

WP2 Communication Strategy

Objectives

Current dissemination material is too technical. It does not address simple messages of what is the benefit and what problems does the VCD solve. More high-level descriptions of the use and benefits of the solution have to be elaborated.

Common messages and dissemination materials should be adjusted to target audiences with respect to specific interests:

Economic operators: Interested in how they can use and benefit from the solution; how it overcomes obstacles and barriers especially in cross-border tenders

Contracting authorities: Interested in how they can use and benefit from the solution; message should also indicate that CAs are able to promote the usage of the VCD

Service providers: Are interested in adopting the solution and providing VCD services. These may be integrated into tendering platforms, hence they are interested in general benefits as well but additionally also in specific technical benefits and details about how to use and integrate the components

Target audiences

The different target audiences that shall be addressed are:

- Economic operators
- Contracting authorities
- Service providers
- Tendering platform providers
- Pre-qualification agencies

Economic operators, for instance, face several obstacles especially in cross-border tendering, such as bureaucratic barriers, interpretation and understanding of complex foreign legal rules, etc. A work-around to overcome is to set up subsidiaries in a member state specifically for the participation in a tender. The communication message should therefore clarify what it can offer and how it can make the cross-border tendering easier.

Besides economic operators, contracting authorities should be addressed as well with clear messages about benefits and ways of using the VCD solutions. Service providers being another target audience have a specific characteristic, as they mostly focus on contracting authorities on the national level. CAs and SPs are the primary entities which can promote the usage and implementation of a VCD system as they have the power and position of accepting the usage of VCDs for the provision of tenders as well as the integration into tendering systems. It is very important to clarify that the VCD offers a solution for both national and cross-border tenders.

Addressing pre-qualification agencies should also be considered, as they focus more on economic operators and thus are able to provide additional ways for economic operators to take advantages of a VCD system.

Communication Messages

In order to resolve difficulties regarding understanding and perception of the VCD, a clear common message is the key. This shall answer specific questions such as:

- WHY does the VCD exist?
- WHICH demands and needs does it fulfil?
- WHAT are the benefits?
- WHO can benefit HOW?

The dissemination material needs to convey the answers of such common messages in an easy, effective and simple way. It needs to be easily understood.

In general the messages communicated to target audiences should cover different view levels:

- Strategic / global level: Provide high-level picture of the VCD and the global context, such as EU policies, EU cross-border tendering, VCD strategies, etc.
- Stakeholder view: Specifically address different stakeholders and communicate the messages mentioned before with respect to the interests of a stakeholder group.
- Technical view: Describe technical level of the VCD solution and its components, how they can be re-used, integrated, etc.

Communication Material

Dissemination materials should contain different artefacts: video, demonstrations and print-outs, also learning objects. The materials should be streamlined for high-level communications as well as for more technical interactions, but with appropriate content (esp. the videos).

Also, the VCD part of the PEPPOL Starter Kit requires further input for piloting, as the starter kit is used across PEPPOL as one initial document delivered to interested stakeholders.

Tools and activities

Peppol.eu

Videos, Brochures

Newsletters

Presentations

Proactively contact potential users and adaptors of the VCD

Survey on EU tendering platforms; identification of potential VCD users and adaptors

Task force liaison

ISU representatives participate in order to provide specific requirements for the communication and marketing strategy with respect to current piloting activities. ISU is going to use the results of the task force within piloting, and will take the role of a link between WP2, WP7 and other work packages of PEPPOL.

WP7 representatives participate as well in order to coordinate and align the WP2 specific communication strategy within WP7. WP2 furthermore requests “technical” assistance from WP7 for the creation of communication material, such as videos.