



**CENTRAL BALTIC
INTERREG IV A
PROGRAMME
2007-2013**

Communication



Economically competitive and innovative region
Attractive and dynamic societies
Safe and healthy environment



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EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE



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So, this is where we are:

- Good ideas and intentions behind our actions
- Money available
- Good approved project plan with great outcomes to be awaited

Isn't that enough then? Let's go and do our projects!



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Not so easy...

- Much money and manpower is put into the programmes and projects
- According to Eurobarometer polls there is myths to be overcome, showing the gap between the European Union and its citizens
 - e.g. administration eating most of the EU budget

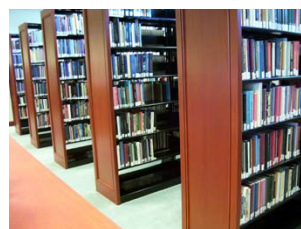
Could the work done be used to tackle the challenges?



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Information about the EU is everywhere

- <http://europa.eu/> in all 23 national languages
- EU info centres with several offices in all countries
- Media full of news about the Union
- EU flag here and there to be seen



Why don't people just get it?
What is missing?





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We have a good and concrete message:
Your project's aims!

- Your project is doing what the Europeans need to see and hear about: concrete work with EU money in their region
- At the same time your own project and its results will become better recognised
- Extra success may be reached by better visibility and more people involved



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How to get the message through?

- **Plan** carefully **what** you want to achieve and **how**
- Make it appealing and easy to understand for the audience in question
- Always serve it with a smile!

**Let's show them what the
EU cooperation is all about!**




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Communication plan

- All projects must submit a Communication Plan
 - Latest with first Progress Report/Payment Claim
- The Communication Plan must contain:
 - Aims & target groups
 - Strategy & content of the measures to be taken
 - Budget
 - Responsibilities
 - Evaluation measures
- Must cover both internal and external information & communication





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Support for writing Communication Plan

- Communication guide
- Communication network
- Template for Communication Plan
 - Defines the main headlines
 - Gives advice on what should be covered in each section





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References to EU and CB

- Projects as ambassadors of the Programme and EU
- Co-financing for the activities – financial consequences

 <p>EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND INVESTING IN YOUR FUTURE</p>	 <p>CENTRAL BALTIC INTERREG IV A PROGRAMME 2007-2013</p>
 <p>EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND INVESTING IN YOUR FUTURE</p>	 <p>CENTRAL BALTIC INTERREG IV A PROGRAMME 2007-2013</p>



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What is required?

- EU flag with text " European Union"
- Reference to European Regional Development Fund
- Statement "Investing in your future"
- Programme logo
- Disclaimer that publication reflects authors views*

*If a viewpoint is presented



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What goes where?

- Information materials
- Information activities
- Equipment for project implementation
- Infrastructure investments





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Information materials

Paper materials/publications: books, leaflets, brochures, newsletters, flyers, press releases, promo materials, websites



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+ Disclaimer



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Small information materials



European Union



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Information activities

Annual conferences, press conferences, internal meetings of the project partners



Infrastructure investments

Billboard/Explanatory plaque





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Equipment for project implementation

Computers, phones, laboratory equipment, life-rescue equipment
(ERDF and 'Investing in your future' optional)



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Help!

-  Communication seminar in Riga October 22
- Remember to register before October 13!
-  Communication Guide
-  Call us!

