European Union | European Regional Development Fund

*Sharing solutions*
*for better regional policies*

# Designing a project communication strategy

Interreg Europe Secretariat

# Why communication?

A tool to reach your

project objective

I. Elements of communication strategy

II. Communication principles

III. What goes into application

# I. ELEMENTS OF COMMUNICATION STRATEGY

# Step 1: Define your objectives

# Project objective: definition

- a **specific** and

  **measurable** result that

  **project** partners want

  to achieve within a

  given **time frame** with

  **available resources**

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# Your project objective?

**S M A R T**

- Specific

- Measurable

- Attainable

- Relevant

- Time-bound

**Example:**

- Increase rate of business creation

- by 15% on average

- among young people in participating regions

- by 2019

- through modifying policy instruments addressing that issue.
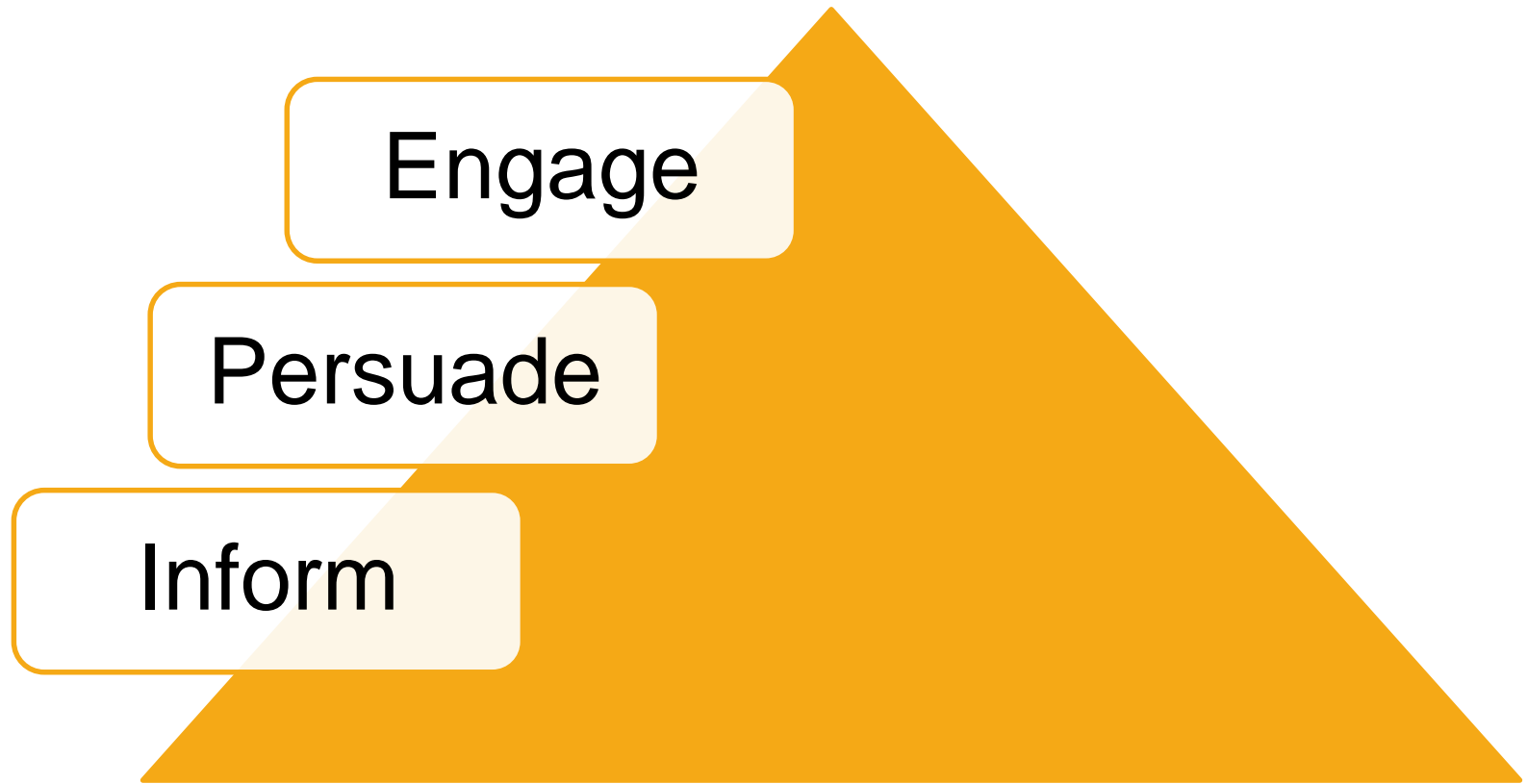
# Communication objectives
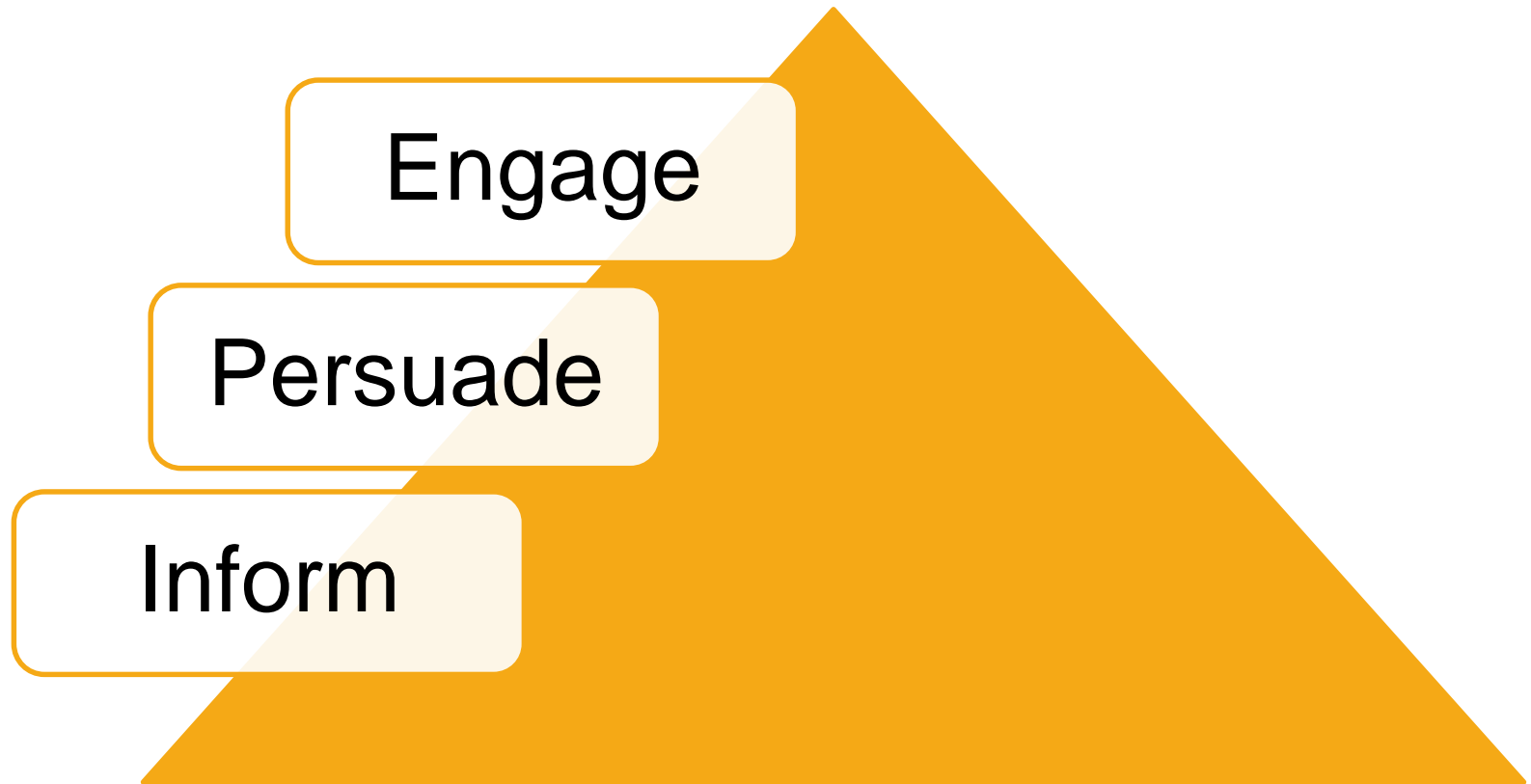
Inform

