VISIBILITY STRATEGY 2023

THE EXPERIENCE

diesis
network

WHAT'S VISIBILITY FOR US?

> *As underlined in the new Social Economy Action Plan, further awareness should be raised on the innovative economic models offered by social economy enterprises and organisation, as well as the positive contribution of social economy to European economy and society. Diesis works in this sense, promoting best practices, models and activities from the social economy in Europe and in the World.*

OUR AREAS OF WORK

Within the visibility pillar of Diesis, there are mainly 4 different areas of work. Each of them is interconnected but considers different actions, objectives, and tasks. You will find them in more detail below:

1.INSTITUTIONAL COMMS BRAND/VISUAL IDENTITY

WHAT? In this first section, we refer to Diesis' institutional communication and visibility. For example, the Diesis editorial style: logo and visual identity, templates, and the way messages are framed respecting and following the organisation's values.

HOW? For example, with specific products such as the corporate video, the annual report, and the yearly video indicators.

WHO? The target audience of this block is mainly our network (56 members) and partners, other EU organisations that may be interested in our topics and in supporting the Social Economy, as well as policymakers at European level.

2. SHARING KNOWLEDGE & PRACTICES MAKING THEM ACCESSIBLE TO EVERYONE

WHAT? In this second block, visibility considers the dissemination of research produced internally but also in the different projects we carry out to make them public and accessible online.

HOW? All materials are disseminated through the Diesis website, project websites and social media channels. Following Diesis' visual identity, we develop messages to share the good practices we produce in collaboration with different European partners.

In addition, we design and programme comprehensible campaigns to get our themes across. Examples of campaigns: baSE, CASEY, RIDE, Set The Tone... Also, examples of articles and reseach written by our staff and CIRIEC publications.

WHO? This block targets the network, national and EU organisations that may be interested in our themes and in supporting the Social Economy, as well as policymakers at European level.

3. PRESENCE & MONITORING EU TRENDS & EVENTS

WHAT? We follow, lead and take part in the main events that recognise Social Economy trends worldwide.

HOW? We make sure we are visible at all major Social Economy events, such as the Strasbourg conference in May 2022 or the Meetings in the Americas in Colombia and the ILO World Congress in October 2022. Through our presence and visibility on Diesis' public channels we ensure that we give visibility to our work and expand our capacity and influence in other parts of the world.

WHO? The aim of the international presence is to expand the visibility of Diesis worldwide. The target audience of this block is all actors in the Social Economy and interested stakeholders.

4. NETWORK DISSEMINATION & ENGAGEMENT

WHAT? Visibility is also about planning and designing activities for and with the network and constant engagement. One of the key points of Diesis' communication is to engage and activate our network of 56 members.

HOW? Through different activities implemented, such as lunchbreak talks, policy labs, or masterclasses, we try to give members as much visibility as possible, making their voices heard and trying to connect them with other members and possible future connections. In addition, we also try to engage them through a private LinkedIn group where we share relevant information and where they are also invited to share their updates. In addition, we also communicate with the network internally through a dedicated seasonal newsletter in which we add the latest news, upcoming opportunities, and events they can join.

WHO? Diesis Members, the network.

DIESIS' 4 PILLARS INTERCONNECTION

There is a direct connection between the 4 pillars of Diesis: Globality, Knowledge, Network, and Visibility.

In this sense, for all the pillars to function correctly, **VISIBILITY** must be recognised to grow, become known and be present at all levels.

INSTITUTIONAL COMMS	VISIBILITY
SHARING KNOWLEDGE	KNOWLEDGE
EVENTS PRESENCE & TRENDS	GOING GLOBAL
NETWORK ENGAGEMENT	NETWORK

**VISIBILITY**

WHAT'S COMING NEXT IN 2023?

EXPERIENCE

Transition from the 25th anniversary to the 'EXPERIENCE'

We come from the 25th Anniversary line that defined the whole 2022 and in which all members have been involved by participating in social media campaigns, events and the Networking event held in June 2022.

Therefore, in order to maintain the same dynamic but evolve and expand the visibility, 2023 should be a year to plan a *transition*, a *change*, an *experience*.

