

**Communication strategy 2019-2020**  
**Of the Economic Council to the Prime Minister of the Republic of Moldova**

Context

Economic Council to the Prime Minister of the Republic of Moldova is a debate platform through which issues faced by the business community are brought to the Government's attention. The Economic Council has been established by a Government decision on August 26, 2011, as an advisory body to the Executive. The Economic Council is composed of representatives of business associations, representatives of research community, international organizations active in the field of business reforms and representatives of public institutions. Since June 2016, the platform has been performing the functions of the National Trade Facilitation Committee, and since August 2019 those of the Advisory Council for Small and Medium Enterprises.

In the economic and social context of the Republic of Moldova, the importance of the Public-Private Dialogue Platform is becoming very high. The Economic Council to the Prime Minister of the Republic of Moldova was created precisely out of the desire to ensure this communication between the business community, state institutions, donor organizations and civil society. Thus, it is very important to project a clear picture of the Economic Council.

At all times, in human relationships, communication has played and continues to play a very important role, in some cases even defining. Communication is never accidental, it is done to convey a clear, intentional message. Starting from this general concept, we will outline the basic elements of the Communication Strategy of the Economic Council.

The need for communication activities comes from the need to inform the target audience about the activity of the platform in a simple language, understood by all. Thus, in its activity, the Economic Council will develop and implement modern methods of communication with the representatives involved in the processes carried out by the Economic Council. The mission of the Economic Council is to acquaint the general public with the economic reforms it promotes with the support of development partners.

Through this strategy, the Economic Council also establishes its priorities in the communication process, which result from the activity of its 6 Working Groups:

Group No. 1 – Eliminating constraints in entrepreneurial activity Covered areas: optimization of state controls, fiscal administration, issuance of permits, facilitation of domestic trade and other. Group Coordinator: Mila Malairău (Executive Director, American Chamber of Commerce in Moldova)

Group No. 2 – Facilitation of trans-border trade Covered areas: optimization of Customs' administration, facilitation of permits' issuance for export, increasing competitiveness and quality of export-oriented products, harnessing DCFTA opportunities, and other.

Group Coordinator: Mariana Rufa (Executive Director, European Business Association in Moldova)

Group No. 3 – Stimulation and retention of private investments Covered areas: creation and optimization of incentives for investments, facilitation of access to financial resources, improvement of the regulatory framework for ensuring fair competition, development of human capital and vocational training according to the market needs, and other.

Group Coordinator: Ana Groza (Executive Director, Foreign Investors Association in Moldova)

Group No. 4 – Curb the phenomenon of grey salaries and informal employment. The Working Group is going to explore the benefits and costs of various actions, and find a balanced menu of solutions to reduce informal employment, without significantly affecting the business activity and the national budget. Group Coordinator: Vladislav Caminschi (Executive director of the National Confederation of Employers)

Group No. 5 – Advancing Moldova in international economic rankings. The Working Group will explore 10 indicators covered by the World Bank Doing Business ranking. Solutions aim at streamlining legislation and improve its implementation. Group Coordinator: Dan Nuțiu Executive Chairman of the Association of Investors from Romania in Moldova

Group No. 6 – Labor Market Development. The aim of the group is to identify solutions that will help to harmonize the demand and supply on the Moldovan labor market. Group Coordinator: Sergiu Harea (President of the Chamber of Commerce and Industry of the RM)

### **General principles of communication and information**

The principles of communication and information aim at increasing the transparency of the actions of the Economic Council and will be applied in such a way as to ensure the achievement of the communication objectives and a better quality of the information provided.

All information will be communicated in a transparent manner. The messages and information contained in the strategy will be of an objective nature, so as to ensure a more balanced picture of the Council's actions. The communication processes will have clear objectives to inform and make available to the public correct and equidistant information. The communication will reach a maximum of relevance for various types of public. Clear and direct language will be used. Press releases must be delivered in a timely manner and in line with the needs of the target group. The message must be consistent by maintaining the positions expressed. The communication must take place without interruption. The actions will follow the priorities contained in the Strategy, and the actions will be necessarily followed by analyzes of their efficiency in relation to the actions carried out.

### **PURPOSE AND OBJECTIVES**

Economic Council seeks solutions. Members of the plat-form are discussing systemic issues they face, for which no consensus has been found in other formats. For the issue to be discussed at the Economic Council, it should be raised by the members of the platform and accepted for discussions by the Prime Minister. Both those who have referred the matter, as well as representatives of state institutions are looking to identify solutions.

