



WG III Communications

Oscar Nieto 24.09.2013

WG III Communication issues



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- ★ Responsible for **external** and **internal** communication
 - Common messages
 - Report external activities
 - Define hierarchy of messages
 - Define communication channels
 - ★ Monitoring activities of other players
 - ★ Use/focus communication abilities of the Members

Participants



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- ★ Convenor
 - ★ Co-convenor
 - ★ Experts – open to ECO Platform members
 - ★ Guests (if needed)
 - European officials
 - CEN
 - TC 350
 - Other TC

Why participation is important



“Communication leads to community, that is, to understanding, intimacy and mutual valuing”

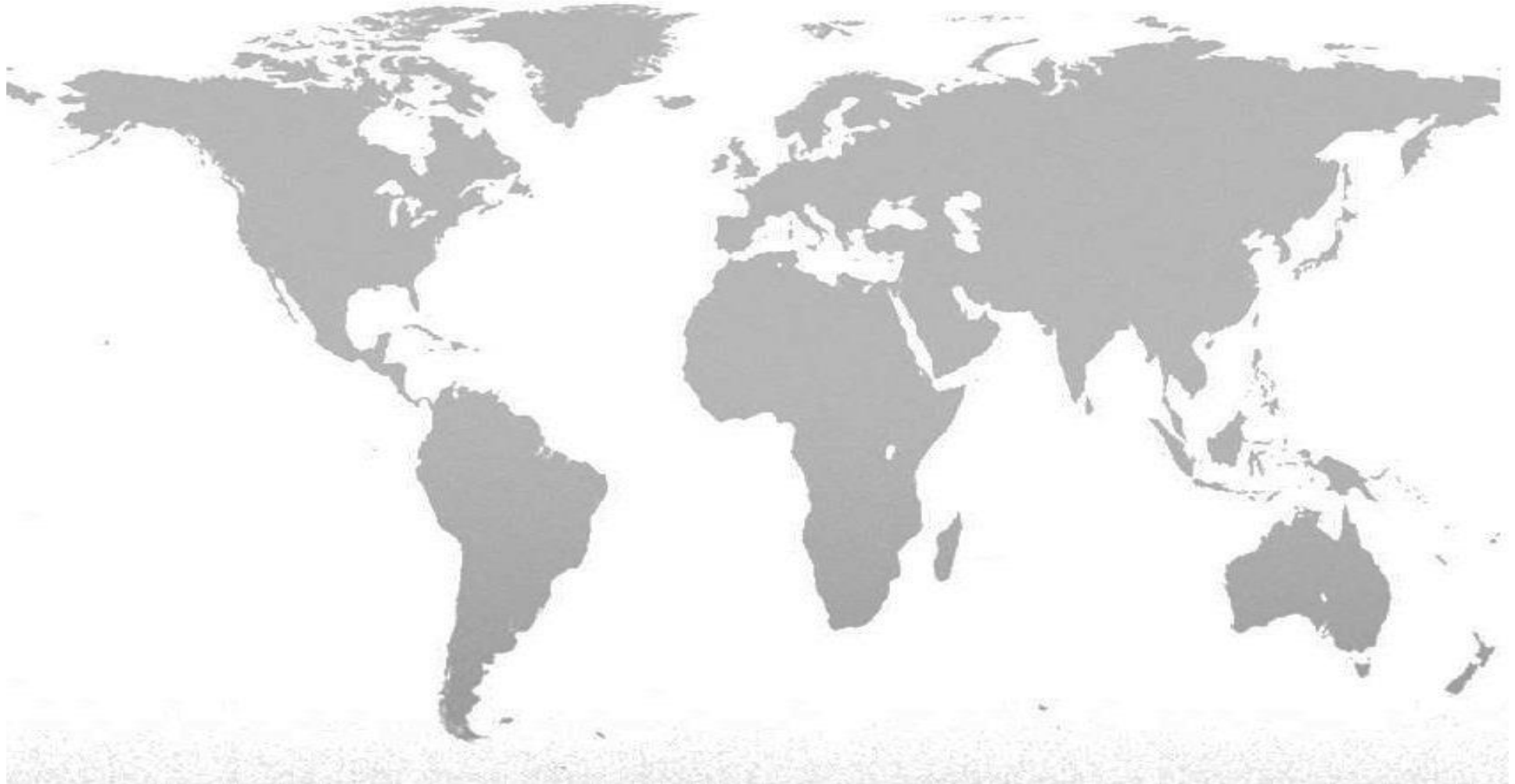
Rollo May

Need of background information



★ Collect information

- Number of product families covered
- Number of EPD issued
- Countries where manufacturers produce their products
- Countries where the manufacturers sell their products
- Number of programs and country where they are settled



Goal: Put figures in the map

ECCO

PLATFORM



ECO Platform logo - Community

Communication



- ★ Events / workshops
- ★ Newsletter
- ★ Website
- ★ Direct communications
- ★ Social media

Tasks for the coming months



- ★ Formal launch of the group
- ★ Development of the working plan
- ★ Rules to use the logos
- ★ Define common messages
- ★ Define communication channels

COMMUNICATION STRATEGY



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