



LEAD BENEFICIARY

[INTRODUCTION TO PROJECT
COMMUNICATIONS]

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The Communication Plan, 1

... AND CONSIDER THIS:

Without a relevant budget it is impossible to assess the plan and very difficult make the case towards management,

Without concrete measures the plan will not convince people in your organisation that it matters and there is a risk the entire plan will fall apart,



The Communication Plan, 2

... There are relevant objectives and... not so strong ones...

YES – relevant, correspond to overall project aim and concrete:

- Increase public awareness of IT entrepreneurial project in NSR
- Get regional politicians to support construction of small scale wind farms

NO – relevance questionable, weak connection to project aim, vague and abstract:

- Meet project aim
- Specify list of target groups to increase publicity efficiency
- Achieve press coverage for project



The Communication Plan, 3

HOW ABOUT A MESSAGE?

Finding the message by looking for the results of the project. Do not describe the project, tell people what it will do!

1. What does the project do (results)
2. Why is it important?



Project Communication Plans - Assessment

We need to remember: Giant step forward since last programme period!

Good: General awareness is rising.

Common mistake: Budget missing and connection between budget and measures not clear.

Also common mistake: Too abstract.

- **No:** "We will generate interest and brand the project."
- **Yes:** "We will send rotten eggs to people by mail to generate awareness of... And by connecting this action to the project increase brand recognition..."



NEW MEDIA – MAIN POINTS

GENERAL

1. WHY – Because print materials are a waste of money and time,
2. HOW – by setting money aside and building it into the overall strategy.

NEW MEDIA

1. Is the way forward, but challenges apply,
2. Is cost effective and very efficient once produced,
3. Must be part of a Communication Plan – never ad hoc!



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 Søg Foretrukne

Adresse <http://www.northsearegion.eu/ivb/projects/details/&tid=848&back=yes> Gå Hyperlinks

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

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

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
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EVENTS
Event Calendar
Events Archive

NEWS
News
Updated Programme Documents Online 16/07/2009
[more...](#)

PUBLICITY PROJECTS

PROJECT IDEA SECTION

Udført

start HJ Misc Presentations... Trådløs netværksfor... Microsoft Exchange - ... Interreg IVB North Se... Microsoft PowerPoint ... Internetet 09:59



The Programme website as a com platform

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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



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EVENTS

- Event Calendar
- Events Archive

NEWS

News

Annual Conference 2009 - Presentations and news reel online

start HJ 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

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

Region Programme 2007-2013

Welcome to the official North Sea Region Programme website.
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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
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EVENTS

[Event Calendar](#)
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NEWS

News

Changes relevant for British and Swedish beneficiaries
18 June 2009

[more...](#)

PUBLICITY PROJECTS

PROJECT IDEA SECTION

profile | logout | print

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

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

CONTACT

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