The purpose of the Communication Strategy follows from the goals set by the Council and the main purpose of the platform is to quickly identify solutions for issues signaled by the business community with the Economic Council ensuring a more efficient communication between state institutions and businesses. Promotion of reforms that are necessary for the business community and brought to the attention of state institutions through the Economic Council, contributes to the creation of a more favorable business environment in the Republic of Moldova.

At the same time, in its communication process, the Council sets general and specific objectives:

General objective: Achieving maximum visibility of the Economic Council among stakeholders / target group.

Specific objectives: create demand for fact-based content

## TARGET

To communicate means to send a message to someone. Therefore, the message must be clear and precise, constantly adapted to the type of audience we address. In general, we can define two types of audience: internal and external. The strategy aims, first of all, to ensure an internal communication that would significantly contribute to the strengthening and efficiency of the external communication.

The Council's information and communication activities at national level will be aimed at the following target groups:

- information distributors: media, business associations, ministries and other central public authorities, local public administration authorities, opinion formers, journalists, political analysts, academics, NGO representatives, other target groups;
- the general public: especially representatives of the associative sector, consumers of information, etc.
- Public institutions
- Donors

## Communication channels and tools

### Media

Emphasis will be placed on analyzing the channels through which it is best to convey the message. Media institutions have an important place. Almost 90% of the population is informed by the press. An important role in informing the population belongs to news agencies, electronic media and written publications. Thus, it is necessary to take into account their trends and topics of interest.

On a daily basis, the Economic Council's communication consultant will monitor the information published in the written press, on the Internet and will make it known to the platform team, will follow how the communications of the Economic Council secretariat are taken over and will intervene immediately if the content / message is disseminated distorted. He will also take care to ensure the continuity of the topics until they are exhausted. Non-media

forms of communication are often more effective. A special effort must be made to understand the public's preferred means of information, which sources of information are accessible to them and by whom they want to be informed.

#### Economic Council visit card

The official website of the platform [www.consecon.gov.md](http://www.consecon.gov.md) - is an extremely effective tool in promoting the actions and reforms promoted by the Economic Council. The site [www.consecon.gov.md](http://www.consecon.gov.md) continues to present the latest achievements on various topics and will be available in Romanian, Russian and English.

#### Social media

At the same time, the role and impact of communication through social networks is growing at an accelerated pace, offering an excellent possibility to communicate directly with the population, without intermediaries (media, commentators, message multipliers, etc.). This means of communication will be used as intensively as possible to overcome the monopolization of the Moldovan media. On social networks we can communicate directly about the successes obtained by the platform, about initiatives, news / pictures / videos, about the overall activity of the Council. When using this tool, the specifics of communication on social networks will be taken into account. The language used in the post leads will be friendly. Technical and working expressions will be avoided. Posts will be placed with a lead and short picture or video. Posts will be made up to, during and after events, depending on the message.

#### Communication methods

To cope with the pressure of communication itself due to the growing number of news and politics-focused media:

- the messages will be short and consistent, to emphasize the key messages, so that people understand and memorize them;
- messages will be constructed in such a way as to narrow down the target audiences and mention which ones they are;
- the messages will also be launched in written form (through press release, clarification, posting on social networks) which was publicly announced to journalists, in order to avoid possible interpretations, misrepresentations, taken out of context;
- messages will be accompanied by graphic elements (images, graphics, pictures, videos, etc.);
- messages will be promoted through all communication channels.

#### ACTION PLAN

Communicating with the public through the media	Emphasis will be placed on writing and disseminating press releases, news from events, personal relationships with journalists, etc.
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Communicating with the public through social networks	All activities of the Economic Council will be promoted, including the appearance of media experts.
Communicating with the public through online platforms	News, events, analysis, reports, etc.
Communication with the public through informational materials	Quarterly newsletters
Site <a href="http://www.consecon.gov.md">www.consecon.gov.md</a>	It will be the main communication platform with the target audience.

In the process of implementing this document, other activities will be identified and developed to contribute to the achievement of the objectives and objectives of the Economic Council.

## EVALUATION OF RESULTS

The media coverage of the issues identified in the Strategy must be continuously monitored in order to follow the public interest, to determine the messages that readers receive, to collect feedback from stakeholders, exposed in the media and to identify new communication ideas. Quantitative, qualitative and satisfaction criteria to measure results.

All the stages of building the communication plan are important. At the same time, evaluating activities and strategies is a major step. With the established degree of performance, it is easier to subsequently issue assumptions and make corrections to increase the efficiency of the platform. In order to ensure the validity of the evaluation of the communication plan, three elements must be taken into account: a size indicator (quantitative indicator), a comparison report (which gives rise to the qualitative report) and a degree of satisfaction.

A performance review should be performed at the end of a certain period. As this Strategy is foreseen for a period of 2 years, the evaluation at the end of it is sufficient.