

# 2025

CORPORATE  
COMMUNICATION  
STRATEGY

28



Gibraltar Financial Intelligence Unit  
HM Government of Gibraltar

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## Vision:

Through high-quality and impactful communication and engagement, we will place collaboration and knowledge-sharing at the heart of our approach, raising awareness of the critical issues surrounding financial crime. We will deliver the Corporate Communication Strategy 2025-2028 by promoting accessibility with integrity, ensuring that stakeholders are informed, empowered, and actively contributing to the fight against economic crime and other criminal conduct.

## Introduction

The Gibraltar Financial Intelligence Unit (GFIU) is advancing its communication efforts through a new strategic framework that builds on prior successes while aligning with evolving digital trends and stakeholder expectations. This refreshed direction will strengthen Project Nexus's impact in the fight against economic crime, enhancing both domestic and international engagement.

Central to this strategy is the targeted use of our website and modern digital platforms, notably LinkedIn and X (formerly Twitter), to extend outreach, deepen stakeholder engagement, and reinforce the visibility of economic crime prevention initiatives. An informed, engaged private sector is critical to effectively countering emerging criminal methodologies. Accordingly, this strategy places strong emphasis on two-way communication, enabling stakeholders to provide feedback that will shape both the content and delivery of future initiatives.

Collaboration forms the foundation of this approach. By promoting coordinated communication activities, the sharing of resources, and the exchange of best practices, the strategy aims to maximise reach and ensure tailored, impactful messaging across all audiences.

Identifying shared objectives and embedding clear, measurable indicators will facilitate ongoing performance assessment and continuous improvement of communication efforts.

This strategic plan is future-oriented, designed to be dynamic and responsive to an evolving technological and threat landscape. It reflects the GFIU's ongoing commitment to leadership in outreach and engagement, ensuring Gibraltar remains a leading jurisdiction in identifying and preventing economic crime. Through enhanced collaboration and a stronger focus on innovation, Project Nexus will continue to deliver high-impact engagement across all stakeholder groups.

## Our Strategy

The Corporate Communication Strategy 2025-2028 provides a clear and consistent framework to enable the GFIU to deliver on its vision, achieve its strategic objectives, and meet its corporate goals. This strategy supports the GFIU's ambition to solidify its leadership role in the global fight against economic crime.

By embedding effective communication practices across all activities, the plan ensures sustained, meaningful engagement with stakeholders, partners, and staff. It promotes the integration of diverse perspectives into decision-making processes, strengthening the GFIU's responsiveness and impact.

The strategy places a strong emphasis on collaboration across Gibraltar, creating robust partnerships, enhancing the unit's reputation, and driving collective action against economic crime. Through innovative and proactive initiatives, it seeks to raise awareness, deepen understanding, and build confidence in Project Nexus as a cornerstone of the GFIU's outreach and engagement efforts.

By creating trusted connections and empowering stakeholders, the plan ensures that Project Nexus continues to inspire active participation in advancing a shared approach to tackling economic crime.

## Communication & Engagement

Effective communication is the foundation of strong engagement. While communication fundamentally involves the sharing and exchange of information, successful communication extends beyond the delivery of messages. It requires a thorough understanding of the intended audience, active listening, and a commitment to continuous improvement to ensure communications remain relevant and responsive over time.

Engagement complements communication by creating a genuine two-way dialogue. It involves actively seeking stakeholder input, integrating feedback into decision-making processes, and building robust, collaborative relationships. This approach not only strengthens trust but also ensures communications are better tailored to meet the diverse needs of all audiences, particularly when addressing complex issues related to economic crime.

At the heart of Project Nexus is the GFIU's role as a connector between the public and private sectors in the fight against economic crime. Strong communication and engagement are essential to fulfilling this role. Project Nexus communication activities are designed to inform stakeholders, raise awareness, and establish a platform for building capacity across Gibraltar's finance centre.

Engagement initiatives focus on deepening relationships with stakeholders, shaping the development of initiatives, and influencing strategic priorities. By involving stakeholders in discussions on risks, emerging and residual threats, typologies, and reporting obligations, Project Nexus ensures the private sector and other partners are equipped to remain proactive against evolving crime threats.

The GFIU has found stakeholder feedback to be invaluable in refining and enhancing its communication and engagement activities. Insights gained from participant comments have directly influenced the design and delivery of Project Nexus initiatives, ensuring that outputs remain relevant, practical, and aligned with user expectations. This ongoing dialogue allows the GFIU to adapt to emerging needs, reinforcing its commitment to delivering a service that is responsive, transparent, and supportive of the wider efforts to combat economic crime.

