

Annex 4 (modified): Strategic Plan Final Report/Progress Reporting Template

[please note that the report should be concise and brief]

Portfolio on Communication



Strategic Plan 2017–2024

Reporting SAIs:

- SAI of Spain (EUROSAI Secretariat) as leader of the Portfolio
- SAI of Israel (1st Vice-Presidency of EUROSAI) as co-leader of the Portfolio

A. Executive Summary

The Portfolio on Communication was first set up in 2017 (48th GB), being led by the SAI of Latvia until the XI EUROSAI Congress. During that period, the **EUROSAI Communication Framework (ECF)** was reviewed and the updated ECF was approved by the XI Congress in April 2021.

During its 54th meeting (April 2021), the EUROSAI GB entrusted the Portfolio on Communication (period 2021 to 2024) to the SAI of Spain (EUROSAI Secretariat), as leader of the Portfolio, and to the SAI of Israel (1st Vice-Presidency of EUROSAI), as co-leader. The Secretariat is a key actor in EUROSAI's communication as it is the main contact point for EUROSAI matters, hosts the EUROSAI **website**, and publishes the EUROSAI **Magazine**. It not only provides the Organisation with administrative support, but it also supports the members concerning EUROSAI's activities and procedures.

The Secretariat has given due consideration to the main concepts foreseen in the abovementioned EFC for determining the focus and roadmap of the Portfolio on Communication. In this regard, communication is considered as a **strategic tool** for EUROSAI to:

- Successfully develop as an Organisation.
- Strengthen the relationship among its members.
- Be a powerful support platform for external public sector auditors in Europe.

- Promote its external image.

In addition, the Communication Portfolio is guided by the **principles** of understandability, simplicity, engagement in dialogue, focus on action, accessibility, accuracy and objectivity, and timeliness and will pursue the following **overall goal**: “the EUROSAI members recognise EUROSAI as a promoter of its members’ common interests and a support in their work”.

For the successful implementation of the initiatives, the Portfolio has been designed to effectively reach the identified target audiences in EUROSAI as described in the ECF:

- **EUROSAI target audiences**¹: member SAIs and their staff, key actors and structures, INTOSAI related bodies, and non-SAI stakeholders (International Organisations, EU Organisations and Researchers and Universities).
- **SAI’s target audiences**²: auditors and other employees, Governments, NGOs, researchers and universities, mass media and citizens.

The Portfolio will also “promote increased member participation and extend the value of EUROSAI’s activities among its members and other stakeholders through enhanced communications” which is one of the **guiding principles** of the EUROSAI Strategic Plan 2017–2024.

¹ EUROSAI’s target audiences: audiences reached directly by EUROSAI as an Organisation.

² SAI’s target audiences: audiences reached indirectly through the SAIs.

B. Performance Assessment of the Desired Outcomes/Guiding Principles in the ESP (2017–2024)

Governance Portfolio on Communication:

The evaluation of the set of projects and initiatives developed by the Communication Portfolio in the implementation of the Strategic Plan 2017–2023 is very satisfactory. The **EUROSAI Communication Framework (ECF)** has been successfully developed and several initiatives can be highlighted:

- The **new EUROSAI website** is on its final steps to be launched.
- EUROSAI is already present in **social media**, especially through the current Presidency social media (www.eurosai2021.cz and Official X account: [@EUROSAI_OP](https://twitter.com/EUROSAI_Presidency)).
- **Welcome packages** for newcomers to EUROSAI (new Governing Board members, new EUROSAI First Vice-Presidency and new Heads of SAIs).
- **Communication package to promote EUROSAI within member SAIs:** videos, PPTs, leaflet on EUROSAI activities and outputs, have been developed: [EUROSAI at a glance](#), *EUROSAI in a nutshell* leaflet, video on EUROSAI Governing Board Portfolios ([YouTube](#)).
- Easy and **accessible resources to communicate:** EUROSAI Brand book, templates for reporting (reports, PPTs, ...), logos for Strategic goals and WGs / TFs.
- Annual issue of the EUROSAI Magazine in the five official languages of the Organisation.

