



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

IMPLEMENTING YOUR COMMUNICATION PLAN

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



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COMMUNICATION PLAN SUBMISSION / APPROVAL

- All projects are to have a communication plan
- Submitted with the first PR/PC
- Assessed by the JTS, separately from the actual Progress Report
- Revision of the plan may be asked from the project
  
- The implementation of the communication activities are evaluated in all reports but especially in the interim and final reports




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## JOINT PLANNING AND IMPLEMENTATION

- All project partners are to be involved
- Communication is everyone's task
- An implementation table can prove itself useful
  - *What?*
  - *By whom?*
  - *By when?*
- Communication issues as a part of project meetings
- Don't forget the Communication plan sitting in a drawer but use it as a working tool



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## TARGET GROUP – MESSAGE – METHOD

- Keep in mind the "path"  
TARGET GROUP – MESSAGE – METHOD
  - *Why do you do the things you do?*
  - *What do you want to achieve?*
  - *How is this best done?*
- How to evaluate how it all went?
- Do not try to reach everyone using every channel available!




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## MONITORING / EVALUATION

- Indicators are used to monitor  
*E.g. "Number of brochures disseminated"*
- Indicator targets and indicator values are used to evaluate  
*E.g. "We aimed to disseminate 300 brochures last year but disseminated only 250. This is because the brochure did not turn out to serve the purpose it was first made for. We couldn't use it in all events we planned to use it in as the general public did not really understand the content in English."*
- Remember to set targets and collect the data as you go, might be difficult to find the information later




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## HELP FROM THE JTS

- Contact person
- Communications network
- Inform, ask, suggest, give feedback!
- Together we can underline the benefits of the ERDF funds!
- Central Baltic Showcase Conference 2010  
Riga, September 29



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