Through this integrated approach to communication and engagement, the GFIU strengthens collaboration, drives effective decision-making, and enhances understanding across all stakeholder groups.

“ The strategy places a strong emphasis on collaboration across Gibraltar, creating robust partnerships, enhancing the unit’s reputation, and driving collective action against economic crime. ”



# OBJECTIVE 1

Optimise Digital and  
Social Media Outreach



# OBJECTIVE 1

## Optimise Digital and Social Media Outreach

- 1.1 Expand the reach of Project Nexus through routine publications, targeted campaigns and interactive content on social media.
- 1.2 Launch thematic campaigns on social media platforms focusing on economic crime awareness, legislative updates and success stories.
- 1.3 Develop audience-specific content to engage both reporting entities and the public.
- 1.4 Create engaging infographics, videos, and case studies for distribution across digital platforms.
- 1.5 Share timely updates on financial intelligence developments within 24 hours of major events or legislative changes.
- 1.6 Gather qualitative feedback through surveys.
- 1.7 Measure and report improvements in stakeholder satisfaction regarding the relevance and quality of content.
- 1.8 Enhance the use of hashtags across mutually beneficial sites.

## Measures:

- 1 Growth in follower count and engagement metrics.
- 2 Attendance and feedback from live sessions.



## OBJECTIVE 2

### Enhance Stakeholder Education through Innovation

- 2.1 Use Project Nexus to deliver accessible training on identifying and reporting suspicious activity, with a focus on improving report quality for actionable intelligence.
- 2.2 Continue to develop modular e-learning content tailored to specific sectors via e-Nexus.
- 2.3 Integrate interactive elements such as quizzes and scenario-based training for improved engagement.
- 2.4 Regularly update training materials to reflect the latest legislative changes, emerging typologies, and case studies.
- 2.5 Co-develop content with academics, think-tank leaders, and financial crime specialists.

### Measures:

- 1 Completion rates for e-learning modules.
- 2 Positive user feedback and participation rates.

# OBJECTIVE 3

## Strengthen Collaborative Efforts with Stakeholders

- 3.1 Organise virtual and in-person workshops with key stakeholders, such as financial institutions, law enforcement, and regulators, focusing on trends and typologies in economic crime.
- 3.2 Partner with international organisations, think tanks, and academia to deliver co-branded events and share best practices.
- 3.3 Collaborate with stakeholders to publish guidance, toolkits, and other materials tailored to specific sectors, ensuring consistency in messaging and shared objectives.
- 3.4 Use stakeholder communication channels to amplify the reach of co-created resources.
- 3.5 Facilitate regular stakeholder engagement to provide updates, exchange ideas, and address challenges, creating an ongoing dialogue that strengthens trust and collaboration.
- 3.6 Enhance existing cross-sector working groups to tackle specific economic crime challenges, using the expertise of stakeholders to drive targeted and actionable solutions (e.g. Interagency Working Group or the Gibraltar Regulators Forum).

### Measures:

- 1 Use analytics to map engagement levels and identify gaps or underrepresented sectors, ensuring targeted follow-ups.
- 2 Monitor stakeholder participation across initiatives to track the effectiveness of collaborative efforts.

## OBJECTIVE 4

### Raise Awareness and Engagement to Broaden Understanding

- 4.1 Create targeted social media campaigns highlighting the importance of crime prevention through financial intelligence and promote the role of Project Nexus.
- 4.2 Share relatable stories of the impact of economic crime and humanise the issue, particularly in victim-based crime such as human trafficking and child sexual exploitation.
- 4.3 Partner with the University of Gibraltar, local schools, non-profit organisations and charities, to deliver workshops and educational sessions on identifying and preventing economic crime and other associated predicate offences.
- 4.4 Launch an educational program targeting youth, emphasising cyber-enabled crime and money mule schemes.
- 4.5 Use video content to convey complex economic crime typologies in an accessible and engaging manner for broader audiences.
- 4.6 Develop infographics, explainer videos, and animated content to simplify key concepts for public understanding.
- 4.7 Launch a podcast series featuring expert discussions in economic crime.

### Measures:

- 1 Regularly analyse feedback to refine messaging and content delivery.
- 2 Gather qualitative feedback from workshop participants, achieving an 85% satisfaction rate.
- 3 Track listener engagement (comments, shares, questions).

