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FRA Communication Strategy 2023-2028

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Context

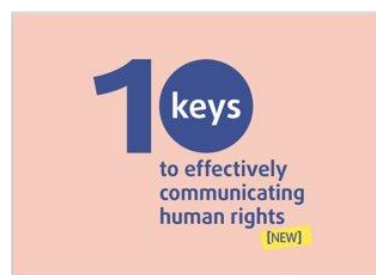
The European Union Agency for Fundamental Rights (FRA) is established to provide relevant stakeholders in the EU and its Member States with assistance and expertise relating to fundamental rights. By conducting and publishing independent research, FRA supports law- and policymakers as they develop new legislation and policy to fully respect fundamental rights, and as they track and address gaps in the performance of existing measures.

Working on areas ranging from equality and non-discrimination, through digital technologies and AI, to migration and the climate crises, FRA has a vital role in shaping the world that we live in.

One of the key tasks of the Agency is to raise public awareness of fundamental rights and actively disseminate information about its work. To support the fulfilment of this task, the [FRA Regulation](#) sets out for the Agency to develop a communication strategy and promote dialogue with civil society.

The FRA Communication Strategy 2023-2028 defines the principal objectives and overall approach that will underpin the communication activities of the Agency over the next five years, in support of the implementation of the [FRA Strategic Plan 2023-2028](#). The Communication Strategy defines FRA's key target audiences and the communication channels that the Agency will exploit to reach them in pursuit of its objectives. It provides guidance for the Agency's annual communication planning cycle and priorities, and a framework for ensuring that the Agency's communication is timely, relevant, and impactful.

In recent years, FRA has modernised its communications. The Agency has also played a central role in human rights communications by developing and promoting the '[10 Keys to effectively communicating human rights](#)'. The 10 keys underpin this strategy and enable the further innovation of FRA's communication activities over the next five years.



Effectively communicating and promoting human rights is an integral part of fulfilling those rights for all. Raising awareness of the benefits of these rights to people's lives is essential for diluting the widespread scepticism about the role of the human rights framework in the resolution of today's social challenges.

Core communications principles

FRA's communication goal is to position the Agency as an independent centre of excellence and reference, recognised by lawmakers, policymakers and the broader human rights community for its reliable analysis of the human rights challenges in the EU.

In pursuit of this goal, FRA will continue to implement the 10 keys to effectively communicating human rights, and apply them alongside the following six communications principles:

1. **Relevance:** We create audience-first communications, tailored to the needs of our stakeholders.
2. **Timeliness:** We time our communications to support the legislative and policy development cycle, and to respond to external events of relevance.
3. **Rigour:** We work to maintain our reputation by upholding strict quality standards.
4. **Diversity:** We reflect people's lived experiences in the narratives that emerge from our research and analysis.
5. **Impact:** We strive for continuous innovation in the way we communicate so we can generate maximum impact.
6. **Transparency:** We distribute our data and analysis, and make public key decisions and procedures, in full compliance with legal and ethical requirements, including those aimed at protecting privacy.

Objectives of FRA's Communication Strategy

FRA's Communication Strategy 2023-2028 sets out the following objectives:

1. Communicate timely and effectively FRA's findings and analysis to law- and policymakers, human rights and equality bodies, and civil society to ensure a tangible impact on policy development and implementation at the EU and national levels.
2. Continuously communicate the enduring importance of human rights, emphasising their relevance in contemporary EU and global contexts.
3. Use FRA's convening power to create an inclusive space for inspiring dialogue on the pressing human rights challenges in the EU.
4. Promote FRA as the EU's independent centre of excellence for fundamental rights knowledge, reinforcing the Agency's credibility and trust among its stakeholders.

These objectives enable the Agency to effectively deliver on its core mandate and tasks. They support the Agency in increasing its brand identity and becoming more widely known among key stakeholders and the broader public.

The objectives also support the Agency in its efforts to increase media impact and social media reach.

Finally, the objectives enable the Agency in contributing to the broader effort to build public consent and support for human rights.

Target audiences

FRA's key audiences are diverse. They include:

- Law- and policymakers at the EU level, including the European Parliament, the Council and the European Commission
- Law- and policymakers within EU Member States
- Human rights defenders
- Civil society, including organisations representing young people
- Media

While FRA needs to build and maintain strong relationships with specific stakeholders (see the separate Stakeholder Management Strategy), the agency needs to communicate effectively across the board – with both a breadth and depth that reflects its position as the EU's independent centre of excellence for fundamental rights knowledge.