# Communication objectives

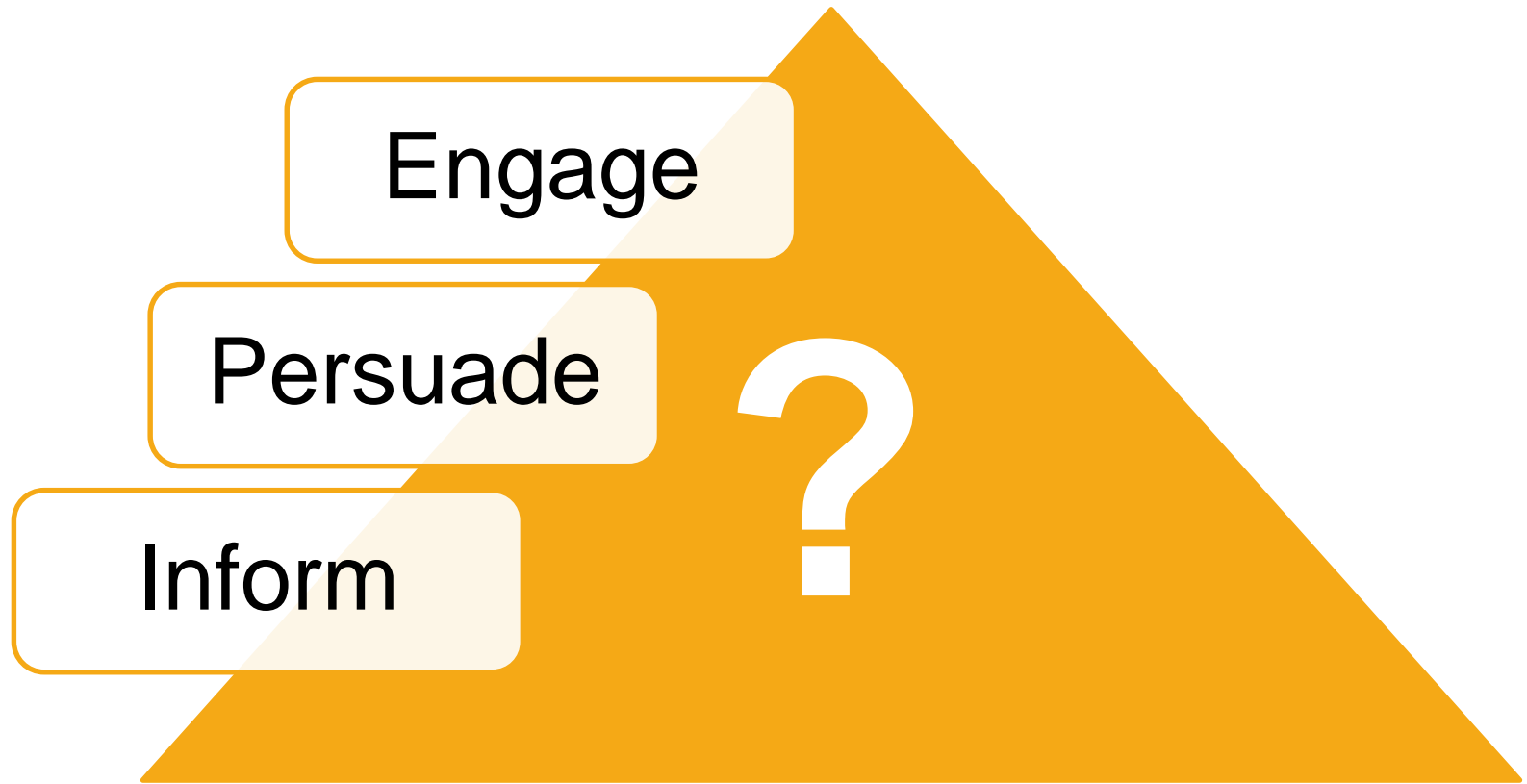Persuade

Inform

# Communication objectives

Engage

Persuade

Inform

# Communication objectives

Engage

Persuade

Inform

e.g. "To **persuade** policymakers that youth entrepreneurship remains a political priority, so that they sign each action plan and are willing to implement change => 4 signed by 2019."

# Your communication objectives?

Engage

Persuade

Inform

?

# Step 2: Select target groups

# Target groups: definition

**People important for the desired policy change**

- Involved in **decision-making** process

