

High-level statement on the BEREC communication plan, 2015

The core mission of the NRAs and BEREC is to promote effective competition and efficient investment to bring better connectivity and affordable prices for all consumers and businesses. BEREC was established to contribute to the development and better functioning of the internal market in the electronic communications sector in order to bring greater benefits to all European citizens by ensuring a consistent application of the European regulatory framework for electronic communications networks and services.

The BEREC external communication plan is based on the principles of transparency, accessibility, coherence and timeliness. BEREC ensures that its external communications are clear, relevant and coordinated with its mission and annual Work Programme, as well as providing up-to-date information to stakeholders.

The communication plan aims to achieve the following goals:

1. increase visibility in the external world of BEREC's mission, achievements, activities, decisions and events;
2. increase the knowledge of a broader audience about BEREC's role in the EU electronic communications sector and stimulate the interest of the stakeholders, including European consumers;
3. inform targeted stakeholders and media organisations in an effective and timely manner;
4. facilitate all external and public communications activities, setting out responsibilities, commitments and tasks for BEREC.

To guarantee the effectiveness of communication with its target groups, BEREC aims to tailor its communications activities to the interests of its stakeholders and disseminate information through the most relevant channels.

In order to disseminate information about BEREC and its activities and increase engagement among stakeholders, BEREC uses effective and up-to-date communication tools.

The following primary communication tools can be identified:

- BEREC website;
- public debriefings and BEREC Stakeholder Forum;
- interaction with media;

- social networks;
- press conferences, press releases and e-mail distribution lists;
- newsletters;
- publications.

The website is BEREC's key communication channel - its main objective is to inform stakeholders about BEREC activities, deliverables and agendas in the most up-to-date way. As the main communication channel, BEREC's website makes available all published BEREC documents as well as the BEREC Chair's speeches and/or presentation slides. The BEREC Office will continue to write regular news items for the website and make the best possible use of multimedia techniques to maximise the outreach and impact of BEREC's communications.

In order to increase transparency and accountability, BEREC will continue to provide a platform for strategic dialogue, with the main event being the BEREC Stakeholder Forum, where all BEREC Members and key stakeholder organisations can exchange views and give/receive feedback with regard to topics that BEREC is working on. To guarantee transparency and raise public awareness of BEREC's activities further, the public events, such as public debriefings, public workshops and the Stakeholder Forum are made available on the internet via live video-streaming or video recording.

In order to intensify the use of the BEREC website and to promote the public events, BEREC makes use of social networks – such as Twitter, LinkedIn and the Youtube channel. In addition, the potential benefits of other popular social networks, such as Facebook, Google+ and others will be further examined and, where appropriate, new accounts will be created.

Interaction with media outlets and journalists on a national and international level is of utmost importance, in order to maximise awareness of BEREC's involvement and work on issues related to electronic communications. In addition, the BEREC newsletter is an effective communication tool to provide information in a clear and plain format. The newsletter will be issued in .html format and the articles will be linked to the BEREC website to reach a broader audience.

Each year, BEREC adopts documents and reports that are to be transmitted to the EU Institutions, specifically: BEREC Work Programme and the BEREC Annual Report. These documents are printed but are also accessible in electronic format.

In order to evaluate and improve the effectiveness of its communications activities, as well as maintain the accuracy of information, media monitoring is carried out and feedback from journalists and participants in the public events is welcome and will be analysed.