



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

WEBSITES AND OTHER ONLINE TOOLS

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



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**WEBSITE**

- Information about your project for the general public
- A good forum for providing information to the relevant bodies within the project partners' organisations
- Option of an intranet for the project partners
- Online storage system for project files and documents the most efficient for all purposes.
- Useful links



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## OTHER ONLINE TOOLS

- Blog on your website or in other forums
- E- newsletters by email
- Participate in chats about your project topic or about your project final conference online etc.
- Use Facebook - create a group supporting your project
- Use twitter
- Youtube – put a film about your project there



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## ONLINE TOOLS FOR INTERNAL COMMUNICATION

- Be creative to find the best internal communication tools and methods to reach the different internal target groups
- Make sure all partners have the technical equipment in place as well as the capability of using it
- Try new simpler and cheaper communication solutions such as Skype, MSN messenger, WebEx or other tools for videoconferencing



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## MODERN TECHNOLOGIES INSTEAD OF TRADITIONAL ONES

- Good for the budget
- Good for the environment
- Possibility of reaching new target groups with these channels that you cannot reach by using more traditional means.
- Joint project calendars  
(e.g. [www.calendar.yahoo.com](http://www.calendar.yahoo.com), Microsoft Office outlook or other)
- Video conferences
- Project website with an intranet for the project staff as a sharing point
- Online storage system for project files and documents the most efficient for all purposes.



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## EXAMPLES OF INFORMATIVE WEBSITES

- **BTP - Baltic training programme** [www.baltictrainingprogramme.eu](http://www.baltictrainingprogramme.eu)
- **Seabed:** <https://web.abo.fi/seabed/>
- **PRO-FIT** [www.smestrade.com](http://www.smestrade.com)
- **BASAAR** [www.wikivision.fi/basaar](http://www.wikivision.fi/basaar)
- **DEVEPARK** <http://devepark.utu.fi>



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## REQUIREMENTS

- EU flag + "European Union"
- Reference to the European Regional Development Fund and "Investing in your future"
- Programme logo
- Project logo (if exists)
- Disclaimer that the site reflects the author's views...
- Project contact details

