



TO. BE. E. EWC Project

Third Steering Committee

Brussels, 16-17 February 2016





Communication plan

1. The lesson from the Survey

2. Communicating Ewc

3. Web site

4. Social Networks

5. Printed book

6. Press kits





The lesson from the Survey

- The general evaluation of the Survey was positive.
- Workers demonstrated to appreciate Ewc
- Yet, troubles in organizations can be listed:
 - ✓ difficulty in finding candidates who want to hold a role in Ewc
 - ✓ or have an authentic and certified trade union approach





Communicating Ewc

- What the Survey taught us was that a lack of formation and motivation that has to be filled
- Target: trade union activists and representatives, Ewc members
- Non technical language for a technical institution





Web site

Different languages
presentation of contents
Manuals and checklists
easy to browse
intuitive





Social networks

Twitter: practical, effective, short, quick, within your smartphone's reach





Printed book

- Introduction
- Manual
- Actors and their role
- Cases
- Country report



MUBE
Municipal Employees



- Materials



Press kits

