

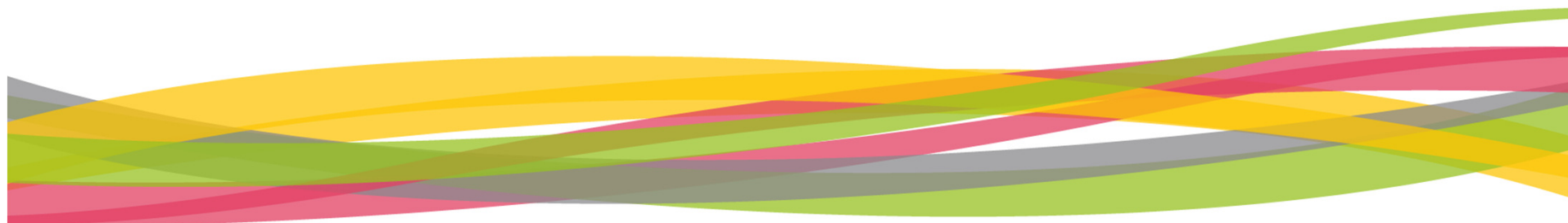
5 tips

to improve your communication work package

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Interwork #3

November 2016



To what extent does the project

1. Have communication objectives, which clearly link to the project specific objectives?
2. Demonstrate chosen approach/ tactics, which are appropriate to reach communication objectives?
3. Indicate communication activities and deliverables, which are appropriate to reach the relevant target groups and stakeholders?



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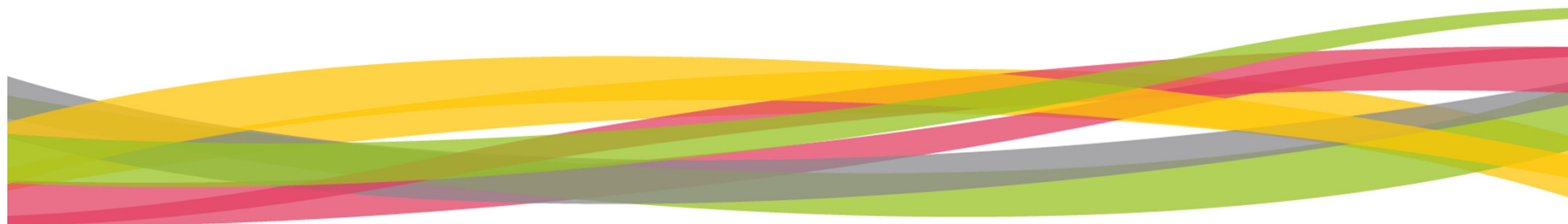
Fact sheet 19

