



RUNNING A CLEAR WRITING CAMPAIGN

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European Commission

clear deutsch
writing klar
soyez
ric

EURISH

DG Translation
8:31

WHY IS CLEAR WRITING IMPORTANT?

Practical



Legislation (rights and obligations)



Productivity (wasted time)

Political



**Reputation
(unprofessional / uncaring)**



Euroscepticism

CLEAR RESULTS



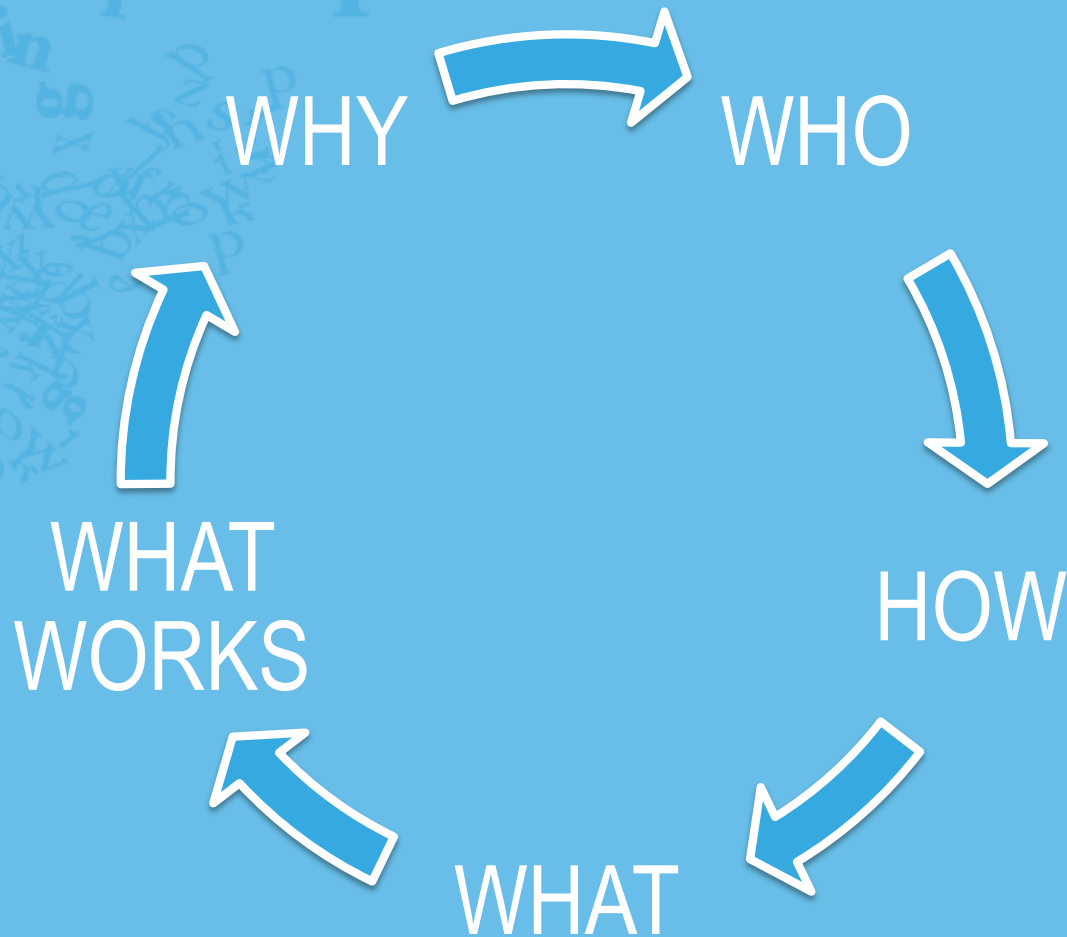
1/3
Claire's tips
subscribers



> 5000
Staff trained



RUNNING A CAMPAIGN





CHALLENGES



*Writing in non-native
language*



Complex subjects



Time pressure

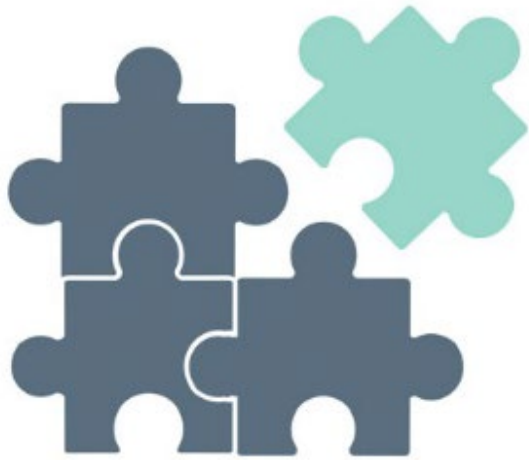
How many full stops can you find?

