

**Interreg
Europe**



European Union | European Regional Development Fund



*Sharing solutions
for better regional policies*

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 **s**pecific and **m**easurable result that **p**roject partners want to achieve within a given **t**ime frame with **a**vailable resources





Your project objective?

S M A R T

Example:

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



Inform

Communication objectives

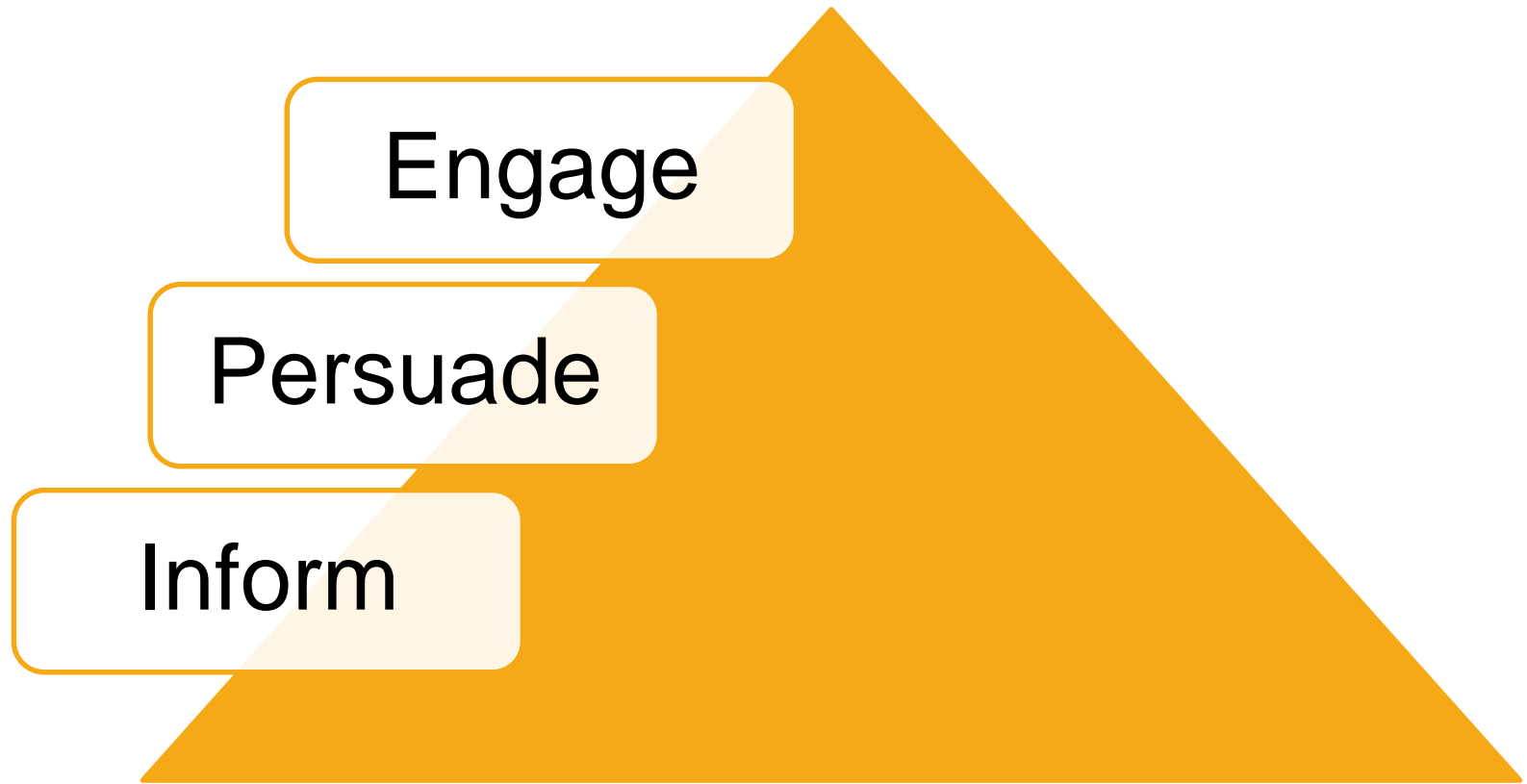


Persuade

Inform

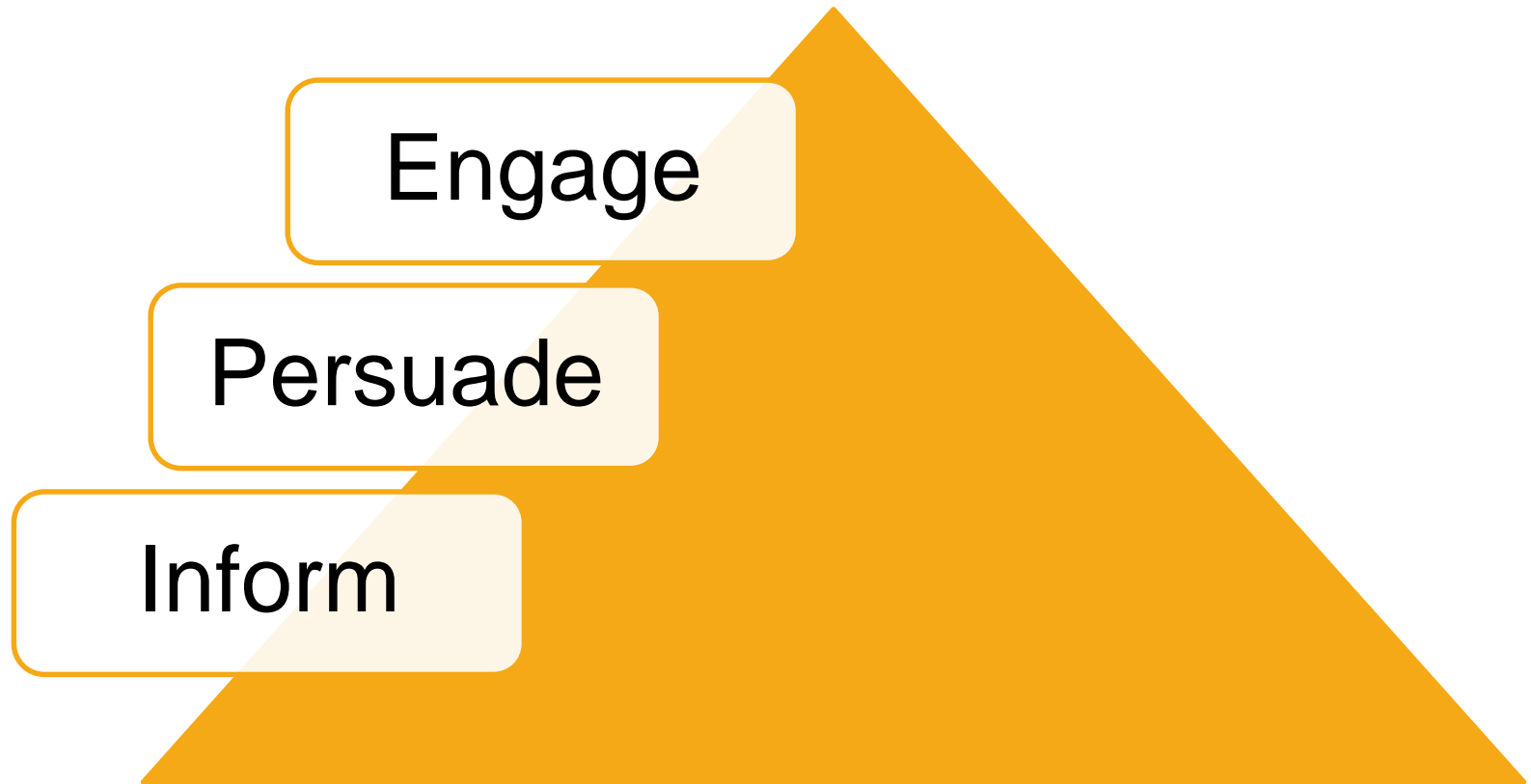


Communication objectives



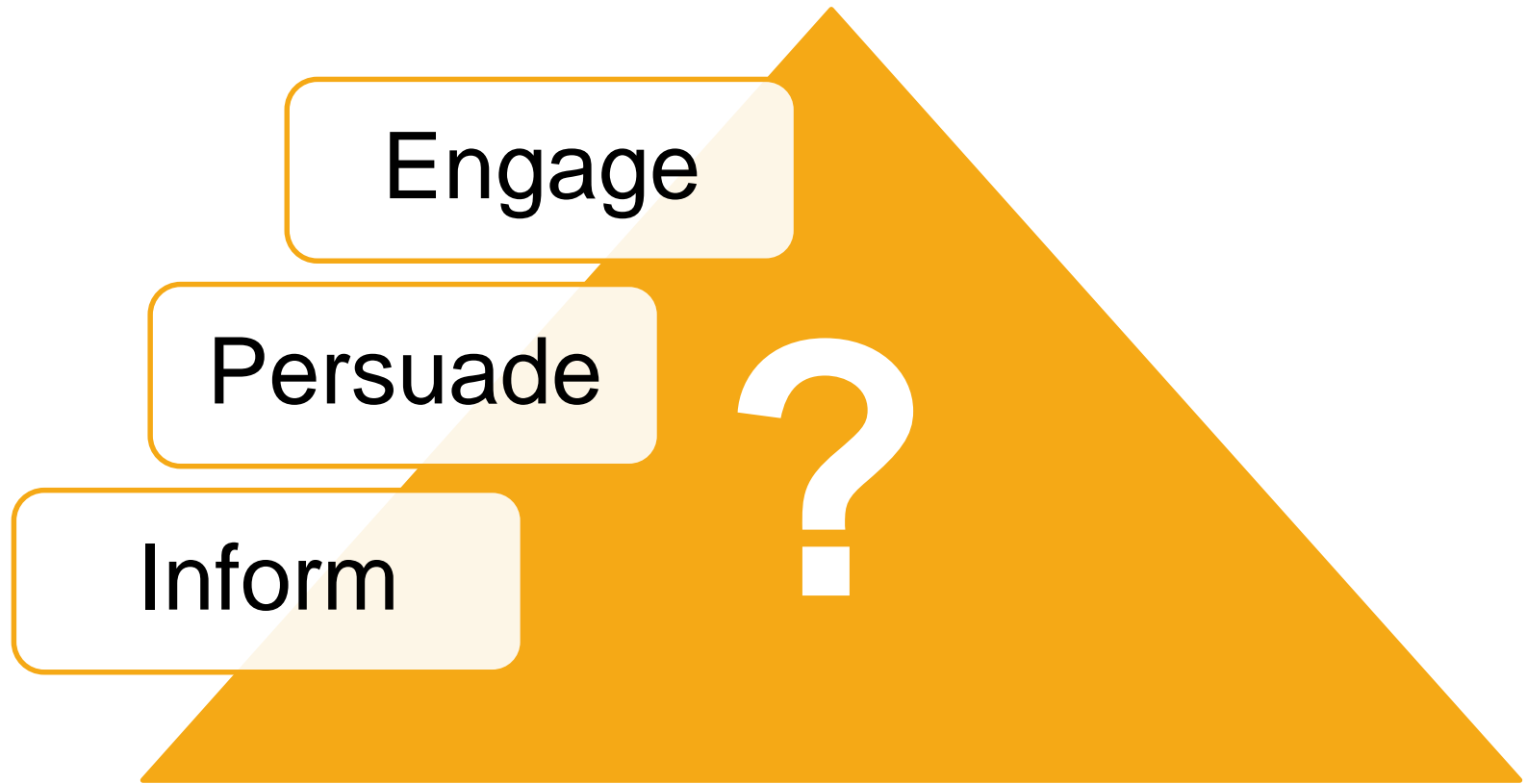


Communication objectives



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?



