



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

The screenshot displays the website for the Interreg IVB North Sea Region Programme (2007-2013) in a Microsoft Internet Explorer browser. The main content area features a circular diagram titled "Project Life Cycle" with the following stages: Background, Project Ideas, Project Development, Pre-Assessment, Application, Implementation and Reporting, Closure, and Future Perspectives. An upward-pointing arrow is positioned to the right of the diagram. Text to the left of the diagram explains that this section provides background information, practical guidance, and regulations along the different phases of a project's lifetime. It also mentions a collection of information related to finance issues, project management, and communications. A link to a "glossary" is provided for finding abbreviations and acronyms. The website includes a left sidebar with navigation links (Home, News, About the Programme, Project Life Cycle, Projects, Project Applications, Events, Downloads, Contact, Users Area, FAQ, Links) and a map of the North Sea region. The right sidebar contains sections for Videos, Events (Event Calendar, Events Archive), News (List of All Approved Projects Online, 10 July 2009), and Publicity Projects. The browser's address bar shows the URL: <http://www.northsearegion.eu/ivb/content/show/&tid=135>. The taskbar at the bottom shows various open applications, including Internet Explorer, Microsoft PowerPoint, and a network folder.

<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



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


The North Sea Region Programme

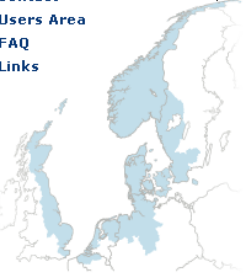
2007-2013





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...](#)

- 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 fully 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

Tilbage Søg Foretrukne

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 16 April 2009	Yes	edit

Project News

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

[Submit News item](#)

[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 fully 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 netværk... Stefanie Bischof... Interreg IVB Nor... NSRP / Apogee... Microsoft Power... DÅ Internetet 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!