In order to supplement and amend certain non-essential elements of this Regulation, the power to adopt acts in accordance with Article 290 TFEU should be delegated to the Commission in respect of a European code of conduct on partnership, supplements and amendments of Sections 4 and 7 of the CSF, criteria for determining the level of financial correction to be applied, specific rules on the purchase of land and combination of technical support with financial instruments, the role, liabilities and responsibility of bodies implementing financial instruments, the management and control of financial instruments and the management of a system of capitalisation of financial instruments, the criteria for determining management costs and fees on the basis of perfect credit, the adjustment of the flat rate of expenditure of a flat rate for certain sectors and energy efficiency and adding to revenue for net revenue-generating operations, minimum requirements to be included in PPP agreements which expenditure, the definition of the flat rate corresponding rates applicable in U.S. major project, the criteria for determining conditions and procedures to be applied by the responsibilities of Member States systems established by managing and audits and the methodology for sampling, the use of data collected during audits, and the criteria for determining serious deficiencies in the effective functioning of management and control systems, for establishing the level of financial correction to be applied and for applying flat rates or extrapolated financial corrections.



One sentence 408 words long!

OVER TO YOU...



What are the challenges
in your organisation?

STARTING OUT



Calls for clear and concise legislation,
better communication with public



Fight the fog campaign
→ editing service



Raised awareness about clear writing
→ Commission takes action

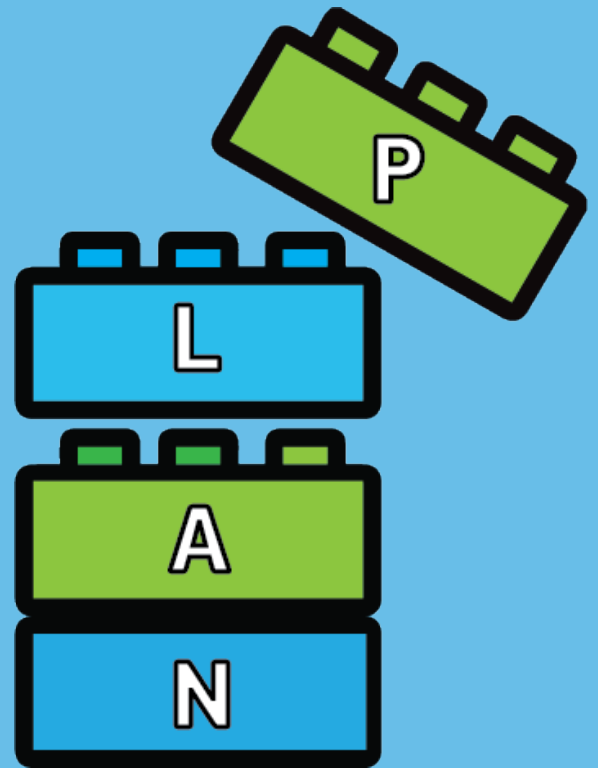


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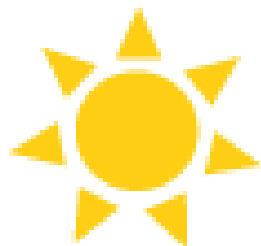
SETTING UP THE TEAM



ORGANISING YOUR CAMPAIGN



LAUNCHING YOUR CAMPAIGN



- Build the expertise
- Use external examples
- Get high-level support
- Involve other services
- Be inclusive
- Have a plan



- Try to do it alone
- Be impatient - change takes time

WHY A CAMPAIGN?



WINNING PEOPLE OVER

Managers



Talk to people, be flexible



Pick your battles

Colleagues



Demonstrate added value



Tailored advice

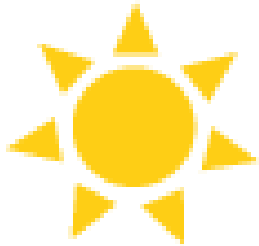
EXAMPLE

'A new analytical method to determine polycyclic aromatic hydrocarbons in food matrices of animal origin has been developed by JRC'

'Grilled and BBQ'ed meat can now be tested for cancer-forming substances, thanks to scientists at the European Commission.'



RUNNING A CAMPAIGN



- Drip feed information
- Tailor your message
- Keep it relevant
- Link clear writing with the organisation's strategy and vision
- Pick your battles



- Don't give up! 😊

OVER TO YOU...