As per the 10 keys, FRA will need to diversify its communication activities to address different audiences and work collaboratively to do so.

Lawmakers, policymakers and civil society represent extremely broad areas of interest. FRA will need to regularly communicate with them about issues as diverse as racism and discrimination, digital technologies and AI, migration, the climate crises, and beyond. All communications should reflect FRA's expertise.

Multiplier audiences

Individuals within all of FRA's audience groups are in turn influenced by a broad range of 'multiplier' audiences, including lawyers and legal practitioners, journalists and editors, academics, people from the worlds of business, sports and arts, members of faith communities and other individuals/organisations with wide social media reach.

FRA will consider these 'multipliers' as a target audience in their own right.

As well as identifying such 'influencers' in the more traditional roles (as above), FRA will also identify key influencers across social media channels

who can help to support FRA's objectives, to develop strong and collaborative relationships with them.

FRA will also continue to collaborate with fellow communication experts, including through its human rights communicators' networks, to identify shared objectives and to support and amplify each other's activity.

FRA's Strategic Plan 2023-2028 sets out FRA's vision where

“everyone in the EU is treated with dignity and is able to fully enjoy their fundamental rights and freedoms”.

FRA Strategic Plan 2023-2028

Strategic priority 3.1 of FRA's Strategic Plan 2023-2028 identifies 'rights holders and duty bearers, and young people' as a priority audience.

For this reason, FRA also needs to communicate to everyone in the EU. As that group is very broad, FRA will focus on the people (and groups who represent them) who are most likely to benefit from the work of the Agency.

Effectively reaching this audience – including young people – can also turn them into advocates and multipliers.

FRA will target influencers and influential organisations with large social media footprints within this group.

FRA will also target organisations which can help carry messaging to groups representing people in position of vulnerability, online as well as offline.

Telling a human story which triggers people's core values will give FRA's messages an authentic voice and help reach those broader audiences.

Channels

FRA will constantly seek to improve accessibility across all communication channels.

This includes monitoring and improving delivery of multilingual content and catering for the needs of people with disabilities.

Digital assets will be produced to 'best practice' accessibility criteria.

Website

The FRA website will continue to be at the heart of FRA's communication activities. FRA will further develop the website with an audience-first and 'newsroom' mentality, based on an annual communications programme, priorities and calendar owned by the Communications and Events Unit.

Key products will be published in a timely manner on the website, with different pages tailored to FRA's distinct audience groups, reflecting the diversity of voices included within the products, and signposted to drive impact and support transparency.

FRA will adopt an organic Search Engine Optimisation (SEO) strategy to ensure that users can get the information they want. The Agency will maintain a 'watching brief' on how EU institutions can integrate AI technology into websites to help users find the information they want.

FRA will continue to create 'launch' pages on specific topics that signpost access to reports, summaries, data sources, videos, animations and infographics and further reading relating to individual products.

FRA will also continue to offer website users access to data-visualisation tools and data downloads.

As FRA's communications builds on a 'push' approach (i.e. publishing paper reports) to increasingly adopt a 'pull' approach (where users know that everything they want will be on the website), FRA will need to adjust resources accordingly.

Social media channels

FRA is very active on social media channels, prompting significant engagement on LinkedIn (60,000 followers) and X (formerly Twitter) (74,000 followers).

The Agency is also active on Facebook (76,000 followers) but with less engagement.

FRA's Instagram channel (5,000 followers) is growing in importance, particularly to communicate with younger audiences.

Choice of channels

Building on the Communication Strategy, FRA will set out clear objectives for creating content for social media channels, which will consist of:

- Maintaining/building FRA's reputation as a centre of fundamental rights excellence
- Reaching specific audiences
- Prompting engagement and action from specific audiences
- Driving traffic to the website

New visual guidelines will deliver design consistency across the social media channels.

An updated social media policy will also help FRA staff support the agency's work on their own social channels while protecting its (and their) reputation.

FRA's Director and senior staff, including the Chair of the Management Board, will be encouraged, and enabled to use their own social footprints to amplify FRA content and support FRA's communications objectives. FRA will also aim to utilise the members of its Scientific Committee as multipliers of its social media contents.

