



Drop-In Seminar on Communications

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This session will address the following

- **Part 1: COMMUNICATIONS AND SUSTAINABILITY**

Make the sustainable perspective part of communications.

- **Part 2: REGULATIONS – YES THEY EXIST...**

EC No 1828/2006 – the code you need to know.

- **Part 3: COMMON CHALLENGES AND THE ROAD AHEAD**

Programme experiences and the sharing of experiences made.

Part 1: Communications and Sustainability

- **MAKE THE PROJECT ITSELF SUSTAINABLE**

Your project will address sustainability issues, but is the project itself sustainable and how will this be communicated?

- **A STRATEGIC PERSPECTIVE**

Where is the sustainable perspective in the Communication Plan and how will you measure it?

- **BRING OUT THE CONCRETE VALUE IN IT**

You need to show where the bottom line is in terms of money, i.e. cost efficiency, increased ROI or revenue.

Part 1.2: Sustainability and Credibility

- **IT IS A QUESTION OF CREDIBILITY**

Sustainability is a high credibility issue – if this is not realised you are likely to fail in the attempt at being sustainable.

- **IT NEEDS TO BE PART OF THE ORGANISATIONAL CULTURE**

You will not be able to convince others if the people you work with are not convinced. Make sustainability part of the culture in the organisation and make people proud about this.

Part 1.3: Sustainability and early adoption

- **IT IS HARD TO BE THE FIRST...**

We are still at early adoption stage in sustainability – this means you will have to show the value in it all the time.

- **... BUT THERE IS VALUE IN BEING FIRST**

Take ownership of the sustainable project idea. It is possible and highly desirable to own a concept in the mind of the customer.

- **EARLY ADOPTION – OWNERSHIP – TOP OF MIND**

Three useful concepts from the marketing perspective.

Part 1.4: A sustainable revolution

- MAKE or SAVE MONEY ON IT – THEN PEOPLE WILL LISTEN
- INTERACT WITH CUSTOMERS & THE PEOPLE IN AND AROUND THE PROJECT (VALUE INTERACTION)
- CREATE A PROUD CULTURE – MAKE CO-WORKERS AND PEOPLE PROUD TO WORK WITH SUSTAINABILITY
- THE FIRST MOVER POSITION – WHERE IS THE FIRST SUSTAINABLE PROJECT...

Part 2: Background to Communications 2007-2013

BACKGROUND

1. The Commission Plan D
 2. White Paper on Communication
 3. Communicating Europe in Partnership
 - Communicate Europe to General Public
 - Transparency (Democracy – links back all of the above)
- Genuine concern that information does not reach out to the people living in the member states (and beyond)

Part 2.1: The regulations...

- **EC No 1828/2006**

This is where you find the Commission requirements relating to communications and publicity.

- **YOU NEED TO WRITE AND SUBMIT A COMMUNICATION PLAN**

Please do not try to change the world – be relevant and realistic in relation to the project and the budget.

- **THE PLAN IS A LIVING DOCUMENT – REVISE AND UPDATE**

The conditions change fast, evaluate and adopt.

Part 2.2: Do you really need a plan?

THE COMMUNICATION PLAN IS NOT JUST PAPER EXERCISE

- **INFORMATION IS NOT COMMUNICATION**

Information is about making things available, communication is about breaking it down and putting into context

- **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)



Part 2.3: The plan – a necessary framework

E.G. WILL YOU BE WEB BASED OR NOT?

Issue: Where is your target group and what do they want to hear and what does that tell you about your communications?

DO – Work out your plan, because it is in your own interest

DO NOT – Think it will work without revision

Part 3: Experiences made – first 2 calls

ASSESSING THE COMMUNICATION PROPOSALS IN THE FIRST SET OF APPLICATIONS

- + Applicants understand there is a growing awareness and need to address communications
- Lack of budget break-downs, time-frames and priority assessments

DO - Write what you actually plan to do and think is necessary, connect measures to available resources and budget!

DO NOT – Do not write what you think we want to hear (fluff)



Part 3.1: Project expectations and experiences...

Main points

- **MAKE THE PROJECT SUSTAINABLE AND MAKE THIS FACT PART OF THE COMMUNICATION PLAN**
- **YOU NEED A COMMUNICATION PLAN**
- **COMMUNICATING WHAT WE DO WILL BE HARD!**



As always

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