It's not my
problem

It's a waste
of time

I write clearly
already

Clear writing is too
expensive

Good for
public image

People will
understand
your message

It'll save time in
the long run

Worth
investing in!

EDITING TEAM: WHAT WE DO

CA26-2014-00012-00-00-EN-REV-00.doc [Compatibility Mode] - Microsoft Word

File Eurolook Home Insert Page Layout References Mailings Review DGT-Edit View Developer Add-Ins LegisWrite Quick tips

Normal ABC Spelling Table Insert Eurolook Tools and Options PDF CoDe

MEHR Anya (DGT) avril 09, 2019
Check Style Guide

~~The Spain's enish Economy -- continues to record~~
~~2018.~~

- ~~→ GDP upexpanded by 3,1 % in 2017, above the euro~~
~~year in a row.~~
- ~~→ Growth caused by pPrivate consumption continued to be the most important~~
~~growth driver, but investment was very dynamic, and net exports.~~
- ~~→ E had a positive contribution to growth. The economic impact of the events in~~
~~Catalonia last autumn remained contained, and up to the first quarter of 2018,~~
~~the economy has showed no signs of deceleration compared to the two~~
~~previous quarters.~~

Page: 5 of 13 Words: 3,600 English (U.K.) 270%

Our changes are suggestions, made in tracked changes, for the author to consider.

OUR RESOURCES

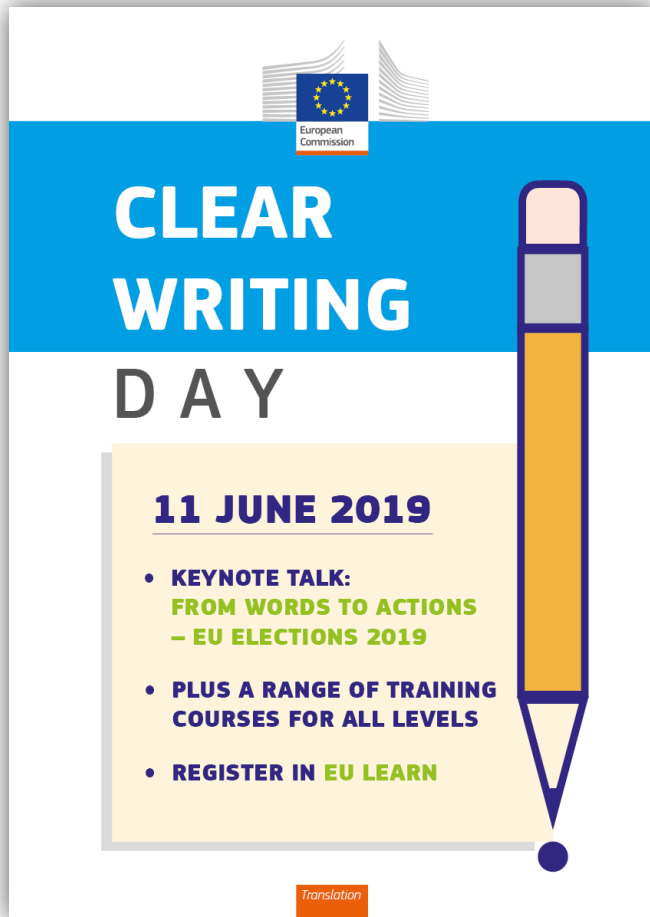


How to
write clearly
(24 languages)



Writer's toolbox

TRAINING



Tailored training sessions for teams
and local projects

Lunchtime sessions

Online tutorial

Webinars

CLAIRE





Don't write this:

It furthermore seems appropriate to enable a preliminary regime with a control on the volume of products that are placed on the market using this procedure with their conformity assessment based on the results of initial compatibility studies.

