



Евразийская группа по противодействию легализации
преступных доходов
и финансированию терроризма

Eurasian Group on Combating Money Laundering
and Financing of Terrorism

INFORMATION AND COMMUNICATION STRATEGY OF THE EURASIAN GROUP ON COMBATING MONEY LAUNDERING AND FINANCING OF TERRORISM

2022

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Introduction

1. This information and communication strategy was developed to improve the activities of the Eurasian Group on Combating Money Laundering and Financing of Terrorism (EAG) in the information space (work with the media, publicity on the Internet and social networks, etc.), increase its recognizability, strengthen the authority of EAG and its member states in the international arena, inform about the activities of the organization, improve interaction with society, and increase the transparency of the EAG governing and executive bodies.
2. In its information and communication activities, EAG seeks to ensure the highest possible level of transparency, taking into account the interests of member states.

General provisions

Terms and acronyms used

3. The following terms and acronyms are used in the information and communication strategy:
 - EAG information activities – activities of the EAG Secretariat staff and other authorized persons in the information space aimed at providing the general public with information on international standards in the field of combating money laundering and terrorist financing, EAG goals and objectives, results of activities of EAG and its member states in this area aimed at strengthening the EAG authority in the international arena;
 - Information and communication strategy (hereinafter referred to as Information Strategy) – a long-term document that defines the fundamental principles, goals and objectives of information interaction, planning the focus areas of information dissemination to ensure the optimal use of available resources in the field of information exchange and meet the objectives of communication with the target audience;
 - EAG information space (hereinafter referred to as Information Space) – a total of sources and methods of obtaining and disseminating information, mass communication media (media, social networks, EAG website and Internet websites, scientific, educational and other events, printed publications, etc.), where information on anti-money laundering and combating the financing of terrorism is disseminated and exchanged;
 - EAG public persons (persons authorized to carry out activities in the information space) – persons authorized to speak in the media and take part in external public events on behalf of the EAG;
 - Objects of information exchange – sources of obtaining and disseminating information;
 - Mass communication media - a set of methods of non-personal information transmission (media, social networks, EAG website and Internet sites, scientific, educational and other events, printed publications, etc.) used to influence the target audience;
 - The target audience (subjects of information exchange) is a group of persons who share common interests, or united to achieve a goal or task, for which EAG activities are of certain interest in terms of professional, scientific or other activities or in increasing general knowledge in the AML/CFT field;
 - ML – money laundering (legalization of crime proceeds);

- AML/CFT/PF – anti-money laundering, countering the financing of terrorism and proliferation financing;
- FSRB – FATF-style Regional Body;
- Media – means of mass communication;
- FATF – Financial Action Task Force on Money Laundering;
- TF – terrorist financing;
- PF – proliferation financing;
- DNFBP – Designated Non-Financial Businesses and Professions.

Applicability of information and communication strategy

4. This Information Strategy applies to EAG activities in the information space in terms of interaction with the media, distribution of information on the Internet, including the EAG website and pages in social networks, presentations to the target audience for information purposes.
5. The Information Strategy does not apply to participation of EAG public persons in official events as part of EAG main activities, conducting mutual evaluations and publishing mutual evaluation reports and the results of typological studies in the closed part of the EAG website, reviewing appeals of private and legal entities.

Goals, objectives and principles of information and communication strategy implementation. Subjects and objects of information exchange

Principles of Information Strategy implementation

6. In order to achieve the goals and objectives of the information exchange, the Information Strategy implementation is based on the following principles:
 - Maximum possible openness: i.e. provision of the fullest possible information about EAG activities to the extent that it does not contradict the common interests of member states;
 - Reliability: the published information must correspond to reality and factual circumstances;
 - Objectivity: the published conclusions should not diminish or exaggerate the significance of the described event or fact in order to artificially create a positive or negative information perception;
 - Independence: EAG information activities are based solely on objective results of its work and activities of the EAG member states in the field of AML/CFT/PF and are not related to political events taking place in the world and member states, which have no connection or influence on the effectiveness of AML/CFT/PF mechanisms;
 - Accessibility: information about the results of EAG activities, to the extent that it is not limited by the documents and decisions of the EAG Plenary meeting, should be available to any members of the public, regardless of their categories;
 - Respectful attitude to the target audience (subjects of information exchange).