- Involved in policy **implementation**

- **Influencing** policy implementation

- Policy **end-users**

# Target groups: selection

## Project objective

- policy instruments
- regional context

## Resources

- money
- people
- time

# Target group: mapping

**List target groups**

- Local politicians
- Public servants from local authorities
- People from chambers of commerce
- People from NGOs
- Private companies
- Environmental agencies
- Specific groups from general public (students, women, …)
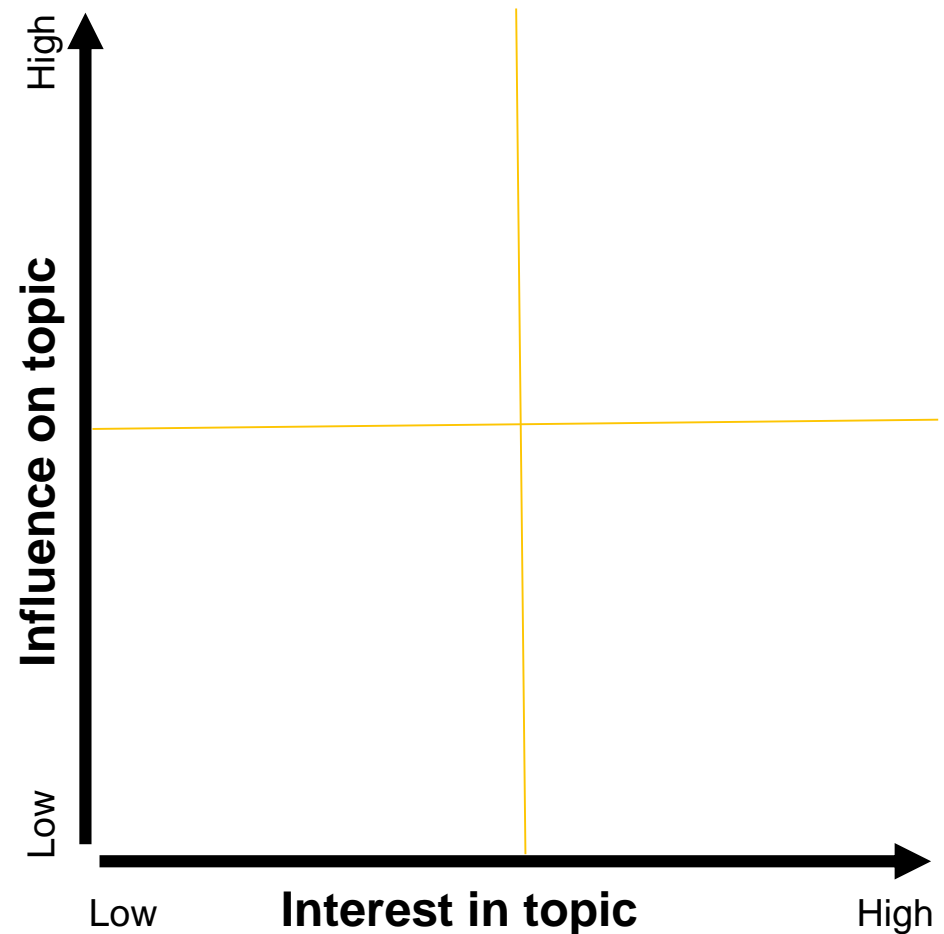
# Target group: mapping