| Objective (s) (1) | Project/Initiative (2017–2024) (2) | Results and outcomes achieved (3) | Related Desired Outcomes/Guiding Principles in the ESP (4) | Evaluation of the status of achievement with respect to Related Desired Outcomes/Guiding Principles (5) |
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| <p>Overall goal of the Communication Portfolio:</p> <p><i>EUROSAI members recognize EUROSAI as a promoter of its members' common interests and a support in their work</i></p> | <p>Detailed in the next items</p> | <p>Detailed in the next items</p> | <p>ESP 2017-2024. Guiding principle 3: Promote increased member participation and extend the value of EUROSAI's activities among its members and other stakeholders through enhanced communications</p> | <p>Global evaluation of the Project/Initiatives in the Strategic period 2017-2024:</p> <p>✓ Partially achieved</p> <p>Detailed in the next items</p> |
| <p><i>EUROSAI members recognize EUROSAI as a promoter of its members' common interests and a support in their work</i></p> <p>(Strategic period 2017–2021)</p> <p>SAI of Latvia as holder of the Communication portfolio</p> | <p>Re-Development of the Communication Framework, as a guidance for the communication procedures (written procedures, tasks, roles and responsibilities and frequency)</p> | <p>New EUROSAI Communication Framework (ECF)</p> <p>The updated ECF was approved by the XI Congress in April 2021</p> | <p>Restructured EUROSAI COMMUNICATION FRAMEWORK in place according to the new communication developments, including relevant details on the policies of different forms and tools, frequency needs, responsibilities</p> | <p>✓ Achieved</p> <p>A comprehensive analysis on EUROSAI communication practices including website and other communication channels was made and it was shared with all GB members</p> <p>A new and enhanced EUROSAI Communication Framework was approved and is still in place</p> |
| | | <p>Differentiation of target audiences:</p> <ul style="list-style-type: none"> • EUROSAI's target audiences • SAI's target audiences | <p>Design of a communication strategy adapted to the identified users</p> | <p>✓ Achieved</p> <p>Communication key target audiences identified</p> |

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| | <p>Innovations in EUROSAI's communication to enhance visibility & accessibility of EUROSAI</p> | <p>EUROSAI website audit by White Digital: priorities and Recommendations</p> | <p>Analysis of the current EUROSAI website to detect areas of improvement for the development of the new EUROSAI website</p> | <p>✓ Achieved</p> <p>Thorough analysis of the existing website identifying priorities and Recommendations</p> |
| | | <p>Focus Group on Communication</p> <p>Communication experts together with international relation professionals worked together towards improving EUROSAI's Communication</p> | <p>Discuss and find the best core messages for EUROSAI's communication, the narrative of the organisation and to suggest a new structure for EUROSAI's website</p> | <p>✓ Achieved</p> <p>The focus group provided the opportunity to discuss strategies and decide the way forward regarding EUROSAI communication</p> |
| <p><i>EUROSAI members recognize EUROSAI as a promoter of its members' common interests and a support in their work</i></p> <p>(Strategic period 2021–2024)</p> <p>SAI of Spain as holder and SAI of Israel as co-leader of the Communication portfolio</p> <p>A.- Drafting of detailed guidelines</p> | <p>Development of the Communication Framework, as a guidance for the communication procedures (written procedures, tasks, roles and responsibilities and frequency)</p> | <p>The information procedure that takes place after the Congresses and the Governing Boards:</p> <p>Certain initiatives already implemented: <u>piece of news in the EUROSAI website containing the summary of agreements (SoA) of each respective GB meeting</u> (after the proposal of the Secretariat approved by the GB at its 55th meeting)</p> <p>Formal procedure for the distribution and publicity of the results of the work carried out by the PGs, WGs and TFs to all</p> | <p>A new and more detailed guidance for the application of the EUROSAI Communication Framework (ECF), including the standardization of the main communication procedures within EUROSAI</p> | <p>✓ Partially achieved</p> <p>Although several initiatives have been developed and implemented, more guidance related to communication procedures still needs to be developed</p> |

