Designing a project communication strategy

Interreg Europe Secretariat

22-23 March | Lead applicant workshop
Why communication?

A tool to reach your project objective
I. Elements of communication strategy

II. Communication principles

III. What goes into application
I. ELEMENTS OF COMMUNICATION STRATEGY
Step 1: Define your objectives
Project objective: definition

- a **specific** and **measurable** result that **project** partners want to achieve within a given **time frame** with **available resources**
Project objective: definition

- a **specific** and **measurable** result that **project** partners want to achieve within a given **time frame** with **available resources**
Your project objective?

SMART

- Specific
- Measurable
- Attainable
- Relevant
- Time-bound

Example:

- Increase rate of business creation by 15% on average among young people in participating regions by 2019 through modifying policy instruments addressing that issue.
Communication objectives

- Persuade
- Inform
Communication objectives

Engage
Persuade
Inform
Communication objectives

Engage
Persuade
Inform

e.g. “To persuade policymakers that youth entrepreneurship remains a political priority, so that they sign each action plan and are willing to implement change => 4 signed by 2019.”
Your communication objectives?

Engage
Persuade
Inform
Step 2: Select target groups
Target groups: definition

People important for the desired policy change

- Involved in decision-making process
- Involved in policy implementation
- Influencing policy implementation
- Policy end-users
Target groups: selection

Project objective

- policy instruments
- regional context

Resources

- money
- people
- time
Target group: mapping

List target groups

- Local politicians
- Public servants from local authorities
- People from chambers of commerce
- People from NGOs
- Private companies
- Environmental agencies
- Specific groups from general public (students, women, …)
Target group: mapping

List target groups

- Local politicians
- Public servants from local authorities
- People from chambers of commerce
- …

Assign scores

- Power and influence
- Interest in issue

Analyse your groups

- Low Interest in topic
- High
- Low Influence on topic
- High
### Target group: analysis

#### Example:

<table>
<thead>
<tr>
<th>Group</th>
<th>Influence</th>
<th>Interest</th>
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</thead>
<tbody>
<tr>
<td>Politician</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Public servant</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Association</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Young craftsman</td>
<td>1</td>
<td>3</td>
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<td>…</td>
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#### Analyse your groups

- Low Interest in topic
- High Influence on topic
- Low Influence on topic
- High Interest in topic
Target group: mapping

Tailor your communication

- **High Influence on topic, Low Interest in topic**: monitor only, minimum effort
- **High Influence on topic, High Interest in topic**: keep informed, show consideration
- **Low Influence on topic, Low Interest in topic**: keep satisfied, try to increase their interest
- **Low Influence on topic, High Interest in topic**: manage closely

Key group
Step 3: plan activities
## Communication plan

<table>
<thead>
<tr>
<th>Target group (who)</th>
<th>Message (what)</th>
<th>Engagement technique (how)</th>
<th>Schedule (when)</th>
<th>Responsible person</th>
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Required activities

A3 poster display

- We provide design
- You (edit) print and display
Required activities

Regular website updates
Required activities

One high-level event at the project’s end

- High visibility event
  - VIPs present, wide audience
- About project results
- Second half of phase 2
- Emphasis on the benefits European cooperation delivers to the end-users of the improved policies
Recommended activities

Invitations to contribute to:

- Annual programme events
- Policy learning platform events
- Events organised by European institutions
- European cooperation day

8-12 programme events over the project lifetime

=> include in budget
Support activities

On project implementation

- Trainings
- Webinars
- Workshops

For

- Lead partners
- Project partners
- Finance managers
- Communication managers
Step 4: Think of performance
Evaluate!

- Result-oriented approach
- Cooperation works: let’s demonstrate it!
- From policy change to territorial impact
Indicators to monitor

Website performance
- Sessions at your website

Media appearances
- Earned media coverage
Indicators to choose

Diverse communication approaches

=> Diverse performance indicators to follow

Part of project communication strategy

Followed internally by project team
Step 5: Think of money
Include in the project budget

- Communication activities
- Human resources
- Production of **necessary** communication material

No gifts and giveaways!
II. COMMUNICATION

PRINCIPLES
Project communication

- Harmonised
- Integrated
- Sustainable – ‘think before you print’
Harmonised branding

Interreg Europe Project Branding

EU Emblem + ERDF references

[1] The origami related topic colour

[2] Project acronym in Open Sans regular

[3] Interreg Europe Brand

See brand guidelines:
http://www.interregeurope.eu/about-us/logo/
Integrated webspace

www.interregeurope.eu/project-acronym

- About the project
- Partnership
- Project news/events
- Library
- Media corner

Not included:
- Extranet/restricted area
- Newsletter tool

Project news visible on home page
Sustainable communication

Material necessary to reach communication objectives
- Any production needs approval beforehand by the joint secretariat

Existing material in your institution
- pens, notepads, etc.
- 15% of staff costs goes for administration costs
III. WHAT GOES INTO APPLICATION
Put your strategy together

Communication objectives
Target groups
Activities
Budget
Time schedule
Evaluation
Application sections

C.5 - strategy outline
C.5 - objectives, targets, activities
C.6 - communication indicators
D - work plan per semester
E - budget

Demo version of the application form
Insight into phase 2

- Monitoring project’s effect in partner region
- Preparing high-level final event
- Keep updating project website
- Communicating on the benefits of the policy learning
Thank you!

Time for questions