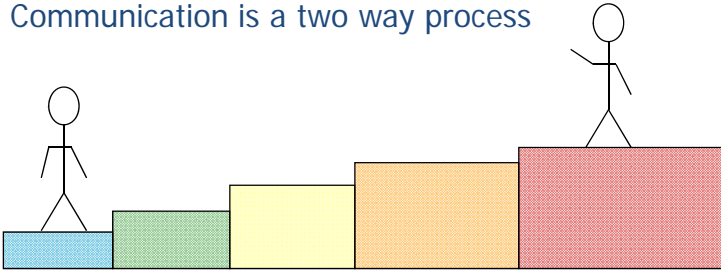



CENTRAL BALTIC  
INTERREG IV A  
PROGRAMME  
2007-2013

## Two way processes!

- Informing is a one way process.
- The Communication plan should move up in levels and include also communication measures
- Communication is a two way process

EUROPEAN UNION  
EUROPEAN REGIONAL DEVELOPMENT FUND  
INVESTING IN YOUR FUTURE




CENTRAL BALTIC  
INTERREG IV A  
PROGRAMME  
2007-2013

## Central Baltic Requirements

- 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



EUROPEAN UNION  
EUROPEAN REGIONAL DEVELOPMENT FUND  
INVESTING IN YOUR FUTURE







CENTRAL BALTIC  
INTERREG IV A  
PROGRAMME  
2007-2013


## Aims

- The project gets a direction towards which it can strive.
- The aim of the Communication plan to be in line with the aim of the actual project as such.
- Project aim vs project communication aim



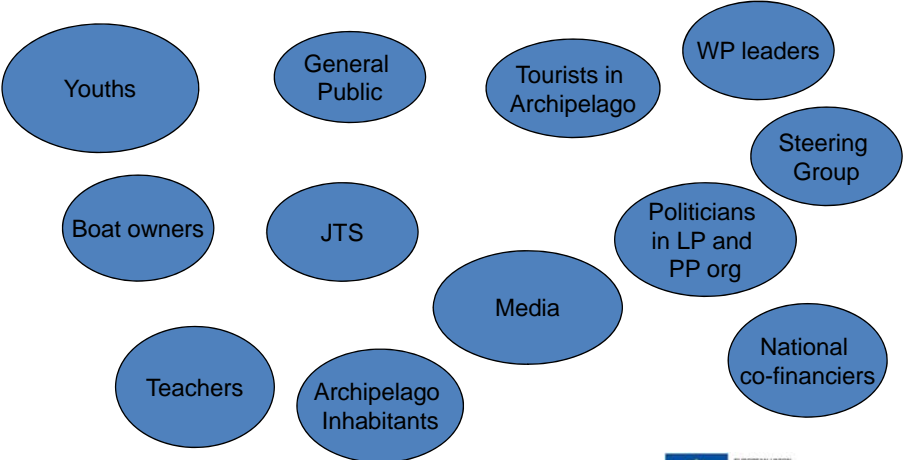
EUROPEAN UNION  
EUROPEAN REGIONAL DEVELOPMENT FUND  
INVESTING IN YOUR FUTURE








CENTRAL BALTIC  
INTERREG IV A  
PROGRAMME  
2007-2013

## Target groups






EUROPEAN UNION  
EUROPEAN REGIONAL DEVELOPMENT FUND  
INVESTING IN YOUR FUTURE



## Strategy & content of measures

- the guiding principles (e.g. transparency, consistency, innovation) and the strategic considerations
- Target group- message-method
- timeframe /frequency
- Go back to AF 4.1., 4.2. and WP's!



## Budget

- Specify what it will cost to implement your Communication plan
- NOTE!
  - All projects already have a global budget approved which cannot be changed.
  - Find activities that are possible to implement within the given budget.






CENTRAL BALTIC  
INTERREG IV A  
PROGRAMME  
2007-2013

## Responsibilities

- Define **who** will do it.
- Various persons can be responsible for the various activities
- However, all projects have one main responsible for overseeing the implementation of the whole Communication plan
- LP/PP/External Experts




EUROPEAN UNION  
EUROPEAN REGIONAL DEVELOPMENT FUND  
INVESTING IN YOUR FUTURE




CENTRAL BALTIC  
INTERREG IV A  
PROGRAMME  
2007-2013


## Evaluation

- Evaluate the effectiveness of information and communication measures.
- Define indicators to follow and set targets
- Qualitative/quantitative evaluation



EUROPEAN UNION  
EUROPEAN REGIONAL DEVELOPMENT FUND  
INVESTING IN YOUR FUTURE






CENTRAL BALTIC  
INTERREG IV A  
PROGRAMME  
2007-2013

## Putting it all together

A paper of 4-6 pages providing an overview of the information and communication work of your project

Headlines in Communication Guide

Target Group	Message/s	Methods/ Measures	When/ Frequency	By whom
Politicians	Elderly live longer with individualised care. Give resources for individualised care	Political reference group	Twice/year	WP 2 leader
Media	Elderly live longer with individualised care.	Press releases	Towards end of project w. results	Communication coordinator



EUROPEAN UNION  
EUROPEAN REGIONAL DEVELOPMENT FUND  
INVESTING IN YOUR FUTURE





CENTRAL BALTIC  
INTERREG IV A  
PROGRAMME  
2007-2013

## Template for Communication plan

- Defines the main headlines
- Gives advice on what should be covered in each section
- To be submitted at the latest with first progress report/payment claim



EUROPEAN UNION  
EUROPEAN REGIONAL DEVELOPMENT FUND  
INVESTING IN YOUR FUTURE



CENTRAL BALTIC  
INTERREG IV A  
PROGRAMME  
2007-2013

## General findings of the 1st call plans

- Often very general – be more specific!
- Include both, internal and external communication
- Media relations often neglected
- General public often neglected
- Connection **target group – message – measure** often not clearly defined
- Evaluation means more than just listing (quantitative) indicators (remember target values!)
- The data in the Application Form must be in line with the data in the communication plan

