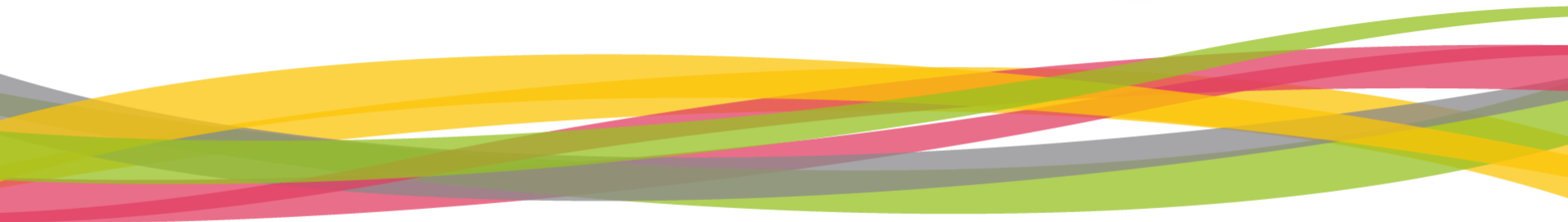




Communication

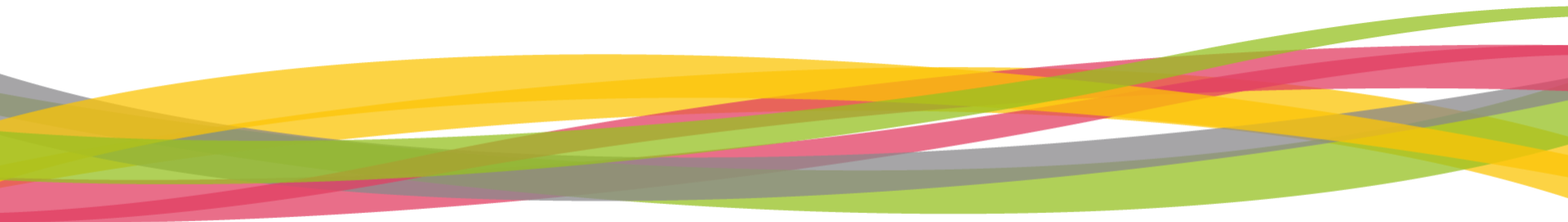
2014 - 2020





Agenda

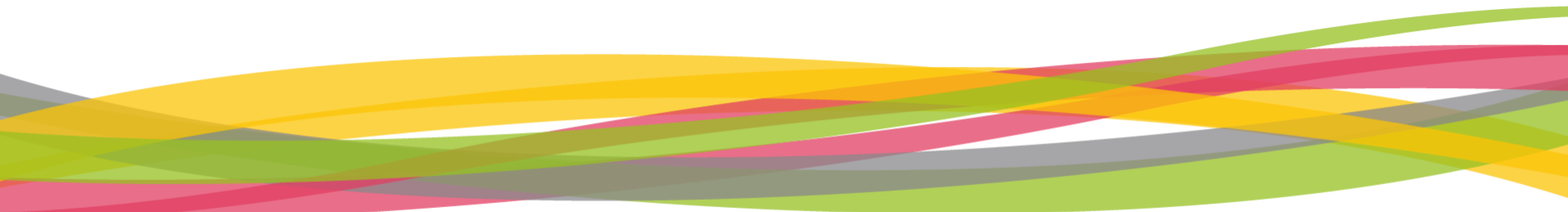
- + Communication - why bother?
- + Programme strategy
- + A joint approach
- + Project communication (work package 2)
- + Questions



Communication – why bother?

If a tree falls in a forrest and
it isn't communicated...
– did it really happen?

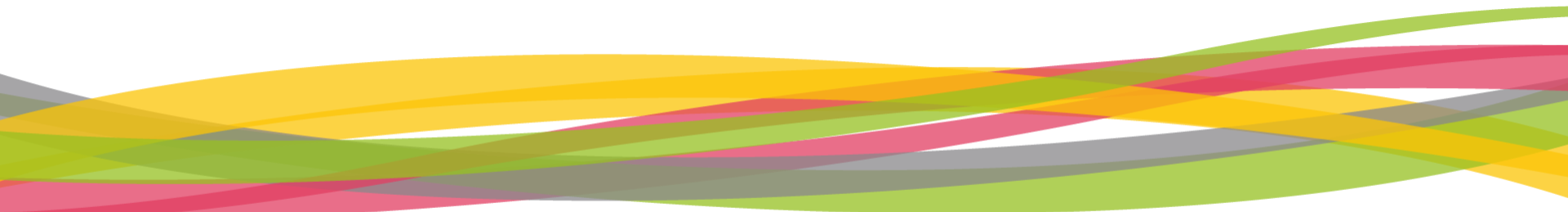
- + Project activities and results only meaningful when communicated
- + Share learnings with project community and create project legacy
- + Disseminate results to wider audience so new ideas can be generated
- + Obligation to show how tax payer money is spent



