



# Drop-in Seminar

# COMMUNICATIONS

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# The Regulations

## EC No 1828/2006

- This is where the Commission requirements relating to communications and publicity can be found.
- NSRP projects should adopt a Communication Plan
- Information and publicity materials must contain:
  - EU emblem, EU reference and ERDF reference
  - A tagline highlighting the added value of the intervention of the Community – Investing in the future...



# The Communication Plan

## THE PLAN SHOULD AT LEAST ADDRESS THE FOLLOWING:

- Background
- Aim and Objectives
- Target Group(s)
- Strategy
- Methods
- Measures
- Budget
- Responsibilities
- Evaluation

Consider relevant measures and media. New media is the future.

Make use of the guidance provided on the Programme website.



# Background to Efficient Communications

## NEW MEDIA OR NOT, THE BACKGROUND IS ALWAYS THE SAME!

- **LONG TERM**

It takes time to build a communication platform and make people aware of and interested in the things you have to say. The Programme must act as good practice for the projects.

- **PLAN IT AND MAKE SURE YOU HAVE A STRATEGY**

A map tells you where to go and when to turn, the plan is that map for you in communicating the programme(s).

- **REMEMBER: COMMUNICATIONS ADDS VALUE**

Communication is a way to add value to an organisation – a well communicated organisation will get more attention, funding and attract talent.



# Why New Media?

**TO PUT IT SIMPLE – BECAUSE IT IS THE ONLY WAY FORWARD!**

- **WHY?**
  - All media is moving towards the web and subsequent platforms (the web will continue to out-grow and out-revenue traditional media,
  - This is where the audience is – print materials are a waste of money and time (it seems cheaper only at first glance),
  - Cost effectiveness over time (multi-purpose, cheap distribution, gets cheaper with every video),
  - Sustainability,
  - Archive purposes (once shot it is yours),
  - Has Programme AND Project value (both can use the products if done right).



# New Media – Opportunities & Challenges

**NEW MEDIA IS THE WAY FORWARD. MAKE USE OF IT, BUT UNDERSTAND THE OPPORTUNITIES AND CHALLENGES!**

## OPPORTUNITIES

- Reach new target groups,
- Accessibility,
- Very cost effective once produced (cheap distribution, multi-purpose),
- Easy distribution.

## CHALLENGES

- Keep videos and related within Communication Plan,
- Complex – Determining Competence important,
- Cost-intensive production,
- Time consuming.



# A Strategic Approach

## Q: HOW TO COMMUNICATE RESULTS AND OUTCOMES?

- Use results and outcomes as message carriers (not the abstract plans),
- Identify the concrete outcomes (people value) and strategic value for the future (policy level value),
- Identify stories with policy interest and concrete community value.



## Good Practise

### THERE IS EXPERIENCE OUT THERE – TAKE INSPIRATION FROM SUCCESSFUL PROJECTS.

- 2000-2006
- **Safety at Sea (S@S)**
- By attaching the project to policy level issues in the countries (with special focus on Lead Partner country) they secured interest and backing from the highest level.
  
- 2007-2013
- **Cradle to Cradle Islands (C2CI)**
- By securing support from internationally renowned recycling expert, the project gained media attention at launch events and press conferences.





# Main Points

## GENERAL

1. Address Communications as a content part of project,
2. Adopt a plan, budget it accordingly and stick to it,
3. You need the plan at planning stage to get the right budget – without a (relevant) budget you have nothing!

European Union



The European Regional Development Fund

# Contact

[www.northsearegion.eu](http://www.northsearegion.eu)

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