Designing a project communication strategy

Interreg Europe Secretariat
Session content

I. Elements of communication strategy
II. Communication principles
III. Communication activities
IV. What goes into application
I. KEY ELEMENTS OF COMMUNICATION STRATEGY
Why communication?

Helps to reach your project objectives
How to define an objective?

Definition

OBJECTIVE

- a specific result that project partners want to achieve within a given time frame and with available resources
How to define an objective?

Definition

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▪ a specific result that project partners want to achieve within a given time frame and with available resources
How to define an objective?

Definition

OBJECTIVE

- a specific result that project partners want to achieve within a given time frame and with available resources

e.g. “Increase rate of business creation by 15% on average among young people in participating regions by 2019 through modifying policy instruments addressing that issue.”
And a communication objective?

- Engage
- Persuade
- Inform
And a communication objective?

- 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.”
And a communication objective?

- 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.”
Target groups

People and organisations important for the desired policy change

- they participate in decision-making process
- they participate in policy implementation
- they are end-users

Whom you put in depends on:

- the objectives of the project
  - each addressed policy instrument
  - the regional context
- resources available for communication
  - ‘value for money’ of engagement activities
  - analyse who you need to communicate to/with
Target group mapping

1. 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, …)
   - Etc.
Target group mapping

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   - Etc.

2. Analyse them

<table>
<thead>
<tr>
<th>Influence on topic</th>
<th>Interest in topic</th>
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<tbody>
<tr>
<td>Low</td>
<td>Low</td>
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<tr>
<td>High</td>
<td>High</td>
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   - **Low Interest in topic**
     - Key group
     - manage closely
   - **High Interest in topic**
     - keep satisfied, try to increase their interest
   - **Low Influence on topic**
     - monitor only, minimum effort
   - **High Influence on topic**
     - keep informed, show consideration
# Target group engagement

<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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Evaluating performance

Result-oriented approach

Cooperation works: let’s demonstrate it

From policy change to territorial impact
Indicators

Simplification

- Decrease in number
  - from 10 under INTERREG IVC
  - to 2 under Interreg Europe

- Diverse communication approaches
  => diverse performance indicators to follow
  - Part of project communication strategy
  - Followed internally by project team
  - 2 reported to Interreg Europe
II. COMMUNICATION PRINCIPLES
Project communication

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

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

- Plan producing only the material **directly necessary** to meet your communication objectives
  - Needs **approval** beforehand by the Joint secretariat
- Plan to use **existing material in your institution** (pens, notepads, etc.)
  - 15% of staff costs goes for administration costs
III. COMMUNICATION ACTIVITIES
Required activities

Include in your activity planning

- A3 poster display
  - We provide design; you (edit,) print and display
- Regular website updates
- One high-level event at the project’s end
  - High visibility of the 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 of approved projects to contribute to:

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

On average 4 events per year over the lifetime of project => include in budget
Support activities

Seminars to help with the project implementation

- Trainings
- Online seminars (webinars)
- Workshops

For

- Lead partners/ project partners
- Finance managers
- Communication managers
Put your strategy together

Objectives
Target groups
Messages
Activities (incl. responsible partner)
Time schedule
Budget
Evaluation !!!
IV. WHAT GOES INTO APPLICATION
C5 - strategy outline

C.5 Communication strategy

Describe the communication strategy and the way it will contribute to achieving the project objectives.

The communication strategy identifies three main target groups. For each of this group, adequate strategy and tools (project website, newsletters, events, leaflets, and promotional materials), will be adopted:

1. Regional, National, European politicians and public officials

The project will communicate towards public authorities and policy makers at regional, national and European levels, in order to initiate a dialogue with science and public officials dealing with innovation management and technology transfer, entrepreneurship, employment as well as their regional innovation support organizations (RDAs, RECs etc.). This will enable mainstreaming of findings and conclusions into the regional, national policy strategies and instruments influencing innovation in advanced materials.

Politicians and public officials will be invited to project events, including the Action Plan Conference in Strasbourg, organised to present and discuss with decision makers the feasibility of the policy recommendations – a series of 6 policy briefs (one for each Innovation Area).

2. Industry and science representatives

The stakeholder group will include representatives of the regional industry and of the scientific community involved in the definition of regional strategies (such as economic, sociological, industrial relations, business, media, communication policies, public opinion...).

