



# Philippe Borremans

Senior Risk Communication & Community Engagement Professional with a Public Relations Background

📍 Rua Coronel Soeiro de Brito 15 - A2, 2500-149 Caldas da Rainha, Portugal

✉️ phil@riskcomms.com 📞 +351910185684 🌐 www.riskcomms.com

📅 23/06/1969 🇧🇪 Belgian

🛡️ Royal Belgian Navy - Frigate F911 Westdiep

🌐 <https://www.linkedin.com/in/philippeborremans/> 🤵 Married

## PROFILE

Senior Consultant with **over 25 years experience**, including Risk & Crisis Communication & Community Engagement (RCCE) consulting for **UN and EU agencies**. Specialized in **strategic communications** & advocacy, **emergency preparedness** and community relations.

A competent communicator skilled at multitasking and effectively communicating with others. Able to **self-manage** during independent projects and **collaborate** as part of a productive and multicultural team.

Highly organized, and skilled in written, verbal and visual communication. A strong leader & **people manager with experience managing culturally diverse teams** in emergency settings.

**Multilingual professional** with experience of working & living in **West and North Africa, Asia, the Caribbean and across Europe**.

**Certified trainer & Agile Project Manager**, co-founder and Vice President of the International Association of Risk & Crisis Communication (IARCC), member of the European Association of Communication Directors (EACD) and Past President of the International Public Relations Association. Author of "*The Strategic Communicator's Planning Guide*" (to be published 2022).

## PROFESSIONAL EXPERIENCE

05/2021 – present  
Remote, Portugal

### **World Health Organization (European Region), Senior Emergency Risk Communication & Community Engagement Consultant**

Risk Communication and Community Engagement (RCCE) is a core capacity under the International Health Regulations (2005) that countries are required to establish and maintain for proper preparedness, readiness and response.

For over a decade, WHO EURO has built capacity across the Region, including through the launch and implementation of the **Emergency Risk Communication (ERC) 5-step capacity building package** that was rolled out in 19 countries and territories by the end of 2019.

This Package itself has guided WHO/Europe's response to the COVID-19 pandemic since early 2020. At the same time, a huge wealth of lessons learned, and new evidence has emerged. To reflect these, it was needed to revamp the Package and make it fit for purpose.

As **Senior Consultant & Project Manager** I am responsible for the redesign of the regional RCCE capacity building package in collaboration with key partners.

This new approach specifically includes the latest best practices in **Infodemic Management** and working with **Civil Society Organizations and Faith Based Organizations** as part of Community Engagement.

Additional projects and responsibilities include;

- Leading the RCCE Capacity Building efforts across the WHO European Region, which comprises 53 countries, covering a vast geographical region from the Atlantic to the Pacific oceans.
- Developing and delivering RCCE training, including full-scale emergency simulation exercises, workshops and e-Learning courses.

08/2020 – 12/2020  
Manila, Philippines

**World Health Organization (Western Pacific Region),  
Risk Communication and Community Engagement Pillar Lead** [↗](#)

COVID-19 Emergency Risk Communications response, based in Manila, the WHO Philippines' country office.

**Oversee WHO Philippines strategic communications and emergency response.**

Implement the Risk Communication & Community Engagement plan and tactics for other emergencies (Polio, Measles and Rubella vaccination campaign).

**Manage the Risk Communication & Community Engagement team** of five associates, advise and consult on advocacy activities, support the country's executive team and the Ministry of Health of the Philippines.

Special care was taken to create an inclusive communication plan, taking into account **the cultural, religious and language diversity of the population** of the Philippines.

Tactical areas of final responsibility: media relations, social media campaigns, social listening, online monitoring, content creation, community outreach, reporting, measurement & evaluation of RCCE.

05/2020 – 08/2020  
Remote, Portugal

**Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ),  
Risk Communication & Capacity Building Consultant** [↗](#)

Emergency Risk Communication Capacity Building for the West African region in the context of COVID-19.

Development and delivery of webinar training sessions on RCCE and outreach/advocacy material development.

Third and final phase of previous similar project (see below for more background).

02/2020 – 03/2020  
Tangiers, Morocco

**The Foreign, Commonwealth & Development Office (GOV.UK) & DAI  
International Development -,  
Emergency Risk Communication Consultant** [↗](#)

Project TASHAROC funded by the European Union.