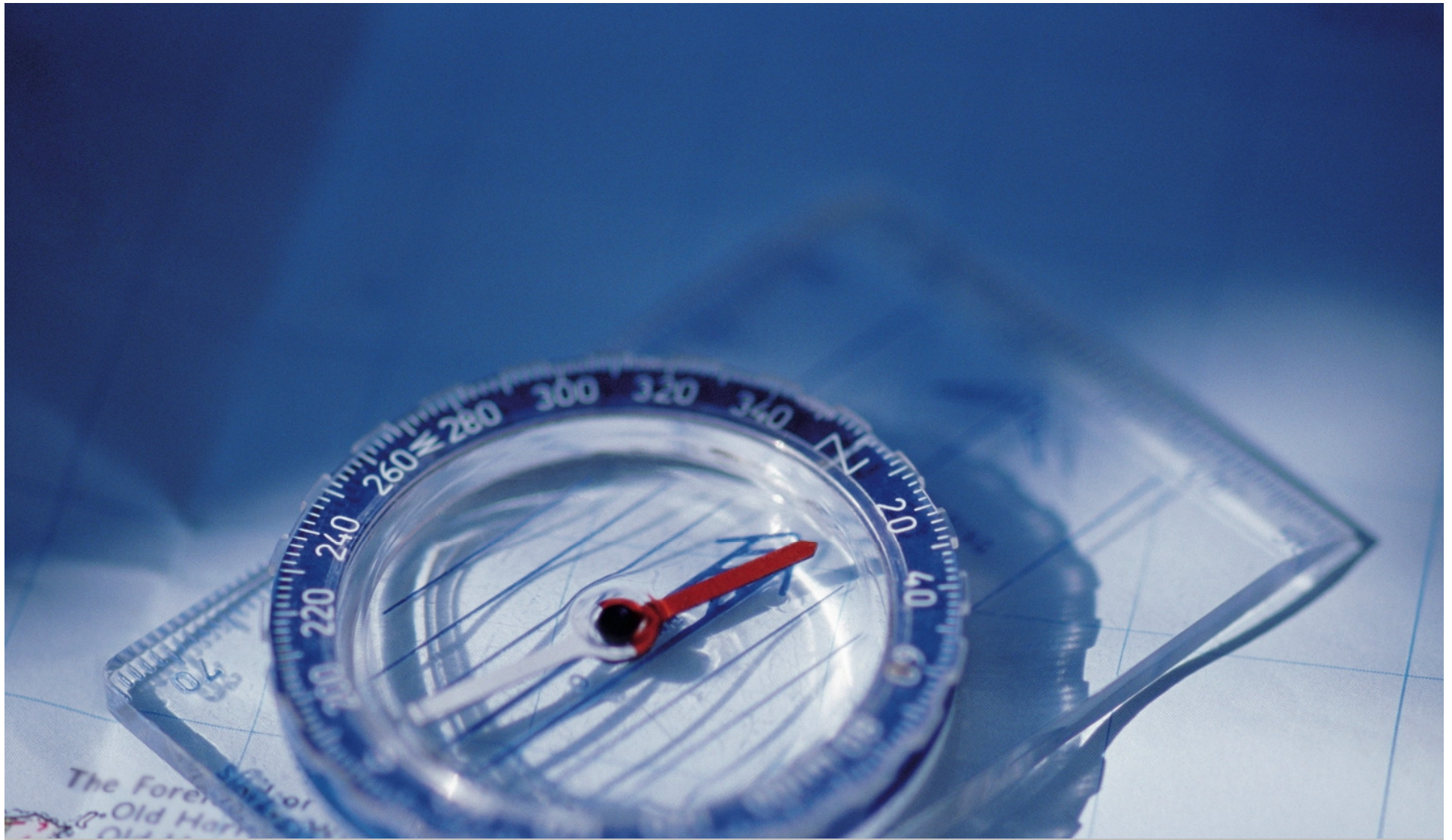




1: Think impact

+ How can communication
help achieve the project
objectives?

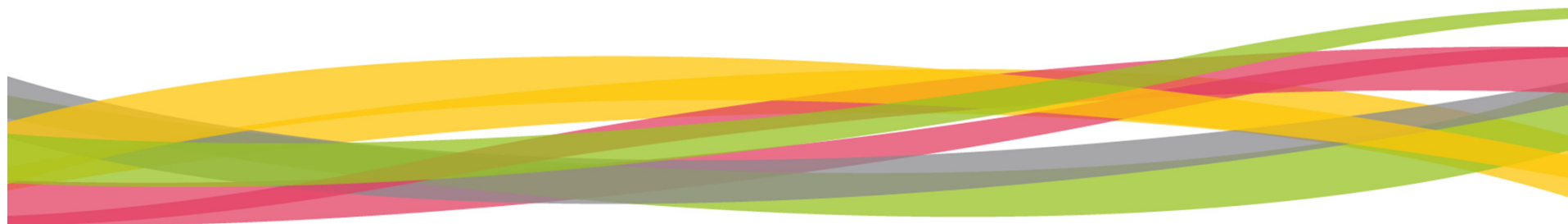




2: Set clear objectives

Good communication objectives

- + are linked to your project objectives
- + clearly show what you aim to achieve
- + are SMART

