

Strategy

Class description

Research suggests users are interested in the EU's strategy, plan or policy on a specific topic. Content in the [Strategy](#) class on the European Commission website explains the European Union's overarching goals and helps users better understand how the European Commission approaches policy development and contributes to these goals; how priorities are set and how the strategy relates to the political priorities; how the policy decision-making process works. It covers achievements on policy, providing access to DGs' strategic and management plans. The detail on individual policies and policy actions is covered on DGs' sites. A corporate policy content type will ensure a coherent user experience.

The Strategy section on the ec.europa.eu/info site links to the 10 Commission priorities on the European Commission website (ec.europa.eu/info) and to Better regulation to encourage contributions to initiatives the Commission is preparing.

The class indicated in the header or footer of a Commission website links to its landing page. For example: [Strategy](#).

Original research

As with other classes, the Strategy class architecture is based on research and analysis of top tasks, user needs, organisational goals and analytics.

The top tasks and organisational goals are listed below.

List of tasks included in this class

Task ranking	Task	Total vote	Task category
5	EU strategy, political priorities	2.8%	Top task
36	Relations with non-EU countries, international organisations (diplomacy, cooperation agreements)	1.1%	Small task
57	Security, defence (terrorism, sanctions, critical infrastructure)	0.6%	Tiny task
63	Accession of new countries to the EU, enlargement	0.5%	Tiny task
69	Resource security (oil, gas, raw materials)	0.4%	Tiny task
71	Emergencies, disasters, civil protection	0.4%	Tiny task
		5.8%	

Organisational goals

- **improve citizens' perceptions** of the EU. Show the added-value, the impact and successes of the EC's and/or OLAF's work
- **explain decision-making** in a clear way; help others to explain
- **transparency** of the decision-making process, the rules. Ensure availability of relevant documents
- **accountability**
- **show the science** behind EU policy

Read more on [Process to define the 15 classes: original research](#)

Top task identification poll for “EU strategy, political priorities”

[Factsheet - EU strategy, political priorities user survey](#)

For more information

Please contact the appropriate [account manager](#).