Diesis pillars interconnect proposing an 'EXPERIENCE' as a result.
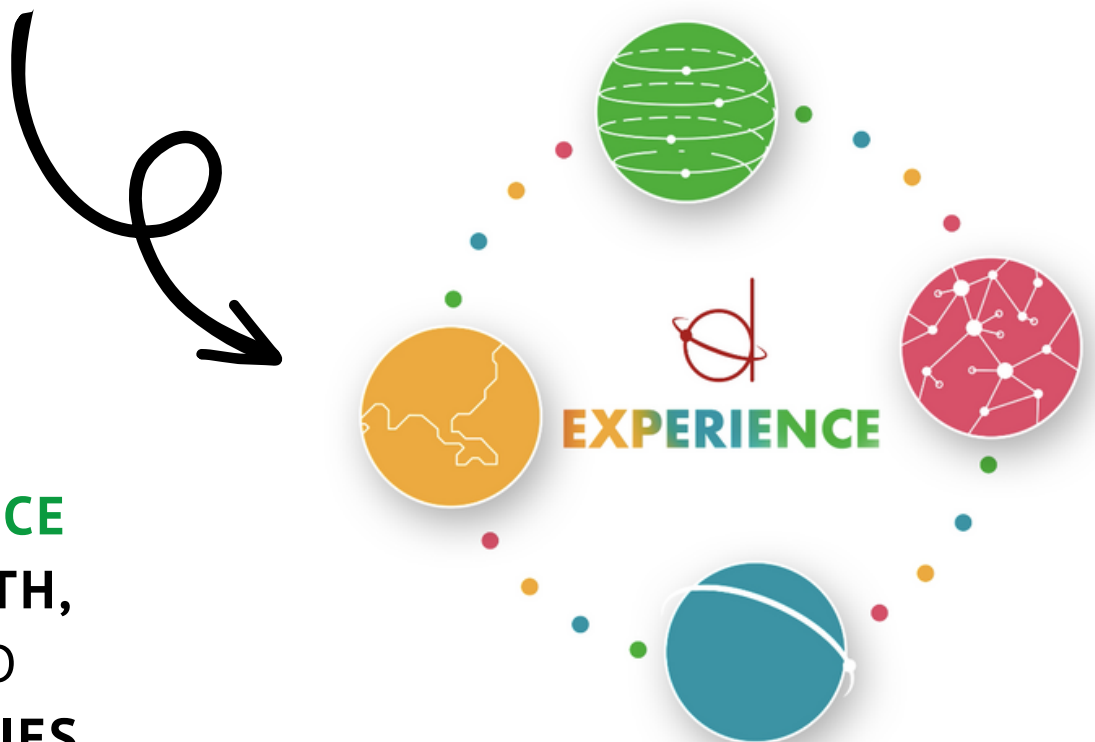
TO **EXPERIENCE** MORE **GROWTH, SHARING** AND **OPPORTUNITIES.**

Interconnecting knowledge-based practices through global transition.

Global transition through knowledge-based experience.

WHAT? Line of communication:
Experience - Transition

HOW? Re-design the 4 Pillar icons and merge them to create an interconnection that evokes an *"EXPERIENCE"*. The icons and animation will be published on the website and social media channels through targeted campaigns.

2023 Trends & Topics: Transformation, Knowledge experience, Cross-sector interconnection capacity, Applied knowledge, Experience energy, Energy transition, From EU to global, Interconnectedness.

2023 Campaigns:
- Monthly focus on Diesis pillars, 1 month 1 pillar.
- Instagram profile to promote icons and 'Experience' when travelling for study visits, conferences and events.
- Promote Diesis articles and involve members in writing.
- Social media campaign asking members to choose one of the pillars and consider why it is important for their organisation, the impact and their experience on the network.

CONCLUSIONS: VISIBILITY TRANSITION 2023

TABLE WITH CONCRETE ACTIONS

Institutional Comms	'Experience' idea and exploit the 4 pillars icons; Use real pictures for graphics inspired by EU data crunch.	2 Annual parallel campaigns on Diesis Transition to Experience
Sharing Knowledge	Involve Members' in the articles drafting; Publish out research in EU media and blogs; Expand the network practices to make Diesis themes more visible.	1 Article per month involving the Network = 12 articles.
Events presence & Trends	Implement more live communication during important events through social media; Research on new trends, tech and innovative tools through animation, gamification or other possible new channels.	4 days a month research on new trends to improve future campaigns
Network Engagement	Evaluate Members' engagement, measuring quantitative indicators and possible impact for future communication products such as the video indicators and social media campaigns.	1 Social Media campaign using data represented in graphics showing Network impact & numbers

THE EXPERIENCE