FRA will continue to keep a 'watching brief' on new social channels. As new social channels grow in popularity, FRA will typically 'park' a domain on them (to protect FRA's image by preventing misuse of the channel by others). FRA will continue to follow EU guidelines on the use of specific platforms and will carry out regular assessment of whether and how they should be used.

The use of all social media channels will be increasingly strategic, rather than opportunistic, and contribute to FRA's 'audience-first' communication strategy. Social media contents will be increasingly optimised for each channel.

The Agency will develop dedicated social media campaigns to support the promotion of its key publications and their findings.

Results of FRA research have a long shelf-life, particularly on social media channels. So, FRA will create social content that supports current thematic communications priorities (as defined by the annual plan) sourced from both recent and past products.

The Agency will regularly repost relevant content which supports FRA's communications objectives and its annual communication priorities.

The Agency will also feed into ongoing topical debates by sharing relevant FRA data on social media channels.

Outside of specific campaigns, FRA will seek to boost some of its social media posts, particularly amongst key stakeholder audiences.

Social media channels will be benchmarked (at least against reach, engagement and traffic) with dedicated targets set for specific communications themes or campaigns.

Publications

FRA has a strong track record in publishing and disseminating reports.

FRA's publications are extremely popular: 68,000 physical copies were ordered in 2022, representing an increase of 26% compared to 2021.

While some stakeholders (e.g. universities, parliaments, legal practitioners) may still require physical copies of full reports, many others prefer to access FRA data, analysis and opinions online.

To satisfy both preferences FRA will:

- Continue to develop a 'digital first' approach to publications, streamlining the production process to use the same 'source' content to create HTML pages as well as downloadable/printable pdfs within a well-defined style guide.

- Continue to develop the website to establish hub/landing pages for ‘high impact’ reports which signpost different ‘depth’ of information so users can choose what they want – for example with a summary introduction and/or video and links to a:
 - (a) News story
 - (b) Press release
 - (c) Summary report (in several languages)
 - (d) Full report
- Ensure that all publications are indexed effectively by global search engines and generative AI tools, as well as recognised with ISBN/DOI numbers.
- Continue moving from an predominantly academic writing style to a more audience-focused one.
- Support staff in maintaining the highest possible editorial, data and style standards, and enabling the Agency to publish its work to a strict and prioritised editorial calendar.
- Implement a new publications policy to develop more impactful ways of communicating with key stakeholders, as well as (or instead of) publications, such as
 - (e) Interactive data visualisations
 - (f) Video animations
 - (g) Tailored emails
 - (h) Other

In view of the impact that human stories and authentic voices have for the reach of communication activities, FRA will seek to include more diverse voices in reports, to accurately represent the lived experience of individuals impacted by its work.

In turn, some of these individuals’ stories should (with their consent) be used across FRA communication channels.

Email campaigns

As the reach of organic social content reduces, FRA will review current production processes to deliver more personalised and editorialised newsletter to stakeholders who opt-in to receive it. This tailored email will cover news items and topics that they have said they are interested in.

The benchmarks for judging success would be similar to those for social media channels:

- Maintaining/building FRA's reputation as a centre of fundamental rights excellence (including community-building)
- Reaching specific audiences
- Prompting engagement and action from specific audiences
- Driving traffic to the website (especially the 'hub' or 'news' pages)

By tracking open rates and click-through rates FRA will track the headlines and topics that are most effective and adjust future content accordingly.

FRA's emails will actively embrace the principles set out in the 10 keys, including triggering people's core values, cutting a long story short and getting visual.

Stakeholder communications, events and community

FRA's Communication Strategy 2023-2028 will dovetail with the FRA's Stakeholder Management Strategy. The communications principles of relevance, timeliness, rigour, diversity, impact and transparency will apply equally across both.

FRA will continue to assess the strategic value of attending and organising events which support FRA's Strategic Plan 2023-2028, including the Fundamental Rights Forum, and the Youth Fundamental Rights Dialogues.

Such events help to position FRA as the EU's independent centre of excellence for fundamental rights knowledge by creating a safe and inclusive space for inspiring dialogue on the pressing human rights challenges in the EU.

FRA recognises the value in encouraging stakeholder groups and other influencers to amplify FRA's own communications. So, FRA will create certain assets and products which help those stakeholders achieve their own objectives, while increasing the reach of FRA's own brand and findings.

