

Lessons from communicating TTIP



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Our audiences

- European citizens
- European social movements
- European decision-makers

European citizens

- Messages: Lack of transparency & threat to democracy
- Means of communication:

Social media (Twitter, Facebook where we share videos, infographics, etc.)

<https://corporateeurope.org/international-trade/2015/07/ttip-corporate-lobbying-paradise>

Media (outreach when news or new reports based on strong evidence and contacts from journalists)

- Opportunities:

Strong facts and figures: https://stop-ttip.org/?noredirect=en_GB

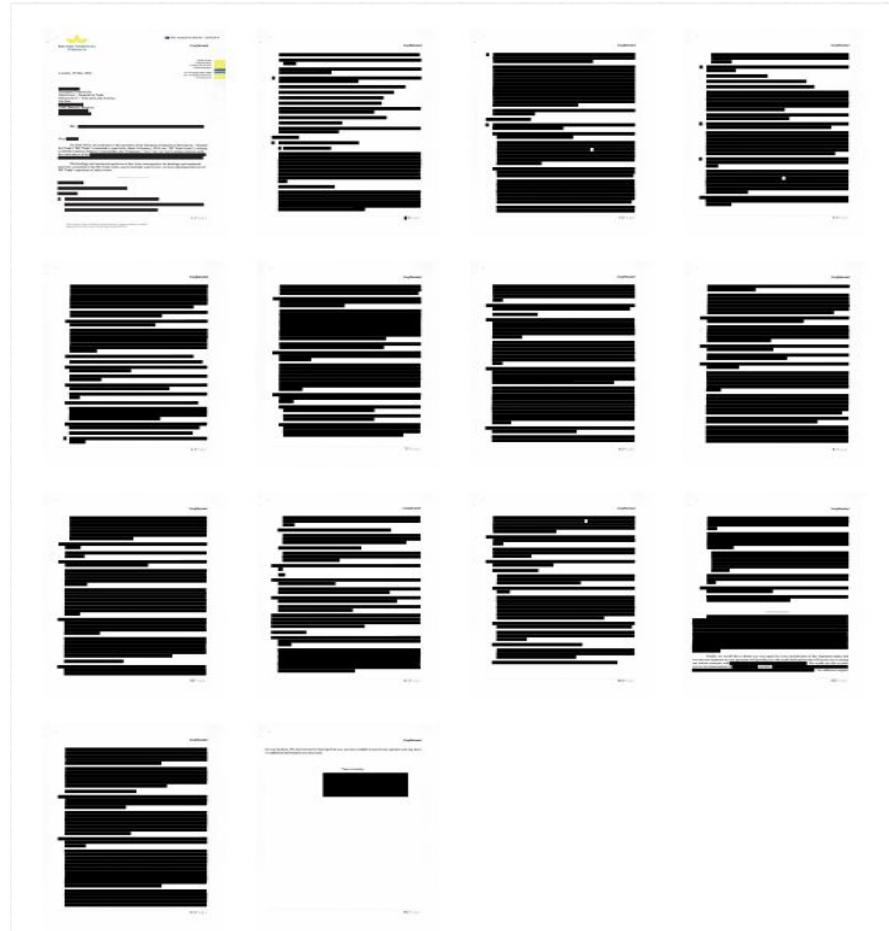
<https://map.ttip-free-zones.eu/>

- Challenges:

We should not oversimplify complex issues

Not a “sexy” topic: <https://www.theguardian.com/business/2015/aug/03/ttip-what-why-angry-transatlantic-trade-investment-partnership-guide>

European citizens



<http://www.independent.co.uk/news/uk/home-news/ttip-controversy-the-european-commission-and-big-tobacco-accused-of-cover-up-after-heavily-redacted-10473601.html>

European social movements

- Messages: Political news and new research

- Means of communication:

Mailing lists, newsletters

Translations of documents & multilingual and multi-based researchers

- Challenges:

Making the link between Brussels news and local/national news

Ex: TTIP and the NHS in the UK

Lack of interest/knowledge in Brussels issues at the local level

European decision-makers

- Messages: Depends on interests/power/political positioning of the decision-maker

- Means of communication:

Only answer positively to invitations to meetings/auditions

- Challenges:

Lack of knowledge on TTIP and trade issues in general. TTIP is mostly communicated in a very technical manner and mostly in English

Difficulty to show the concrete impacts of a trade deal

Thank you!

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