



*3rd Meeting of the Working Group
Sofia, Bulgaria
2-5 November 2004*

Communication Plan EUROSAI Working Group on Environmental Auditing

Introduction

The EUROSAI Working Group on Environmental Auditing has been working in its current shape, based on the Group Strategy and annually Work plans, for 5 years. During this years the Group has been successfully fulfilling tasks related to taking up initiatives to involve European SAIs in the WGEA activities: initiation of international environmental audits, dissemination of documents, guidelines, standards, exchange of information on findings of environmental protection audits and experiences gained from them.

To gain more visibility and to support the implementation of the Group's Strategy for 2005-07 there is a need to create a communication strategy by developing the EUROSAI WGEA Communication Plan. The Group's Communication Plan should outlines the roles and responsibilities of Co-ordinator, Subcoordinators and Group's members in the review, approval and dissemination of information about project processes, events, and documents. Communication is a key success factor for almost all projects. The vision of co-operation within the EUROSAI WGEA members is to build a co-operative spirit among SAIs, open communication and professional excellence.

Objectives

The objective of developing a draft communication plan is to build awareness, support and acceptance of the project among all key audiences. The main purpose of Communication Plan is to improve the quality of communication between the EUROSAI Working Group members, INTOSAI RWGEA and organisations such as UN, UNEP, and DG XI of the European Union, who would like to co-operate with the Group. The Communication Plan will be a tool to achieve a greater integration of communication activities within the EUROSAI WGEA and will increase the knowledge about the work of its members.

Message

The key messages developed based on the Group's strategy are as follow:

- The SAIs of the EUROSAI member states join, within their mandates, the efforts towards sustainable development of the European region.
- The EUROSAI WGEA promotes the good governance of natural resources within each country and at the international level as the essential for sustainable development of the continent.

- The EUROSAI WGEA builds a co-operative spirit among SAIs, integrity, open communication and professional excellence.
- The EUROSAI WGEA encourages European SAIs to initiate and carry out environmental audits, promotes international projects connected with environmental auditing.
- The EUROSAI WGEA promotes exchange of audit experience and documents via seminars, workshops, WebPages.
- The EUROSAI WGEA disseminates information on European environmental audits and their findings.
- The EUROSAI WGEA improves the execution of environmental protection tasks in Europe.
- The EUROSAI WGEA improves the efficiency of the way public resources are allocated and expended for environmental protection to enable sustainable development in Europe.

Communication goals

Goal	Audience	Activities	Method/Channel	Accountability/ Responsibility	Timing/Frequency
1.To increase the number of environmental tools	<ul style="list-style-type: none"> • EUROSAI WGEA members • INTOSAI WGEA members • RWGEA members • non-member SAIs 	“How to write the join audit reports” guideline – discussion paper	Collect data from SAIs. Prepare a draft project. Consult the draft project via internet with subcoordinators and Group members. Present the draft project during the Groups meetings. Approve the draft project.	EUROSAI WGEA Secretariat EUROSAI WGEA members INTOSAI WGEA members	April 2005
		Explore the role of Webpage	Ensure regular updates of the Webpage. Encourage SAIs to provide the audit reports to be placed on the page. Promote the use of the EUROSAI WGEA Webpage. Encourage links with other organisations, institutions and SAIs.	WGEA Secretariat WGEA Co-ordinator WGEA Subcoordinators WGEA Secretariat WGEA Secretariat	by the end of 2007
		Increase implementation of the environmental auditing standards		WGEA Co-ordinator WGEA Subcoordinators	by the end of 2007

Goal	Audience	Activities	Method/Channel	Accountability/ Responsibility	Timing/Frequency
2. To expand information exchange among SAIs and organisations	<ul style="list-style-type: none"> • EUROSAI WGEA members • INTOSAI WGEA members • RWGEA members on-member SAIs • environmental organisations 	WGEA seminars	Identify area of interest. Distribute seminar papers on the Webpage. Promote the events by notice on Webpage, e-mail and letters. Invite the guest speakers.	WGEA Co-ordinator WGEA Subcoordinators WGEA Secretariat WGEA members	by the end of 2007 (one seminar each year)
		WGEA members meetings	Develop Workplans. Implement the Strategy.	WGEA Co-ordinator WGEA Subcoordinators WGEA members	by the end of 2007 (two meetings -every two years 2004 and 2006)
3.To encourage training and develop techniques of environmental auditing	<ul style="list-style-type: none"> • EUROSAI WGEA members • INTOSAI WGEA members • RWGEA members 	<p>WGEA seminars</p> <p>WGEA workshops</p> <p>Exchange of auditors</p>	<p>Exchange of information about environmental audits performed by the SAIs.</p> <p>Open discussion, exchange of experiences</p> <p>Bilateral co-operation among SAIs</p>	WGEA Co-ordinator WGEA Subcoordinators WGEA members	by the end of 2007 (one seminar each year)
4.To increase the number of international environmental audits particularly the number of audits of implementation of the assumptions of	EUROSAI WGEA members	Join audit programmes. Join audit reports	Multilateral co-operation among SAIs.	WGEA Co-ordinator WGEA Subcoordinators WGEA members	by the end of 2007

the Conventions.					
Goal	Audience	Activities	Method/Channel	Accountability/ Responsibility	Timing/Frequency
5. To strengthen the co-operation between WGEA and international organisations	<ul style="list-style-type: none"> • EUROSAI WGEA members • INTOSAI WGEA members • RWGEA members on-member SAIs • environmental organisations 	WGEA seminars, workshops	Invite the representatives to the WGEA seminars and workshops. Develop the information system between SAIs and organisations.	WGEA Co-ordinator WGEA Subcoordinators WGEA members	by the end of 2007
6. To increase the communication among WGEA members	EUROSAI WGEA members	WGEA seminars, workshops internet webpage	Distribute seminar materials and audit reports. Place the information on webpage	WGEA Secretariat	by the end of 2007