



LEAD BENEFICIARY III

[PLENARY SESSION - COMMUNICATIONS]

29 September 2009, Antwerp, Belgium

Henrik Josephson & Stefanie Bischof
North Sea Region Programme Secretariat



NEW – THE PROJECT LIFE CYCLE

Interreg IVB North Sea Region Programme (2007-2013) -- Microsoft Internet Explorer provided by Region Midtjylland

Adresse <http://www.northsearegion.eu/ivb/content/show/&tid=135>

Project Life Cycle

This section presents background information, practical guidance as well as regulations and requirements along the different phases of the lifetime of a project under the North Sea Region Programme. A collection of all information related to finance issues, project management and communications can be found here.

To find your way through the abbreviations and acronyms used in the context of the Programme, please consult the [glossary](#)

register | login | print

The North Sea Region Programme 2007-2013 works with regional development projects around the North Sea. Promoting transnational cooperation, the Programme aims to make the region a better place to live, work and invest in. Read more about the Programme [here](#).

VIDEOS

[Click here to view our fully range of web tv slides](#)

EVENTS

Event Calendar
Events Archive

NEWS

News
List of All Approved Projects Online
10 July 2009
[more...](#)

PUBLICITY PROJECTS

PROJECT IDEA SECTION

start

Internet

09:53

<http://www.northsearegion.eu/ivb/content/show/&tid=135>

Conclusion - Your starting point

IT IS YOUR JOB TO MAKE PEOPLE UNDERSTAND THE IMPORTANCE OF COMMUNICATIONS.

Issue: Communications in itself always needs promotion!

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

Accept the challenge that EU is a hard sell.



Background to Communications 2007-2013

BACKGROUND – BUT CHANGES LIKELY WITH NEW COMMISSION!

Regulations

Commission Regulation (EC) 1828/2006

Papers

The Commission Plan D

White Paper on Communication

Communicating Europe in Partnership

Strategic objectives

Communicate Europe to General Public

Transparency (Democracy – links back all of the above)

The Communication Plan

A COMMUNICATION PLAN SHOULD AT LEAST DEAL WITH THE FOLLOWING:

Background [why]

Aim and Objectives

Target Group(s)

Strategy [principles, timeframes, message]

Measures [media, events, other]

Budget [connects to measures]

Responsibilities [who does what]

Evaluation [a monitoring tool]

Success through effective communications

COMMUNICATIONS IS A BUSINESS TOOL.

- Communications and marketing are tools which are important because they increase interest & help to generate more business,
- Well communicated projects **attract [more] external funding** (to avoid funding dependency), and **attract talent**,
- There is a strong connection between well communicated projects and successful projects.



The Programme website as a com platform

Interreg IVB North Sea Region Programme (2007-2013) - - Microsoft Internet Explorer provided by Region Midtjylland

Filer Rediger Vis Foretrukne Funktioner Hjælp

Tilbage [Navigation icons] Søg Foretrukne [Navigation icons]

Adresse <http://www.northsearegion.eu/ivb/projects/details/&tid=84&back=yes> Gå Hyperlinks

Home

- News >
- About the Programme >
- Project Life Cycle >
- Projects >
- Project Applications >
- Events >
- Downloads >
- Contact >
- Users Area >
- FAQ >
- Links >

register | login | print

The North Sea Region Programme 2007-2013 works with regional development projects around the North Sea. Promoting transnational cooperation, the Programme aims to make the region a better place to live, work and invest in. Read more about the Programme [here](#).

Projects

Smart Cities

Overview | About | Results | Status | Photos | News & Events | Documents

Summary

Smart Cities aims to create an innovation network between governments and academia in six countries to promote excellence in the domain of e-services (development and take-up) in order to set a new standard for e-service delivery in the whole NSR.

The transnational working method (pooling expertise, joint model development) is proposed to equip decision-makers to achieve further innovation in the delivery of e-enabled public services.

