EUROPEAN COMMISSION
DIRECTORATE-GENERAL COMMUNICATION

Communication Actions
Europa Website

SUMMARY OF THE WORKSHOP ON THE FUTURE OF EUROPA OF 21 SEPTEMBER 2011

1. CONTEXT, PURPOSE AND PROCESS

As part of the project to streamline and rationalise the Commission´s web presence on EUROPA, Unit COMM.A.5 hosted an interactive workshop on 21 September 2011 for the Commission´s webmasters and internet editors (see Annex 1 – Invitation). Around 50 colleagues from 23 DGs attended.

The purpose of the workshop was to bring together the institution´s key players in web communication, brainstorm together on the future vision of the Commission´s web presence and generate ideas on the concrete steps to bring change about.

The event was special in the sense that it was highly interactive. After the welcome and scene setting parts, discussions on the vision for EUROPA and the concrete steps were conducted in three consecutive rounds of conversations ("World Café"), results collected and clustered (see Annex 2 – Flip charts).

2. THE OUTCOME

The outcome of the workshop can be summarised by the following points:

- Convergence: the brainstorming showed that the views expressed by participants were in many aspects aligned, emphasising the need for more streamlining and rationalisation of the Commission´s web presence.

- Ownership: high satisfaction among participants with the method and the possibility to contribute to the shaping of the future vision of EUROPA show that colleagues are keen for new proposals to develop the web strategically;

- Community: the workshop clearly highlighted the value of community building and sharing across organisational boundaries as echoed by many participants;

Future vision - Results from the first two rounds of conversations

Participants brainstormed in two rounds focusing on the call question "*Commission´s web presence: Where should we be by 2014?*"

The results can be found in annex 2. The main clusters and key words are:

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Office: MADO 06/068. Telephone: direct line +32 22956072.

http://ec.europa.eu/dgs/communication   Questions about the EU? Call the free number 00800 67891011
E-mail: robert.andrecs@ec.europa.eu

Cluster 1 – Streamlining and rationalisation

- "Less is more"
- "Size reduction targets"
- "Restructuring"
- "Coherence"
- "Cut smart"

Cluster 2 – Focus on the user

- "Content = Key"
- "Information VS political needs"
- "Clear language"/Clarity
- "Finding what I need"/"User Needs"
- "Multilingualism"
- "Accessibility"

Cluster 3 – Governance, web mind-set and cooperation

- "Efficient governance"
- "Accountability for public spending"
- "Common resources"
- "Web is everyone´s business"
- "Cooperation between DGs"/"Share the knowledge"

Cluster 4 – Functional aspects

- "State of the art"
- "Integration"
- "Interactivity"
- "Multi-platform"
- "Develop multiplier effect – social media"
- "Web 3.0 all info related"
- "Future proof"

Concrete steps to bring change about - Results from the third round of conversations

In a third round, participants focused on the question "*What are the next practical steps that we can take now to get there?*"

The results can be found in annex 2. The main clusters and key words are:

Cluster 1 – Streamlining and rationalisation

- "Authority"
- "Key principles for future web development"

- "No new sites until further notice"
- "Target metrics for all websites"/"Target for reduction of web pages"
- "Reduce number of sites by x %"
- "Cutting what we can"
- "Start from scratch"
- "Peer review audits"

Cluster 2 – Editorial

- "Reinforce the role for the editor"
- "Clear web writing award"

Cluster 3 – Focus on the user

- "User oriented in/out"
- "Audience interaction – survey, feedback"
- "Understanding user needs"
- "User testing compulsory"

Cluster 4 – Functional aspects

- "Analytics"
- "The right tool for the job"
- "Document database = pdfs in ONE database"
- "Europa.Archive.eu"
- "Interaction (web and social media)"
- "Laboratory"

Cluster 5 – Communication, coordination, cooperation

- "Share more within Commission web community"
- "More communication between DGs"
- "More real working together – sharing experiences"
- "Use facts & figures to educate/show results"
- "Awareness about standards"
- "Social media development – formal coordination"

3. THE NEXT STEPS

A core group of people called "Friends of EUROPA" was constituted. It is composed of 23 volunteers from 16 DGs. DG COMM will meet with the group at regular intervals and draw on its input and support throughout the project to rationalise the Commission´s web presence.

In 2012, the project to audit Commission´s websites will be launched. The results would constitute the basis for a fully-fledged web strategy.