# OBJECTIVE 5

## Promote the Work of the GFIU

- 5.1 Conduct public awareness campaigns to highlight the GFIU's role and the importance of reporting suspicious activities.
- 5.2 Highlight GFIU's active participation in the Egmont Group of FIUs, emphasising its role in shaping global standards in financial intelligence.
- 5.3 Promote involvement in working groups within international organisations, such as the Council of Europe, Europol Financial Intelligence PPP, and other global bodies combating economic crime, highlighting GFIU's contribution to shaping global financial intelligence standards and best practices.
- 5.4 Publicise GFIU's contributions to the Quad Forum, showcasing its collaboration with the Crown Dependencies financial intelligence units.
- 5.5 Showcase career opportunities within the GFIU by highlighting the diverse nature of its work through targeted campaigns aimed at attracting high-calibre candidates.
- 5.6 Engage with the Department of Education, to attract local talent through internships, or provide guest lectures to inspire the next generation of financial intelligence professionals and position the GFIU as an employer of choice in the sector.

## Measures:

- 1 Number of international policies or guidelines influenced or contributed to by the GFIU's participation in global forums, working groups, and collaborative efforts.
- 2 Increase in media mentions or coverage in key outlets and financial crime publications.
- 3 Feedback from the Department of Education and University of Gibraltar about the value and impact of guest lectures and internship programs.

# OBJECTIVE 6

## Maintain a Consistent Corporate Image

- 6.1 Ensure all communication materials, including reports, presentations, and social media content, adhere to the GFIU's branding guidelines, using consistent logos, fonts and colour schemes.
- 6.2 Conduct a branding audit to identify and address inconsistencies across platforms and materials.
- 6.3 Produce professional, polished content such as infographics, videos, and brochures to effectively communicate GFIU's mission and achievements, sharing these materials across appropriate channels and platforms.
- 6.4 Create templates for frequently used materials (e.g. reports, presentations) to maintain uniformity.
- 6.5 Regularly update the GFIU website's content, design, and user experience to ensure it is visually appealing, user-friendly, and reflective of its corporate identity.
- 6.6 Incorporate engaging multimedia elements such as videos, interactive features and user-driven content to communicate key messages effectively.

### Measures:

- 1 Report findings of audit and demonstrate changes made, highlighting specific improvements to branding consistency across all platforms and materials.
- 2 Increase in website engagement metrics, such as time spent on the site, pages per visit, or reductions in bounce rate.
- 3 Feedback from stakeholders on the consistency and professionalism of GFIU materials (e.g., surveys or focus groups).

# Developing In-House Skills



A key pillar of the Communication Strategy 2025-2028 is the commitment to developing high-quality skills within the GFIU. Strengthening internal capabilities ensures that the majority of communication and engagement activities can be effectively managed in-house, with external procurement reserved only for highly specialised services.

The GFIU has already demonstrated the ability of its staff to deliver outstanding results across areas such as graphic design, content creation, partnership development, and video production. By continuing to invest in staff training and professional development, the GFIU will enhance its capacity to deliver sophisticated, impactful communication strategies with reduced reliance on external support.

This approach not only reinforces cost-effectiveness but also reflects the GFIU's commitment to innovation, operational excellence, and the long-term sustainability of its communication and engagement efforts.

### **Internal Communication Standards**

Effective internal communication is essential for ensuring alignment, consistency, and collaboration across the GFIU. Clear, transparent communication channels empower staff to remain informed about organisational priorities, developments, and key decisions. All internal messaging must consistently reflect the GFIU's core values and adhere to established branding and tone of voice guidelines to maintain professionalism and coherence.

Regular updates, through emails, intranet posts, and team briefings, should be timely, accessible, and designed to foster a culture of inclusivity and engagement. Internal communications should also promote two-way dialogue, providing structured opportunities for staff to share feedback, raise concerns, and contribute ideas.

By upholding high internal communication standards, the GFIU ensures its team remains cohesive, motivated, and fully equipped to represent the organisation with professionalism and confidence.