Duration	01/09/2008 - 31/08/2011	ERDF Grant	3,016,782.00 €
Priority	1 - Building on our Capacity for Innovation	ERDF Equivalent	349,125.00 €
Area of Intervention	1.2 Building the transnational dimension of clusters and research and innovation networks	Total Eligible Budget	6,731,814.00 €

Lead Beneficiary
Intercommunale Leiedal, Belgium
Filip Meuris
e-government@leiedal.be
Tel: +32-56-241616

Project Homepage
www.smartcities.info

Beneficiaries per Country

VIDEOS

Click here to view our fully range of web tv slides

EVENTS

Event Calendar
Events Archive

NEWS

News

Updated Programme Documents Online
16/07/2009

[more...](#)

PUBLICITY PROJECTS

PROJECT IDEA SECTION

Udført

start [Taskbar icons] Internetet 09:59



The Programme website as a com platform

Interreg IVB North Sea Region Programme (2007-2013) - Users Area - Microsoft Internet Explorer provided by Region Midtjylland

Filer Rediger Vis Foretrukne Funktioner Hjælp

Tilbage Søg Foretrukne

Adresse <http://www.northsearegion.eu/ivb/user/home/> Gå Hyperlinks

Investing in the future by working together for a sustainable and competitive region

The North Sea Region Programme
2007-2013




INNOVATION

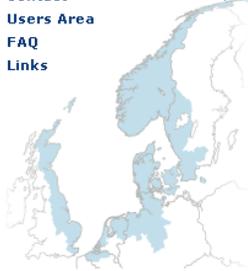

ENVIRONMENT


ACCESSIBILITY


SUSTAINABLE COMMUNITIES

Welcome to the official North Sea Region Programme website.
The North Sea Region Programme 2007-2013 works with regional development projects around the North Sea. Promoting transnational cooperation [more...](#)

- Home
- News >
- About the Programme >
- Project Life Cycle
- Projects
- Project Applications >
- Events >
- Download 
- Contact >
- Users Area
- FAQ
- Links



Users Area

Options

- [Register](#) Register your personal information and become a user to access our services
- [Newsletter](#) Subscribe or unsubscribe to our newsletter
- [Login](#) Start your connection to the user area

Registrations to Events

Login to see your registrations
See the [Events Calendar](#)

Project Ideas

Login to submit new project ideas and manage your existing ones
See [already submitted project ideas](#)

VIDEOS



[Click here to view our full range of web tv slides](#)

EVENTS

- [Event Calendar](#)
- [Events Archive](#)

NEWS

News

Annual Conference 2009 - Presentations and news reel online

start H3 Misc Presentations... Trådløs netværksforb... Microsoft Exchange - ... Interreg IVB North Se... Microsoft PowerPoint ... DA 10:05



The Programme website as a com platform

Interreg IVB North Sea Region Programme (2007-2013) - Users Area - Microsoft Internet Explorer provided by Region Midtjylland

File Rediger Vis Foretrukne Funktioner Hjælp

Adresse http://www.northsearegion.eu/ivb/user/home/

Region Programme 2007-2013

Welcome to the official North Sea Region Programme website.
The North Sea Region Programme 2007-2013 works with regional development projects around the North Sea. Promoting transnational cooperation [more...](#)

Users Area

General | My Project

Project Logo / Project Homepage

If you want to upload the logo in your project presentation, please submit your information here.

Project	Manage
Smart Cities	Edit/Insert Project Logo/ Project Homepage

Project Events

If you want to publish an event in your project presentation, please submit your information here.

[Submit new event](#)

Title	Dates	Confirmed	Manage
NL: E-Gov Academy on Wireless Services in Groningen	16 April 2009	Yes	edit
	16 April 2009		

Project News

If you want to publish a news item in your project presentation, please submit your information here.

[Submit News item](#)

Title	Date	Manage
-------	------	--------

Home
News
About the Programme
Project Life Cycle
Projects
Project Applications
Events
Downloads
Contact
Users Area
FAQ
Links

profile | logout | print

The North Sea Region Programme 2007-2013 works with regional development projects around the North Sea.

VIDEOS

Click here to view our full range of web tv slides

EVENTS

Event Calendar
Events Archive

NEWS

News

Changes relevant for British and Swedish beneficiaries
18 June 2009

[more...](#)

PUBLICITY PROJECTS

PROJECT IDEA SECTION

start

H3 Misc Present... Trådløs netvær... Stefanie Bischof... Interreg IVB Nor... NSRP / Apogee ... Microsoft Power... DÅ

Internettet

10:16



The Programme website as com platform

PROMOTE YOUR PROJECT VIA THE PROGRAMME WEBSITE

- Editable parts of the project presentation:
 - Logo, website address, news, events, photos, documents
- The project is assigned to ONE project representative
- Steps to take:
 - Decide who will be responsible
 - Create a user account
 - Send an email to the Secretariat
 - The Secretariat will assign the project to your account
 - Get started!