FRA will continue to nurture and strengthen relationships which may be particularly successful at helping to take the Agency's key messages out to its target audiences; for example, by finding ways to enhance a collaborative communications approach and build transformative partnerships within business, arts, sports, and civil society stakeholder groups.

FRA will also continue to identify opportunities for the Director, Chair and Vice-Chair of the Management Board to participate in external events which support the Agency's broader objectives. The members of the Management Board and the Scientific Committee are also encouraged to do so.

FRA's stakeholder communications, events and community activities will support the aim to identify issues of broader interest to the general public, embrace positivity and diversify communication strategies to address different audiences.

Media relations

Effective media relations are central to support FRA deliver its Strategic Plan 2023-2028.

FRA is already a respected authority. Over the next five years, FRA will refine its pro-active, opportunistic and reactive media relations tactics to focus on delivering even more impact within trusted media to reach key stakeholders.

FRA will develop a journalist briefing programme for the Director, and will media-train staff members, partly to ensure greater diversity of FRA representation and give the Agency a more authentic voice.

FRA will also consider how/when to be bolder in generating news articles, press releases, op-eds and quotes to be featured in, and to drive media stories.

Based on FRA's strategic and thematic priorities, the Agency will identify more opportunities (partly by investing in media monitoring) to help shape FRA contributions to relevant high-impact news stories on the themes identified. Implemented with the necessary political sensitivity, this effort can help FRA's core communications objectives.

Internal communications

FRA's internal communication strategy sets out how FRA's own staff can become external champions of FRA's work and support the external communication strategy by posting about FRA activity on their own social channels in a timely manner, within clear social media guidelines.

Visual communications: Graphics, data-visualisation, photography, video, animations

FRA has traditionally disseminated its work by producing reports, within a visual identity that was designed for print.

As well as producing data-intensive reports for institutional stakeholders, FRA now needs to communicate with other audiences using more modern formats, including video, animations, audio and static graphics.

FRA will modernise its visual identity and style guide to reflect these external changes, to cater for the increasing demand for attractive graphic and video contents, and to appeal to broader audience groups (e.g., younger people as recognised in the Strategic Plan 2023-2028).

A clear visual identity will offer consistency, clarity and direction to deliver more audience-focused communications.

Implementing a clear visual identity with FRA's integrated communications approach, particularly with increased focus on visual outputs, may require further developing the skills and tools available within the Communications and Events Unit.

Mapping audiences to channels

Following the principles set out in the 10 keys, FRA will aim to diversify its communication approach to address different audiences.

There is no one size fits all approach to ensuring FRA's communications reaches its target audiences.

There are a several principles to consider which will always help when it comes to developing an effective communications campaign.

- Who is the target audience we want to reach?
- What do we want them to do next?
- What/who is likely to influence them, and on what channel?
- When is the best time to reach them and how much time do they have?
- How will we measure success?

The more explicit FRA staff can be in answering these questions, the more successful FRA's communications will be. Using recognised strategic communications planning methodologies and adopting an explicit briefing template will support delivering effective audience-focused communications.

The table below illustrates which channels are most likely to be effective for which audiences.

Objectives for FRA’s Communications Strategy

1	Communicate FRA’s findings and analysis to policymakers and civil society organisations to ensure a tangible impact on policy development and implementation at EU and national level
2	Continuously communicate the enduring importance of human rights, emphasising their relevance in contemporary EU and global contexts
3	Use FRA’s convening power to create a safe and inclusive space for inspiring dialogue on the pressing human rights challenges in the EU
4	Promote FRA as the EU’s independent centre of excellence for fundamental rights knowledge, reinforcing the agency’s credibility and trust among its stakeholders

Audience/ Channel	Website	Publications (inc online)	Email	Events	Media relations	LinkedIn	X/ Twitter	Facebook	Instagram
Policymakers at EU level	Key channel	Other primary	Other primary	Other primary	Other primary	Other primary	Other primary	Other primary	Other primary
Policymakers within Member States	Key channel	Other primary	Other primary	Other primary	Other primary	Other primary	Other primary	Other primary	Other primary
Human Rights Defenders	Key channel	Other primary	Other primary	Other primary	Other primary	Other primary	Other primary	Other primary	Other primary
Civil Society	Key channel	Other primary	Other primary	Other primary	Other primary	Other primary	Other primary	Other primary	Other primary
Elected officials	Key channel	Other primary	Other primary	Other primary	Other primary	Other primary	Other primary	Other primary	Other primary
Media	Key channel	Other primary	Other primary	Other primary	Key channel	Other primary	Other primary	Other primary	Other primary
Lawyers	Key channel	Other primary	Other primary	Other primary	Other primary	Other primary	Other primary	Other primary	Other primary
Academics	Key channel	Other primary	Other primary	Other primary	Other primary	Other primary	Other primary	Other primary	Other primary
Affected rights-holders	Key channel	Other primary	Other primary	Other primary	Other primary	Other primary	Other primary	Other primary	Other primary
Influencers	Key channel	Other primary	Other primary	Other primary	Other primary	Other primary	Key channel	Other primary	Other primary