## List target groups

- Local politicians
- Public servants from local authorities
- People from chambers of commerce
- …

## Assign scores

- Power and influence
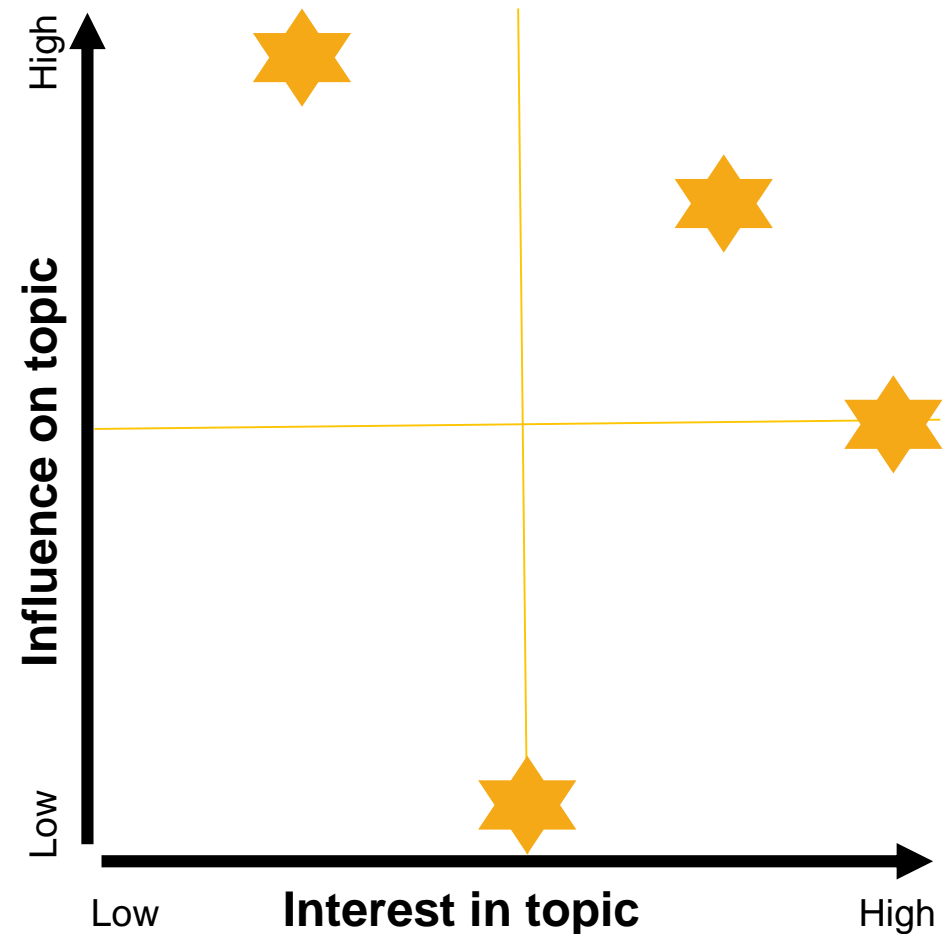- Interest in issue

**Analyse your groups**

High

**Influence on topic**

Low

Low     **Interest in topic**     High

# Target group: analysis

## Example:

| Group | Influence | Interest |
|-------|-----------|----------|
| Politician | 5 | 2 |
| Public servant | 4 | 4 |
| Association | 3 | 5 |
| Young craftsman | 1 | 3 |
| … | | |