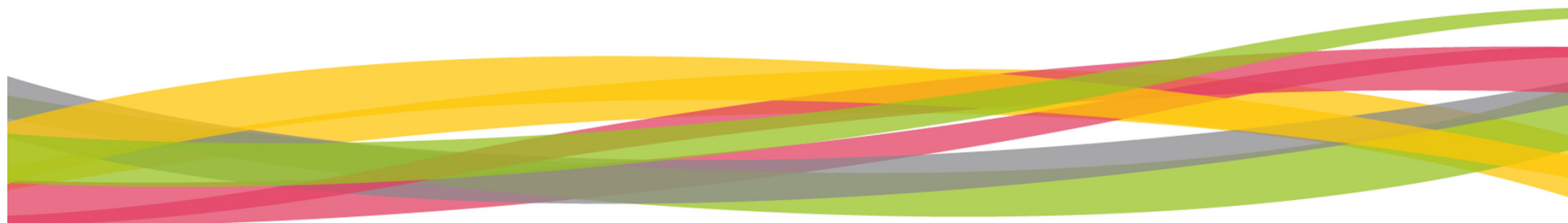




3: Define your target groups

Defining your target groups

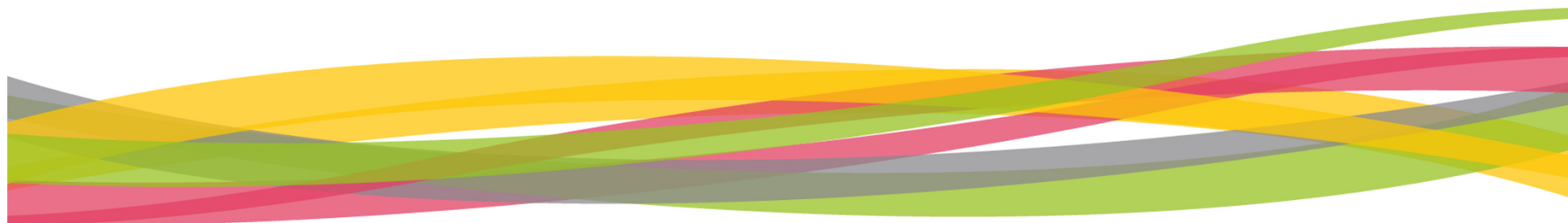
- + Select target groups from drop down in work package
- + Specify your target groups further in the work package description
- + Map your stakeholders in more detail after approval



Output indicators

+ 5 compulsory indicators, including 2 on communications:

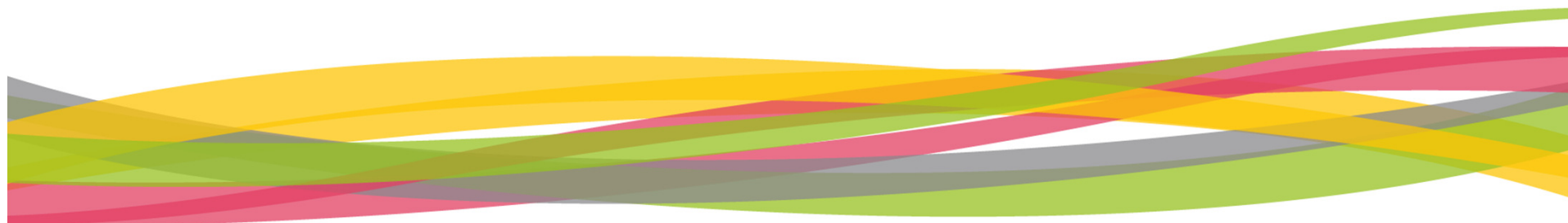
- number of organisations/ enterprises adopting new solutions by project end
- number of organisations or enterprises informed about new solutions by project end



