Project platform communication strategy
Planning why and how to reach out to your target groups

Kick-off meeting with project platforms
17 October 2018 | Riga
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Background: Why do we communicate?

**RAISE AWARENESS...**
that old fishing nets are an environmental problem because they kill wildlife, e.g. among ministries of fisheries

**CHANGE ATTITUDE...**
among logistics companies to consider river transportation as an option for their transport chain

**INCREASE KNOWLEDGE...**
about the sources of the most harmful substances entering the Baltic Sea, e.g. among national environmental authorities

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Background: Communicating strategically

In application form

AIMS

TARGET GROUPS

MESSAGE

TOOLS

WHAT DO YOU WANT TO ACHIEVE?

WHOM DO YOU NEED TO REACH?

WHAT DO YOU NEED TO TELL THEM?

IN WHICH WAYS CAN YOU REACH THEM?

Kick-off meeting with project platforms, Riga | 17 October 2018
Communication Strategy
A template for projects

Communication

Communications activities are considered an important and integral part of project implementation, and thus require thorough planning as well as adequate resources. Content-wise, projects are expected to concentrate on communicating thematic issues and solutions developed by project partners, while mere branding of the project is of lower importance.

At the project application stage, projects need to demonstrate how communication will help to implement the project successfully. It is crucial that projects identify their specific target groups and demonstrate how they plan to involve target groups in the production and/or use of the main outputs.

The core elements to be defined at the project development stage and first steps for implementation are:

- a standard communications strategy
- not specifically related to application or project – but related to your professional role as communicators
- take it and make it go far – we don’t check if you have one or what’s in it
Target group specification

Target groups should be narrowed down to specific organisations, departments and individuals/roles.

The project addresses small and medium sized enterprises (SMEs).

The project targets heads of research and development of enterprises which produce medical devices with less than 200 employees in ...[countries/regions]
Communication Strategy: Suggested contents
Message ➔ Reaction

A message should prompt a reaction. What do you want your target group to do when they receive your message?

Ghost nets floating in the Baltic Sea kill wildlife. Act now!

- Actively seek more information
- Invite project to present findings
- Initiate amendment of a law
## Communication Strategy: Suggested contents

### Dissemination

<table>
<thead>
<tr>
<th>CONTENT (e.g. outcome of project activity or result)</th>
<th>PRODUCT (e.g. project output)</th>
<th>TOOL (e.g. a project activity)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meeting conclusions</td>
<td>Minutes</td>
<td>Twitter messaging</td>
</tr>
<tr>
<td>Results of a poll</td>
<td>Report</td>
<td>Press release</td>
</tr>
<tr>
<td>Data about underwater sights</td>
<td>Map &amp; Data CD &amp; Leaflet</td>
<td>Twitter messaging &amp; Mailing &amp; Presentation</td>
</tr>
</tbody>
</table>

**What you talk about**

**How you present it**

**How you get it to the target group**
Communication Strategy: Suggested contents

What else to include in your strategy thinking?

- **Project platform partners**: assign roles, formulate joint vision
- **Stakeholder mapping**: specify your target group(s)
- **Audience research**: study their views and preferences
- **Media plan**: outline work with journalists
- **Community management**: pick your tool (from Excel list to CiviCRM)
- **Communication trainings**: develop skills
Communication Strategy
Planning why and how to reach out to your target groups

Interreg Baltic Sea Region believes in an integrated and prosperous Europe for all

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