Goals and objectives of information and communication strategy

7. When interacting with target audiences, the primary objective is to ensure the perception of positive results of EAG activities, its independence and objectivity, focus exclusively on assistance in formation of the AML/CFT/PF national systems and implementation of the FATF Standards, and ensuring financial security in the Eurasian region.
8. The main areas of information exchange are the strategic intents of EAG activities approved by the EAG Plenary meeting.
9. The main objectives of information exchange include:
 - Strengthening the authority of EAG and its member states in the international arena through timely and proper informing about their activities;
 - Ensuring effective interaction and cooperation of the EAG member states at the regional level;
 - Raising public awareness of the AML/CFT/PF measures taken by the EAG member states;
 - Promoting partnerships between member states and the private sector within the AML/CFT/PF national systems;
 - Enhancing EAG cooperation with the FATF, FATF-style regional bodies and other international bodies involved in the AML/CFT/PF sphere;
 - Ensuring proper exchange of AML/CFT/PF best practices, typologies, publicly available documents of the FATF and FSRBs;
 - Encouraging wide public support for the EAG activities, as well as for the bodies and structures of the AML/CFT/PF national systems of the EAG member states.
10. The fundamental objectives of information interaction include:
 - Informing about the measures taken by the EAG member states for implementing the FATF standards;
 - Informing on the results of mutual evaluations of the EAG member states, including for the purpose of coordinating technical assistance to strengthen the AML/CFT/PF national systems;
 - Informing about participation of the EAG member states in ensuring security and transparency of the Eurasian region economy;
 - Informing the EAG governing and executive bodies about the progress made and decisions taken;
 - Exchange of AML/CFT/PF best practices with regard to the region specifics, the results of analysis of ML/TF/PF typologies, publicly available documents of the FATF and FSRBs;
 - Strengthening and coordinating international cooperation.

Target audience (subjects of information exchange), objects of information exchange and specifics of work with separate groups of subjects of information exchange

11. The image of the Eurasian Group is perceived differently by different target audiences. There is still a lack of awareness of the organization structure, its goals and activities.
12. In the modern information space there are certain conditional priorities of various target groups participating in the information exchange. With this in mind, approaches to the information delivery in

different mass communication media, for example, in interaction with the media or in social networks should be separated.

13. The main groups of the EAG target audience (subjects of information exchange) include:

- National governments and authorities of the EAG member states;
- Partner organizations at the international and regional levels;
- Financial institutions and DNFBPs of the EAG member states;
- AML/CFT/PF practitioners;
- Expert community (experts in the field of finance and economic security (including compliance), law enforcement and judicial activity, etc.);
- Scientific community (representatives of the research community, industry-specific institutions of higher education, students, etc.);
- Internet users interested in AML/CFT issues and groups of such users;
- General public that uses the Internet and media products and is interested in AML/CFT issues.

14. When preparing the same material for publication in various mass communication media, one should avoid duplication of information and strive to adapt it to the interests of a specific group of the target audience.

Objects of information exchange

15. The main EAG objects of information exchange include:

- EAG website (<https://eurasiangroup.org>);
- EAG pages in social networks;
- EAG annual report;
- EAG print publication ([EAG Bulletin](#)) and specialized print publications of the EAG member states;
- Websites of the FATF and other FSRBs, as well as their social media pages;
- Official websites of public authorities, financial institutions and DNFBPs of member states;
- Official printed and electronic media;
- Official scientific, academic and specialized expert print publications;
- Official websites of international organizations, as well as information websites, including those specialized in the dissemination of AML/CFT information (ACAMS and others);
- Official websites of state bodies of countries that are not EAG members (websites of FIUs, state bodies, etc.);
- Academic and scientific and practical events (conferences, congresses, meetings, etc.).

Stages and activities of Information Strategy implementation

Key stages of Information Strategy implementation

16. Stages of the Information Strategy implementation should be distinguished on the basis of urgency and consistency of tasks. Such stages may be divided into medium- and long-term ones.

