



HOW TO REACH THE RIGHT AUDIENCES WITH THE RIGHT MESSAGES

DRAGAN BARBUTOVSKI

OFFICE OF THE PRIME MINISTER

GOVERNMENT OF SLOVENIA

EU COMMUNICATOR SINCE 1999

- EUROPEAN COMMISSION DELEGATION 1999-2003
 - SLOVENIAN 2008 EU PRESIDENCY
 - EU PERSPECTIVE IN KOSOVO 2010-2014
- SMALLER EU PROJECTS IN SLOVENIA, KOSOVO & SERBIA 2014-2017
 - EU4GEORGIA 2017-2019
- SLOVENIAN GOVERNMENT'S COMMUNICATION DIRECTOR

The background of the entire page is a light gray gradient, decorated with numerous realistic water droplets of various sizes. The droplets are rendered with soft shadows and highlights, giving them a three-dimensional appearance. They are scattered across the page, with some larger droplets near the top and bottom edges, and smaller ones in the center.

CLEAR MESSAGES TO THE EUROPEAN PUBLIC?

THE LANGUAGE OF EUROPEAN COMMISSION PRESS RELEASES

1985-2020

BY CHRISTIAN RAUH

(PUBLISHED IN THE JOURNAL OF EUROPEAN INTEGRATION

ON 15 OCTOBER 2022

KEY TAKEAWAYS

THE COMMISSION ITSELF HAS REPEATEDLY PAID LIP SERVICE TO 'BETTER COMMUNICATION WITH EUROPEAN CITIZENS' AND INVESTED IN ORGANIZATIONAL RESOURCES, STRATEGIES, AND PROFESSIONAL STAFF TO THIS END. YET AND STILL, THE IMAGE OF A DETACHED TECHNOCRACY STICKS.

GROWING SOCIETAL DEMAND FOR PUBLIC JUSTIFICATION OF EUROPEAN DECISION-MAKING AND MESSAGE CLARITY AS A NECESSARY CONDITION FOR EFFECTIVE COMMUNICATION FROM THE COMMISSION TO A POLITICIZED PUBLIC.

THEREFORE: MESSAGE CLARITY IS A NECESSARY CONDITION FOR EFFECTIVE COMMUNICATION FROM THE COMMISSION TO A POLITICIZED PUBLIC.

KEY TAKEAWAYS

EUROPEAN DECISION-MAKING HAS RATHER 'SHIFTED FROM AN INSULATED ELITE TO MASS POLITICS'.

WHAT THE COMMISSION DOES (AND WHAT IT DOES NOT DO) IS TODAY MUCH MORE LIKELY TO BECOME DEBATED IN THE PUBLIC DOMAIN.

PUBLIC SUPPORT CANNOT BE TAKEN FOR GRANTED. IT RATHER HAS TO BE EARNED.

WE MUST MEET PUBLIC CRITICISM BY JUSTIFYING AND DEFENDING OUR ROLES AND CHOICES IN EUROPEAN POLITICS.

KEY TAKEAWAYS

WHAT IS THE ANSWER?

CLARITY AS THE MOST BASIC BUT ALSO NECESSARY CONDITION FOR REACHING AN INCREASINGLY POLITICIZED (AND INCREASINGLY ENGAGED) PUBLIC.

THIS RESTS ON THREE INTERRELATED ARGUMENTS:

1. AUDIENCE

THE MORE WE WANT TO ADDRESS THE GENERAL PUBLIC, THUS, THE BETTER UNDERSTANDABLE ITS MESSAGES HAVE TO BE.

MESSAGE CLARITY = AUDIENCE ORIENTATION

KEY TAKEAWAYS

2. JOURNALISTS

JOURNALISTS DISLIKE INFORMATION THAT IS 'COMPLEX', 'BORING', 'ABSTRACT', OR 'TOO INSTITUTIONAL' AS IT LETS THEM 'STRUGGLE TO PRESENT EU ISSUES IN A COMPREHENSIBLE WAY THAT IS ATTRACTIVE FOR THE AUDIENCE'.