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| | | EUROSAI members: pending Informative PowerPoint for making a financial request from the EUROSAI budget: drafted and distributed by the Secretariat since January 2023 | | |
| <p><i>EUROSAI members recognize EUROSAI as a promoter of its members' common interests and a support in their work</i></p> <p>(Strategic period 2021-2024)</p> <p>SAI of Spain as holder and SAI of Israel as co-leader of the Communication portfolio</p> <p>B.- Relaunch of a new EUROSAI website</p> | <p>Current EUROSAI website</p> | <p>Update of the current EUROSAI website's content:</p> <p>Update of several sections of the EUROSAI website, mainly the EUROSAI Strategic Plan 2017-2024 section, specially the complete update of the PGs' section</p> | <p>Continue to develop and promote communication</p> | <p>✓ Achieved</p> <p>The EUROSAI Secretariat is continuously updating the information displayed in the current EUROSAI website. It should be noted that EUROSAI members and those responsible for EUROSAI initiatives need to be further encouraged to keep their respective information updated</p> |
| | <p>New EUROSAI website</p> | <p>PG for the relaunch of the EUROSAI website</p> <p>Created in June 2021 Leader: EUROSAI Secretariat (Spain) Participating SAIs: Israel, Czech Republic, UK, Estonia and Sweden.</p> <ul style="list-style-type: none"> • 6 PG meetings held so far: discussions and brainstorming within the PG | <p>A revamped EUROSAI website already functional</p> | <p>✓ Partially achieved</p> <p>Many stages of the development of the new EUROSAI website have already been completed. Following the process of defining the technological framework and functional design, and the content migration the new website is expected to go live in January 2025</p> |

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| | | <p>The EUROSAI Secretariat developed a collaborative and consultative process for drafting the proposal of the EUROSAI website relaunch:</p> <ul style="list-style-type: none"> • “Desk review” of the data statistics of the website activity (from 2017 to July 2021), and also of the main documents and reports produced by the former Portfolio holder of Communication (SAI of Latvia) • Consultations with other key players: SG1, SG2, INTOSAI Secretariat (SAI of Austria) and OLACEFS Executive Secretariat (SAI of Chile) • Survey for the relaunch of the EUROSAI website (launched 27 September 2021) to gather views and suggestions from EUROSAI’s main audiences • Draft proposal for a new EUROSAI website presented at 55th GB meeting • Draft document with technical requirements for the procurement of an external contractor to develop the new website • Market consultation to determine the maximum amount of the budget for the | | |
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| | | <p>new EUROSAI website (Published 28/02/2023)</p> <ul style="list-style-type: none"> • Secretariat’s proposal to submit to EUROSAI’s GB for its approval by written procedure, an authorisation to allocate a maximum amount of € 157,000 (VAT excluded) from the Welfare Fund to the contracting of the new EUROSAI website. The corresponding VAT will also be allocated to the WF. It was approved by written procedure in May 2023. • The contract was signed with the company SAGA, Consulting and Software Factory S.L. on 27 November 2023 for 114,610 euros excluding VAT, with a completion period of 14 months. • The new website is currently in the process of defining the technological framework and functional design • Content migration will be carried out in consultation with the respective “tab coordinators” (PG members) • Go live expected in January 2025 | | |
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| <p><i>EUROSAI members recognize EUROSAI as a promoter of its members' common interests and a support in their work</i></p> <p>(Strategic period 2021-2024)</p> <p>SAI of Spain as holder and SAI of Israel as co-leader of the Communication portfolio</p> <p>C.- Enhancement of EUROSAI publications</p> | <p>Review of the EUROSAI Magazine</p> <p>Transformation of EUROSAI's Magazine into a digital one</p> | <ul style="list-style-type: none"> • Survey for the relaunch of the EUROSAI website: <i>The relaunch of the website is an opportunity to review EUROSAI's magazine's concept. Do you consider that changes should be made in this regard?:</i> 50% responses in favour of changing EUROSAI's magazine into an electronic one • <u>No. 23 to 27 of the EUROSAI Magazine</u> published: <ul style="list-style-type: none"> ▪ <i>General topics of interest to the EUROSAI community</i> ▪ <i>Emerging issues that might affect SAIs' activity</i> ▪ <i>The role of public auditing as a guarantee of ethical and transparent societies</i> ▪ <i>Global challenges that put SAIs' reaction capacity to the test: our response to the COVID-19 pandemic, a unique opportunity to be better prepared for future risks</i> ▪ <i>SAIs: in search of citizens' engagement</i> | <p>Magazine's concept update will follow the launch of the new EUROSAI website</p> | <p>✓ Achieved</p> <p>EUROSAI Secretariat has regularly issued the Organisation's Magazine and its transformation into a digital publication will follow the launch of the new EUROSAI website</p> |
| | <p>Highlights Newsletter</p> | <p>The SAI of Israel presented a first Newsletter at the 58th Governing Board meeting</p> | <p>A Highlights Newsletter will be launched and regularly published, compiling useful technical information for auditors, with a modern and</p> | <p>✓ Achieved and ongoing</p> <p>The SAI of Israel will continue to issue new editions of the EUROSAI Highlights</p> |