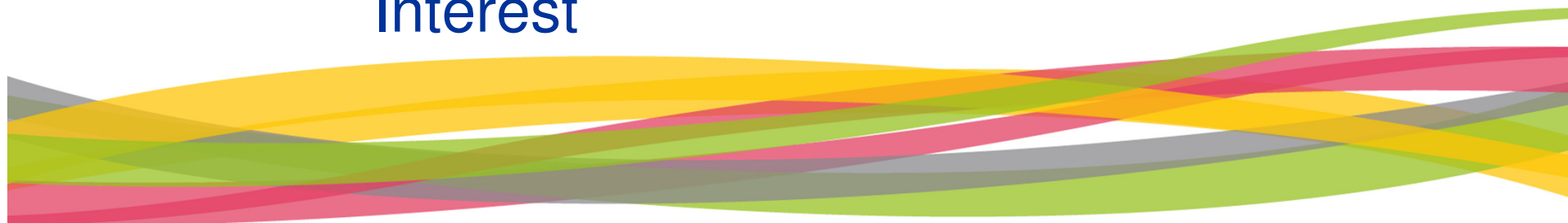
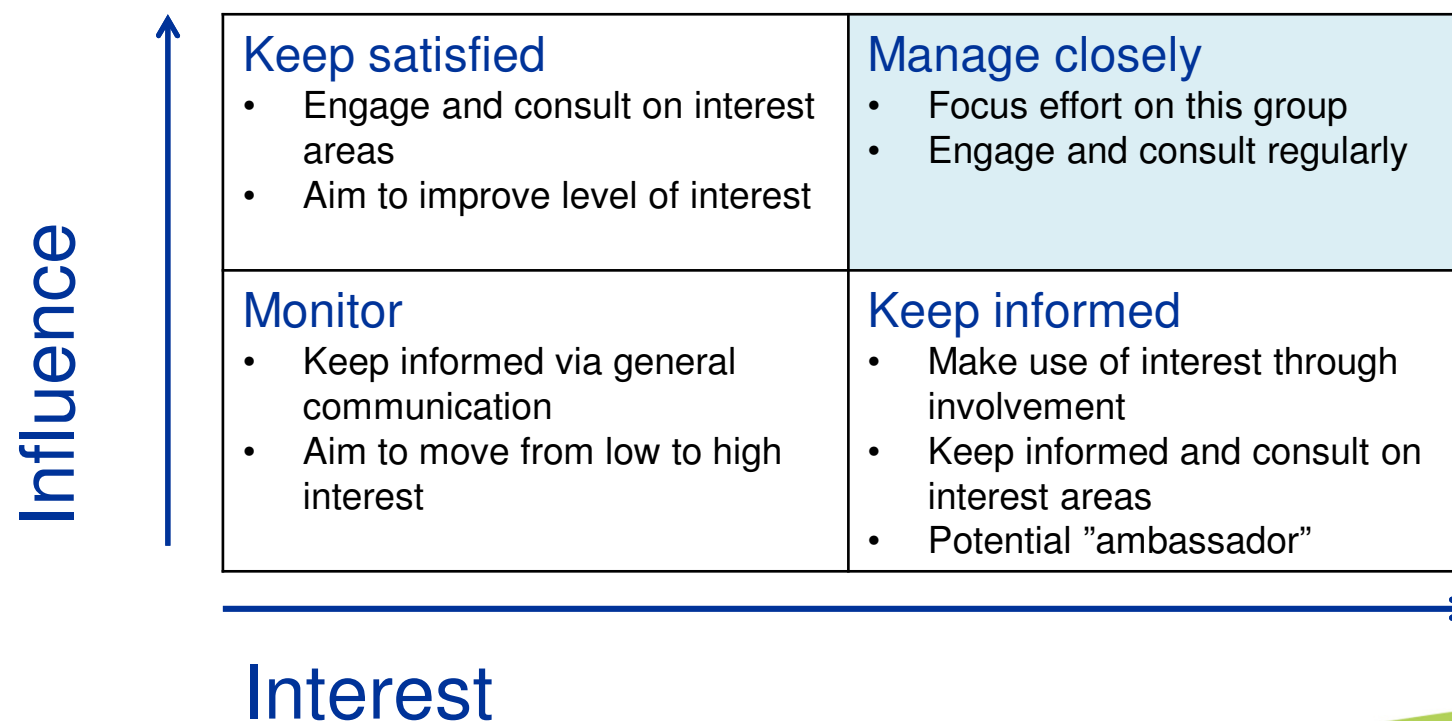
Output indicators

