

Communications Steering Group

Role and Responsibilities

(November 2020)

What is the role of the Communications Steering Group?

Consisting of senior representatives of EDANA member companies, the Communications Steering Group implements EDANA's strategy and provides guidance and support on public relations and communications to relevant EDANA Steering or working groups.

Responsibilities

- Develops and executes a strategy for public relations and communications 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 or crisis topic
- 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. This group will regularly directly liaise with the Advocacy SG to ensure full awareness and alignment

Chairperson (TBC)

- Name, Company (Country)

Contact EDANA

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