3. Civil Society Organizations and the public in general

CSOs and the general public will be directly involved in defining the main innovation strategies affecting their economic life and will be encouraged to take an active part in the public debate participating in debates through public meetings. Specific tools for this target group will be publications, opinion articles in newspapers, radio and social networks, such as, use of the TZIPartner in the EUBIS project in the Regione L

1,893 / 2,000 characters
## C5 – objectives, targets, activities

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Target group</th>
<th>Activities</th>
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<tbody>
<tr>
<td>Raising awareness about the innovation policy orientation and best practices</td>
<td>Regional, National, European politicians and public officials in charge of operational programmes and policy instruments</td>
<td>Invitations to participate at project meetings in policy learning and experience exchange (during study visits e.g.)</td>
</tr>
<tr>
<td>132 / 150 characters</td>
<td>122 / 500 characters</td>
<td>Publication of Newsletter</td>
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<tr>
<td>Changing behavior or mindset of stakeholders</td>
<td>Industry representatives: advanced manufacturing, space, ad, advanced manufacturing, space, ad</td>
<td>Publication of Newsletter, Final Report</td>
</tr>
<tr>
<td>47 / 150 characters</td>
<td>269 / 500 characters</td>
<td>Publications, including newspapers</td>
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<td>Invitations to participate at project meetings in learning and experience exchange (during study visits e.g.)</td>
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<td>Final Conference</td>
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<td>226 / 1,500 characters</td>
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C6 - communication indicators

<table>
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<tr>
<th>Website activity</th>
<th>Average number of sessions at the project pages per reporting period</th>
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<tr>
<td>Public relations</td>
<td>Number of appearances in media (for example the press)</td>
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**Website activity**

- How many sessions on average take place at your project website during a reporting period (6 months)?
  - A session is the time a website user is actively engaged with your project pages
  
  *For example, if users come to the project pages on average 20 times each day, this indicator’s value would be around 3500 sessions per one reporting period.*

**Public relations**

- Media coverage for the project
  - Appearances in the press, radio, television, on news websites, online portals, blogs etc.
  - Partners’ websites and own publications do not count!
D - work plan per semester

D.1 PHASE 1 ‘interregional learning’ - Detailed work plan per period

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
<th>Semester 4</th>
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<tbody>
<tr>
<td>01/2016 - 06/2016</td>
<td>07/2016 - 12/2016</td>
<td>01/2017 - 06/2017</td>
<td>07/2017 - 12/2017</td>
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**Semester 1**

**a) Exchange of experience**

During the first semester, the project will conduct a regional analysis on:

- Experience exchange and learning how partner regions have designed their TIGER model applying the ‘entrepreneurial learning process’. How they have used that form of specification about how they have been arranged, and the performance of the social, technical, or economic context, and so on, of the different regions. The analysis will be a process-oriented approach using the Kogut and Zander (1992) method.

**b) Communication and dissemination**

During the first semester, after the appointment of the dissemination and communication manager, work communication and dissemination will begin. The ‘Communication Plan’ will be developed in order to reach the following goals:

- To increase the awareness and visibility of the project among the different stakeholders.
- To communicate and disseminate the project achievements.
- To ensure the sustainability of the project.

During the first semester, dissemination materials will be ready to produce and will be published in the participating region newsletter, in the project website, and in the social networks, in order to promote project participation.

**c) Project management**

During the first semester, management activities will ensure the smooth start of the project, guiding the partners in all technical, administrative, and financial issues of the project. This will include the preparation of a ‘Mobilization Plan’ and the ‘Emergency Plan’.

**Main Outputs**

Main outputs of the period will be:

- ‘Mobilization Report’
- 6 reports on regional analysis
- 1 Communication Plan
- 1 policy release and 4 posters for TIGER topics
- 1 project website officially launched in the Internet
- 10 posters (2 per month) for promoting the project
- Newsletter 6 issues
## Insight into phase 2

### Activities pre-defined by the programme

<table>
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<tr>
<th>Semester 7</th>
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<tbody>
<tr>
<td>a) Action plan implementation follow-up</td>
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<tr>
<td>b) Communication and dissemination</td>
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<tr>
<td>c) Project management</td>
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</table>
| **Main Outputs** | 1 high-level political dissemination event  
Website updates |
Insight into phase 2

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

www.interregeurope.eu