ONE JOURNALIST SAID: 'HALF OF MY WORK IS TO TRANSLATE IT [A PRESS RELEASE] INTO NORMAL WORDS'

3. CITIZENS

CLARITY AFFECTS HOW CITIZENS PERCEIVE AND PROCESS MESSAGES FROM US. JOURNALISTIC WRITING RELIES HEAVILY ON THE MATERIAL THAT IS ORIGINALLY PROVIDED BY EU STAKEHOLDERS.

KEY TAKEAWAYS

IF WE WANT TO INCREASE EU KNOWLEDGE/AWARENESS /RECALL AMONG THE PUBLIC WHILE AVOIDING ANTI-ELITE SENTIMENT, CLEAR LANGUAGE IS THE SINGLE MOST IMPORTANT ASPECT.

CLARITY DOES NEITHER EQUAL MORE EMOTIONAL OR MORE RADICAL COMMUNICATION NOR DOES IT IMPLY 'DUMBING DOWN' THE OFTEN-COMPLEX POLITICAL REALITIES OF EUROPEAN DECISION-MAKING.

BUT IT MEANS EXPLAINING THESE REALITIES BETTER FOR AN INCREASINGLY ATTENTIVE LAYMEN AUDIENCE BEYOND THE DIRECTLY INVOLVED STAKEHOLDERS IN THE INTER- OR SUPRANATIONAL REALM.

SLOVENIAN COHESION PROJECT

2016 PROJECT BY THE SLOVENIAN GOVERNMENT OFFICE
FOR DEVELOPMENT AND EUROPEAN COHESION POLICY
EUROPEAN COHESION POLICY 2014-2020

KEY CHALLENGES:

- SHIFT FROM BRICK AND MORTAR TO PEOPLE
- COMPLEX NEW MANAGAMANET APPROACH
- MOVE FROM HOW „WE THINK“ TO „HOW THEY WANT INFO TO BE DELIVERED“
 - FOCUS ON USER → LESS IS MORE

NEW STRATEGIC APPROACH: MERGER AND OPTIMISATION

1. USER AT THE CENTRE OF ALL COMMS
2. BE BOLD AND UNCONVENTIONAL

SLOVENIAN COHESION PROJECT

SHIFT FROM ONE PILLAR COMMUNICATION TO TWO LEVEL COMMS:

- THEMATIC AREA
- TARGET AUDIENCE

WHAT DOES MEAN IN PRACTICE?

UP TO FIVE THEMATIC AREAS

UP TO SIX TARGET AUDIENCES

11 PRIORITY AXES AND 11 THEMATIC OBJECTIVES PLUS ALL CORRESPONDING INVESTMENT PRIORITIES IS AN IMPOSSIBLE COMMUNICATION TASK.

BY THEMES

Tematski sklopi od 1 do 5

TEMATSKI SKLOP	ZNANJE in INOVACIJE	PODJETNIŠTVO	LJUDJE	OKOLJE	JAVNI SEKTOR
CILJNE SKUPINE	UNIVERZE RAZISKOVALNE ORG. SPIN-OFF PODJETJA PODJETJA ŠOLE RRA / LRA	MALA in SREDNJA PODJETJA START-UP PODJETJA UNIVERZE SOC. PODJETJA	ZAPOSLENI BREZPOSELNI MLADI STAREJŠI RANLJIVE SKUPINE SPLOŠNA JAVNOST	OBČINE JAVNA PODJETJA NVO	JAVNI SEKTOR [lokalni / državni] AGENCIJE NVO RRA / LRA OBČINE
PREDNOSTNA OS	OS št. 1 OS št. 4 OS št. 10	OS št. 2 OS št. 3 OS št. 4 OS št. 6 OS št. 9 OS št. 1 (delno)	OS št. 8 OS št. 9 OS št. 10	OS št. 4 OS št. 5 OS št. 6	OS št. 3 OS št. 4 OS št. 5 OS št. 6 OS št. 8 OS št. 9 OS št. 11 OS št. 1 (delno) OS št. 2 (delno)
PREDNOSTNA NALOŽBA					

