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Promotion and communication of the Charter

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Why you should promote and communicate the charter

- The charter will be used if it is known among target groups
- The knowledge of the charter will set the service unit under pressure
- The communication of the charter will enhance its credibility
- The staff of the organisation will know the exact content of the charter and the likely implications for their work

Methods of communication (external)

Depending on the nature of the charter, its promotion could use different channels among users and potential users...

- Advertising the charter in the media (local newspaper, radio, city council newsletter...)
- Sending a letter from the major to households
- Placing the charter in municipal and non-municipal offices

Stakeholders that might be co-producers of the service (i.e. builders for building permits...) might require *ad hoc* meetings with municipal staff

Methods of communication (internal)

Depending on the nature of the charter, the communication of the charter could use different channels...

- Meetings with the staff of the unit in which the charter is going to be launched, even if their work is not affected by the charter.
- E-mail, intranet, or internal mail to the rest of the organisation.
- Meetings with the heads of other units and working sessions with those managers whose work is or could be affected by the charter.

(...)