

Terms of Reference for VIPA International Digital Communications & Public Affairs Working Group

This document establishes procedures related to the governance, management and operation of the Digital Communications & Public Affairs Working Group of VIPA International. It follows the general rules governing VIPA International Working Groups included in VIPA International Bylaws (Art. 12 – Working Groups & Task Forces of Special Interest).

1. Mission

The name of the Working group is “Digital Communications & Public Affairs Working Group”. This Working Group oversees all the association’s communications & public affairs / advocacy outputs and prepares recommendations to the Board of Directors on any communications-related activity to promote VIPs and VIPA International.

2. Tasks

The non-exhaustive list of tasks of the Digital Communications & Public Affairs Working Group includes:

- Develop and implement a strategy to be followed by the Working Group whenever requested by the Board of Directors
- Discuss and propose activities & content to promote VIPs and VIPA, in line with the mission statement of the association
- Manage the website of the association and ensure it is kept updated with new and accurate content
- Oversee all items that are released: press releases, bi-annual Newsletters, position statements, annual report, etc.
- Ensure case studies are published regularly (preferably three a year)
- Ensure all VIPA International publications like case studies are properly disseminated and reach the association’s main stakeholders
- Contribute to Buildup and to any other online free platforms that promotes insulation products
- Make sure that the VIPA International global database of contacts is kept updated with relevant contacts
- Prepare collateral material as and when needed (e.g. flyers, roll-up banners, etc.).
- Monitor EU & worldwide legislative developments and develop advocacy plans when relevant.

3. Participation

All regular and associate members of VIPA International may participate or be represented in the Digital Communications & Public Affairs Working Group. Participation will be on a voluntary basis. Participants shall be knowledgeable in the subject area and be encouraged to contribute and actively debate issues that arise.

4. Chairmanship

The Working Group may choose its Chairman from among its own members, or from other staff selected or approved by the Board of Directors. The nomination of the Chairman shall be confirmed by the Board of Directors. The period of tenure will be 1 year, unless agreed otherwise. Unless the Working Group is supported by the Secretariat, the Chairman will be responsible for the taking of minutes; regular reporting to the Board; and communications to the wider stakeholder community when necessary.

5. Governance and working methods

As far as possible, the Group will work on specific topics electronically, through e-mail, telephone conferences and web conferences. However, some physical meetings may be required. There shall be no fixed number of annual meetings or conference calls. The meetings or conference calls shall be convened when needed at least one week before the date of the meeting or conference call. The Group will work by consensus of the participants. Its Recommendations will be non-binding on participants’ organisations.

Working Group members shall abide by the rule that all activities discussed or information gathered through their participation on the Working Group is in confidence and shall not be communicated outside of the Working Group unless authorised by the Board or where such information is already in the public domain.

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6. Relations with the Board of Directors

The secretariat and the Chairman will transmit the Working Groups' requests and propositions to the Board of Directors, which will decide in what manner the work of the Working Groups shall, from time to time, be brought to the notice of all the members of the Association.