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

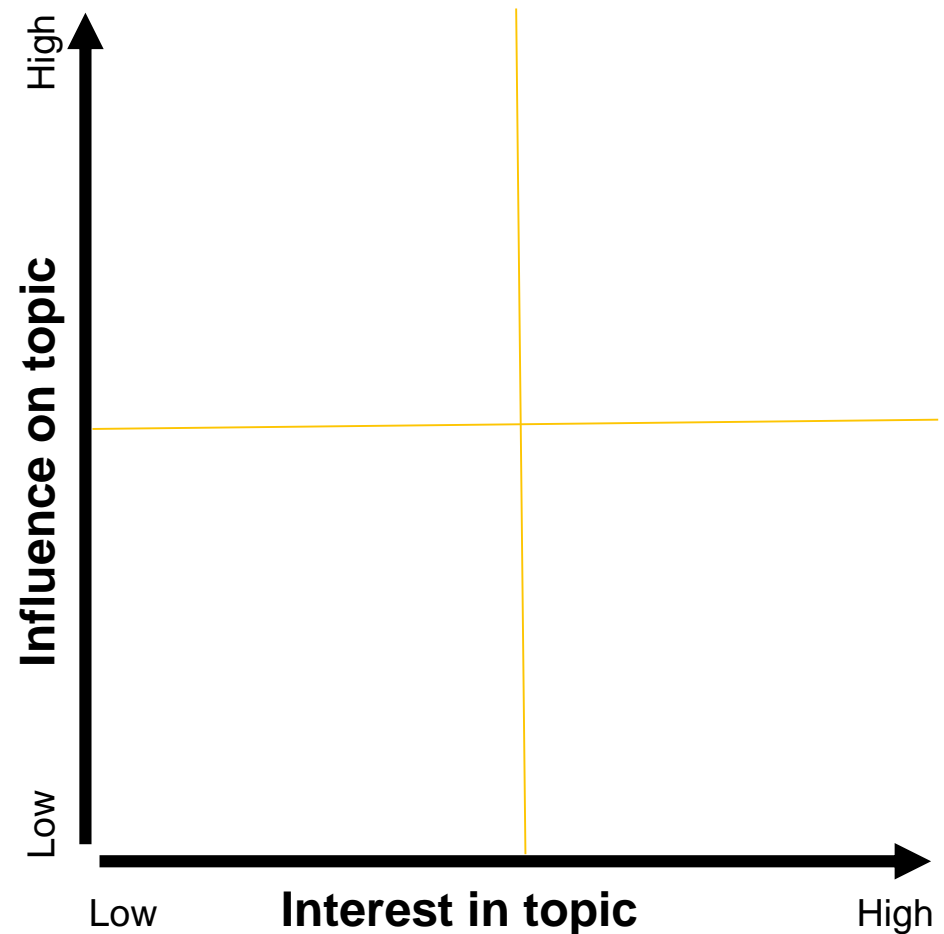
List target groups

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

Assign scores

- Power and influence
- Interest in issue

Analyse your groups