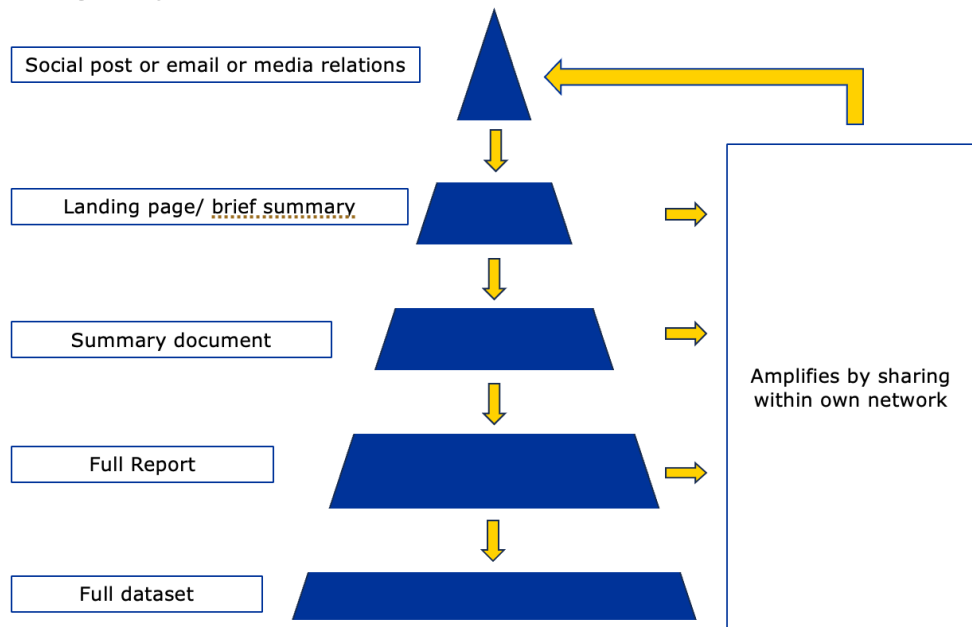
Key channel for this audience
 Other primary channels for this audience

FRA’s main channel is its website. Other channels are generally seen as signposts towards it. As such, the more that FRA can shape the user-journey of the target audience the better.

- A call to action from a social post or an email should lead to a hub or landing page on the FRA website.
- The landing page should expand upon information in that post, signpost other relevant links and have a call to action to ‘find out more’.
- That next page should explain a lot more about the topic, and signpost other calls to action including an option to (say) read, download, or email themselves the full report.

Such a 'pyramid' user journey means that the user is always in control of their time, gains new information and is nudged towards more detail with every click, irrespective of where they join the pyramid.

Desired 'pyramid' user journey



Annual communication programmes: Prioritising FRA’s communications and demonstrating impact

Everything FRA produces is, by definition, important in achieving the Agency’s broad objectives.

When it comes to communications, however, FRA will prepare to communicate fewer things, but to do so more effectively.

As FRA’s resources are limited, the Agency will tailor its communications resource investment based on

- the degree to which it supports the Agency’s communications and overall objectives; and
- its compatibility with the communications principles of relevance, timeliness, rigour, diversity, impact, and transparency.

FRA’s Strategic Plan 2023-2028 “has been conceived as an agile programming mechanism” which reflects that FRA’s key focus areas will change over time. The 2024 European Parliament elections also mean that FRA will “need to be capable of responding flexibly so that its strategy can adapt to evolving policy priorities.”

So, as FRA defines its annual thematic communication priorities based on the Single Programming Document, the Agency will also need to continue producing tailored communication plans for each theme.

