

DRAFT AGENDA

2nd EUSAIR Communication workshop for Pillar 2 / Transport subgroup

Belgrade, 18-19 November 2019

Background

The 2nd EUSAIR Communication workshop will be held on 18-19 November 2019 in Belgrade, Serbia and will focus on EUSAIR Pillar 2 Transport related topics.

The EUSAIR Pillar 2 / Transport subgroup has been chosen as a pilot project¹ for building capacities on strategic communication in the year 2019. The workshop is dedicated to Pillar 2 / Transport subgroup members, the Facility Point partners, the European Commission and the Serbian Presidency of the EUSAIR Strategy 2019-2020. Other interested stakeholders are welcomed to participate.

The specific purpose of the pilot project is to test how the methodological approach established at the 1st communication workshop in September in Portorož works in practice and see how it can be applied to the Transport issues of the EUSAIR macro-regional strategy.

Following the outcomes of the pilot project, the Facility Point Lead Partner is planning to set-up a model for implementing strategic communication within the EUSAIR Strategy, specifically targeting internal and external communication of Thematic Steering Groups known as Pillars, as the main generators of content, activities, processes.

The organizer of the 2nd workshop is the Facility Point Lead Partner, represented by the Government office of the Republic of Slovenia for Development and European Cohesion Policy, in close cooperation with the Pillar 2 / Transport coordinators from Italy and Serbia and with the support of the Serbian Facility Point project partner.

Aim

The idea of the 2nd workshop is to further strengthen communication and build capacities of the EUSAIR governance structures – specifically the implementation level, represented by Thematic Steering Groups. The purpose is to equip Pillar 2 Transport members with knowledge and skills on strategic communication aiming at creating a more inclusive, consistent, and visible outreach and dissemination of the added value and the work done within the scope of Pillar 2 Transport.

The 2nd workshop will explore how communication can best assist and contribute towards the Pillar's implementation potential, purpose and goals, taking into account the Action Plan and other relevant strategic and operational documents of the Pillar 2.

During the workshop the following domains will be addressed:

- vision, mission for Pillar 2 Transport
- stakeholder mapping for Pillar 2 Transport
- Transport case study and media relations
- Master Plan communication and Storytelling

¹ Pillar 2 Transport has been chosen as a pilot project on the basis of the outcomes of the 1st communication workshop and following recommendations outlined in the draft report prepared by external communication expert. In addition, Pillar 2 “Connectivity”, was chosen as a pilot project taking into account the role of Republic of Serbia acting as a co-coordinator of the Pillar 2 in cooperation with Republic of Italy. Moreover, Serbian presidency of the EUSAIR Strategy (June 2019 to May 2020) has chosen Connectivity (including both priorities, Transport and Energy) as a priority theme of its current Presidency programme (announced at the 10th Governing Board meeting, in Belgrade on 21-22 October 2019)

DRAFT AGENDA, 18 November (Day 1)

1330-1400

Registration & Welcome coffee

1400-1415

INTRODUCTION

- Welcome words
EUSAIR Facility Point Lead Partner
- Agenda

1415-1545

Session 1: EUSAIR VISION & MISSION

Gabriel Alvarez, Communication expert

- Ice breaking exercise
- Key learning outcomes - 1st EUSAIR communication workshop Portorož
- Vision & Mission for TSG2 Transport

1615-1745

Session 2: STAKEHOLDER MAPPING

Gabriel Alvarez, Communication expert

- Power/ Interest matrix
- Creating a Stakeholder map for TSG2 Transport – online tool

Coffee break will be served in between sessions, cca 1545-1615.

1745-1800

Wrap-up Day 1

(1800 TBC)

Networking dinner (standing buffet)

0900-0915

DRAFT AGENDA 19 November (Day 2)

0915-1030

INTRODUCTION

- Key learning outcomes Day 1

Session 3: Communication in practice (1)

Media expert (TBC)

- Case study – Transport
- Journalistic tips & tricks, Media relations

1100-1300

Sessions 4: Communication in practice (2)

Gabriel Alvarez, Communication expert

- Storytelling
- Practical exercise: Communicating Master Plan – group work

Coffee break will be served in between sessions, cca 1030-1100.

Wrap-up Day 2 and Next steps

EUSAIR Facility Point Lead Partner and Gabriel Alvarez, Communication expert

1300-

Lunch break (standing buffet)

Objective

The 1st communication workshop offered an opportunity to address strategic opportunities and process weaknesses of the EUSAIR communication while, at the same time, introduced a methodological approach on how to design and execute strategic communication.

The 2nd communication workshop aims to delve deeper. The workshop aims to narrow down and concretize the findings of the 1st communication, via exploring the underlying substrate of the EUSAIR Pillar 2 / Transport topics. The workshop will try to blend key learning outcomes of the 1st workshop with concrete case studies of the 2nd workshop and thus contribute to the understanding how the acquired methodological approach can be applied and transferred to the participant's daily work.

Attendees will learn what vision and mission means in practice, specifically when addressing EUSAIR Transport issues. They will get acquainted with how to identify and prioritize Transport related stakeholders. The workshop will provide an opportunity to discuss concrete communication projects, stress about common communication mistakes, and showcase best practices.

Participants will acquire the necessary skills to recognize and take advantage on communication opportunities and challenges. After the workshop, participants are expected to build upon their corresponding roles and responsibilities to implement communication activities in their home countries, within their respective thematic area or within their project more efficiently and effectively.

Format

This is a two-day tailor-made training event. The workshop will adopt a session based approach combining lectures, case studies, discussions, online games and group work. The workshop will have an interactive format and active involvement of participants is expected. The content of sessions is individualized and focused on Transport related affairs. The purpose is to develop immediate key take-aways for participants.

The outcomes of the 2nd workshop's will be upgraded with interviews conducted by external expert. The findings of the 1st and 2nd workshop along with recommendations will be summarized in the Final report, which will be discussed at the next Governing Board meeting in 2020. The Final report with proposed recommendations will be used for designing a model upon which future communication capacity building activities of the Facility Point will be developed.

Expert

The workshop will be moderated and facilitated by Mr Gabriel Alvarez, communication expert, who will provide participants with credible expertise, external views and concrete examples that could be reflected into the EUSAIR communication.

Mr Gabriel Alvarez is a communication expert and trainer. Gabriel started his career as a journalist and worked for 10 years in EU affairs including stints in the European Parliament and two Interreg programmes – ESPON cooperation programme and Interact cooperation programme. He studied Communication and specialised in Public Administration at the London School of Economics and Political Science (LSE).

Venue

The workshop will be held in the building of the Ministry of Foreign Affairs, Belgrade (Serbia), Conference Room No. 208.

Travel & Accommodation

Every participant is responsible for his/her own travel and accommodation arrangements. The costs for the TSGs members, national coordinators and Facility Point partners are covered by their national Facility Point offices.

Other information

If you wish to obtain additional information on the workshop, please contact Maruša Arh (E: marusa.arh@gov.si, T: +386 14 00 37 25, M: +386 30 71 60 25).