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- number of organisations/ enterprises adopting new solutions by project end
 - number of organisations or enterprises informed about new solutions by project end

Fact sheet 23



Focusing efforts

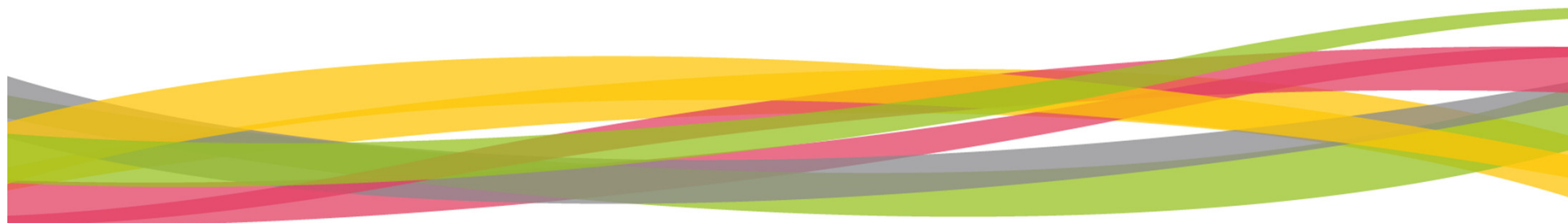




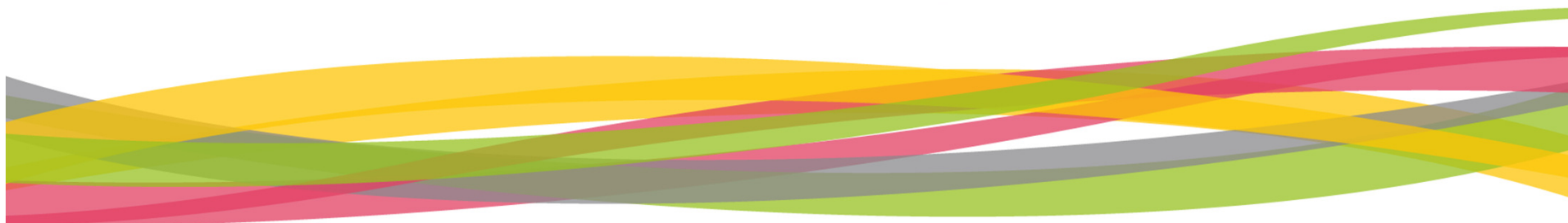
4: Choose most effective channels

Consider a wide range of channels

- + Beyond the traditional website
- + More than reports
- + A picture speaks a thousand words

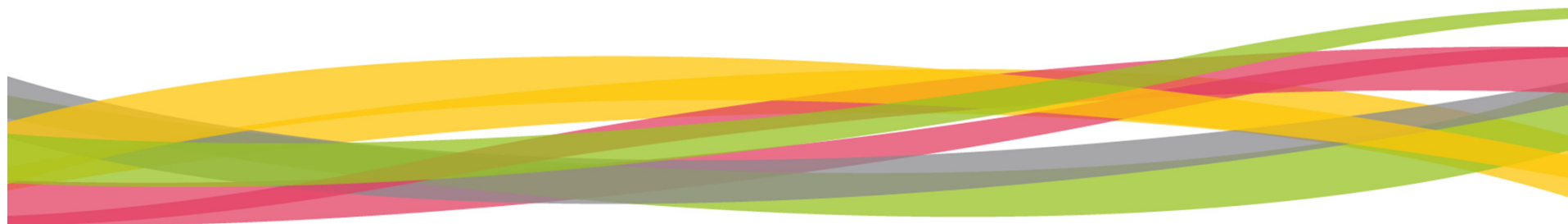


Choose most effective channels



Commit and adapt

- + Commit to using your channels and keeping them updated throughout your project
- + Analyse your results and adapt your measures as needed

