



Governing Board, Online 18-19 Nov 2020
Agenda Item: 9
Document Name:
2GB2020_DOC9E AR COMMUNICATION
Purpose: To be received

Activity Report CEC Communication

Background

Since July 2020, CEC communication activities have promoted the vision of the CEC Strategy “Together in Hope and Witness” – maintaining and raising CEC’s public profile through its media channels, implementing CEC editorial and social media guidelines.

COVID-19 continued to impact communications. The Communication Desk met with an increased demand of promoting online events and materials, training on software and media trends.

Cooperation on a number of communications projects have been carried out with the World Council of Churches (WCC) as part of the REO Communications group, communication offices of the Evangelical Church in Germany (EKD), the Commission of the Bishops’ Conferences of the European Union (COMECE), the Council of European Bishops’ Conferences (CCEE), the World Association for Christian Communication (WACC) Europe, and more closely with the Churches’ Commission for Migrants in Europe (CCME) and the Church Action on Labour and Life (CALL) Network, among others.

Activities/Project implementation

Communication Strategy: Based on a draft prepared by the CEC Communication Task Force, updates have been made to the document to sharpen aims of the strategy, define audience, list actions and activities to achieve the objective. The document intends to correspond with CEC’s institutional coherence and implement the CEC Strategy.

Webinars: With increased online events due to COVID-19, a specific communication plan and guidelines are being developed to promote CEC programme activities via webinars. The plan promotes the events, highlighting theme/contributions by speakers, offers video recording with quality branding, and generating interest through website, emails and social media. Support in this regard is also provided to CCME for their online events.

News and media relations: The Communication Desk responded to several current issues via timely press releases, news items and social media posts. Among those are CEC-COMECE meetings with German EU Presidency, the online Summer School on Human Rights, Hagia Sophia, the explosions in Beirut, the Season of Creation, the fire in Moria refugee camp, a joint ecumenical advocacy statement on migration, the new EU Migrant Pact, the reception of the migration



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statement at the EU Commission, the Nagorno-Karabakh conflict, recent attacks in France and Vienna, and CEC participation in EP and other online events in the networks.

Publication: 2019 Annual Report: The 2019 Annual Report was produced reviewing CEC activities and featuring highlights from CEC's 60th anniversary. The online version of the report was distributed to all CEC contacts (Global Contact List) via the weekly newsletter, the CEC website and social media, with only a limited number of copies being printed. The report is available for download in three languages: English, French and German.

Website: The CEC website remains the main hub of all public information. Updates were made to the staff and contact pages, with regular general webpage maintenance and online publishing. Constant updates were made following the postponement of physical events in order to ensure accurate and timely information, sustaining interest among CEC audience.

The webpage "[Church Response to COVID-19](#)" has been updated regularly. The page remains a dedicated online space showcasing all CEC materials related to COVID-19. The page features press releases, messages, prayers, reflections and calls on the topic.

A plan to update CEC programme web pages is being developed. The objective is the upgrading of programme pages, strengthening the element of "church fellowship" throughout, while keeping the style journalistic, error-free, easy-to-read and intuitive for all website visitors.

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CEC News (July 2020 – present):

Featured news promoting CEC Strategy and vision

- [Together in Hope and Witness](#)

CEC press releases & news items:

1. [CEC Annual Report 2019: Together in Hope and Witness](#)
2. [Churches-EU Dialogue: CEC and COMECE meet with German EU Presidency](#)
3. [Virtual Summer School explores human rights in the times of COVID-19](#)
4. [CEC regrets decision over Hagia Sophia, engages with UNESCO and the European Institutions](#)
5. [EP dialogue seminar: COVID-19 – implications for the future](#)
6. [CEC conveys prayers and solidarity for Beirut](#)
7. [Churches and people of goodwill are invited to celebrate Season of Creation](#)
8. [Global religious leaders urge end to "broken state of European migration"](#)



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9. [Christian organisations representing 2.8 billion people call for more compassionate EU migration policy](#)
10. [CEC offers prayer for peace among Armenia and Azerbaijan and encourages international organisations to find a durable peace solution](#)
11. [Ecumenical statement on migration received by European Commission](#)
12. [Churches call for immediate end to military actions in Nagorno-Karabakh region](#)
13. [Critical thinking and critical clicking needed to respond to online hate speech](#)
14. [Churches-EU Dialogue: Ecumenical delegation meets online with German EU Presidency](#)
15. [Prayer for peace following attacks in France and Vienna](#)

Upcoming events:

1. [Online Conference: The Hope of Communion: 1920 to 2020](#)
2. [Wellbeing of Digitalized Societies and Work Place \[postponed\]](#)
3. [European Christian Environmental Network Assembly](#)
4. [European Regional Pre-Assembly for WCC 11th Assembly \[New dates!\]](#)

Media monitoring: CEC's media monitoring system via [Media Toolkit](#) records and evaluate the impact of CEC news, providing reports on outreach, online mentions, and media value of CEC materials. The monthly reports are shared with the general secretariat and executive staff for information. The news coverage in past months has been positive, with Season of Creation, Hagia Sophia and German EU Presidency among high coverage items.

Weekly Newsletter: [CEC Weekly Update](#) featured all CEC press releases and news items, plus a selection of news from members and partners. The newsletter has carried around 80 news items since July. The weekly was distributed to 3,047 contacts including 2,260 subscribers via email.

Social Media: [CEC Facebook](#), with its 3,000 followers, and [CEC Twitter](#), with 2,868 followers, increased their audience, promoting and sharing content from CEC, and its members and partners. New cover designs were published on Facebook and Twitter for an improved visual identity.

Videos: A documentary featuring highlights from the 6th Summer School on Human Rights in Lisbon 2019 was launched through [CEC YouTube channel](#) addressing freedom of expression, hate speech and populism, and was promoted via press release.



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Photos: CEC continues to use stock photos via its Shutter Stock subscription, as well as photos from Novi Sad Assembly and other sources. The organisation of photo files in CEC's shared drive was completed. [Flickr photo](#) hub continues to be a resource for illustrations.

Languages & Translations: The Communication Desk continues to produce communication content mainly in English, with only occasional translations in French and German. CEC also receives complementary translations offered by Member Churches and partners.

Branding & Visual Identity: CEC contains a selection of banners, brochures, envelopes, publications, business cards, templates and give-aways etc. New items have not been ordered due to cancellation of physical events due to COVID- 19. The [CEC Press Centre](#) on the website is up-to-date with logos, CEC leadership bios, photos, latest news, an invitation to CEC news subscription and other relevant information for the press and media. A building plaque has been designed and produced and will be installed.

Workflow for External Communications: A CEC work process flow chart and guidelines have been developed to clarify a procedure undertaken by the general secretary and the staff, especially when working on texts that are sensitive in nature, destined to be made public.

Communication for Kirchentag: A communication plan is being developed to support the CEC Strasbourg office in its participation at the upcoming Ecumenical Kirchentag in 2021. The Communication Desk will offer branding materials for a CEC stand and news coverage of related activities via press release, social media posts, website and newsletter.