Projects in 2014 - 2020

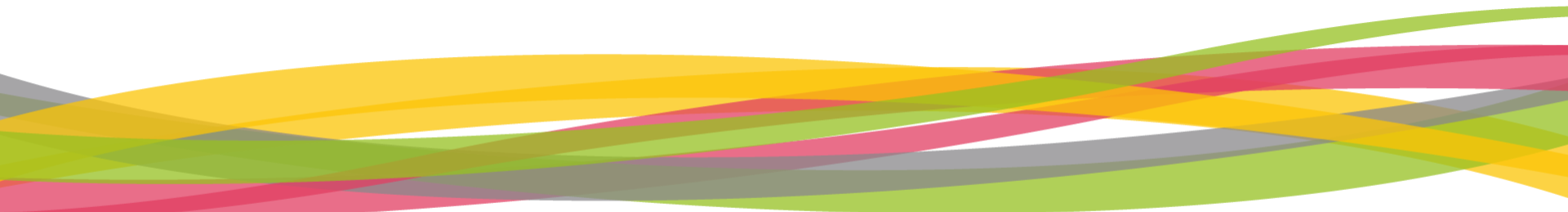
Communication

- + Based on the shared or complementary needs of all partners
- + Reliant on joint implementation
- + Focused on delivering progress on core programme goals
- + Implementing EU policy
- + Innovative
- + Based on demonstrating and proving what is possible
- + Limited and specific in the changes they wish to generate
- + Inspiring national and regional policy and practices



Communication as a strategic tool

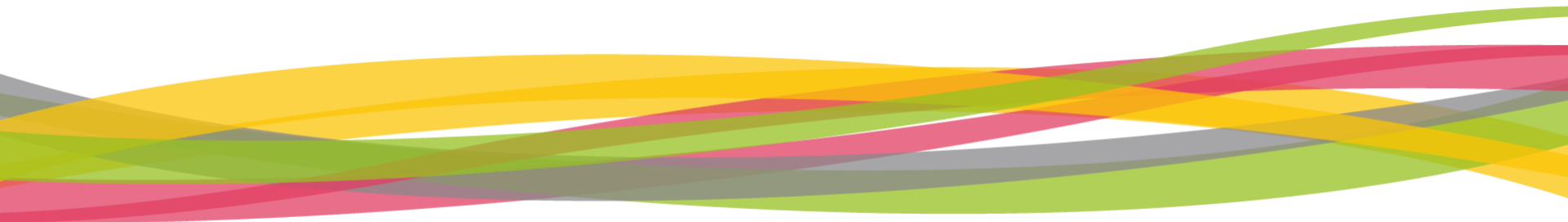
- + A horizontal task
- + Strategic management function
- + Goes beyond passing on information
- + Programme and projects cooperate and share responsibility



Communication tactics 2014 - 2020



- + Tangible and relatable
- + Project and priority focused
- + Programme and projects co-create
- + Demand-oriented





Joint approach

- + One CMS – many project websites
- + A joint visual brand for programme and projects
- + Programme as moderator and multiplier on social media
- + Projects take charge of what and when they learn with new e-guidance material



Make the most of the North Sea audience

Large North Sea audience of project developers, knowledge institutions, private companies and local, regional, national and EU policy makers:

Thousands of followers on social media ready to share your story with a wider audience

- + Website/ project section: 3,492 active users the past month
- + Newsletter: 758 receivers
- + Results tool (online soon)



Communication in application (WP2)

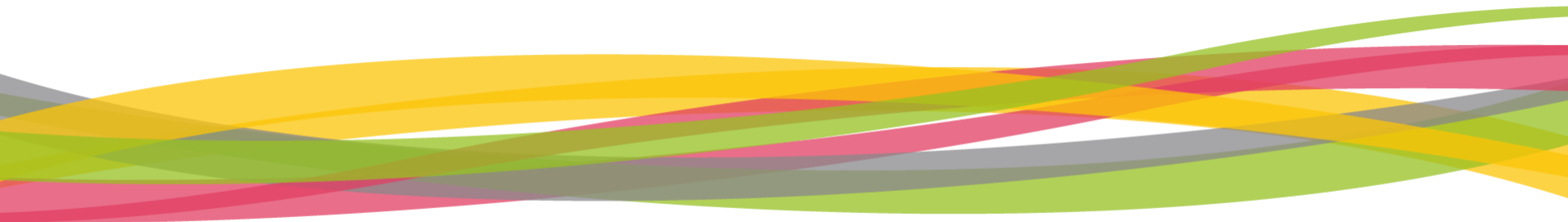
- + Ask yourself: "How can communication help achieve the project objectives?"
- + Define communication activities, target groups and deliverables
- + Don't forget the "How" – communication channels
- + Guidance in fact sheet and manual

WP Nr	WP title	WP start month	WP end month
2	Communication activities	Automatic from activities	Automatic from activities
Beneficiary involvement			
WP responsible beneficiary		Drop-down list	
Involved beneficiaries		Drop-down list	
Project detailed objectives	Communication objectives What can communication do to help achieve this project objective?	Target groups Which groups do you propose to target for this objective?	
Detailed objective 1 <i>(Pre-filled from C.2.1)</i>	Possibility to fill in 0 - 2 communication objectives per project objective		
Detailed objective 2 <i>(Pre-filled from C.2.1)</i>	Possibility to fill in 0 - 2 communication objectives per project objective		
Detailed objective 3 <i>(Pre-filled from C.2.1)</i>	Possibility to fill in 0 - 2 communication objectives per project objective		
Please describe activities and deliverables within the work package.			
Activity 2.1	Activity title		
	Activity description		
D 2.1.1	Deliverable indicator	Deliverable name and description <i>(250 characters)</i>	Target value
Activity 2.2	Activity title		
	Activity description		
D 2.2.1	Deliverable indicator	Deliverable name and description <i>(250 characters)</i>	Target value



Questions?

- + Sign up for communication speed dating session
- + rikke.soerensen@northsearegion.eu





Thank you

