

Communications Advisory Group

Paris, 10 June 2022 / 2021-2022 Committee Reports
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Main results



- ✓ Overview and mapping of EFCA's communication efforts
- ✓ Updated logo, graphical charter, Future Leaders
- ✓ Suggestions for improvements of EFCA's Newsletter
- ✓ Survey on EFCA communication to member associations
- ✓ Support to EFCA secretariat on communication efforts
- ✓ Formation of the Advisory Group – organisation

Planned priorities



- Overview of target groups
- Definition of metrics and what to prioritise
- Updated agenda for social media
- Strategy for different channels: print, online, social etc.
- Continued work with graphical design and templates

Critical issues

- Ensure that the secretariat in Brussels has the right tools and resources to meet the long term and short term communication goals
- Streamline the communication efforts from EFCA and FIDIC
- Increase the cooperation between EFCA and the member associations for mutual benefit
- Find relevant ways to communicate the work done by the industry, i.e. the commitment to sustainable development and development of green and innovative solutions to the design of the built environment