This thematic approach means that FRA can focus its communications and deliver genuine cut-through communications. As such, it will be recognised as an expert body, with authority on specific subjects.

FRA will prioritise its communications resources based on the strategic priorities defined and agreed upon by the Management Team, including the Heads of Unit representing the Agency’s projects, and based on the advice of the Head of Communications and Events Unit.

More resources will be allocated to communications activities which are likely to demonstrate impact across all four communication objectives (see p. 5) over projects or products which may achieve fewer of them.

Approach and key messaging

Prioritising FRA's communications: Making a case for fundamental rights and promoting FRA

Within this prioritisation, and as part of the Communication Strategy 2023-2028, FRA will try to define some new 'common ground' to revive and revise interest in fundamental rights, and FRA's own role in defending those rights (as per objective two).

As part of that endeavour, FRA will seek to tell a human story, identify issues of broader interest to the public, and trigger people's core values.

FRA will adopt a pro-active approach, as well as a more agile and opportunistic one to deliver on its communication objectives.

A pro-active approach

Despite the adoption of the Universal Declaration of Human Rights (UDHR) in 1948, and later, the European Convention on Human Rights and the EU Charter for Fundamental Rights, many observers nowadays note people's growing scepticism towards the importance and relevance of those rights.

FRA can shape the human rights narrative. A narrative that triggers people's core values to demonstrate that fundamental rights benefit everyone. A narrative that can counter the growth of arguments which seek to push back against the universal importance of certain rights.

In the period 2023-2028, FRA will take every opportunity to make the case for the universal importance of fundamental rights, particularly to young people.

The Agency will raise awareness of the benefits of human rights to people's everyday lives, speaking to relevant cultural values and pressing societal issues, to dilute the widespread scepticism about the efficacy of human rights.

Focussing on the relatively new but increasingly relevant intersection of human rights with topics such as climate change and new technologies, will allow FRA to demonstrate the universality of human rights to its audiences, and to engage younger people.

Similarly, FRA can also prioritise other themes which would:

- a) support its core objectives; and
- b) demonstrate FRA's credibility to a broader, often younger audience.

Choosing to focus on themes where there is a broad consensus that discrimination should not be tolerated can provide FRA a greater authority and responsibility which will resonate with a younger audience.

FRA will also explore the possibility to develop a stand-alone consumer-facing campaign to explain what fundamental rights are, why they exist, and what they mean for people's daily lives.

An agile and opportunistic approach

FRA will continue to look for new opportunities to communicate its research, analysis and Opinions, and to demonstrate the importance of fundamental rights.

In many cases this might be in response to external events.

Sometimes FRA may produce a new formal report, but in other cases the Agency can also produce ad-hoc communication products (such as op-eds and statements), based on previous publications and/or consultation with internal experts.

When FRA decides to produce and communicate a new product in response to external events (e.g., sudden mass migration, a global health crisis, or instances of violence against women), the Agency will typically have to reduce resources for other projects.

An integrated approach to effective communications

As part of this strategy FRA will develop new working practices to ensure a more integrated approach to communications across the Agency, and within the Communications and Events Unit.

Integration within projects

FRA can increase the impact of its activities by considering communications needs and target audiences earlier in the project timelines.

Setting out more formal ways for project managers to consider their target audiences and desired impacts as they shape their work will help to define the types of product(s) required to effectively communicate it.

This, in turn, will inform the level of input required from members of the Communications and Events Unit to create the appropriate assets.

For example, it is often much easier to generate broadcast media coverage or social engagement with case studies and/or well sourced verbatim quotes which support the prevailing narrative.

So, for certain reports, project managers will be asked to help identify potential case studies early in the process, to save time later.

Integration of scheduling

The FRA Communications and Events Unit will continue to manage the Agency's publication schedule to maximise the impact of FRA's activity by coordinating what, when and how content is published.

The public publication schedule will include events and publication dates so that FRA's timings can be prioritised accordingly and spread out in time for maximum impact. An additional, internal schedule based around the public version and including in addition speaking opportunities, policy developments, major upcoming events and international days, can further support the planning and scheduling of FRA's communications.

Integration of resources

When FRA was established, the primary communications channels available were publishing reports, sending out news releases and speaking at events.

But now, FRA needs to plan communications across multiple channels, with a consistent message. This requires significant integration and further development of the skills within the Communications and Events Unit.

