

European Environment Agency



EEA Communication Strategy 2026-2030

EEA corporate report

European Environment Agency
Kongens Nytorv 6
1050 Copenhagen K
Denmark

Tel.: +45 33 36 71 00
Web: eea.europa.eu
Enquiries: eea.europa.eu/enquiries

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Introduction

The European Environment Agency's (EEA) communication environment is changing fast. Europe's role in the world is evolving. Environmental and climate priorities are now increasingly considered in the context of competitiveness, security and societal resilience.

New generations of political, business and civic leaders are stepping into power, while rapid advances in digitalisation, artificial intelligence and media are reshaping how people produce, access and trust information. Public institutions face increasing scrutiny of their transparency, efficiency and societal impact. Meanwhile, the EEA has grown in both size and ambition. Work is increasingly carried out with a wide range of partnerships and through co-produced knowledge.

The overall goal of this EEA Communication Strategy 2026-2030 is to respond effectively to the profound shifts in the technological, social and political environment, and to develop EEA communication as a strategic capability that is core to achieving our vision.

As key priorities, we will enhance our capacity for proactive and agile communication so we can provide timely and targeted support to policy development and implementation. We will seek to extend the impact of our work beyond our established audiences and stakeholders. We will also use communication to connect our work across the EEA, making communication a shared ambition that is enabled by strong collaboration and mutually reinforcing expertise, both within the EEA and across our network.

Effective implementation of the EEA Communication Strategy, in synergy with its Digital Capability Strategy and other strategic frameworks, will help the Agency to deliver on the ambitious goals of the overall EEA-Eionet Strategy, helping to enable a sustainable future in line with Europe's policy ambitions.

The EEA's identity

The EEA's core task is to provide reliable, relevant and timely information on the environment, the climate and sustainability in Europe.

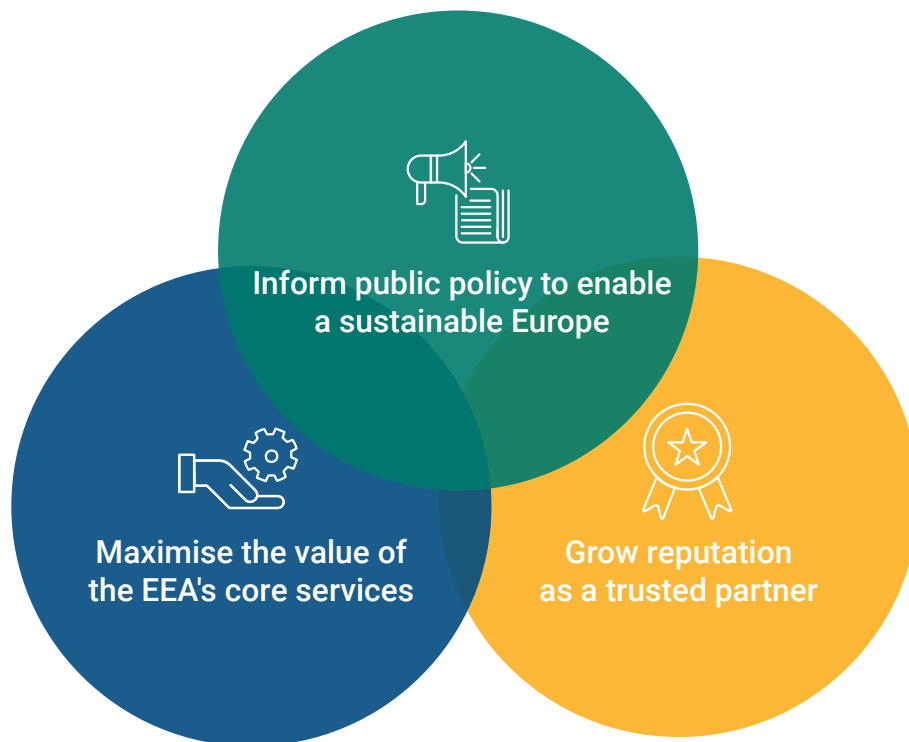
Being reliable requires transparency, scientific independence, integrity and robust quality-assurance in all our work. These values are core to the EEA's mission, and by applying them to our communication, they safeguard the EEA's position as a trusted point of reference in an increasingly complex information environment.

