



# Understanding communication - A clear and consistent message

[TELLING THE STORY, SESSION 3C]

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# The three main points of this presentation!

## INFORMATION AND COMMUNICATION IS NOT THE SAME THING

- **SECURE A PLATFORM AND A BUDGET**

If management understands the value of communications you will get the platform you need - you cannot do the job without it

- **COMMUNICATION ADDS VALUE**

Communication is a way to add value to an organisation – a well communicated organisation will get more money and attract talent (HR Capacity building)

## Effective communication starts here:

### **UNDERSTAND THE CHALLENGES AND THE POSSIBILITIES**

Issue: There is **no** coherent Community profile or image to build on

**DO** – Be creative but relevant – budget accordingly

**DO NOT** – Never act as if the EU has a set of coherent values or is self explanatory, it needs to be explained in its [specific] context, every time!

## The Community answer:

### COMMUNICATING EUROPE IN PARTNERSHIP

Issue: Value added yes, but who cares?

**DO** – Adapt and connect to the Community initiatives and build on it to go further, accept that it will be an uphill race, be pro-active

**DO NOT** – Mistake communication with information

## Simple and generic steps to maximise impact:

### **THIS IS MARKETING AND THAT IS A GOOD THING**

Issue: We are all in it together and there are no secret hand-shakes

#### **The three keys**

- Long-term commitment
- Transparency
- Consistency
  
- **DO** – Set up a plan, write a strategy, implement and stick to it
- **DO NOT** – Never look at communications as ad-hoc measures!

## How this translates to projects (beneficiaries):

### **FIND THE CARRIERS OF YOUR MESSAGE AND ENGAGE THEM**

Issue: You must involve the projects

#### **Three keys**

- Loose the top-down approach
- Involve the projects and the people you work with
- The projects are the carriers of your message

**DO** – Workshops (invite the successful and the good practice and let them talk, not you!)

**DO NOT** – write manuals without follow-up, it will fail

# Example: Interreg IVB NSRP Communications

## STRATEGIC

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

## OPERATIONAL

- Lead Beneficiaries Seminars (thematic seminars and workshops)
- External experts and good practice projects
- Publicity tool kit on-line

## Conclusions:

### **IT IS YOUR JOB TO MAKE PEOPLE UNDERSTAND THE IMPORTANCE OF COMMUNICATION**

Issue: Communication is a content in its own right, act like it!

#### **Three keys**

- You need to root-in why communications is key
- You must budget for it according to the measures proposed
- You need to involve and engage the message carriers

**DO** – Accept the challenge

**DO NOT** – Cave in for the resistance





As always

**THE LATEST INFORMATION ABOUT THE PROGRAMME:**

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

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