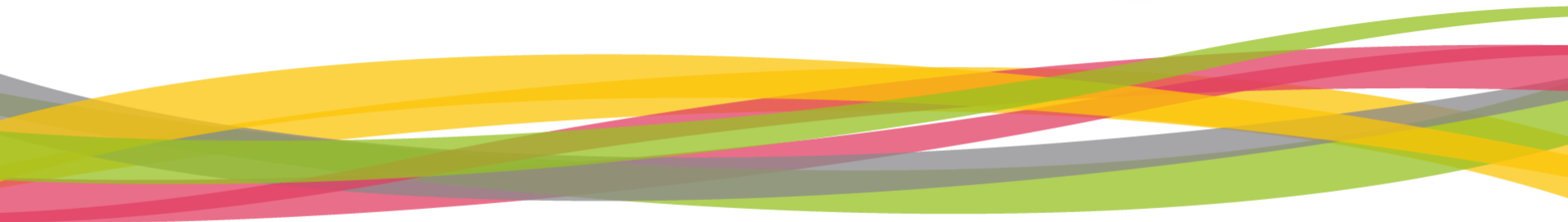




# Communication

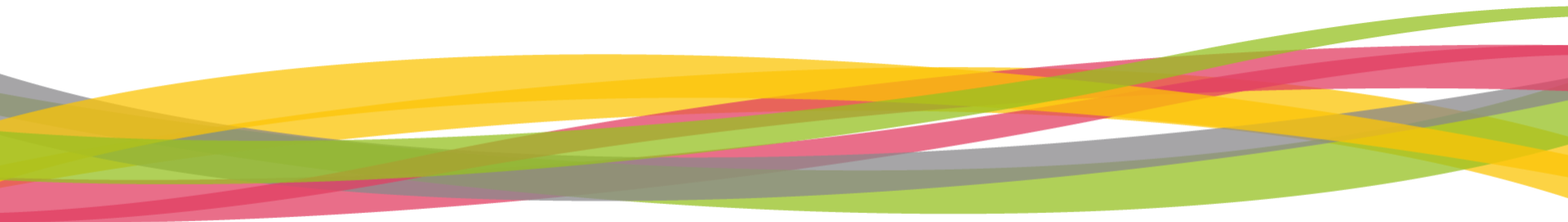
2014 - 2020





# Agenda

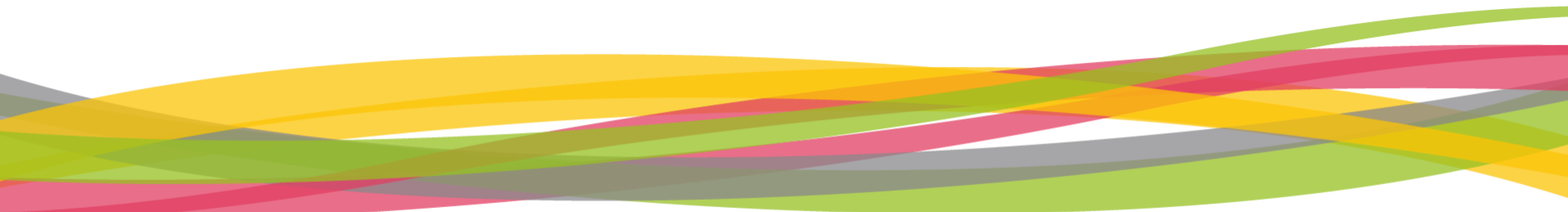
- + Communication - why bother?
- + Programme strategy
- + A joint approach
- + Project communication (work package 2)
- + Questions