Ensuring the EEA's information is relevant and timely requires communication that meets stakeholders and target audiences in the right place and at the right time. The EEA ensures its work is relevant by systematically listening to policymakers and the public debate across Europe, and by responding to current and emerging policy priorities.

The EEA's services – reporting, data, knowledge, networks and collaboration – and its role as a network partner are part of an integrated 'One Agency' effort to support Europe's environment, climate and sustainability ambitions.



Strategic communication goals



Communication is a strategic function of the EEA and integral to its work across its departments and services. EEA communications will support the vision of the EEA-Eionet Strategy, and its five strategic objectives through three key communication goals.



Goal 1. Inform public policy to enable a sustainable Europe

EEA communication supports ambitious policy development and implementation.

Delivering on this goal requires setting clear objectives for policy-driven communication and delivery of reliable and relevant knowledge – through publications, on-demand digital services and tailored messages – to policymakers, policy influencers and those implementing policies on the ground. Achieving this goal requires a good understanding of the policy landscape, strong partnerships and agile communication.



Goal 2. Maximise the value of the EEA's core services

Communication capabilities help enhance and expand the value of the EEA's services.

First, delivering on this goal requires user-centricity across reporting, data, knowledge and networking services, where communication capability adds value to the service itself. Second, increasing the uptake of the EEA's services requires insights into user needs and expectations, as well effective promotion of services to existing and new user groups.



Goal 3. Grow reputation as a trusted partner

Communication helps ensure and enhance the trust and support of the EEA's core stakeholders.

Delivering on this goal requires strong engagement of EEA staff, the EEA Management Board, Scientific Committee, National Focal Points, and with partner EU institutions. Moreover, the EEA must communicate organisational excellence and innovation, and showcase how it provides value for EU institutions, EEA member countries, and European citizens.

Stakeholders and target audiences

The EEA engages with a wide set of stakeholders, audiences and user groups whose needs vary significantly. Many of these groups require tailored, layered content and engagement that connects the EEA's broad range of services and products with their own needs and interests. We classify our stakeholders and target audiences into four main groups.

1. Policymakers



Key EU and national politicians and civil servants demand tailored knowledge that responds to their specific needs. We will engage with them as a priority target audience to support progress towards a sustainable Europe.

Moreover, we will seek to reach other policymakers, from EU to local levels and across policy domains, as users who can benefit from the EEA's services.

2. Policy influencers and multipliers



Journalists have a key role in ensuring that the EEA's data and knowledge reach European citizens and inform the public debate. Business and civil society leaders, alongside professionals working in thinktanks and industry associations, demand tailored knowledge and data that respond to their needs.

These policy influencers are an important target audience. They can also multiply and validate EEA messages, while providing insight into the Agency's work. Eionet experts, researchers, professionals in international organisations, teachers and others can also be useful multipliers of the EEA's work towards specific groups.

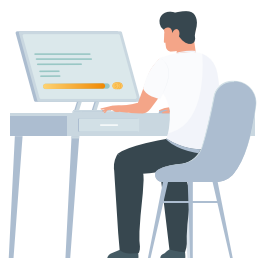
3. European citizens



In line with the EEA's mandate, we seek to add value to society at large by informing the public about the state of Europe's environment and by showcasing opportunities for progress.

Different groups of citizens have different information needs. With targeted and carefully chosen citizen engagement the EEA can reach specific citizen groups and stay connected and relevant to people's concerns about the environment, the climate and sustainability.

4. EEA staff and institutional stakeholders



EEA staff, Management Board, Scientific Committee, National Focal Points, and EU partner institutions demand close engagement, the ability to shape the EEA's work and access its networks.

These core stakeholders underpin the EEA's license to operate through trust, support and alignment with strategic goals. Moreover, through their own networks across Europe, the EEA's staff and institutional stakeholders are important partners in our shared mission.