## Analyse your groups

# Target group: mapping

## Tailor your communication



High

**Influence on topic**

*keep satisfied,
try to increase
their interest*

**Key group**

*manage closely*

*monitor only,
minimum effort*

*keep informed,
show consideration*

Low

Low **Interest in topic** High
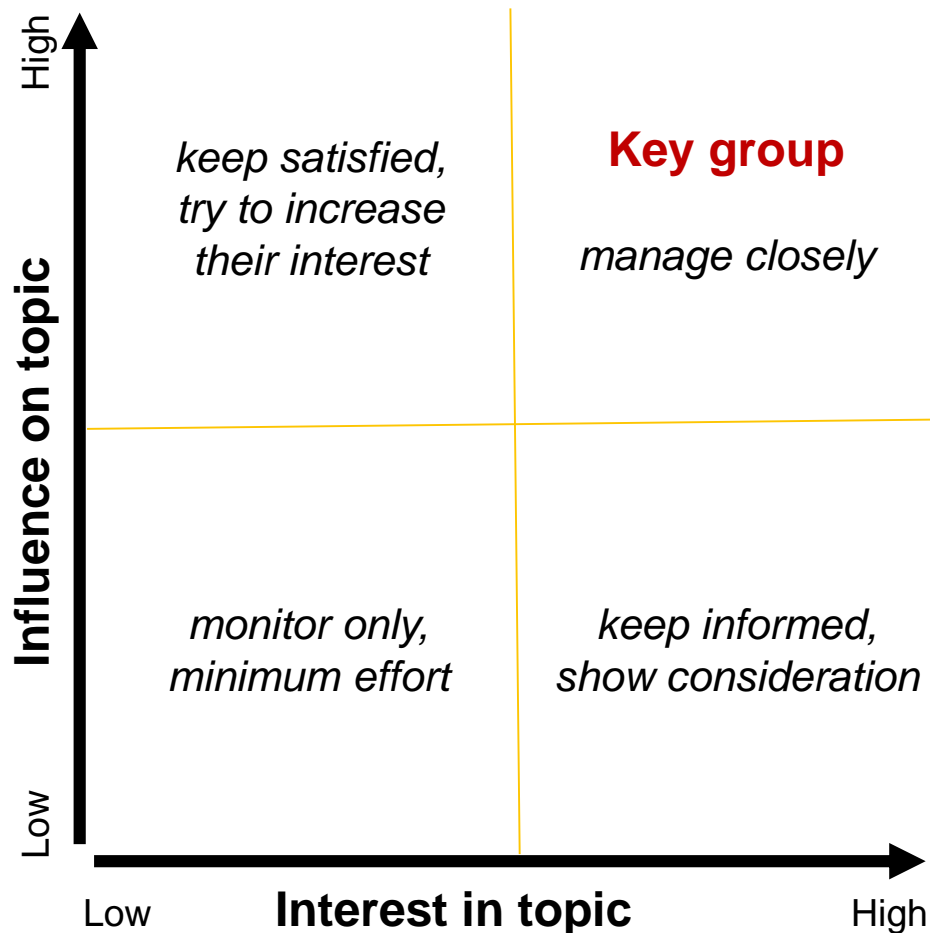
Step 3: plan activities

# Communication plan

| Target group (who) | Message (what) | Engagement technique (how) | Schedule (when) | Responsible person |
|---|---|---|---|---|
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