4. LESSONS LEARNT

The brainstorming brought to light many good and practical ideas which will help design and implement the most appropriate web strategy to deliver the institution's communication priorities while meeting user needs.

Brussels,
COMM.A5 – Europa Site/RA D(2011)

Note to the Members of Forum EUROPA and the Internet Editors Network

Subject: Brainstorming workshop on the future vision of the Commission's web presence
                 Wednesday, 21 September 2011 from 10:00 until 12:30 (coffee from 9:30)
   Commission Representation in Belgium, Rue Archimède 73

Did you know that EUROPA contains more than 460 websites, 7.8 million web pages and attracts each month 40 million visits and 109 million page views? Thanks to your input an electronic inventory of websites was launched in February. We are currently finalising an analysis report based on the inventory. It will be an important building block to analyse further the characteristics of Commission websites with a view to making the institution's online communication better, more coherent and cost-effective whilst supporting the Commission's policy priorities.

With this in mind, I would like to invite you to a brainstorming workshop on our future vision of the Commission's web presence. Where do we stand now? Where do we want to go? How are we going to get there? The workshop will be highly interactive drawing on methods of participatory leadership.

The results of the workshop together with the above-mentioned analysis will inform the way we will proceed next year. I count on your participation. It is a window of opportunity to put our ideas together and distil a collective vision of the Commission's online communication of the future.

The agenda can be found in annex.

Please register by sending an e-mail to Chantal Sladden (e-mail: Chantal.Sladden@ec.europa.eu). Deadline: **19 September, 12h00.**
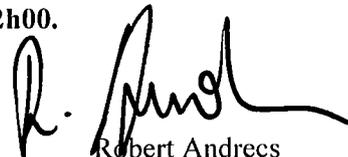
Robert Andrecs
Head of Unit

Annex

Copies: S. Bouygues (DG COMM.A), S. Hubert, Willy Hélin,
       K. Van de Ridder, Katrin Duerkoop, Karin Verminck; Helen Titchen-Beeth (DG T); Annika Bortin (ESTAT), Sergio Amaro (EPSO).

AGENDA

BRAINSTORMING WORKSHOP ON THE FUTURE VISION OF EUROPA

21 September 2011, 10:00 – 12:30

Commission Representation in Belgium, Rue Archimède 73

Please register by sending an e-mail to Chantal Sladden (e-mail: Chantal.Sladden@ec.europa.eu). Deadline: **19 September, 12h00.**

9:30 – 10:00	**Coffee**
10:00 – 11:30	**Brainstorming**
11:30 – 12:15	**Collection of results and reporting back**

Brainstorming workshop on the future vision of the Commission's web presence
FLIP CHARTS

Wednesday, 21 September 2011, 10:00 – 12:30, premises of the Commission Representation in Belgium (Rue Archimède 73)

Elements of vision						
Less is more	No need to publish everything!	Finding what I need	Cut smart	User-centric	State of the art	Remove "egos"
Size reduction targets	Information v. political needs	Right content for the right user	Efficient governance	Political mandate	Integration	Educate hierarchy
Restructuring	Clear language	Content = KEY	Accountability for public spending	Web is everyone's business	Interactivity	Flexible
Clean up!	Coherence	Organisation of content (europa-wikipedia)	Common resources	Cooperation between DGs	Multi-platform	Future proof
	Clarity	User needs (who owns europa?)		Share the knowledge!	Develop multiplier effect – social media	Accessible
		Simple language Multilingualism?			Web 3.0 all info related	
		Multilingualism?				

Next steps						
Awareness about standards	Key principles for future web-development	Start from scratch	User oriented in/out	Understanding user needs	Share more within Commission web community	Social medial development formal coordination
Reinforce the role of editor	No new sites until further notice	Target for reduction of pages	Audience-interaction -survey -feedback	User testing compulsory	More communication between DGs	Interaction (web + social media)
Catalogue of tools/plugins	Target metrics for all websites	Reduce size of sites by x%	Take into account user feedback	Analysis of user needs + organisation needs	More real working together sharing experiences	
Authority	Clear web writing award	Cutting what we can	Analytics	Use facts + figures to educate/show results	Document database = PDFs in ONE database	
Laboratory			The right tool for the job	Peer review - audits	EUROPA.ARCHIVE.EU (clarify "archive")	