

JHAAN Communication and Promotion Plan eu-LISA Presidency 2024

In 2024, eu-LISA is holding the presidency of the Justice and Home Affairs Agencies Network (JHAAN). In line with the recommendations of the - Assessment of the Justice and Home Affairs Agencies' Network Report 2021¹ - eu-LISA shall continue the close cooperation in the Trio Presidency format together with CEPOL and EUAA. In this scenario, eu-LISA intends to centre the activities of its presidency year around the overarching and inclusive topics that are relevant to the entire Network.

I. The 2024 Work Programme of the JHAAN builds around four priorities:

1. Digitalisation and innovation in the Justice and Home Affairs area:

The activities will focus on the potential for using cloud services and AI in the JHA domain, as well as on biometrics and standardisation. Innovation and travel facilitation will also feature.

2. Security, resilience, and data protection

Relevant themes include the implementation of the tasks deriving from the EU Information Security and Cybersecurity Regulations; business continuity and disaster recovery; joint risk assessments; data protection aspects of the use of AI.

3. Social responsibility and Green Deal for JHA Agencies

The activities will focus most notably around the promotion of inclusion, diversity, and gender balance in our organisations as well as supporting the branding of the JHA Agencies as attractive employers. Also, raising awareness about the use of AI for optimising energy efficiency and fostering sustainability will be discussed.

4. Identifying key JHA priorities to support the work of incoming Commissioners

Activities aim to pro-actively raise the profile of the Network as a reliable partner to the incoming European Commission, and support to execute its mandate, by identifying the priorities and highlighting the initiatives in the JHA domain. Related actions intend to increase also the visibility of the agencies as valued allies towards all the EU institutional partners.

¹ [Assessment Report](#)

The JHAAN assessment report from 2021 emphasized the importance of both, internal and external communication on the Network's activities and functioning, in order to provide better understanding of the tasks and responsibilities of the Network as well as increase trust in its work and its added value.

In 2024 eu-LISA will continue to coordinate and stream the Network's communication efforts to:

- increase knowledge among the agencies' staff about the individual agencies and the cooperation network,
- enhance the role of the Network as a useful platform for sharing expertise, developing joint initiatives and harmonised communication of results
- raise awareness among the EU institutions,
- broaden outreach to European citizens

II. The 2024 eu-LISA Presidency Communication Priorities are:

1. **Raise awareness** about the added value deriving from the agencies' cooperation and the impact of individual agencies in achieving the four priorities of the 2024 work programme.
2. **Provide visibility and promote** the Network, highlighting how it supports the implementation of EU policies and serves the citizens.
3. **Strengthen communication capabilities and cooperation** to facilitate joint communication actions, mutual acknowledgement and efficient campaigns

III. A series of communication and information actions are planned with the aim to support the image of the Network as a credible partner to the EU Institutions and Member States and a reliable service provider for European citizens. The communication plan follows the actions, indicated in the 2024 work programme, and is in line with the communication priorities.

In particular, the 2024 communication initiatives focus on performing online communication (social media campaigns) and providing coverage to the events.

1. Series of on-line (social media) campaigns:

1.1. *"Did you know that"* – promoting the missions, messages and work of individual Agencies in the network and the network as a cooperation tool;

1.2. *Joint communication campaign #JHA Agencies – Stronger Together for a Safer Europe!* linked to significant EU level events or themes, which are relevant to the specifics of the network and the values it promotes:

- March- International Women's Day, 08.03
- April- international Earth Day, 22.04
- May- EU Diversity Month;
- Europe Day/Anniversary of the Schuman Declaration, 09.05
- September - European Day of Languages, 26.09;
- September - State of the Union
- October - Security Month
- October - European Day of Justice, 25.10
- November - International Men's Day 19.11;
- December - International Day of Persons with Disabilities, 3.12

1.3. *Digital presentation-style video: “Tour of the JHAAN 2024 milestones”* – based on the photo-gallery and video recordings of the events and meetings held during 2024 within the frames of the Presidency Work Plan.

2. Events with additional visibility aspect on the Network:

2.1. EMPACT Communication Network meeting in eu-LISA, - 15/02, Tallinn, Estonia

2.2. Trio Heads of Agencies meeting with the incoming Hungarian Presidency – April, Brussels

2.3. eu-LISA Annual Conference on *Digitalisation and the Future of JHA*; - 29-30/05, Tallinn, Estonia; JHA Agencies will be invited to contribute

2.4. eu-LISA Industry Roundtable on *Going Cloud: Why it matters for the EU public sector and how to make it work*”; - 11-12/06, Brussels; JHA Agencies will be invited to contribute

2.5. Meeting of the JHAAN Heads of Communications, - 12-13/06, Tallinn, Estonia

2.6. Activities to raise the profile of the Network as a reliable partner to the incoming European Commission and provide for increased awareness – as part of the EUAN visibility actions (information stand at the EP following the European elections TBC)

2.7. Trio Heads of Agencies meeting with the incoming Polish Presidency, - November (TBC) BRX

2.8. JHAA Heads of Agencies meeting, - 03/12, Tallinn, Estonia

3. Awareness-raising lunch-talks/workshops and exercises:

3.1. Workshop of diversity, equity and inclusion – 24/09

3.2. Workshop on the EU Green Deal and JHA Agencies – September

3.3. Lunch-talks on current trends in energy saving solutions - November/December

3.4. Lunch-talk on the opportunities and challenges of generative AI - time (TBC)

3.5. Crisis management exercise – October (TBC)

4. Publications for additional visibility and promotion:

4.1. 2024 Diary – promoting online information channels of the individual agencies and highlighting their slogans (completed)

4.2. Input to the DG HOME Newsletter – to inform about the JHAAN activities and provide for awareness (TBC)

5. Contacts for eu-LISA 2024 Presidency of JHAAN:

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ANNEX : 2024 Presidency Work Programme