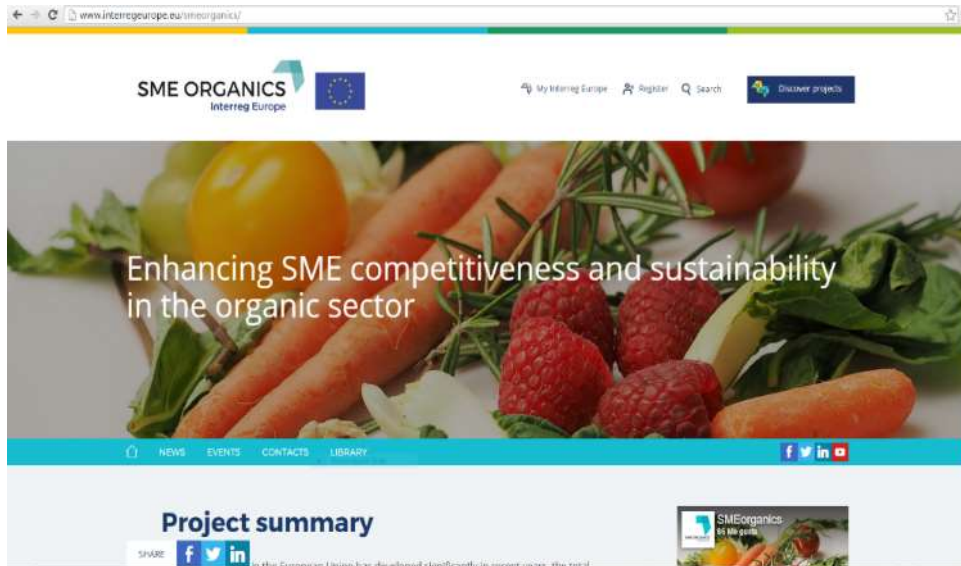# Required activities

## A3 poster display

- We provide design

- You (edit) print and display

# Required activities

## Regular website updates

# Required activities

**One high-level event at the project's end**

- High visibility event

  - VIPs present, wide audience

- About project results

- Second half of phase 2

- Emphasis on the benefits European cooperation delivers to the end-users of the improved policies

# Recommended activities

**Invitations to contribute to:**

- Annual programme events

- Policy learning platform events

- Events organised by European institutions

- European cooperation day

**8-12 programme events** over the project lifetime

=> include in budget

# Support activities

**On project implementation**          **For**

- Trainings

- Webinars

- Workshops

- Lead partners

- Project partners

- Finance managers

- Communication managers

# Step 4: Think of performance

# Evaluate!

- Result-oriented approach

- Cooperation works: let's demonstrate it!

- From policy change to territorial impact

# Indicators to monitor

## Website performance

- Sessions at your website

## Media appearances

- Earned media coverage

# Indicators to choose

**Diverse communication approaches**

=> Diverse performance indicators to follow

Part of project communication strategy

Followed internally by project team

# Step 5: Think of money

# Include in the project budget

- Communication activities

- Human resources

- Production of **necessary** communication material

  No gifts and giveaways!

# II. COMMUNICATION PRINCIPLES

# Project communication

- Harmonised

- Integrated

- Sustainable – 'think before you print'

# Harmonised branding

Interreg Europe Project Branding

EU Emblem + ERDF references

EeeeeEeeeeE
**Interreg** Europe

European Union
European Regional
Development Fund

[1] The origami related topic colour

[2] Project acronym in Open Sans regular

SMART+
**Interreg** Europe

[3] Interreg Europe Brand

See brand guidelines:
http://www.interregeurope.eu/about-us/logo/

# Integrated webspace

**www.interregeurope.eu/project-acronym**



- About the project
- Partnership
- Project news/ events
- Library
- Media corner

**Not included:**

- Extranet/ restricted area
- Newsletter tool

Project news visible on home page

# Sustainable communication

**Material necessary to reach communication objectives**

- Any production needs **approval beforehand** by the joint secretariat

**Existing material in your institution**

- pens, notepads, etc.

- 15% of staff costs goes for administration costs

# III. WHAT GOES INTO APPLICATION

# Put your strategy together

Communication objectives

Target groups

Activities

Budget

Time schedule

Evaluation

# Application sections

**C.5 - strategy outline**

**C.5 - objectives, targets, activities**

**C.6 - communication indicators**

**D - work plan per semester**

**E - budget**

Demo version of the application form

# Insight into phase 2


PHASE 2

ACTION PLAN
WHO | WHAT | WHEN | HOW

Acting

- Monitoring project's effect in partner region

- Preparing high-level final event

- Keep updating project website

- Communicating on the benefits of the policy learning

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# Thank you!

**Time for questions**                                              **Interregeurope**