

Communications & Advocacy Steering Group

Role and Responsibilities

What is the role of the C&A Steering Group?

Consisting of senior representatives of EDANA member companies, the Communications & Advocacy Steering Group implements EDANA's strategy and provides guidance on public relations and advocacy

Responsibilities

- Develops and executes a strategy for public relations and advocacy issues, in line with the overall strategy of EDANA
- Reviews and monitors developments and shares with relevant working groups and members
- Assesses and prioritises any ad-hoc requests and issues
- Proactive research and preparation on industry topics and trends
- Internal communications activities to ensure a communications flow between the SG and all other internal players
- Strategic decision making about how to respond to a given issue
- Operational management and oversight of the activities that need to be undertaken when required
- External communications activities including implementation of communications initiatives and generation of content
- Coordination of expert and technical input

Proposed Coordination and Synergies with other Steering Groups

The Steering Group will coordinate issues with, and offer support to, all other Steering Groups in EDANA

Chairperson

- Dilhan Durak, Procter & Gamble Service GmbH (Germany)

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