FRA needs to further develop in-house skills to ensure that the Unit can create more audio-visual content, interactive graphics, data-visualisations, and social media posts, as well as to support the editorial process for FRA's publications.

Evaluating the Communication Strategy 2023-2028

This communication strategy sets out four overarching objectives:

1. Communicate timely and effectively FRA's findings and analysis to law- and policymakers, human rights and equality bodies, and civil society to ensure a tangible impact on policy development and implementation at the EU and national levels.
2. Continuously communicate the enduring importance of human rights, emphasising their relevance in contemporary EU and global contexts.
3. Use FRA's convening power to create an inclusive space for inspiring dialogue on the pressing human rights challenges in the EU.
4. Promote FRA as the EU's independent centre of excellence for fundamental rights knowledge, reinforcing the Agency's credibility and trust among its stakeholders.

FRA will benchmark and track suitable metrics to track the effectiveness of its communications. Where possible these metrics will focus on 'outcomes' – namely, what changes happen resulting from FRA's communications, and align with the performance measurement framework of the Agency.

Where 'outcomes' can't be measured, then often 'out-takes' can be tracked. 'Out-takes' are defined by how many people/organisations acted in some way as a result of FRA's communications – e.g., clicking on a link or signing up to an email list.

And if 'out-takes' cannot be measured, then FRA could measure 'outputs' - namely how much was delivered by the Communications and Events Unit.

As well as measuring metrics and proxies, FRA will also assess the impact of its communications among key stakeholders, particularly EU policymakers, Member State policymakers, NHRIs, academics, Human rights defenders and journalists.

As envisaged in the FRA regulation, and reflecting the FRA Strategic Plan 2023-2028, the Communication Strategy will be reviewed at mid-term. On that basis, the strategy may be updated to reflect any changes in the Agency's strategic priorities or to adapt to external developments.

Background and regulatory framework

Article 2 of FRA's [Founding Regulation](#) (as amended in 2022) defines the objective of FRA as "to provide the relevant Union institutions, bodies, offices and agencies and the Member States when implementing Union law with assistance and expertise relating to fundamental rights in order to support them when they take measures or formulate courses of action within their respective spheres of competence to fully respect fundamental rights".

Within those regulations FRA is tasked specific activities including:

4.1.a collect, record, analyse and disseminate relevant, objective, reliable and comparable information and data, including results from research and monitoring communicated to it by Member States, Union institutions, bodies, offices and agencies, research centres, national bodies, non-governmental organisations, third countries and international organisations, in particular by the competent bodies of the Council of Europe

4.1 c. carry out, cooperate with or encourage scientific research and surveys, preparatory studies and feasibility studies, including, where appropriate and compatible with its priorities and its annual and multiannual work programmes, at the request of the European Parliament, the Council or the Commission

4.1.d formulate and publish conclusions and opinions on specific thematic topics, for the Union institutions and the Member States when implementing Union law, either on its own initiative or at the request of the European Parliament, the Council or the Commission

4.1.h develop a communication strategy and promote dialogue with civil society, in order to raise public awareness of fundamental rights and actively disseminate information about its work

FRA's Strategic Plan 2023-2028 recognises several megatrends that will affect FRA's work over the next five years including a possible 'backsliding' of democracy, a reduction in acceptance of the rule of law and increasing inequalities and migration.

In some cases, these megatrends threaten to reduce the widespread acceptance and value of fundamental rights.

FRA's Strategic Plan 2023-2028 reflects the updated founding regulation and the current context. It defines FRA's vision as follows:

FRA envisions a future in which everyone in the EU is treated with dignity and is able to fully enjoy their fundamental rights and freedoms.

FRA will continue to fulfil its role as the EU's independent centre of excellence for fundamental rights, providing support to the EU institutions and Member States in developing and implementing legislation and policies in accordance with the Charter of Fundamental Rights of the European Union.

FRA Strategic Plan 2023-2028

FRA's Strategic Plan 2023-2028 also defines three strategic priorities, to:

- support the upholding of fundamental rights standards in the development of new EU laws and policies;
- contribute to ensuring respect, protection and fulfilment of fundamental rights in the fields covered by existing EU laws and policies;
- engage in cross-cutting actions to support the realisation of the EU's fundamental rights goals and vision.

FRA's Communication Strategy sets out the strategic direction for FRA's communication activities, which will serve to support the agency as it delivers these three strategic priorities.