



Promotion of IPEX: Best practices and proposals

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1. Introduction

This paper is one element of the Action Plan drafted by the Working Group “Strengthening the Promotion of IPEX”. The Action Plan was adopted by the IPEX Board on 25 May 2018.

The paper comprises a set of proposals and examples of best practices for how to promote IPEX. It is the result of discussions within the Working Group as well as workshops with the National Correspondents and contributions by members of the IPEX Board. In addition, a questionnaire was sent to the IPEX correspondents.

We thank the correspondents for supporting us with examples of best practices and fresh ideas. The correspondents are obviously the most important people when it comes to the promotion of IPEX.

Given the fact that most of the correspondents can only dedicate a relatively small portion of their working hours to promotional activities, the Working Group presents ideas that do not require a lot of time to be carried out, along with some proposals that are slightly more time-consuming.

2. Promotional activities - quick and simple

2.1. Wikipedia

Adding an entry about IPEX to the national edition of Wikipedia

The main English and French versions can be used as a template:

[IPEX on Wikipedia English](#)

[IPEX on Wikipedia French](#)

2.2. IPEX on the website/intranet site

Placing a short text about IPEX on the parliament/chamber's website/intranet site

2.3. Crosslinking IPEX

- Inserting a link to IPEX in electronic versions of EU-related handbooks, leaflets, newsletters and other EU-related materials
- Inserting a link to IPEX on the website and/or internet site of the national parliament/chamber
- If an EU-related database is in place, inserting a link to IPEX in the dossiers
- Inserting a reference to IPEX in EU-related printed materials
- Inserting a reference to IPEX in EU-related research papers from the national parliament/chamber

3. Promotional activities - requiring some effort

3.1. IPEX leaflet

Translating, customizing and printing the IPEX leaflet (the English version is available on IPEX under the category “IPEX Forums”. The Information Officer will assist if problems occur.)

Some examples for opportunities to present/distribute the leaflet:

- the parliamentary library
- the information desk of the parliament/chamber
- at IPEX training sessions
- at public events such as open doors days
- to visiting guests from abroad, interns, visiting groups of students

3.2. Newsletter comprising activities related to EU affairs

The Polish Sejm and some other national parliaments/chambers issue EU newsletters on a regular basis.

In the case of the [Polish Sejm](#) this includes

- European debates in the Sejm
- EU documents in the Sejm
- news from the EU database
- information about subsidiarity scrutiny
- interparliamentary cooperation
- recent publications (some of them in Polish, others in English)

3.3. Social media as a tool to promote IPEX

Sharing single pages of IPEX via social networks such as Twitter and Facebook.

Taking advantage of the social media channels used by the national parliament/chamber to promote IPEX.

3.4. Training on IPEX

Organizing training sessions presenting IPEX to the following target groups (at the beginning of a legislative term, on a regular basis, on demand):

- Parliamentary civil servants from the European Affairs Committee, Committee on Foreign Affairs and other committees involved in EU affairs
- Committee members involved in EU affairs
- Assistants of political groups or members of parliament
- Civil servants of the research department of the parliament, of the parliamentary library
- Other interested persons

4. Promotional tools offered by the IPEX Working Group

“Strengthening the Promotion of IPEX”

In the near future we will be able to offer some tools to promote IPEX which might be helpful for your promotional activities.

4.1. How-to-use IPEX videos

These videos briefly present specific functionalities of IPEX. The videos will be produced in English with spoken text. It is up to the national parliament/chamber to customize the main version.

4.2. Comprehensive IPEX video

This video presents IPEX and its benefits for the daily work in a more general way. The video will be produced in English with spoken text. It is up to the national parliament/chamber to customize the main version.

4.3. How-to-use IPEX printed handout

A how-to-use IPEX printed handout will be produced in English and French versions. It will be up to the national parliament/chamber to translate and customize the main version. The handout can be either distributed as a paper version or placed on the parliament/chamber's website/intranet site.