



ECRE Annual General Conference 2025

Thursday 5 June 2025

Hotel Gromada, plac Powstańców Warszawy 2, 00-030 Warsaw, Poland

Workshop Number: 6

Room: Stokrotka

Time: 14.00 – 16.00

Title	Communicating our work: Strategic planning on ECRE's external communications and exchange on ongoing and planned campaigns
Organiser	European Council on Refugees and Exiles (ECRE)
Objectives	<ol style="list-style-type: none">1. To gather input for the for the 'Communications' section of the draft ECRE Strategic Plan 2026-20282. To discuss ongoing campaigns and possible future (joint) campaigns
Facilitator	<ul style="list-style-type: none">• Adriana Romer – Director of European Affairs, Swiss Refugee Council & Member of ECRE Board
Speakers	<ul style="list-style-type: none">• Tamam Abusalama – Communications Officer, ECRE• Ben Moore – Head of Alliance Support and Communications, ECRE
Format	<p>Part 1: ECRE's communications objectives 2026-2028</p> <p>Ben Moore (ECRE) will present the draft objectives for the 'Communications' section of the draft ECRE Strategic Plan 2026-2028. Afterwards, all participants will be invited to comment on the draft objectives and provide suggestions for amendments and/or additions.</p> <p>Part 2: Ongoing and possible future (joint) campaigns</p> <p>Tamam Abusalama (ECRE) will present ECRE's planned campaigns. Afterwards, all participants will be invited to present their organisations' ongoing and planned campaigns, and (possibly) present proposals for joint campaigns.</p>

Description	<p>ECRE is currently developing a strategic plan to guide its activities in the period 2026-2028. The strategic plan will cover all three of ECRE's work areas: (1) Legal support and litigation; (2) Advocacy; and (3) Communications.</p> <p>The first part of this workshop will provide an opportunity for participants to provide input into the preparation of the objectives relating to the 'Communications' section of the strategic plan.</p> <p>ECRE has considerable experience of designing and implementing campaigns on various issues (e.g. Pact on migration and Asylum, European Parliament elections, etc.).</p> <p>The second part of this workshop will provide an opportunity for participants to learn about ECRE's plans for future campaigns and to share information about their organisations' own campaign activities. It will also enable them to consider possible options for joint campaigns.</p>
Contact	<p>For more information about this workshop, please contact Ben Moore.</p>