Problem: long sentence (38 words) containing a lot of ideas, jargon (regime), incorrect usage (control)



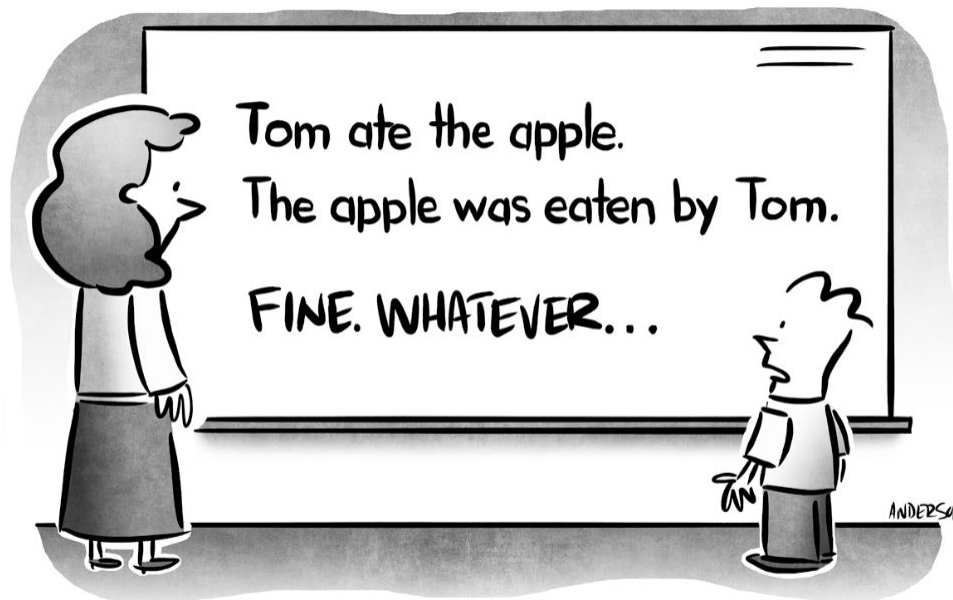
Instead, write this:

There should be preliminary arrangements for limiting the volume of products placed on the market. Their conformity should be assessed on the basis of initial compatibility studies.

Solution: two shorter sentences (27 words) with one idea per sentence, fewer nouns



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"That's the passive aggressive voice."



Don't write this:

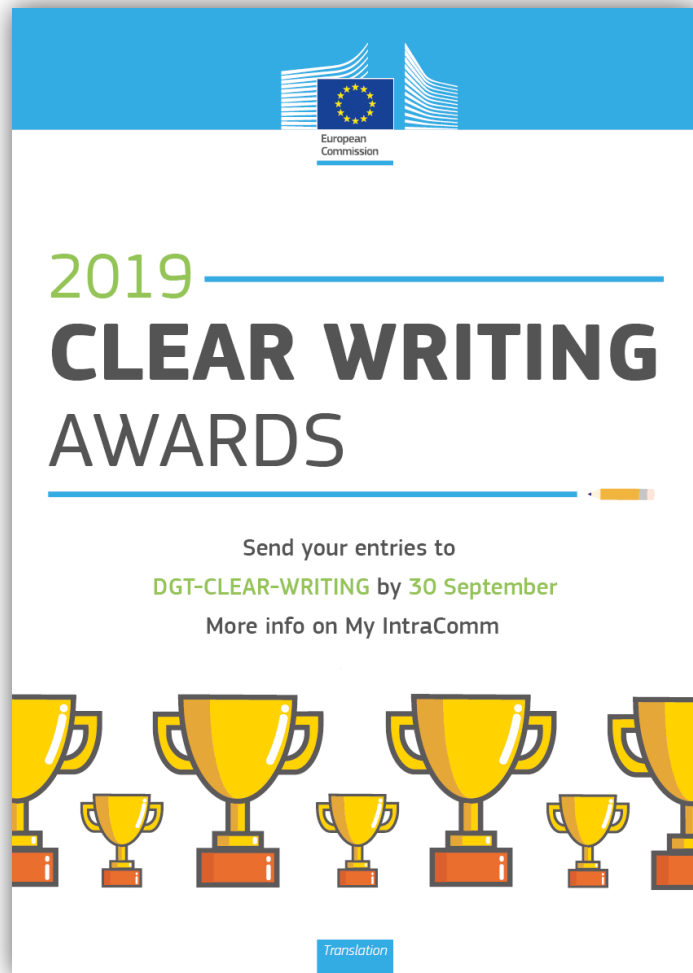
Monitoring the implementation of the strategy in each Member State is done by the sector contact points.



Instead, write this:

The sector contact points monitor implementation of the strategy in each Member State.

AWARENESS RAISING



MEASURING IMPACT



Evaluation



Participation



Better texts received for editing



Raised awareness

KEEPING THE MOMENTUM



- Give people tools
- Evaluate and measure
- Make it fun
- Make it voluntary
- Encourage and reward



- Don't give up!
- Don't stick to things that aren't working

RECAP: WHAT'S INVOLVED



OVER TO YOU...



3 things you'd introduce to promote clear writing if you had no limits



3 things you'll do immediately when back in the office