Assist the Regional Council of the **Tanger-Tétouan-Al Hoceima Region** (North Morocco) to build more efficient and effective crisis & emergency risk communications plans and outreach tools to increase preparedness and information flow in the region.

**Additional development of specific COVID-19 Emergency Risk  
Communication Guidelines.**

The adopted plan took into account the specificities and history of the region as well as **the cultural diversity and identity of its population.**

06/2019 – 02/2020  
Rabat, Morocco

**Office National de Sécurité Sanitaire des produits Alimentaires (ONSSA), Risk & Crisis Communication Consultant** [✉](#)

EU funded project managed by Opera Consulting for the **Moroccan National Food Safety Agency** (ONSSA) based in Rabat.

Communication consulting project to review the organization's food related crisis preparedness & corporate communication.

This +12 month mission comprised; an audit of the existing communications and risk communication plan and set up. An audit of all stakeholders of the agency and advocacy material development and production.

It also included the drafting, development and implementation of a new national Corporate Communication & Crisis Communication plan.

Work was performed in Rabat at the offices of the ONSSA and in full cooperation with the diverse communication team of the client.

08/2018 – 06/2019  
West Africa

**Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), Risk Communication & Capacity Building Consultant** [✉](#)

This +12 month mission included stakeholder mapping, e-learning & workshop development and delivery, training & consulting for epidemic/pandemic preparedness in all **15 countries of the West African region** (ECOWAS).

Active training & coaching of government communicators in **Benin, Liberia, Sierra Leone, Togo and Guinea.**

During the course of the project, I trained **over 300 public sector Risk Communicators from 15 different countries** in both English and French.

Training topics developed and delivered: **Community Relations & working with Religious Leaders (adapted to African context), Social Media Communication during Emergencies, Media Relations during Emergencies**, Roll Out of Simulation Exercises, Train the Trainer capacity building.

*(For information of the last - COVID-19 focused - phase of the project, see job description above.)*

03/2019 – 04/2019  
Port of Spain,  
Trinidad & Tobago

**Pan American Health Organization (PAHO), Risk Communication & Capacity Building Consultant** [✉](#)

Development and delivery of a Vector Control Risk Communication Workshop including; Emergency Risk Communication basics, Media Relations, Social Media use during Emergencies and Community Engagement.

I delivered the workshop in Port of Spain to +30 vector control specialists.

07/2018 – 01/2019  
Geneva, Switzerland

**World Health Organization (WHO),  
Emergency Risk Communication Consultant** [✉](#)

Several missions at the WHO headquarters in Geneva in the context of Risk Communication & Pandemic Preparedness; advocacy material & e-learning development, country profile (Joint Evaluation Exercise) analysis, digital communications strategy development.

01/2016 – 06/2017  
Casablanca, Morocco

**PR Media - Hill & Knowlton Partner Agency,  
Strategic Communication Director**

As the Director of Strategy at this leading Public Relations agency in the Maghreb region, I handled strategic communication consulting with key clients and the overall Public Relations & Digital skills & method development of the teams.

Reporting to the CEO, I was responsible for the strategic direction of the agency and would manage large campaign projects with dedicated and diverse teams.

12/2015 – 01/2016  
Solna, Sweden

**European Centre for Disease Prevention and Control (ECDC),  
Risk Communication & Capacity Building Consultant** [✉](#)

Risk Communication training in the context of the Ebola epidemic for the ECDC communications team at the headquarters in Sweden.

06/2009 – 03/2015  
Kortrijk, Belgium

**Van Marcke Trading Group International, Chief Social Media Officer &  
Corporate Social Responsibility Coordinator** [✉](#)

Reporting to the CEO, I was responsible for integrating social media communication & collaboration in all core functions of the group (marketing, customer support, PR).

Rolled out a collaborative & social intranet for 1500 employees worldwide in English, French and Dutch.

Oversee audits and analysis on Corporate Social Responsibility projects. Coach and educate the senior leadership team in the Global Reporting Initiative (GRI) methodology.

1999 – 2009  
Brussels, Belgium

**International Business Machines (IBM),  
Public Relations Manager & EMEA New Media Lead**

During my 10-year stay at IBM I was responsible for all external corporate communication in Belgium & Luxembourg.

My responsibilities included media relations, liaison with the Brussels correspondence network, crisis communication and online communication.

I contributed to the first "blogging guidelines" - later the corporate wide social media guidelines of the company - and the launch of the first social intranet on a global scale.

