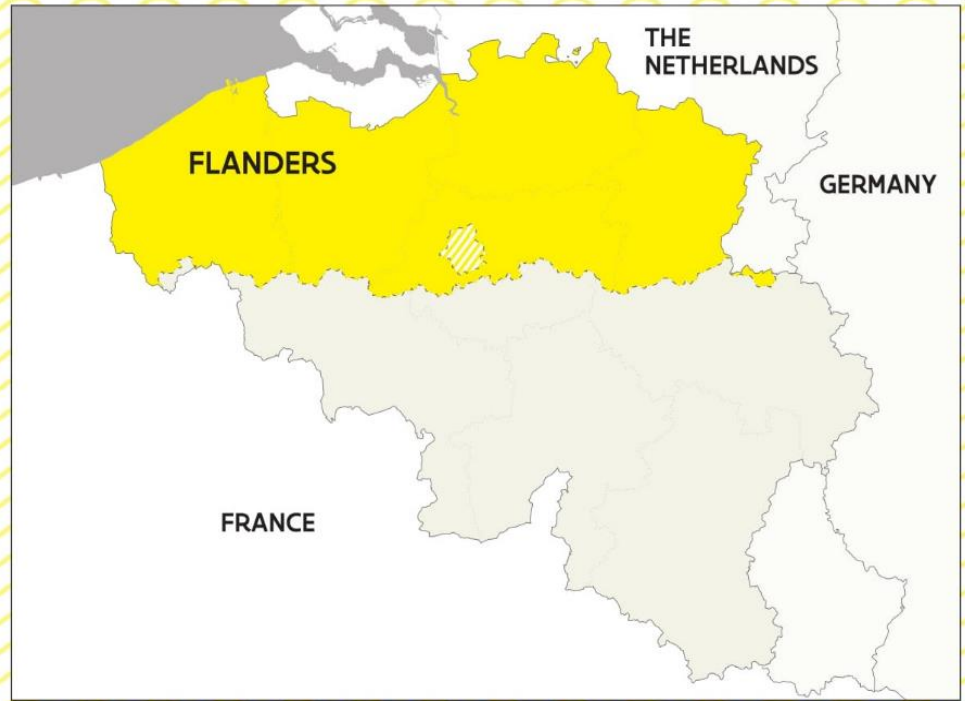# Clear writing in Flanders – Heerlijk Helder

Dirk Caluwé

European Commission – Clear Writing Conference
5 December 2019

Flanders (Dutch-speaking part of Belgium)

Europe

Belgium

0   1000 km

FLANDERS

THE
NETHERLANDS

GERMANY

FRANCE

COMMUNICATION = BEHAVIOUR

How do you
get **attention**
for your message?

↓

How can you
motivate people
to carry out a task?

insights from
behavioural sciences
can help to improve
(governmental)
communication

How do you
get people
to take **action**?

How do you deal
with **resistance**?

↙

↘

DEVELOP CAMPAIGN STRATEGY

MAKE TEXTS MORE EFFECTIVE

Campaign strategy

1. preservation of autonomy and control
   → organizations choose their own plain language objectives

2. long-term perspective
   → sustainable effects rather than quick results

3. wide range of behaviour change interventions in order to overcome the various obstacles for plain language
   → 7E model