Implementation stages

Implementation stage		Main activities		Proposed implementers
<i>Medium-term activities</i>				
1.	Organizational (preparatory)	1.	Assignment to the EAG Secretariat of persons responsible for information activities	EAG Secretariat in interaction with the EAG member states' delegations
		2.	Assignment of persons to delegations responsible for interaction with the Secretariat in the information sphere	
		3.	Creating the EAG pages in social networks or restoring of existing ones	
		4.	Informing delegations of member states and observers about the EAG pages in the social networks	
2.	Technical improvement of the EAG website	1.	Placing links to pages in social networks on the website, including the home page	EAG Secretariat
		2.	Improvement of the EAG website sections, including the news section	
		3.	Making the EAG website representation more attractive	
3.	Establishing the information tracking mechanism	Allocation of responsibilities among the EAG Secretariat employees responsible for information activities on AML/CFT issues in member states, checking its reliability and preparation for publication		EAG Secretariat
4.	Increasing the EAG's recognizability, popularization of its website, print publications and social media pages	1.	Intensification of publications and presentations in all objects of information exchange on EAG activities, general information, its functions and objectives, member states and observers	EAG Secretariat, persons authorized to provide information about the EAG activities
		2.	Placing links to the EAG website and pages in social networks and accompanying all publications with such a link	
5.	Improvement of quality and terms of preparing information for publication	1.	Holding internal events (meetings, discussions, etc.) in the EAG Secretariat with	EAG Secretariat

			employees responsible for information activities of the EAG Secretariat	
		2.	Holding, if necessary, meetings of the EAG Secretariat with member states	
6.	Expanding the practice of EAG participation in academic and scientific and practical activities	1.	Monitoring by the EAG Secretariat staff of information space for academic and scientific and practical events and possible increase of frequency of participation in them	EAG Secretariat
		2.	Establishment by the EAG Secretariat staff of direct contacts with educational institutions, primarily members of the International Network AML/CFT Institute (hereinafter referred to as INI), in order to increase participation in academic and scientific and practical activities	
		3.	Consideration of introducing the practice of one-time or permanent lectures in the educational institutions of the INI	
7.	Automation of the EAG information activity processes (if necessary)		Possible development of automated software for facilitating the system of information exchange, accounting and control of work in the Information Space	EAG Secretariat
<i>Long-term activities</i>				
1.	Building constructive and long-term cooperation with electronic and printed media of the EAG member states	1.	Publication of articles and materials of the EAG Secretariat in printed and electronic media of member states	EAG Secretariat in cooperation with delegations of the EAG member states authorized to provide information about EAG activities
		2.	Speaking to the media by persons authorized to provide information on behalf of the EAG	
2.	Entering the information space of the FATF and other FSRBs by EAG and consolidating its position		Availability of the EAG Secretariat publications in the information space	EAG Secretariat, including in cooperation with secretariats of other FSRBs and the FATF Secretariat
3.	Increasing academic and scientific and practical	1.	Inclusion of academic and scientific and practical articles by the EAG Secretariat staff in	EAG Secretariat in cooperation with the EAG

	aspect of the EAG Secretariat activity		specialized publications of the EAG member states	member states' delegations and INI
		2.	Participation of the EAG Secretariat staff in international conferences, inclusion of their publications in international scientific journals (if possible).	
		3.	Possible gradual transformation of the EAG Bulletin into a publication for publishing not only information about EAG work but also scientific and practical articles for representatives of the professional community of member states giving it an appropriate status	
		4.	Participation (if possible) in the organization of scientific and practical conferences	
4.	Gradual involvement of the member states' delegations into active presence in the EAG Information Space	1.	Involvement of scientists and practitioners of government agencies of member states, supervisory authorities, financial institutions and DNFbps in the EAG scientific and practical events	EAG Secretariat, delegations of the EAG member states
		2.	Proactive submission of publications to the EAG Secretariat for possible posting on the EAG website and social media pages.	

Particular features of information exchange based on the focus on the specific subjects of the target audience

17. When implementing the Information Strategy, it should be taken into account that different categories of subjects of the target audience of information exchange have different preferences in the use of various sources of information.

	Target audience	Main objects of information space (information sources)	Possible topics of informing¹
1.	National governments and authorities of the EAG member states	EAG website, printed and electronic media, bilateral and multilateral meetings,	<ul style="list-style-type: none"> Principles of EAG functioning as an international organization, advantages of integration formats of interstate cooperation.

