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Roundtable on:
**Communication strategies of Competition
authorities as a tool for agency effectiveness**

**Contribution
by
Latvia**

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Communication strategy of the Competition Council of Latvia

One of the key tasks of the Competition Council of Latvia is promotion of competition by improving public understanding of the competition law and the influence of violations on business environment and consumers. In parallel to strong enforcement strategy communication strategy is absolutely necessary as an efficient preventive tool.

To ensure that our communication and competition advocacy activities are targeted and in compliance with institution's middle-term operational strategy (2013-2016), the Competition Council has elaborated and approved its communication strategy.

According to the strategy the main communication activities are as follows:

- Communication through Competition Council's **website** www.kp.gov.lv. In line with general information on competition law, the webpage provides database of decisions of the Competition Council containing all decisions adopted since 2002, as well as related court rulings and administrative agreements.
- Information to mass media. The Competition Council provides timely information on the adopted decisions, results of sector inquiries and latest news in competition control on regular basis. Decisions or other topicalities that are the most relevant to the society are announced in press conferences (once per quarter).
- Newsletter *Competition Close-Up*. The newsletter is issued quarterly and it is available for free subscription on Council's website. Content of the newsletter is devoted to explaining issues of implementation of competition rights, as well as informing about latest news in easy to understand manner.
- Regular publications in mass media. Representatives of the Competition Council provide their articles to magazines and newspapers that write about economic and legal issues.
- Proactive reaction on newest competition developments/problems within the business community. The Communication unit is regularly monitoring information about actual competition processes within various sectors provided in mass media thus enabling the authority to express an opinion in due time or to initiate a market enquiry if there are some competition restrictions identified.
- Seminars, lectures and conferences to market participants. The Competition Council provides various educational activities to market participants (both by their request and by Council's initiative). In cooperation with Latvian Employers' Confederation a larger conference is organised annually, devoted to topics that are relevant to entrepreneurs and the competition authority.
- Seminars and lectures to public procurement organisers. As bid rigging cases are the most frequently detected competition infringements in Latvia, the Competition Council devotes serious efforts to educate procurement organisers on the possibilities to notice such infringements.
- Cooperation with universities. Representatives of the Competition Council give guest lectures in leading Latvian Universities. Authority also provides its research themes to students of four universities.
- Unification of visual identity. In line with other state administration institutions in Latvia, the Competition Council has begun visual unification of its communication.
- Regular public opinion surveys. Once in every two years, the Competition Council carries out a polling to find out the degree of awareness of enterprises, association and lawyers' offices of the competition law, to receive feedback on

performance of the institution, as well as to acquire an understanding of industries where enterprises encounter the most competition issues.