For two years, I was also responsible for leading a 7-person virtual, international team to integrate social media into the corporate communication functions in Europe, Middle East and Africa.

1995 – 1999

Brussels, Belgium

### Porter Novelli International, Public Relations Consultant

I joined Porter Novelli as Junior Account Executive when the agency was just starting out in the "Brussels Bubble" with 5 employees.

Due to a merger with a local Belgian player in the Public Relations industry, the agency quickly grew to a +50 person operation and I became responsible for a multicultural team of Account Executives, handling different clients such as FedEx, Monsanto, the Association of Plastic Manufacturers in Europe and Iomega.

## SKILLS

### Team Management



*Multicultural & diverse teams / Coaching*

### Emergency Risk



### Communication

*Epidemic Preparedness (Ebola, Malaria, Covid-19), terrorism, industry specific crisis experience.*

### Community



### Engagement/Relations

*Multicultural & geographic experience: West & North Africa, Europe, Caribbean & Asia*

### Online Communication



*Social Media / Online Publishing / Monitoring & Analysis*

### e-Learning Course



### Development

*Self-paced & blended online learning*

### Corporate Communication



*Media Relations, Internal Communication and Crisis Communication.*

### Advocacy



*Public Relations & Public Affairs*

### Project Management



*Agile/Kanban project management certified.*

### Capacity Building & Training



*Curriculum design and delivery, including workshops, online learning and all types of simulation exercises.*

## LANGUAGES

### English



*Native/full working proficiency*

### French



*Native/full working proficiency*

### Dutch



*Mothertongue*

### Spanish



*Conversational level*

### Darija/Moroccan Arabic



*Basic proficiency*

## EDUCATION

1991  
Brussels, Belgium

**Institut International des Relations Publiques (INIREP),  
Public Relations Diploma**

1988  
Halle, Belgium

**Royal Atheneum of Halle, Modern Languages - High School Diploma**

## CERTIFICATES

- Certified Trainer - Train the Trainer Certificate
- SCRUM & Agile Project Management

## COURSES

2022

**Communication is Aid, Humanitarian Leadership Academy**

2021

**Psychological First Aid, International Medical Corps**

2019

**Communicating During Global Emergencies, Emory University / CDC**

## ORGANIZATIONS

2021 – present  
Genève, Switzerland

**International Association of Risk and Crisis Communication,  
Co-founder & Vice President** 

The International Association of Risk and Crisis Communication (IARCC) is a non-profit organisation that promotes research, knowledge exchange and professional development in Risk and Crisis Communication worldwide.

2016 – present  
Brussels, Belgium

**International Public Relations Association,  
Past President & Professional Member**

IPRA, the International Public Relations Association, was established in 1955, and is the leading global network for PR professionals in their personal capacity. IPRA aims to advance trusted communication and the ethical practice of public relations. The association does this through networking, its code of conduct and intellectual leadership of the profession.

2006 – present  
Brussels, Belgium

**European Association of Communication Directors,  
Professional Member** 

The European Association of Communication Directors (EACD) wants to attract, inspire and engage current and future communication leaders to drive excellence in our profession. The association offers communication professionals a platform to connect, deepen their expertise, share best practice, establish and promote relevant standards.

## PUBLICATIONS

**Public Relations Hacking – Introducing automation & AI in our daily PR lives, Reputation Today**

**European Companies Stay the Long-Term Course Toward Social Business, Forbes Magazine**

**Tactics and Tools Required for Digital Marketing, Chronicle.lu**

**Support & Enhance your Crisis Communications plan with Social Media, Communication World Magazine**

**The Electronic Evolution of the Written Word, Communication Director Magazine**

## REFERENCES

**Dr Rabindra Abeyasinghe (MD, MSc, DTM&H),**

*WHO Representative and Head of the WHO Country Office to Malaysia, Brunei Darussalam and Singapore,*

World Health Organization

abeyasingher@who.int, +60388717009

**Oliver Stucke, Technical Officer (PRSEAH),** World Health Organization

stuckeo@who.int, +41227911812

**Dr Babacar Fall, Health Communication Officer,**

Regional Centre for Surveillance and Disease Control - West African Health Organization (WAHO)

bfall@rcdc.wahooas.org

**Dr Pilar Hernández Pastor, Team Leader,** Helmholtz Centre for Infection Research

pilarhernandezpastor@gmail.com, +495316181-3112