# Evaluating & Monitoring



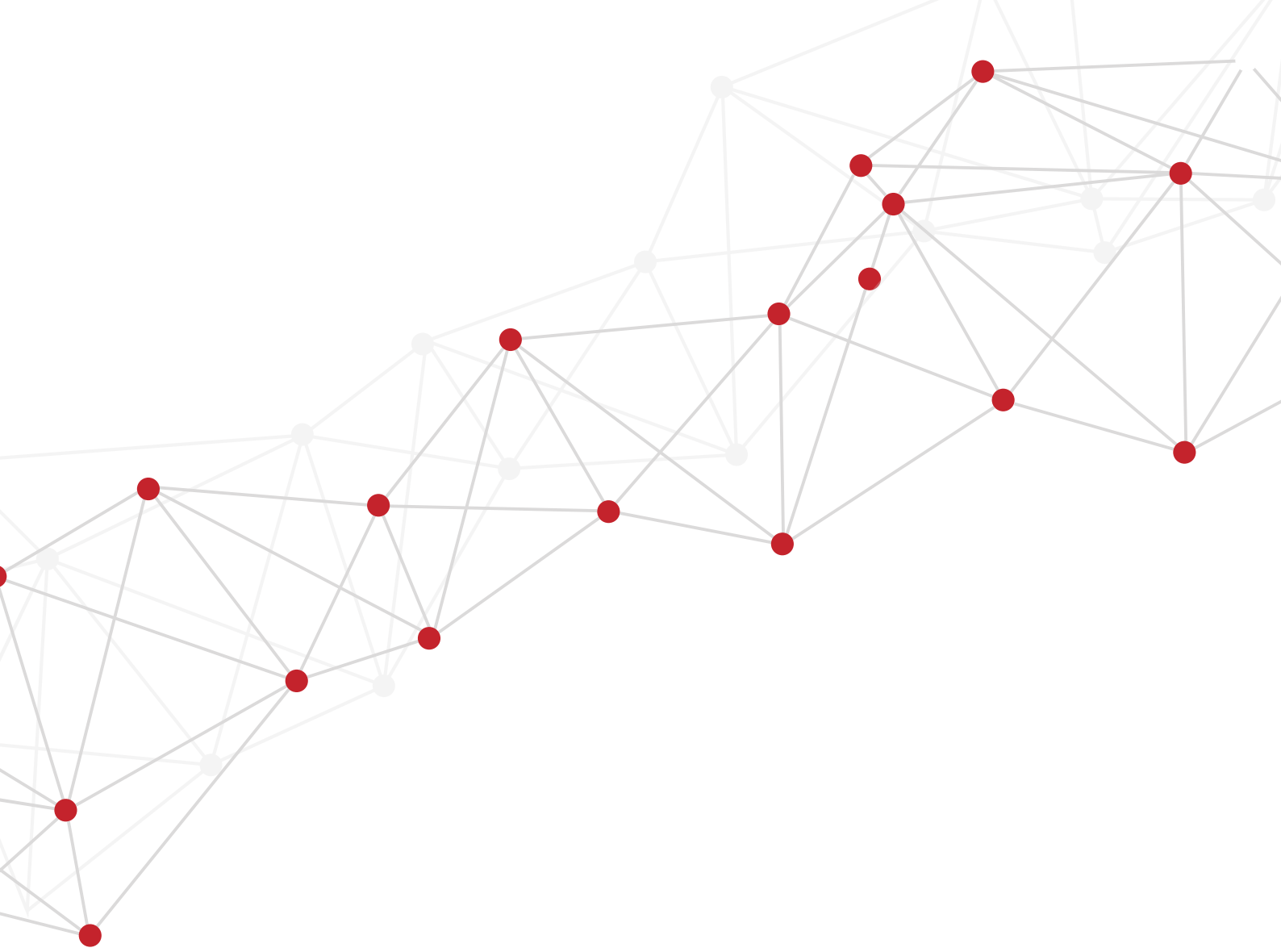


To ensure that communication and engagement activities are successful and add measurable value, a continuous system of monitoring and evaluation will be implemented. While digital communication techniques often provide tangible metrics, other methods may be less quantifiable but equally important. A combination of quantitative and qualitative indicators will guide the evaluation process:

- 1 Monitor the number of responses received through anonymous surveys and analyse insights from respondents.
- 2 Assess the amount and tone of media coverage achieved for Project Nexus and GFIU activities across traditional platforms like radio, television, and print, with a goal of achieving positive exposure.
- 3 Track social media growth, engagement metrics, and website analytics to evaluate reach and interaction.
- 4 Monitor levels of engagement with the private sector and GFIU staff, including:
  - Number of meetings and events.
  - Reach and audience demographics.
  - Issues raised, questions asked, and subsequent actions taken.

Performance against these measures will be monitored and evaluated in alignment with the overarching GFIU's Strategic Plan. It ensures that the monitoring and evaluation framework is integrated seamlessly, reflecting a commitment to accountability, continuous improvement, and measurable success.

The strategy will also be reviewed annually to address emerging challenges and ensure it remains relevant and fit-for-purpose. This approach to evaluation and monitoring will enhance the effectiveness of Project Nexus and drive continuous improvement in communication and engagement efforts.



# PROJECTNEXUS

Strengthening engagement. Enhancing knowledge.

**Suite 945 Europort  
Gibraltar GX111AA**



[www.gfiu.gov.gi](http://www.gfiu.gov.gi)



+350 200700211



[admin@gfiu.gov.gi](mailto:admin@gfiu.gov.gi)