

SHARING CONTENT & MAKING STATEMENTS

IN THE EYP NETWORK

A GUIDE TO THE
EYP COMMUNICATION STRATEGY UPDATE



EUROPEAN **YOUTH** PARLIAMENT



IMPORTANT TO REMEMBER:

NC RESPONSIBILITIES:

National Committees are obliged to keep their official communication **in line with the Charter and policies**.

National Committees have to **follow guidelines** provided by the **Communication strategy** of the EYP, this includes **consulting the Governing Body** depending on the topic of their statement.

GB RESPONSIBILITIES:

- **Charter guardians:** The Governing Body oversees the Charter and addresses any breaches.
- **One voice for all:** It acts as a unified representative for the entire network.
- **Ensuring stability:** It follows specific guidelines for evaluation and sharing official external communications.

OFFICIAL COMMUNICATIONS MUST ALWAYS ALIGN WITH OUR STANDARDS TO PREVENT CONFLICTS WITHIN THE NETWORK.

KEY CONSIDERATIONS FOR EYP STATEMENTS



Several **political** and **social** factors **impact EYP's ability to thrive**, such as:

- Laws and regulations affecting non-governmental organisations
- Financing of youth mobility projects
- Recognition of volunteer work in schools and universities

WHEN TO ISSUE STATEMENTS?

EYP should **only** issue statements if our **direct circumstances are affected** in some way.

Making statements **should be avoided where possible** to maintain focus on EYP's core activities, which is managing a European-wide youth network through its National Committees.

TO ENSURE PROPER ASSESSMENT AS OUTLINED IN THE POLICY ON COMMUNICATION, BELOW ARE THE KEY CATEGORIES, WITH EXAMPLES AND DETAILED GUIDANCE.

CATEGORY 1: AFFECTS EYP'S CORE WORK

! NCs **can issue** official communication or put out statements regarding these.

In case of uncertainty or need of guidance/extra clarity, NCs are **welcome to reach out** to the Governing Body.

Category 1 includes subjects that are directly connected with the core of our work and our values detailed in the charter or the objectives derived from the EYP Strategy: **funding possibilities, volunteering, recognition of non-formal education, youth participation and mobility, dialogue with decision-makers, role of and space for civil society in Europe, execution of participation rights (e.g. voter turnout, freedom of assembly)**

CATEGORY 2: AFFECTS AN NC'S WORK OR EYP'S WORK IN GENERAL, BUT TO A LESSER EXTENT

! **Mandatory** for NCs to seek **consultation and approval** from the Governing Body before issuing official communication.

Two main purposes of the consultation process:

- **Preventive advice to help NCs** avoid problematic communication that could violate policy or the charter + prevent potential conflicts,
- **Empowerment for NCs** to adjust their planned communications to align with policy and the charter + facilitating adherence to standards while enabling effective communication.

NCs should aim to favour the **European perspective** and refrain from issuing statements or policy proposals.

Category 2 includes subjects which may not be directly related to our core work, but there may be rare occasions requiring official communication: **changes in political systems that have an impact on the work of NGOs in the country (e.g., Rule of Law, Brexit), occasions of remembrance and historical events (e.g., anniversaries of institutions and treaties, independence days, fall of the Berlin wall), violation of human rights (e. g. freedom of speech, dignity)**

CATEGORY 3: OTHER (POLITICAL) TOPICS

! NCs should **refrain** from writing statements on these topics.

As the communication of each NC represents the network as a whole, NCs need to be **sensitive** regarding their communications.

NCs should be aware of sensitivities where current regimes or history plays a role in the national narrative.

Category 3 includes subjects on which the official communication could infringe the image and the role of our network as an independent organisation: **populism or party politics (that are not affecting issues mentioned in prior categories), politically or historically charged issues and sensitive topics that could endanger or impact the ability of NGOs to prosper**

IF AN NC IS UNSURE ABOUT WHAT CATEGORY THEIR COMMUNICATION FALLS UNDER, PLEASE CONSULT THE GOVERNING BODY.