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| | | | <p>attractive design (like a banner)</p> <p>Topics can be news from SAIs and INTOSAI, not only from the EUROSAI scope</p> <p>International Units within the member SAIs will be encouraged to translate the newsletter into their respective national language to increase dissemination of this selected EUROSAI information, useful to auditors</p> | Newsletter |
| <p><i>EUROSAI members recognize EUROSAI as a promoter of its members' common interests and a support in their work</i></p> <p>(Strategic period 2021-2024)</p> | EUROSAI YouTube channel | Contents still pending to be determined | <p>Promoting and disseminating EUROSAI activity</p> <p>YouTube channel will be used to disseminate videos with EUROSAI related content: information on the Organisation, webinars, main outcomes of relevant events, activities...</p> | <p>✓ Delayed</p> <p>Contents pending to be determined</p> |
| <p>SAI of Spain as holder and SAI of Israel as co-leader of the Communication portfolio</p> <p>D.- Enlarging EUROSAI channels to widely reach out its audience</p> | Social media and other tools with EUROSAI's contents | <p>Presidency website: www.eurosai2021.cz</p> <p>Presidency official X account: @EUROSAI_OP</p> <p>The EUROSAI Presidency's social media are already in place, while other social</p> | <p>Promoting and disseminating EUROSAI activity</p> <p>Social media will be gradually incorporated as an additional regular communication channel, starting with X</p> | <p>✓ Partially achieved</p> <p>The EUROSAI Presidency's social media are already in place, while for other social media initiatives, the responsible SAIs still need to be identified</p> |

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| | | media initiatives - such the update of EUROSAI's information in Wikipedia - still need to be developed | | |
| <p>EUROSAI members recognize EUROSAI as a promoter of its members' common interests and a support in their work</p> <p>(Strategic period 2021–2024)</p> <p>SAI of Spain as holder and SAI of Israel as co-leader of the Communication portfolio</p> <p>E.- Fostering promotion of EUROSAI with practical tools</p> | <p>EUROSAI welcome packages to newcomers</p> | <ul style="list-style-type: none"> • New Governing Board members (available) • New EUROSAI First Vice - Presidency (available) • New Heads of SAIs (available) | <p>To elaborate and update Welcome packages for a smooth introduction in the roles within the EUROSAI GB (members / First Vice-Presidency), or when a SAI becomes a EUROSAI member</p> | <p>✓ Achieved</p> <p>EUROSAI <i>Welcome packages to newcomers</i> have already been distributed following the XI Congress and an updated version will be delivered after the XII Congress</p> |
| | <p>Promotion of EUROSAI within member SAIs - "Communication Package"</p> | <ul style="list-style-type: none"> • EUROSAI at a glance booklet (launched in March 2022) • <i>EUROSAI in a nutshell</i> leaflet • Video on EUROSAI Governing Board Portfolios (YouTube) presented at the XXIV INCOSAI held in Brazil | <p>To elaborate and update Package with presentations, videos, PPTs, leaflet... of EUROSAI activities and outputs. Mostly aimed for auditors (to be disseminated within SAIs)</p> | <p>✓ Partially achieved</p> <p>Several products have already been developed and implemented, but a complete <i>Communication Package</i> needs to be further developed</p> |
| | <p>Resource Kit for an enhanced communication</p> | <ul style="list-style-type: none"> • EUROSAI Brand book • The set of templates for EUROSAI reports and PowerPoint presentations have been developed and made available to EUROSAI members • Logos for Strategic goals and WGs/TFs | <p>To elaborate a Resource kit will complement the set of templates for EUROSAI Reports and PowerPoint presentations in order to make communication tools accessible and easy to use.</p> | <p>✓ Achieved</p> <p>The products have been developed and made available to EUROSAI members when necessary</p> |

C. Conclusions and recommendations for the implementation of the ESP 2024–2030

Guiding Principle no. 3 of the Strategic Plan 2017–2024: “To promote increased member participation and extend the value of EUROSAI’s activities among its members and other stakeholders through enhanced communications” has been extensively developed with the activity and initiatives of the Communication Portfolio. However, in view of the ESP 2024–2030, it is necessary to further complete the development of the Guidance for the communication procedures and, particularly, regarding the communication through social media. Moreover, the periodical maintenance and upgrade of the new EUROSAI website is advisable in order to optimise its lifespan.

Contact person(s):

Ms Guadalupe Fernández Espinosa.

Director of the EUROSAI Secretariat (guadalupe.fernandez@tcu.es)