



# COMMUNICATIONS PLUS

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# Publicity & Communications 2007-2013

## BACKGROUND

- The Commission Plan D
  - White Paper on Communication
  - Communicate Europe to General Public
  - Transparency (Democracy – links back all of the above)
- Genuine concern that the work and results of the EU does not reach out to the people living in the member states (and beyond)



# Common challenges in communicating our work

- Not recognised as a content in itself
- Not recognised as part of actual work load of project
- The EU is a hard sell

## Common mistakes (selected)

- We will sort it later – the publicity budget issue
- Taking on the universe – the credibility issue
- The everybody and his brother syndrome – the target group issue
- Changing horses midstream – the consistency issue

# You need and should

## **You need**

- A communication plan
- A budget

## **You should (you will benefit from)**

- Get your own ambassador

# Interreg IVB NSRP Communications

- Web based
- Print on demand (as far as possible)
- New media (web videos, VNRs) part of general communication plan

## New contact details

- New **e-mail addresses** and **telephone** numbers
- Fax stays the same
- New website and address: **[www.northsearegion.eu](http://www.northsearegion.eu)**
- Find information on our website!



**Do it!**

Good luck and see you at a (publicity) seminar near you soon!