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7E model
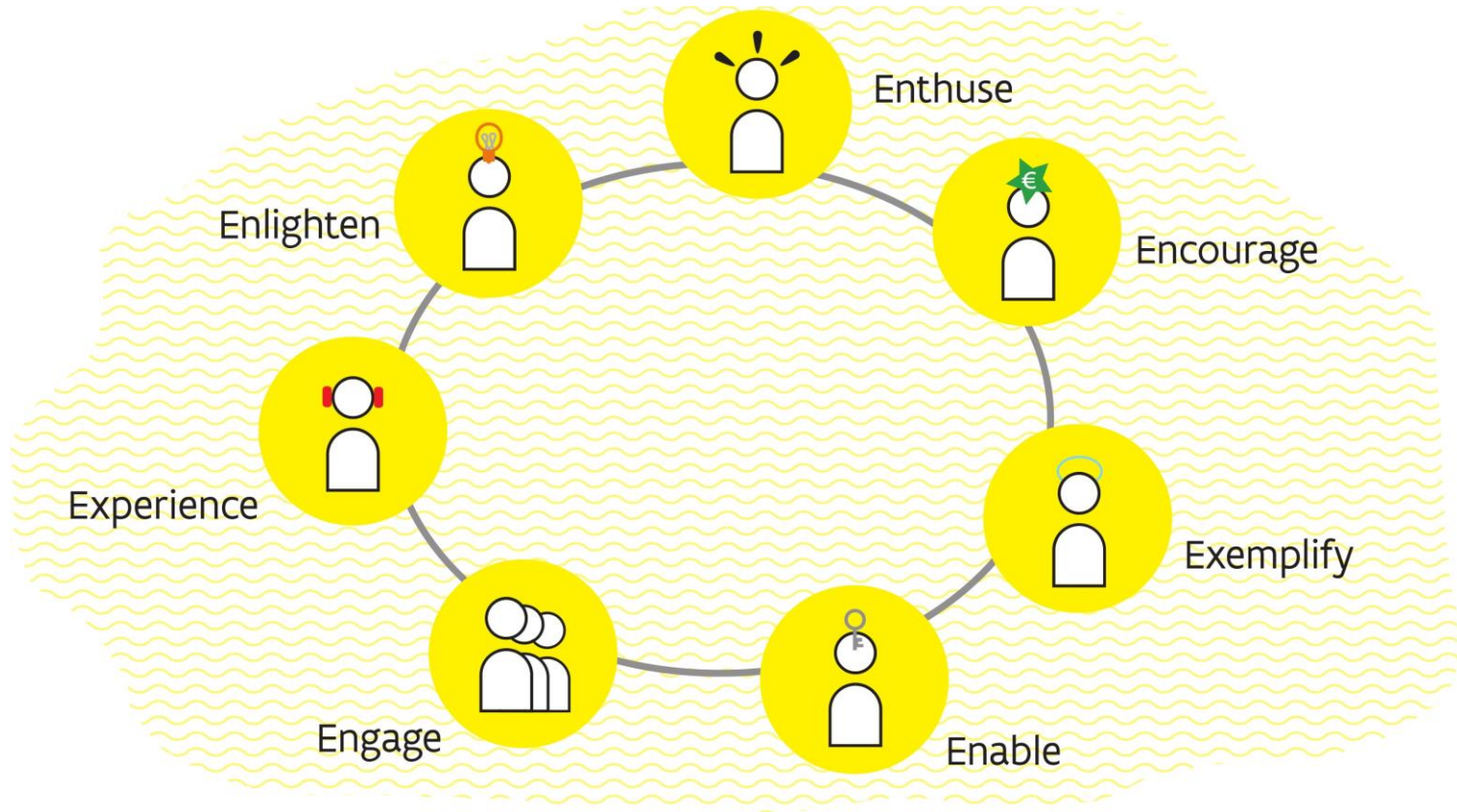
Make texts more effective

1. many texts from public administrations attempt to influence behaviour (e.g. request to pay a debt, to fill in a form)

2. compliance with written requests can be increased by using plain language and behavioural techniques

3. collaboration with Behavioural Insights Team:
   → checklist of behavioural techniques for letters and mails
   → common workshops

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Next steps

1. management: broader scope
    → cooperation with town and city administrations of Flanders

2. pretesting
    → promoting easy-to-use methods and developing tools for pretesting texts with target groups
    → 'come out of your shell/office'

3. further cooperation with *Direct Duidelijk* in the Netherlands
    → checklist for the use of images and photos

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Contact

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