



Strategic Communications

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Introduction: Support of Georgian Population towards European and Euro-Atlantic Integration

- Based on various researches conducted by different institutions approximately **80 % of the population of Georgia is supportive to Georgia's European and Euro-Atlantic integration;**
- Majority of the population considers integration to **the European Union and NATO as the main priority of country's foreign policy;**
- The polls also reflect the need of population in **more information about the European Union;**
- However, it is equally crucial to **maintain the sustainability** of the support and outline the **difference between visibility and awareness.**

Communication Strategy of the Government of Georgia

“Communication and Information Strategy of the Government of Georgia in the sphere of EU Integration for the period of 2014-2017”

aims to:

- ✓ Raise public awareness of citizens of Georgia on the EU in general, and the EU-Georgia cooperation;
- ✓ Expose opportunities and challenges of the European integration process;
- ✓ Provide objective information on the EU integration related reforms;
- ✓ Increasing Georgia’s visibility in the EU and promoting the European image of the country.

Strategy is implemented through annual Action Plan.

Strategic Communications Department

Strategic Communications Department has been established at the Office of the State Minister on European and Euro-Atlantic Integration.

Among other duties, **department is responsible to:**

- ✓ Form a strategic communication **inter-agency working group** consisting of representatives of line ministries, local government and the Parliament;
- ✓ Establish **civil society advisory working group** comprised of EU and NATO experts contributing to the work of the Department;
- ✓ **Define policy and provide recommendations** to the LEPL Information Center on NATO and EU;

Strategic Communications Department

- ✓ Undertake **analytical activities**: researches/opinion polls and media monitoring of anti-western propaganda sources;
- ✓ Implement a **long-term strategic communication policy**, monitor and participate in its implementation based on the **analytical activities of the Department**;
- ✓ Coordinate **joint agenda and “message boxes”** for the government agencies, business sector and civil society representatives on the issues of European and Euro-Atlantic strategic communication;
- ✓ Elaborate action plan for **communicating major and sensitive reforms planned throughout implementation of the EU-Georgia Association Agreement**;
- ✓ Enhance cooperation with respective **EU and NATO strategic communication units**;

Strategic Communications Department

- ✓ Ensure effective cooperation with the **embassies of the EU Member States** on the ground;
- ✓ Enhance **cooperation and coordination with the media**;
- ✓ Establish **close cooperation with donor organisations**;
- ✓ Carry out **activities focused on regions of Georgia and ethnical minorities** and **disseminate information to the occupied regions** through various non-governmental organisations;
- ✓ Elaborate a unified **database of NATO and EU related communication activities** of Civil Society Organisations and State authorities to establish a comprehensive picture and coordinate communication agenda

LEPL Information Center on NATO and EU

- ✓ **Information Center on NATO and EU** is Legal Entity of Public Law of Office of the State Minister of Georgia on European and Euro-Atlantic Integration;
- ✓ Information Center has **4 regional offices** in Kutaisi, Telavi, Batumi and Zugdidi and **carries out informational activities on the EU and NATO** ;
- ✓ In 2014 Information Center **held around 300 communication meetings in Georgia** with **various target groups**, such as, students, teachers, ethnic minorities, religious groups, etc.
- ✓ Various **publications of the Information Center are translated Armenian, Azerbaijani, Russian and Ossetian languages** to be available to the ethnic minorities.