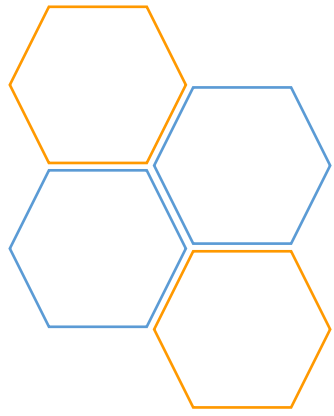


EFBWW Communication Strategy

Paula Cravina
Communication officer

SuSodCo 2nd Virtual Capacity Building Event
Seminar 15.04.2021

Communication



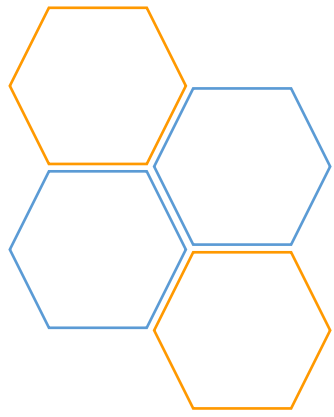
Two levels:

- Internal
- External

Internal

Communication network

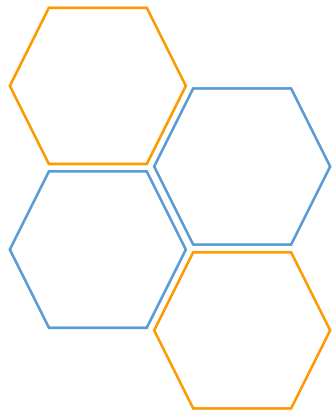
- Regular two-way flow of information (press releases, alerts, newsletters, campaigns or other communication materials)
- Key role in ensuring the support of the political work in the statutory bodies of EFBWW and ensure the active involvement of national affiliates in campaigns.



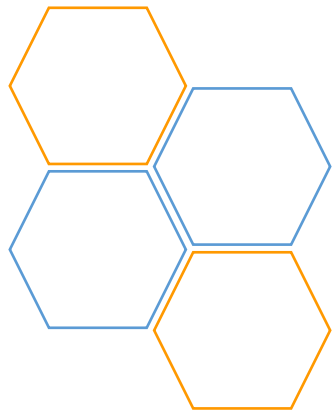
Internal

Website

- User friendly, allowing the affiliates to easily find documents (both internal and external) and to be informed about EFBWW campaigns, projects and policy documents.



External

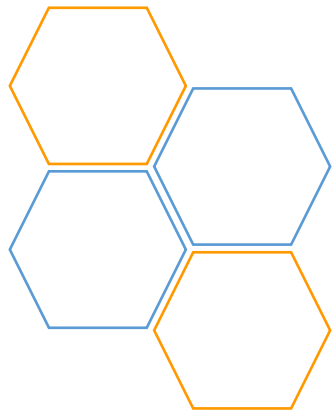


We want to raise awareness and the interest of:

- EU institutions,
- Media,
- Public opinion.

For this, we are developing our own communication style: transparent and respectful with clear, concise and simple messages, easy to communicate to different audiences.

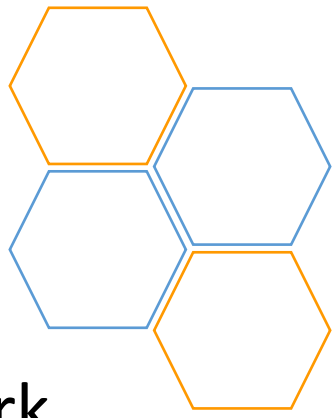
External



- Campaigns, leaflets, brochures, letters and video conferences.
- Social media platforms. We are now on Facebook, Twitter, Instagram, LinkedIn, YouTube.

The social media platforms are an external communication tool, but also a useful way of interacting with and supporting affiliates. **So, if you don't follow us yet, make sure that you do! You can join us @ Facebook, Twitter, Instagram, LinkedIn!**

External



- ‘Classic’ media remain crucial. The EFBWW is developing a network and contact list with specialised EU press.
- Communication with partner organisations, such as ETUC, ETUI and BWI.

The EFBWW continues to associate with some of its partners’ initiatives and projects and making them more visible. E.g. International Workers Memorial Day (28 April) – together with BWI and ETUC.



Chamber of Commerce
and Industry of Slovenia

Chamber of Construction
and Building Materials Industry
of Slovenia



FEDERATION OF THE BUILDING
CONTRACTORS ASSOCIATIONS OF CYPRUS

Ο.Σ.Ε.Ο.Κ

European Federation
of Building
and Woodworkers



ÉVOSZ



ΠΑΝΕΛΛΗΝΙΑ ΕΝΩΣΗ ΔΙΠΛΩΜΑΤΟΥΧΩΝ
ΜΗΧΑΝΙΚΩΝ ΕΡΓΟΛΗΠΤΩΝ ΔΗΜΟΣΙΩΝ ΕΡΓΩΝ

PANHELLENIC ASSOCIATION OF ENGINEERS
CONTRACTORS OF PUBLIC WORKS



КАМАРА НА СТРОИТЕЛИТЕ В БЪЛГАРИЯ
BULGARIAN CONSTRUCTION CHAMBER

Thank you very
much!