Cross-cutting work priorities 2026-2030

1. Communication as a strategic capability

We will develop communication as a strategic function with direct connection to the objectives of the EEA-Eionet Strategy 2021-2030. This requires understanding and responding to the needs of specific user and stakeholder groups to ensure targeted engagement and dedicated efforts on:

- Redoubling efforts to support ambitious policy development and implementation to enable a sustainable future in line with Europe's policy ambitions.
- Continued dialogue and engagement with key partners to strengthen our network and secure resources and support for our mission.
- Using communication as an integral part of the EEA's delivery model to add value to our services and ensure they reach end-users.
- Developing a robust set of performance indicators that show that value and uptake of the EEA's work both at EU level and in our member and cooperating countries.

2. Proactive and agile communication

We will enhance our capacity to shape public debates and support policy to enable a sustainable Europe. This requires:

- Enhancing our capacity to systematically collect and use insights about the policy landscape and public debate.
- Increasing engagement with policymakers, policy influencers and multipliers, and seizing opportunities to inform policy with relevant knowledge, agile communication and clear messages.
- Ensuring that EEA knowledge and data are present in public debates by ensuring open access to data and information, including through AI solutions, and by supporting journalists, engaging new partners, enhancing our presence on social media, and standing out in live events through excellent presentations and public speaking skills.

3. Innovating and engaging new audiences and stakeholders

We will respond to rapid developments in technology and communication with continuous innovation while extending the value of our work beyond our established stakeholders. This requires:

- Contributing to the implementation of the EEA Digital Capability Strategy to i) increase innovation and experimentation; ii) enhance the use of audience data and feedback to support user-centricity; and iii) build digital skills for communication, including harnessing the power of AI solutions.

- Engaging stakeholders early on through dialogue and co-creation, paying special attention to the business community and to stakeholders in our member and cooperating countries who can benefit from the EEA's work and are key to advancing our mission on the ground.
- Investing in dedicated outreach to groups of European citizens on selected topics and building partnerships to expand these efforts within our network and beyond.
- Ensuring organisational learning and sharing new knowledge across the EEA and our network.

4. Engaging EEA staff and partners for a shared mission

We will increase engagement within the EEA and with our partners to create a collective and coordinated approach to communication. This requires:

- Developing and facilitating communication skills and a communication mindset across the EEA and our network through coordination, alignment, advice and shared resources. We will train and encourage staff to act as communication ambassadors for the EEA to enhance our overall impact.
- Strengthening communication across the EEA's services, network and digital capabilities to showcase a modern, efficient and effective organisation, and to attract and retain talent across all functions.
- Developing comprehensive and strategic employee communication on shared values to build trust, engagement and alignment on joint priorities and goals.
- Engaging our partners for a joint mission. By multiplying and reinforcing each other's work, we will strengthen our overall impact while also countering the effects of misinformation and disinformation on the debate around environment and the climate.

Implementation, monitoring and evaluation

The EEA Communication and Networks Department will lead the implementation of this Strategy in close collaboration with other EEA departments. Achieving its full ambitions will require contributions from across the EEA and its partners.

The guiding principle of implementation is to enable and facilitate communication across departments, units, staff, and the EEA's network of partners, with the ambition to create a proactive, agile and communicative organisation and network.

Advancing communication as a shared ambition and responsibility will require the development of appropriate governance, in line with the EEA quality management processes, to ensure strategic prioritisation and planning, clear roles and responsibilities, and efficient and effective decision-making.

Operational excellence

The EEA already showcases best practice across several communication areas. Building on its strengths and addressing current gaps to achieve greater impact, the EEA aspires, by 2030, to be recognised as a leader in:

1. Accuracy and clarity of message
2. Visual communication
3. User experience
4. AI solutions for communication
5. Media relations
6. Social media engagement
7. Citizen outreach
8. Stakeholder engagement
9. Internal communication and 'One Agency' culture
10. Fostering a communication-minded organisation and network.

Monitoring and evaluation

Monitoring progress towards our strategic and operational goals, we will continue developing communication key performance indicators, based on our reputation and on the uptake of and demand for the EEA's services.

We will conduct a mid-term evaluation of the EEA Communication Strategy in 2028 and a final evaluation in 2030.

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Kongens Nytorv 6
1050 Copenhagen K
Denmark
Tel.: +45 33 36 71 00

Web: eea.europa.eu
Enquiries: eea.europa.eu/enquiries



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