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Roundtable on reporting practices to increase impact

Delivering the ‘right’ reports

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Director of the Presidency
What do our readers think?

“The pictures are particularly interesting. They illustrate very well the situation, better than any text!”

“includes facts and numbers, it draws clear conclusions”

“clear identification of challenges”

“Excellent infographics”

“[reports] provide a useful source of data and are good at summarising and exploring the current situation”

“makes very valid arguments”

“structure of paper is very good”

“Well-focused, well-founded, reader friendly and clear”

“Short, clear straight-to-the-point executive summary; good tables and graphics”

31. Land productivity was analysed by the JRC in a report based on satellite observations between 1982 and 2018 using Copernicus data. Figure 5, which is based on the most recent comprehensive data published by the Commission on land productivity dynamics in
Strategic choice: broadening range of publications, more performance audit and better synthesis

### 2017
- **5 Annual reports & EU Audit in brief:**
  - Annual report on EU general budget
  - Annual report on EDF
  - Annual report for European schools
  - Annual report for EU Agencies
  - Specific annual report on the Single Resolution Board
- **28 Special reports**
- **2 Review-based publications:**
  - 1 landscape review
  - 1 rapid case review
- **5 Opinions**

### 2018
- **60**
- **9 Review-based publications:**
  - 2 landscape reviews
  - 6 briefing papers
  - 1 rapid case review
- **35 Special reports**
- **6 Annual reports & EU Audit in brief, EU Agencies in brief (new):**
  - Annual report on EU general budget
  - Annual report on EDF
  - Annual report for EU Agencies
  - Annual report for European schools
  - Specific annual report on the Single Resolution Board
  - Plus 8 specific annual reports for Joint Undertakings
- **10 Opinions**
- **Plus 12 audit previews**

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Getting the messages through: preparing and communicating our reports

- Drafting guidelines & IT tools (tips and tricks)
- Drafting assistance
- Review process & engagement quality control
- Communication plan
- Media support (e.g. videos)
- Clear Language Award

plus feedback loop (survey, media monitoring, etc.)
Reaching out to stakeholders: Institutions and media

Parliament, Council and Member States

- Presenting more reports to a wider range of EP committees and Council working groups
- In 2018, significant increase
  - 44 special reports and review based publications were presented to 14 EP committees including the Budgetary Control Committee
  - 40 special reports and review based publications were presented to 27 different working parties of the Council
  - 50 appearances in national parliaments

Stakeholder Management System

- Information about planned publications; reports and other publications, press briefings, surveys, ECA journal, conferences, etc.
- Targeted communication: over 14,700 active contacts
- MEPs, permanent representations, Commission, ministries in Member States, national/regional administrations, journalists, think tanks, NGOs, interest groups, citizens
Reaching out to our stakeholders: EU citizens

• Significant increase in our Social media presence in 2018
  • LinkedIn followers: 10,080 (+23%)
  • Twitter followers: 7,674 (+31%)
  • Facebook followers: 4,800 (+83%)
  • Instagram followers: 1,134 (+149%)
  • YouTube followers: 869 (+27%)

• ECA Journal: thematic focus and reuse on social media

• Website www.eca.europa.eu
Producing an audit report

Target duration: 13 months
EP’s input to our audit programme
"Future proof" – embedding foresight in audit

• Our audits and recommendations should help addressing **key future challenges of the EU**. This is why it is crucial for us to be forward-oriented to remain relevant and increase the impact of our work

• Testing **foresight methods**, scaled and adapted to the role and possibilities of the ECA such as
  • trend analysis
  • more strategic, forward looking programming and audit design
  • external advisory board, etc.

Starting in 2019
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