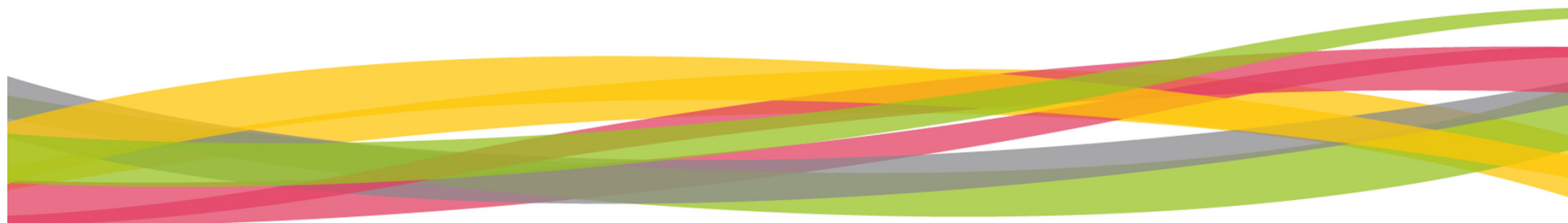




5: Consider your webspace

Your webspace

- + A flexible and adaptable website
- + Linked to programme website
- + Linked to online monitoring system
- + Must be used throughout your project





Thinking growth

Supporting growth in
North Sea Region economies

SHINE

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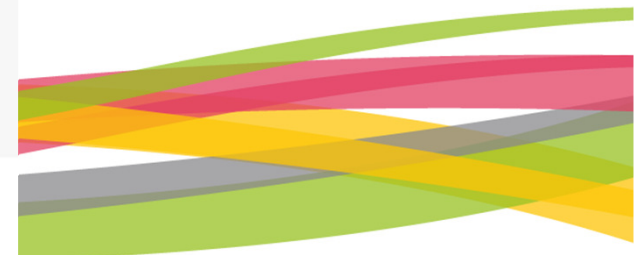
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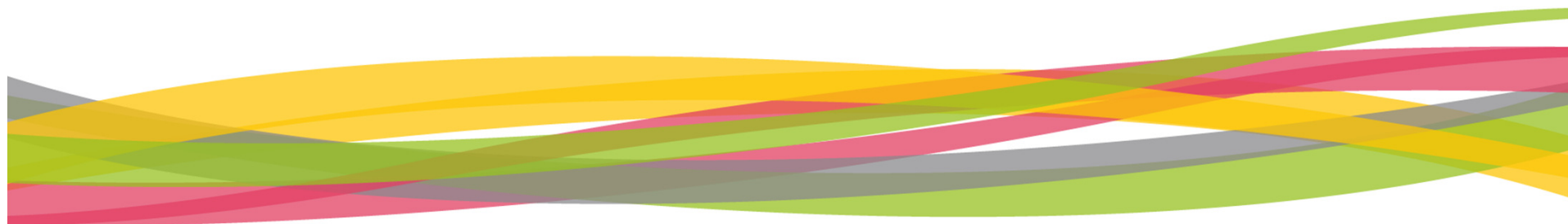
Welcome to SHINE's webspace. SHINE is a project co-funded by the North Sea Region Programme 2014 - 2020.

SHINE is in its initial phases and will update this space shortly.



In a nutshell

1. Think impact
2. Set clear objectives
3. Define your target groups
4. Choose most effective channels
5. Consider your webspace



Learn more

+ www.northsearegion.eu

- Programme manual
- Fact sheets
- FAQs
- Guidance material