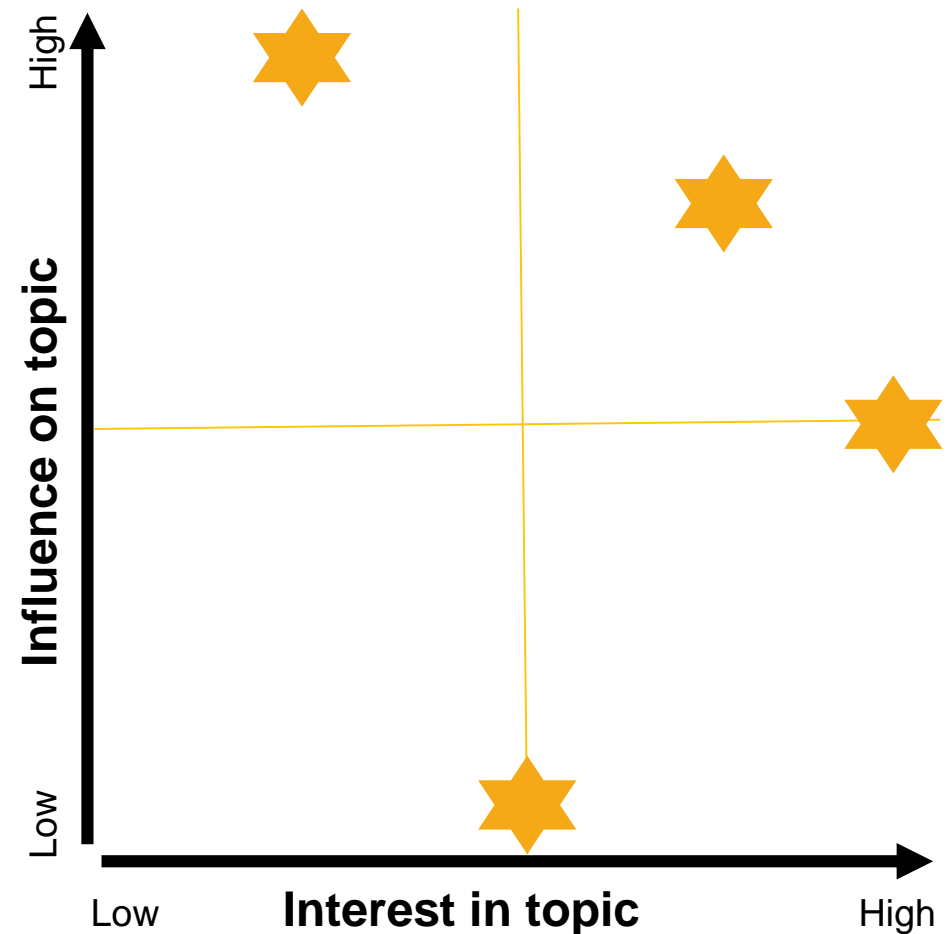


Target group: analysis

Example:

| Group | Influence | Interest |
|-----------------|-----------|----------|
| Politician | 5 | 2 |
| Public servant | 4 | 4 |
| Association | 3 | 5 |
| Young craftsman | 1 | 3 |
| ... | | |