¹ Because of the considerable number of possible topics of informing, only some of them are listed in the table. The decision to choose a topic should be made by the speaker (or publisher of the material, speech, article, etc.), taking into account the topic of the event, the audience, the informing method and its purpose, and other factors.

		communication during informal events	<ul style="list-style-type: none"> • Cooperation of all interested parties as a prerequisite for effective AML/CFT activities. • EAG is a coordinator of common projects for the Eurasian Group member states. • Advantages of obtaining technical assistance to improve efficiency of the AML/CFT national systems in case of participation in implementing the relevant projects with the EAG coordinating role.
2.	Partner organizations at the international and regional levels	EAG website, EAG pages in social networks	<ul style="list-style-type: none"> • Coverage of EAG activities within the FATF Global Network and cooperation with other FSRBs, experience of the EAG member states in application of the FATF standards, investigation of significant ML/FT criminal cases. • Public results of EAG activities (mutual evaluations, typologies studies, technical assistance projects, other projects). • Training modules.
3.	AML/CFT practitioners among law enforcement and judicial authorities	EAG website, EAG pages in social networks, scientific and practical events (conferences, etc.), Internet websites of professional communities	<ul style="list-style-type: none"> • Results of EAG activities focused on professional audience (results of typological studies, financial investigations, information projects, etc.). • Research of financial crime trends using new technologies. • International cooperation in the anti-money laundering system. • Cooperation with international bodies for the purpose of countering terrorist financing. • Anti-money laundering is the most important component of the fight against corruption. • Combating laundering of proceeds from crimes posing the greatest threat.
4.	Expert community (experts in finance and economic security (including compliance), law enforcement and judicial activities, etc.)	EAG website, EAG pages in social networks, Internet websites of professional communities, professional print and electronic publications	<ul style="list-style-type: none"> • The results of EAG activities aimed at professional audience (results of typological studies, conducting financial investigations, training modules, information projects, etc.). • Criteria for assessing the effectiveness of AML/CFT systems in accordance with the FATF Methodology. • Typologies of laundering proceeds from various specific types of crimes and modern methods of terrorist financing. • International cooperation in the system of combating money laundering and terrorist financing.

5.	Scientific community (representatives of the research community, industry-specific higher education institutions, their students, etc.)	EAG website, scientific and educational publications, scientific and practical conferences, lectures at educational institutions	<ul style="list-style-type: none"> • Theoretical aspects and issues of AML/CFT system activities. • Correlation of the FATF Recommendations and national legislations. • Practical application of the FATF Recommendations. • Assessment of AML/CFT systems effectiveness. • International cooperation in the AML/CFT sphere.
6.	Wide audience of Internet users and media products interested in AML/CFT issues	Print and electronic mass media, EAG website, EAG pages in social networks	<ul style="list-style-type: none"> • General information about EAG, its goals and objectives, member states and observers. • Summarized results of the EAG work. • Common projects of the Member States • Case studies • Comments on high profile topics by EAG representatives

Possible topics for proactive information exchange with print and electronic media

18. Information exchange of the EAG public persons with the media can be carried out without focusing on a particular subject of the target audience. Such interaction can take the form of giving various kinds of interviews and comments to the media during official EAG events, participation in briefings, publication of analytical articles, etc.
19. In such cases, the thematic focus of a publication or speech should be determined based on the event topic, the audience, and other factors.

A sample list of possible topics of interaction with the media

	Possible topics of publications	Key points	Forms of information delivery
1.	The importance of international AML/CFT standards	The FATF is the organization that sets AML/CFT standards at the international level. To protect international financial system from ML/TF risks and to help ensure that national regimes comply with international AML/CFT standards, EAG as an FSRB works with member states to address deficiencies that pose risks to their financial system.	<ul style="list-style-type: none"> • Analytical articles • Comments at events
2.	Coverage of EAG Plenary meetings, working groups, workshops, trainings, etc.	<p>Creation of information field on the EAG Strategy as a member of the FATF family:</p> <ul style="list-style-type: none"> • Development of legislation and measures for regulating the private sector activities; • Integration of the States of the region into international AML/CFT processes; • Results of mutual evaluations; • Results of key EAG projects. 	<ul style="list-style-type: none"> • Press releases • Press articles • Speeches at events

