

## **Newly renovated OIE regional websites are on their way!**

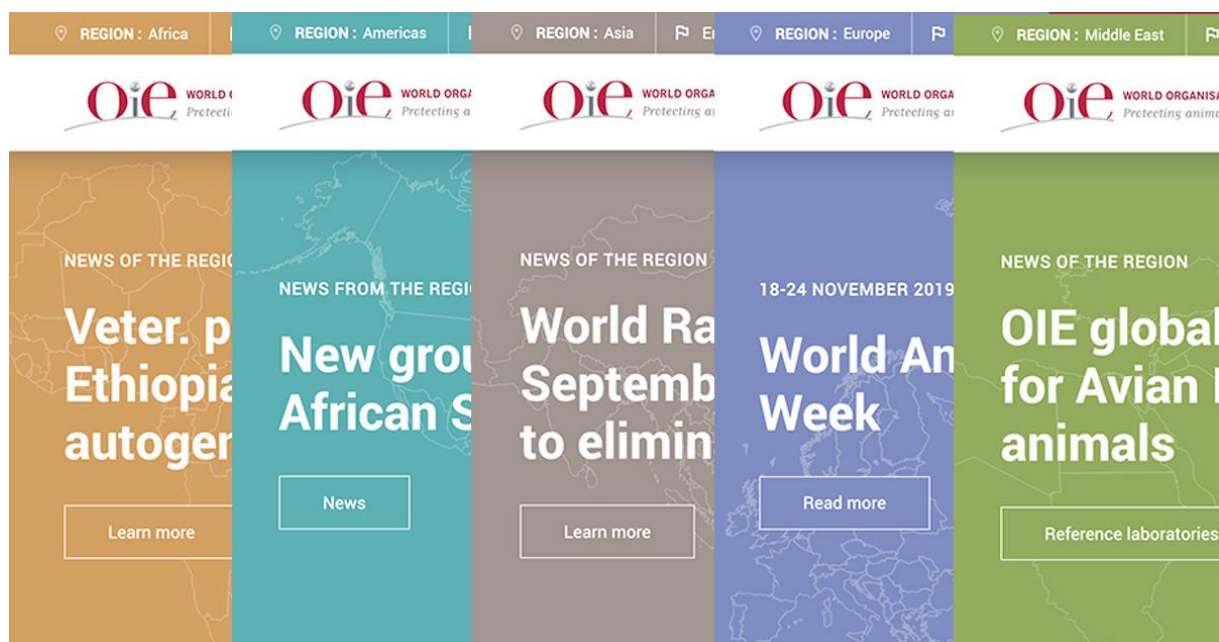
### **Communication Plan for the Launch of the Newly Renovated OIE Regional Representation Websites**

Communication has been an essential component of the OIE's mandate since the organisation's founding in 1924. It serves to build viable relationships and trust between stakeholders, including trading partners and the general public.

Within the framework of the OIE's Sixth Strategic Plan, one of the objectives is to establish trust through transparency and good communication. To meet this objective, the OIE's communication must be rapid, contextual and understandable, and must use the means and channels most appropriate to its purpose.

With this in mind, last year, the OIE began renovating its Regional Representations' websites with the goal of developing, by the end of this year, five websites with similar layouts, which will include evolutive technologies. This renovation seeks to allow the OIE and its five Regional Representations to improve their online communication at the regional level; to integrate information from different OIE platforms like the new OIE-WAHIS; to facilitate the OIE network's accessing of regional information and to keep it up to date on regional news and events.

Today, the renovation is almost complete, and the five websites will be fully active in English by mid-November 2019. So, stay tuned and be sure to follow OIE activities next month to view the launch of the renovated websites.



*Preview of the home page of each new regional website*