

# ESCO Communication Plan 2018-2022

## ***Objectives:***

- *To inform, raise awareness and **encourage** the use of ESCO by a growing number of implementers*
- ***Showcase** the ESCO use cases, i.e. demonstrate how stakeholder groups can benefit from ESCO in the labour market and education sector.*

## Main stakeholders:

- *ESCO implementers/mapping experts and national authorities*
- *PES and PRES*
- *education, training and qualifications authorities/establishments*
- *business analysts, job boards, IT developers, researchers*
- *statistical organisations.*

## Channels:

- **New ESCO products**(manuals, testimonial videos, annual report)
- *ESCO portal/links to other portals. Newsletter*
- *ESCO fora/Social media campaigns*
- *Presentations on conferences, seminars, fairs. Meetings with international/national/sectorial authorities*
- *Pilot projects, use cases.*

## Main messages:

- *ESCO connects people and jobs*
- *ESCO connects employment to education*
- *ESCO connects labour markets and promotes mobility.*

# Questions:

*1-Any other target groups?*

*2-Any other messages?*

*3-Any others means/initiatives/products?*

*4-How can the Commission best support the MSWG in promoting ESCO at national level?*

***...written comments until 14 September 2018***