



CENTRAL BALTIC INTERREG IV A PROGRAMME 2007-2013

PROJECT COMMUNICATION ISSUES

Economically competitive and innovative region

Attractive and dynamic societies

Safe and healthy environment



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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!

Not so easy...



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NOT SO EASY...

- Much money and manpower is put into the programmes and projects
- According to Eurobarometer polls there are myths to be overcome showing the gap between the EU and its citizens
 - E.g. administration eating *most* of the EU budget (in reality ca. 5 %)



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EU INFORMATION 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 then?

What is
missing?



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COMMUNICATION IS MISSING.



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WE HAVE A CONCRETE MESSAGE TO DELIVER

- **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, always 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 I

- Required of all projects
- **Guidelines and a template** in the Communication guide for projects
- 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 communication





COMMUNICATION PLAN II

- Submitted to the JTS at the latest with the first Progress Report / Payment Claim (either electronically or on paper)
- JTS assesses the plan
 - Improvements can be requested in case all parts are not covered in the required extent
- The implementation of the Communication plan is assessed as a part of the regular reporting procedures
 - especially in the interim and final reports





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REFERENCES TO BE USED I

- EU flag + "European Union"
- "European Regional Development Fund" + "Investing in your future"
- Programme logo



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REFERENCES TO BE USED II

- The references must be visible:
 - On information materials
 - At information activities
 - On equipment for project implementation
 - At infrastructure investment sites
- NB! The inadequate use of the references will lead to ineligibility of the related costs.
- See Communication guide for projects for the detailed requirements





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HELP WITH THE COMMUNICATION ISSUES

- Communication seminar tomorrow
- Communications network of all funded projects of the programme
- Communication guide for the projects
- The JTS – call, mail, fax, skype, visit...

- Don't forget to share the communication tasks with all your project partners and help each other in making the best of it!



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THANK YOU FOR YOUR ATTENTION
AND GOOD LUCK WITH YOUR PROJECT!



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