# 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



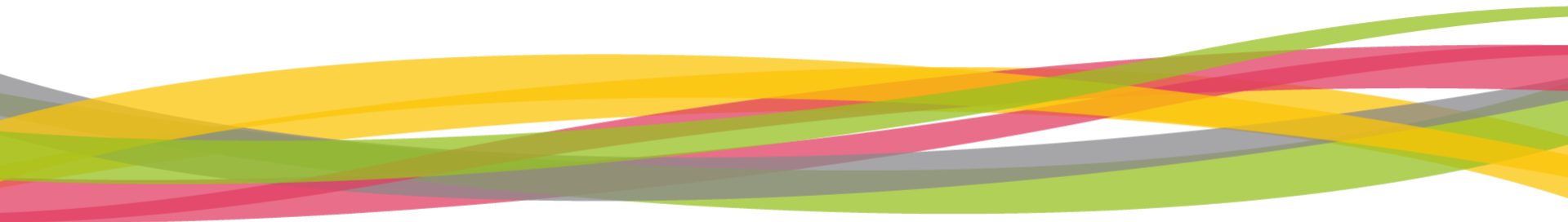
## Projects in 2014 - 2020

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

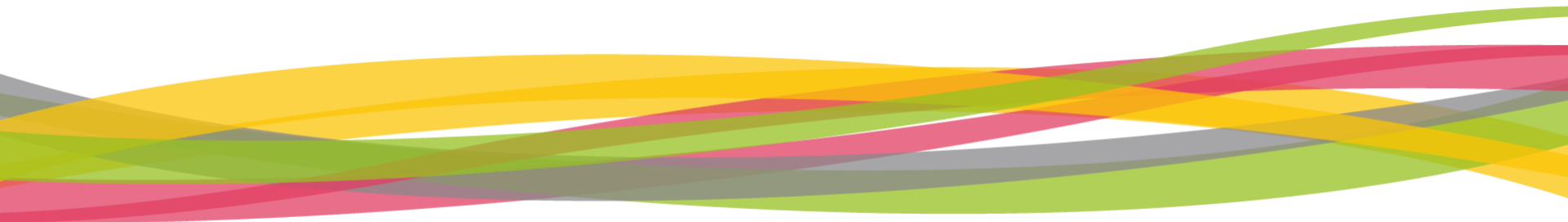
- + A horizontal task
- + Strategic management function
- + Goes beyond passing on information
- + Programme and projects cooperate and share responsibility



# 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)

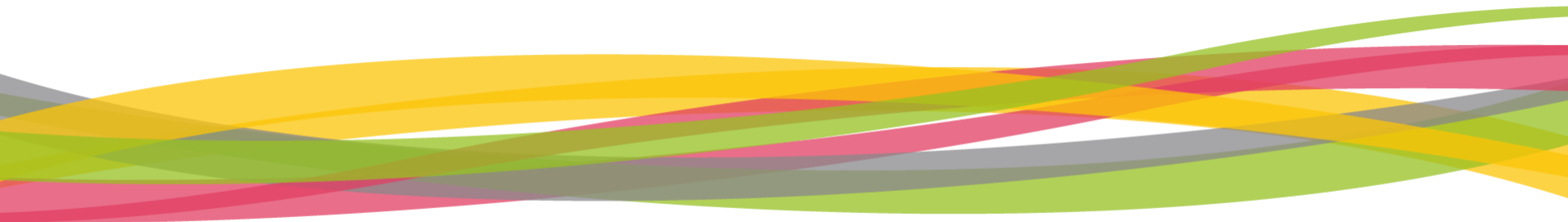
- + Ask yourself: "How can communication help achieve the project objectives?"
- + Define communication activities, target groups and deliverables
- + Don't forget the "How" – communication channels
- + Guidance in fact sheet and manual

WP Nr	WP title	WP start month	WP end month
2	Communication activities	Automatic from activities	Automatic from activities
<b>Beneficiary involvement</b>			
WP responsible beneficiary		Drop-down list	
Involved beneficiaries		Drop-down list	
<b>Project detailed objectives</b>	<b>Communication objectives</b> What can communication do to help achieve this project objective?	<b>Target groups</b> 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		
<b>Please describe activities and deliverables within the work package.</b>			
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](mailto:rikke.soerensen@northsearegion.eu)





Thank you

