning possibilities around Europe
- You control your data that you store on Europass
- You can reuse the data that you've stored in Europass to autofill other application forms

Recipients

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

- You can access information on skills and qualifications in Europe, including to compare and understand qualifications frameworks and systems and understand skills trends

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

2.4 Outline

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

3 Stages

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 must build 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. 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 will begin in March 2019 (see **Channels** below) and run up to the launch of the Europass portal in 2020.

The primary channel for communication will be the Europass Project website³ 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 will also compile 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.

See below a categorisation of facilitators, based on the Europass Decision and subsequent feedback from the Europass AG, with a brief description of their **role**, and the **communication channels** that will be used to communicate during Stage 1.

³ <https://ec.europa.eu/futurium/en/europass>

Facilitators	
	
Role	<ul style="list-style-type: none"> • 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	<p>EU Level:</p> <p>Europass Project Website</p> <p>Europass AG (and other EU governance groups)</p> <p>Stakeholder bilaterals</p> <p>COM participation at stakeholder events</p> <p>COM consultation with national services</p> <p>COM social media and other COM services communications</p> <p>Invitation to testing</p> <p>National level:</p> <p>See <i>Implementation Questions</i></p>

Stage 1 Implementation Questions

- How can members of the Europass AG support outreach and engagement of the above facilitators at national level?
- Are there other specific facilitators (international, national, local, regional) that the Commission should consult during development?

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.

Article 1 (3) (a) of the Europass outlines 4 categories of individual end-users of Europass: job-seekers, learners, volunteers and workers.

Communication to end-users will be organised as follows:

- The Commission will develop a **communications tool-kit** with National Europass Centres, 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 will with Centres develop **guidelines for management of social media** tools by Centres to ensure the quality and impact of social media and explore how to further support and co-operate with the centres on the operation of shared social media tools managed by the network of centres (@EuropassFacebook, @EuropassEurope (Twitter) and EuropassEurope (Instagram)).
- The Commission will plan 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.

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 National Europass centres will also be 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 will also consult centres on communications during the annual network meeting in June, with an aim 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.

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.

Suggestions for outreach will also be gathered during consultation with facilitators in Stage 1 above and members of the Europass AG are also invited to make suggestions.

Communications materials will also be developed with key messaging for **recipients** to create awareness of the new Europass and the benefits of the new framework. In many cases, recipients overlap with the facilitators identified above.

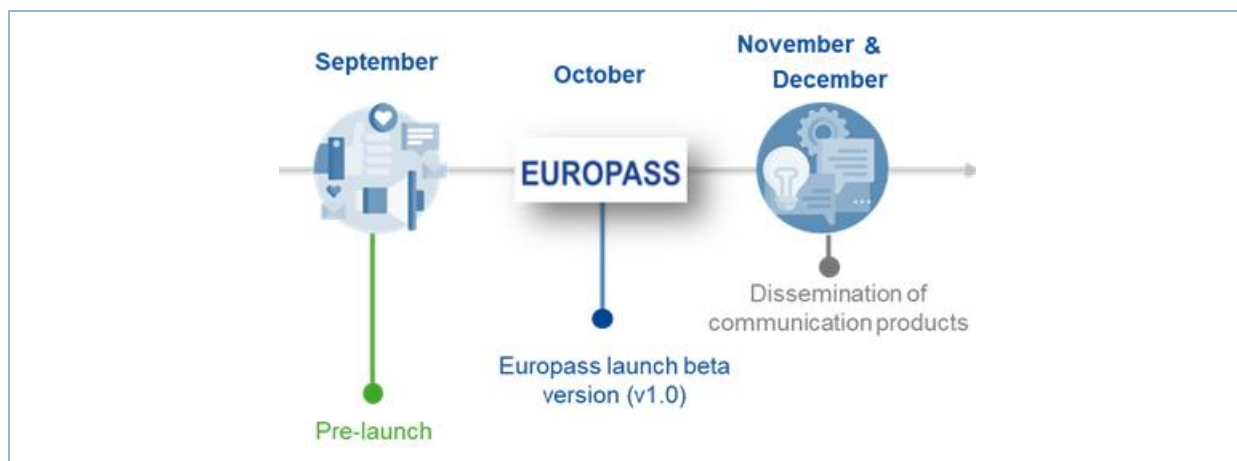
Stage 3: Communication activities following launch of the new Europass Phase 1

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.

4 Timeline

<p>February Launch of project website</p> <p>March Communication Strategy document</p> <p>April Social media channels set up and first targeted promotion to facilitators</p>	<p>Europass AG are invited to:</p> <ul style="list-style-type: none"> ✓ Comment on the Communications Strategy and Implementation Questions ✓ Propose facilitators and events to include in Stage 1 outreach
<p>July & August Social media and events plan and development of related material</p>	<p>Europass Network Annual Meeting (June):</p> <ul style="list-style-type: none"> ✓ Discussion of communications ✓ Discussion of beta version launch <p>Europass Advisory Group (June):</p> <ul style="list-style-type: none"> ✓ Update on Communications Strategy and Stage 1 progress



5 Upcoming events

The Commission plans to attend/organise a series of events to support **Stage 1: Communication to facilitators to support consultation, development and testing**:

- **Bilaterals with Europass AG stakeholder organisations**
- **Meeting of the Advisers for European PES Affairs (AFEPAs)**; Brussels, 15 March: Presentation of Europass
- **E-Learning Expo**; Paris, France, 19-21 March: Awareness raising with education and training providers
- **Expert Workshop Interoperability with Learning Opportunities**; April, Date TBC
- **Western Cluster Group of National Europass Centres/Strategy Group**; Bordeaux, France 8 - 9 April
- **Euroguidance Network Meeting**; Bucharest, Romania 8 - 9 April
- **ENIC-NARIC Annual Meeting**; Cologne, Germany, 17 – 18 June
- **Europass Network Meeting**; Budapest, Hungary, June (Date TBC)
- **Digitally Signed Credentials workshops** for stakeholders and vendors of digital credential services (from June 2019)

The Commission is happy to receive invitations and suggestions of events to attend to:

EMPL-EUROPASS@ec.europa.eu

Events are chosen to ensure outreach to representative target users and gather feedback and input to development.

Information on Commission participation in events will be posted on the Europass Project website⁴.

⁴<https://ec.europa.eu/futurium/en/europass>