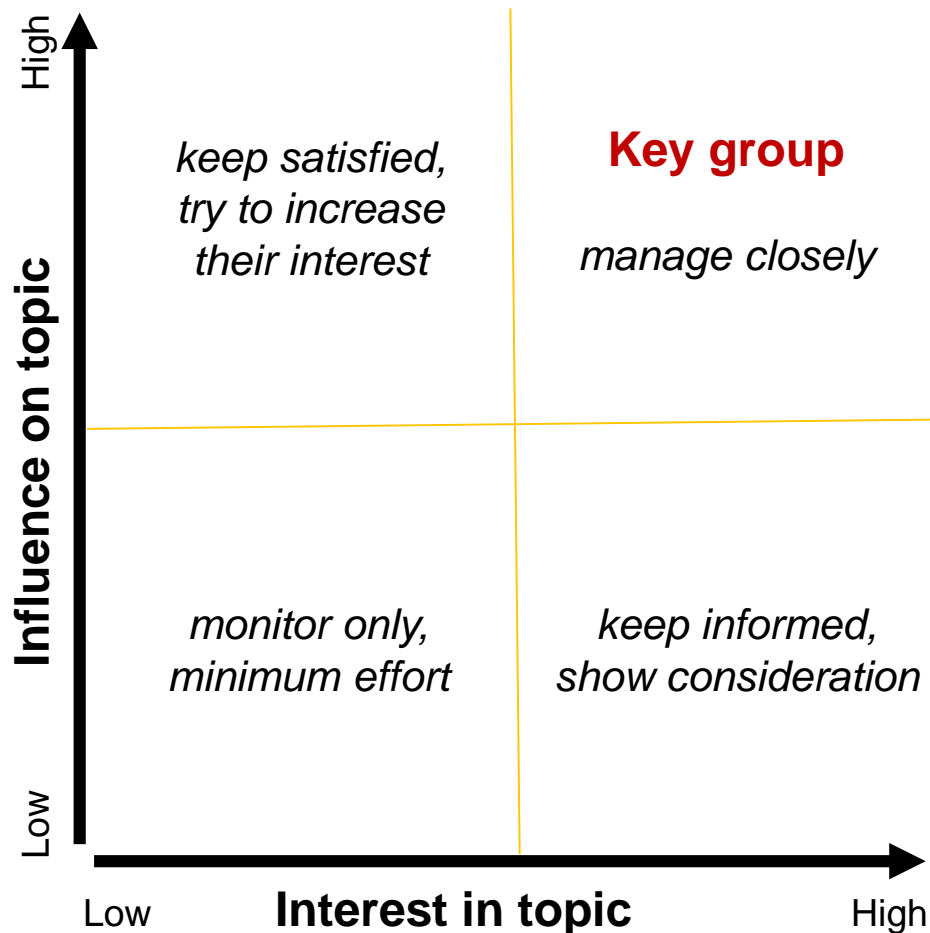
Analyse your groups





Target group: mapping

Tailor your communication



Step 3: plan activities



Communication plan



| Target group (who) | Message (what) | Engagement technique (how) | Schedule (when) | Responsible person |
|-----------------------|-------------------|----------------------------------|--------------------|-----------------------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |



Required activities

A3 poster display

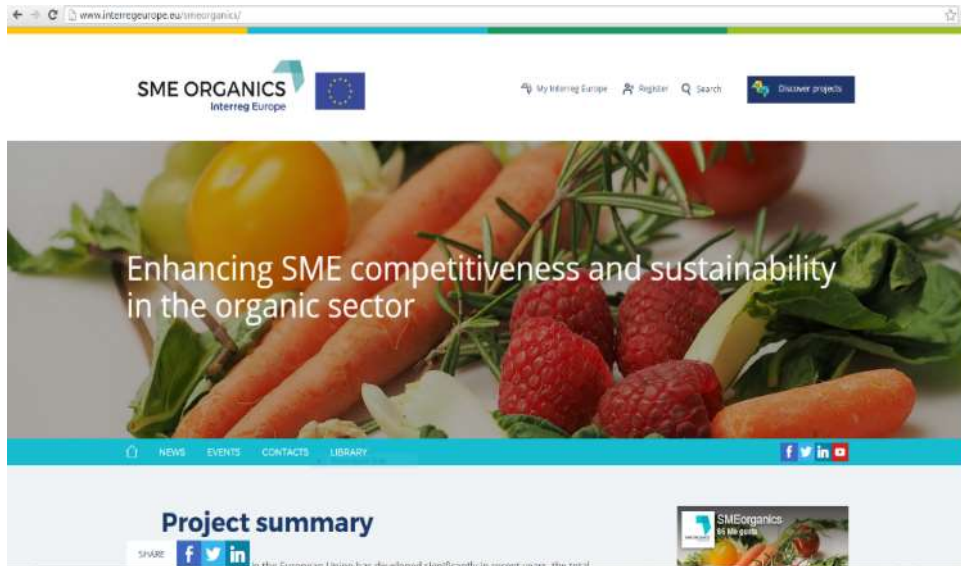
- We provide design
- You (edit) print and display





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 For

- Trainings
 - Webinars
 - Workshops
- 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

The screenshot shows the 'Latest News' section of the website. It features a navigation bar with 'SME competitiveness' and 'Low-carbon economy' categories. Below the navigation bar, the 'Latest News' section is titled 'The most recent programme updates along with policy news and other relevant stories'. There are four news items displayed as cards:

- Item 1:** 'Get feedback on your project idea in time for third call' (22/11/2016). Type: Programming.
- Item 2:** 'SET-UP meets the smart utility community' (22/11/2016). Type: **Project** (circled in red).
- Item 3:** 'HERICOAST in AR&PA Biennial 2016' (20/11/2016). Type: Project.
- Item 4:** 'SUPERproject Eco-Innovation' (20/11/2016). Type: Project.

- 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

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Thank you!

Time for questions



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