BY AUDIENCE

Ciljne skupine od 1 od 6

CILJNA SKUPINA	MLADI [LJUDJE]	MALA in SREDNJA PODJETJA [PODJETNIŠTVO] [ZNANJE in INOVACIJE]	DELODAJALCI [LJUDJE]	ZAPOSLENI / BREZPOSELNI [LJUDJE]	NEVLADNE ORGANIZACIJE [OKOLJE] [JAVNA UPRAVA]	PREBIVALCI [LJUDJE] [JAVNI SEKTOR]
PODSKUPINE	<ul style="list-style-type: none"> • MLADI • ŠTUDENTJE • ISKALCI PRVE ZAPOSLOTVE • ŠTUDENTJE VZGOJE in IZOBRAŽEVANJA • MLADI – RANLJIVE SKUPINE • MLADI PODJETNIKI • MLADI RAZISKOVALCI 	<ul style="list-style-type: none"> • PODJETJA V VSEH FAZAH RAZVOJA • PODJETJA Z RAZISKOVALNIMI ODDELKI • ZASEBNI ZAVODI • START-UP PODJETJA • SOCIALNA PODJETJA 	<ul style="list-style-type: none"> • SAMOSTOJNI PODJETNIKI • LASTNIKI MALIH IN SREDNJIH PODJETIJ • KADROVSKI DIREKTORJI 	<ul style="list-style-type: none"> • ZAPOSLENI - STAREJŠI OD 45 • ZAPOSLENI - Z NIZKO IZOBRAZBO • STAREJŠI DELAVCI - STAREJŠI OD 55 LET • BREZPOSELNI - PREDVSEM STAREJŠI • RANLJIVE SKUPINE - SOCIALNO IZKLJUČENI • DELAVCI, KI SE MORAJO PREKVALIFICIRATI 	<ul style="list-style-type: none"> • OKOLJSKE NVO • NVO S PODROČJA SOCIALNEGA IN ZDRAVSTVENEGA VARSTVA • KREATIVNE ORGANIZACIJE • SOCIALNI PARTNERJI • IZOBRAŽEVALNE NVO • NVO S PODROČJA AKTIVNEGA DRŽAVLJANSTVA 	<ul style="list-style-type: none"> • GOSPODINJSTVA • PREBIVALCI NA PODROČJIH BREZ INTERNETA ALI V KRAJIH Z ZAŠČITENIMI OBMOČJI • NATURA 2000 • TEHNOLOŠKO AKTIVNI IN OKOLJSKO OSVEŠČENI PREBIVALCI • UPORABNIKI PRAVOSODNIH STORITEV • MEŠČANI VEČJIH MEST • PREBIVALCI KRAJEV OB TRETJI RAVOJNI OSI

KEY MESSAGES - YOUTH

KLJUČNA SPOROČILA – KRATKE POVZETKE CILJEV PROGRAMA OZ. UKREPA, ZA PODROČJE **MLADIH**, BI TAKO BILA:

VSEM MLADIM DO 29. LETA OMOGOČAMO ZAPOSILITEV (SKUPAJ S PRIPRAVNIŠTVOM), USPOSABLJANJE NA DELOVNEM MESTU, VKLJUČITEV V FORMALNO IZOBRAŽEVANJE ALI KRAJŠE PRAKTIČNO USPOSABLJANJE V ŠTIRIH MESECIH PO REGISTRACIJI NA ZAVODU ZA ZAPOSLOVANJE.

SKOZI CELOTNI UČNI PROCES MLADIM SVETUJEMO, DA SE ODLOČIJO ZA IZOBRAŽEVANJE ZA POKLICE, KJER BODO PO ZAKLJUČENEM ŠOLANJU BOLJ ZAPOSLLJIVI.

MLADIM OMOGOČAMO MEDNARODNO MOBILNOST – MED ŠTUDIJEM IN TUDI GLEDE ZAPOSLOVANJA IZVEN SLOVENIJE.

ZA MLADE V VZHODNI SLOVENIJI PRIPRAVLJAMO POSEBNE PROGRAME ZAPOSLOVANJA. OMOGOČAMO VAM POSKUSNO TRIMESEČNO SPOZNAVANJE Z DELODAJALCEM IN POTEH ENOLETNO ZAPOSILITEV.

ZAPOSLENE MLADE SPODBUJAMO K VSEŽIVLJENJSKEM UČENJU IN USPOSABLJANJU TER PRIDOBIVANJU NOVIH VEŠČIN, DA SO PRILAGOJENE MODERNEMU DELOVNEMU MESTU.