3.	EAG participation in external public events (conferences, workshops)	Practical results of interaction with the inviting party.	<ul style="list-style-type: none"> • Press releases • Analytical reviews, articles • Presentations of results of expert polls and studies conducted as part of events
4.	Improving the effectiveness of AML/CFT systems	EAG's objective is to ensure the development of AML/CFT systems in the States of the Eurasian region (increase of the country rating).	Publications in the media
5.	Accession of new countries and organizations as members and observers	EAG is open to new members and accession as observers.	<ul style="list-style-type: none"> • Comments and interviews for the media • Statements by representatives of member states' delegations on their work within EAG
6.	Participation in the FATF and FSRB events	<ul style="list-style-type: none"> • Coverage of EAG interaction with FATF and other FSRBs. • Main results of the events and plans to develop cooperation. 	<ul style="list-style-type: none"> • Press releases • Comments and interviews with authorized persons
7.	Participation in the work of international organizations	Results of joint activities and their significance for regional AML/CFT systems.	<ul style="list-style-type: none"> • Press releases • Comments and interviews of authorized persons • Analytical articles
8.	Typologies research	The role of typologies in enhancing the identification of money laundering and terrorist financing schemes: <ul style="list-style-type: none"> • Typologies are a key AML/CFT methodological tool for both regulators and private sector institutions. 	<ul style="list-style-type: none"> • Analytical articles • Publishing and commenting on the EAG typology reports
9.	Mutual evaluations of the EAG member states	<ul style="list-style-type: none"> • Results of mutual evaluations in the countries and identified strengths and weaknesses of AML/CFT systems. • Recommendations made to improve national AML/CFT systems. • Forecasts and next steps of countries in the sphere of AML/CFT system improvement. 	<ul style="list-style-type: none"> • Press releases • Analytical articles with comments
10.	Consultations with the private sector	The expansion of cooperation between the public sector and the private sector involves: <ul style="list-style-type: none"> • Establishing mechanisms for the exchange of experience between public entities and the private sector on the risk identification and mitigation; • Analysis of the current situation, identification of the most problematic issues and formulation of 	<ul style="list-style-type: none"> • Press releases • Comments and interviews of authorized persons • Information videos²

² With the assistance of the International Training and Methodology Centre for Financial Monitoring (ITMCFM).

	<p>recommendations on the effective application of the FATF standards and increasing the efficiency of financial monitoring procedures;</p> <ul style="list-style-type: none"> • Organization of venues for discussion of legislative initiatives. 	
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Other issues of information exchange

EAG information materials

20. In the process of information exchange, the following documents may be used as information sources for publications and speeches:

- EAG information publications (EAG Bulletin, brochures and publications on the main activities, publication of the results of studies and expert surveys, topical materials for the media, etc.);
- EAG annual report;
- Results of the EAG typological studies (abridged and adapted for public access);
- Compilations of final materials on the results of EAG events (workshops, conferences, etc.);
- Videos on objectives, areas and practical results of the EAG work focused on partners, private sector institutions and general public³;
- Information materials (press releases, analytical publications, interviews, etc.);
- Academic and scientific and practical publications of the EAG Secretariat staff and top management.

EAG public persons.

21. In order to ensure reliability and objectivity of the information provided, and to comply with distribution of authority among the EAG staff, as well as co-chairs of the working groups and representatives of member states' delegations, the following authorities are established for providing information based on its importance and relevance.

Official position	Authority to provide information
EAG Chairman ⁴	Strategic issues of the EAG activity and development, international cooperation, program documents, any other issues of the EAG activity.
EAG Deputy Chairman	Operational issues of the EAG activity, current work.
EAG Executive Secretary	Current operations, activities and development, international cooperation, activities of Plenary meetings and working groups, and procedures of the EAG. Participation in public events (conferences, forums, consultations with the private sector, etc.).

³ With the assistance of the International Training and Methodology Centre for Financial Monitoring (ITMCFM).

⁴ The EAG Chairman may instruct the EAG Vice Chairman, the Executive Secretary or the EAG Secretariat staff to provide information as part of the information exchange on issues outside the scope of their authority.

Administrators of the EAG Secretariat	On behalf of the EAG Executive Secretary, issues of academic and scientific and practical activities of the EAG Secretariat in the assigned areas
Heads of the EAG Member States' delegations	Aspects of interaction of represented member states with the FATF Global Network, including EAG, on various AML/CFT issues.
Co-chairs of Working Groups	General issues of the relevant Working Groups

22. Heads of delegations of Member States have the right to speak at their own discretion on any issues related to the activities of the headed delegation in the EAG, including positions on specific issues, participation in projects, results of Plenary meetings, holding of and participation in various events, etc.

Final provisions

Expected outcome and assessment

23. The implementation of the Information Strategy implies achieving specific results of the work performed by the EAG Secretariat staff to be included in the report on the EAG Secretariat activities during the intersessional period, as well as general results expressed in the step-by-step achievement of the goals and objectives, which can be discussed at the EAG Plenary meetings, if necessary.
24. The assessment of the Information Strategy implementation by the EAG Secretariat staff is included in the general assessment of their current activity as one of the accompanying tasks.