



## **CLUB OF VENICE**

### **SHAPING PROFESSIONALISM IN COMMUNICATION**

#### **VILNIUS CHARTER on CAPACITY BUILDING**

**(Plenary meeting - Vilnius, 7-8 June 2018)**

Communication directors and senior communication specialists from the EU Member States, institutions and candidate countries, convened to the session "Capacity/Capability Building and implementation of Nudge theories" of the plenary meeting of the Club of Venice,

recalling the principles shared in the Club of Venice position paper on Capacity Building adopted in the workshop held in Brussels in the premises of the European Parliament on 15 October 2009,

conscious of the need to adapt communication expertise and communication management to new strategies, new planning approaches and methods and the new digital communication and media landscape,

conscious of the need to maintain a close link between capability development and human development, and to base capacity building on firm principles such as ethics, legitimacy, credibility and investments in transparency, leadership skills and professional growth,

conscious of the volatility of digital platforms, and the complex social change that network technologies are both driving and reflecting,

as a follow-up to discussion at the Club plenary meetings held respectively in Malta and Venice on 18-19 May and 23-24 November 2017,

having due regard to the key findings of The Leaders' Report (WPP Government & Public Sector Practice), first global study into government communication presented in Davos in January 2017, which gave precise indications on how governments should better connect with their citizens in today's increasingly polarised world,

having due regard to the risk of a significant decline in citizens' trust in public authorities, poor consideration for the "human factor" in a globalized world and uneven technological development detected by recent public opinion surveys,

having due regard to the London Charter of the Club, the Tallinn Ministerial Declaration on eGovernment, and the Paris Declaration of the Open Government Partnership, which point to the need for open, engaging, digitally-enabled governments that can create trusting relationships with citizens,

confirm their commitment to strengthening cooperation among Member States, institutions and civil society organisations in a multi-dimensional scheme, based on:

- the recognition of communication as one of the key levers of public policy delivery
- focused efforts to increase the leadership and influence of the government communications profession across Europe
- the identification of a strong connection between policy development and realistic two-way communication strategies capable of assuring the desired outreach
- seeking out and understanding what citizens' expectations are for more responsive government services - and the role that government communication can play in improving access to services and their quality
- the acknowledgment that the Open Government are core principles and inspiring values in the development of capacity/capability building strategies
- investing in national and cross-border training opportunities and sharing of international best practice to facilitate the swift adaptation of communication skills to the evolving digital environment and its challenges, thus increasing room for flexibility and motivation to behavioural changes
- developing sustainable synergies and reducing duplications in applied research, media monitoring, sentiment analysis and social media listening and amplification
- developing adequate platforms serving as knowledge hubs to facilitate best practice sharing on strategies to counter digital information
- drawing inspiration from existing national communication plans and nudging models, to identify the capabilities needed by the organisation and the most appropriate instruments to strengthen and measure effectiveness
- exploring ground for a multi-disciplinary integrated approach, setting up an ad hoc Capacity Building permanent forum/working group facilitated by the Club of Venice, including interested government communication specialists, EU institutions' officials and external experts.