INOVATIVNE MLADE SPODBUJAMO, DA SVOJO KREATIVNOST USMERJAJO V USTANAVLJANJE LASTNIH PODJETIJ IN START-UPOV TER JIM S SODELOVANJEM Z IZKUŠENIMI PODJETJI IN RAZISKOVALNIMI INSTITUCIJAMI NUDIMO MENTORSTVO.

MLADE IZ RANLJIVIH SKUPIN VKLJUČUJEMO V PROGRAME USPOSABLJANJA IN IZOBRAŽEVANJA, KI JIH RAZVIJAMO SKUPAJ S SOCIALNIMI PODJETJI, IN TAKO POVEČUJEMO ZAPOSLLJIVOST IN VKLJUČENOST V DRUŽBO.

NEW STRATEGIC APPROACH

TWO-WAY COMMUNICATION

+ TARGETED INFORMATION IN AN EASY-TO-UNDERSTAND LANGUAGE

+ UNITED RECOGNISABLE SLOGAN/CAMPAIGN

+ SIMPLE USER EXPERIENCE

PROPOSALS

- BETTER COORDINATION BETWEEN THE CENTRAL MANAGEMENT AGENCY AND LINE MINISTRIES
 - CENTRAL MANAGEMENT AGENCY AS A KEY COMMUNICATOR
 - CONSISTENCY OF COMMUNICATION
 - SOCIAL MEDIA FOCUSED COMMS
 - EDITORIAL BOARD
 - STORY TELLING
 - MEDIA PARTNERSHIPS

EU PERSPECTIVE IN KOSOVO

SEEING IS BELIEVING – A SERIES OF DOCUMENTARIES ABOUT EU FUNDED PROJECTS IN KOSOVO (2013-2014)

- A SERIES AFTER A HUGELY SUCCESSFUL PILOT
- TWO FICTIONAL CHARACTERS MEET REAL PROJECTS/BENEFICIARIES
 - THIRD PARTY ENDORSEMENT, (ALMOST) NO EU OFFICIALS
 - USE OF HUMOUR

[PLAY VIDEO](#)

NEW REALITY

- LESS JOURNALISTS, MORE COMMS/CONTENT SPECIALISTS
 - EU BUBBLE VS NATIONAL EU COMMS
- INFORMATION CONSUMPTION HAS CHANGED
 - SHORTER ATTENTION SPAN
- THE DIVIDE BETWEEN SPECIALISTS V GENERAL PUBLIC IS WIDENING
 - CAMPAIGN FOR PLAIN LANGUAGE

OASIS FRAMEWORK

OASIS IS A SERIES OF STEPS THAT CAN HELP BRING ORDER AND CLARITY TO PLANNING CAMPAIGNS. THE AIM IS TO HELP MAKE THE PLANNING PROCESS RIGOROUS AND CONSISTENT. THE 5 STEPS YOU NEED TO CREATE A CAMPAIGN USING OASIS ARE:

1. **OBJECTIVES:** WHAT IS YOUR COMMUNICATION ACTIVITY TRYING TO ACHIEVE?
2. **AUDIENCE:** AUDIENCE INSIGHTS
3. **STRATEGY:** APPROACH YOU WILL APPLY. PROPOSITION/MESSAGING AND CHANNELS
4. **IMPLEMENTATION:** HOW YOU WILL DELIVER/WHAT TACTICS YOU WILL USE
5. **SCORING/EVALUATION**



The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance.

WHAT IS A GOOD QUOTE?

1. SHORT, NO MORE THAN TWO SENTENCES
2. COLLOQUIAL (10-YEAR OLD LEVEL)
3. JARGON FREE

QUOTE FROM YOU OR THIRD PARTY IS ALWAYS BETTER!

SOURCE: LAURA SHIELDS, [HTTPS://WWW.REDTHREADEU.COM](https://www.redthreadeu.com)

The 7 Deadly Sins of Message Drag:

- 1) No actual message**
- 2) No discernible structure**
- 3) Jargon**
- 4) Overuse of abstraction (acceleration, transformation etc)**
- 5) Egregious use of the passive voice**
- 6) War and Peace length sentences**
- 7) Excessive use of acronyms**

