

**Economic Council's post-pandemic communication strategy
for the period June-September 2020
Action plan**

INTRODUCTION

The COVID-19 pandemic has radically changed the communication paradigm of the Economic Council, both with its members and with the general public.

If during the years 2019-2020 a communication is planned on the ongoing topics in the Platform's Action Plan, the first quarter of 2020 reduced to zero all the programming made in the previous strategy.

The communication started in 2020 with the results of the opinion poll of the members of the Economic Council, according to which 100% of the respondents of the questionnaire were of the opinion that the Economic Council is an effective mechanism to promote a dialogue between the Government and the business community.

But March 2020 imposes new rules of activity by establishing by the authorities a state of emergency in Moldova.

Thus, with the change of realities, the priorities of the Economic Council also change.

CONTEXT

All the topics on the agenda of the platform are "frozen" because in the foreground are brought hot topics and challenges not encountered so far by the business community, authorities and society.

From the communication about the progress and evolution of the topics from the Operational Plan of the Economic Council, the Secretariat started to implement the new ways of communicating the procedures in the process of elaborating the solutions by the Secretariat of the Economic Council during a pandemic.

Given the fact that the mode of activity of the Economic Council has changed, and the agenda of communication with its members has changed and the reporting of the steps taken has changed.

INNOVATIVE APPROACH

In the next three months it is necessary to publish information that refers both to topics related to COVID-19 but also to topics that do not focus directly on this topic. Thus, the topic is diversified, through which the activity of the Economic Council is brought into view.

Topics related to COVID-19 do not necessarily have to contain only negative information. This situation must be viewed from different angles, including from the perspective of change, although painful, but positive for business and consequently for society.

Thus, it is proposed to apply three types of information in the following period:

1. Info in video format on COVID-19 topics
2. Info in PNG presentation format (e-flyer) about probusiness topics
3. Video info about the reforms carried out

Monthly video blog: COVID-19 MAJOR RESET

The theme of the blog: crises have always brought with them not only destruction but also progress. Crises force society - business, governments, to adapt to new realities using innovations and progressive tools in the business. This is how the blog will address topics that will show how much the COVID-19 pandemic has influenced and is influencing and its consequences on the way of economic activity in Moldova (of business). What measures do business people take to implement new technologies, which they were thinking about until the pandemic, but which they are now using as a priority?

Topics: the blog will describe the stories from the perspective of the topics that will be debated in this context in the Economic Council:

Innovations that transform the business: Digitization of the economy, of G2B relations; Integrated E-Health Information System; Telemedicine regulation, etc.

The spectrum of the recession has taken shape - the business requires: Scheduling the payment of taxes, non-application of penalties and late fees; Labor relations etc. Each video will be accompanied by a press release that will be placed on the site so that it can be taken over by the press.

News: INFO e-FLYER

News topic: the news in the e-flyer will refer to the level of achievement of Pro Business topics alerted by the business community. The flyer will contain explanatory information about what each topic means (what is wanted through this reform), who requests it and what has been done so far. Each flyer will

present information about a topic. Each topic will be accompanied by a press release that will be placed on the site so that it can be taken over by the press.

Topics: the flayer will contain information about the most requested business topics:

Reduction of reporting; promoting e-commerce; ensuring a predictable fiscal policy; streamlining the public procurement system; waste management; training of staff according to the requirements of the labor market, etc.

Informative video block: REFORMS FOR EVERYONE

Block topic: the information block will only address topics that are or will be, in a very short time, realized. The information block will not contain interviews. It will only be made from videos accompanied by informative text. Video length should not exceed 20 seconds. The reform will have to be explained in 20 seconds.

Subject: Waste incineration, waste co-incineration, right to irrigation, customs value.

ADDITIONAL ACTION PLAN

In the context of the promotion by the Secretariat of the Economic Council jointly with the Ministry of Economy and Infrastructure, in partnership with EBRD and GGF of the Impact Study of the COVID pandemic on the economic sectors and the implementation of the Roadmap for boosting the digital economy the following steps will be taken:

1. The EBRD will be asked for support in creating a sub-page within the web page www.consecon.gov.md dedicated to the COVID-19 Matrix. The aim is to ensure the channeling of information about the Impact Study of the COVID pandemic on the sectors of the economy and the implementation on a single page, which being accessed will contain data that can be accessed in real time about the evolution of the study. Making “INFO UPDATE” videos about the evolution of the actions taken on the realization of the Matrix and the study. Periodic publication of relevant and useful information about the Study.
2. Sources for the development of a dedicated webpage will be sought for information on the implementation of the Roadmap for boosting the process of digitization of the national economy and development of e-commerce. The main purpose is to help the general public and the press to access simple information about digitization processes of the national economy.

3. 3. Request from the EBRD for support in subscribing to platforms that allow the creation of animated content about reforms and economic processes that are difficult for the general public to understand. The aim is to popularize as widely as possible the economic reforms promoted by the Secretariat of the Economic Council and the platform in general and which are supported by the development partners of the Economic Council.
4. 4. Elaboration of PODCASTS about and with the protagonists of the meetings and debates organized by the experts of the Secretariat of the Economic Council. These should be short-lived - 20-30 seconds, which will allow a brief presentation of the main challenges facing the business during a pandemic and which should be drawn to the attention of the authorities.

CONCLUSIONS

The evolution of the COVID pandemic cannot be accurately predicted in the short and medium term. In this regard, the Secretariat of the Economic Council will adjust its communication strategies every 6 months, so as to decide the best tool, in addition to those existing in the communication process of the activities of the Economic Council and its Secretariat.

The priorities remain unchanged:

- Elaboration of the Quarterly Newsletter (bilingual)
- Elaboration of Biennial Surveys among the members of the Economic Council
- Preparation of the Annual Report

Designing and implementing a communication plan is a complex and very important step in the life of an organization. A communication plan cannot be a finished product, but an element in full change and adaptation to realities. The communication plan of the Economic Council is the result of teamwork. In addition to scheduling future actions, the plan is also designed as an important element for reflection, updating strategies and working methods.