

# KARELIA

CBC // Cross-border cooperation



## Planning project communication

Joensuu 17.8.2017



16.8.2017

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# Why?



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## Communication is important

- “ Justifies you project
- “ Supports efficient project implementation
- “ Gives visibility for funding provided by the EU, Russia and Finland (transparency)
- “ Gives visibility for the programme (future funding opportunities?)

Communication and visibility activities are an essential part of a successful project implementation, not just a contractual obligation.



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# External communication



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## External communication

“ Spreading information about the project and its results to those who are not participating in the implementation of the project.



Validates your work

Gives visibility to the programme and the financiers

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# Experiences

Isn't it enough we did what we were supposed to do and everything can be found from our website. Do we really have to do something else?+



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## Experiences

Ilta-Sanomat 10.9.14

- +Suomi on panemassa kymmeniä miljoonia euroja Venäjä-hankkeisiin, vaikka aiempien tuloksista ei ole tietoa.+
- +Finland is investing tens of millions to cooperation projects even there's no knowledge on the results of the previous projects.+



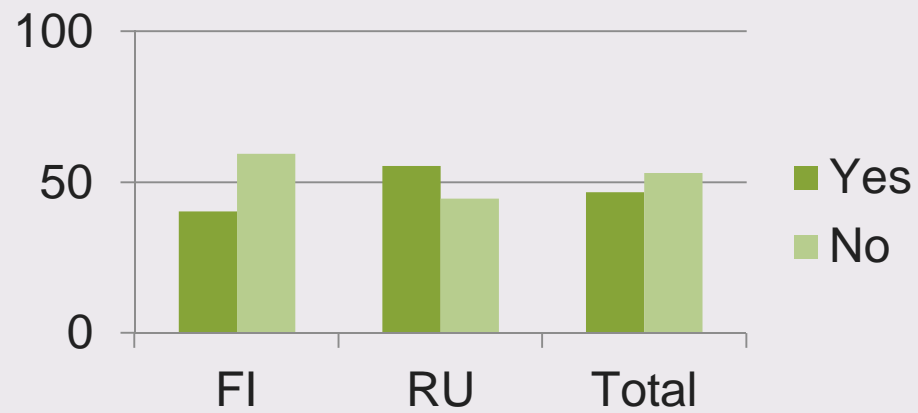
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## Current situation

Have you heard of cross-border cooperation projects or programmes?



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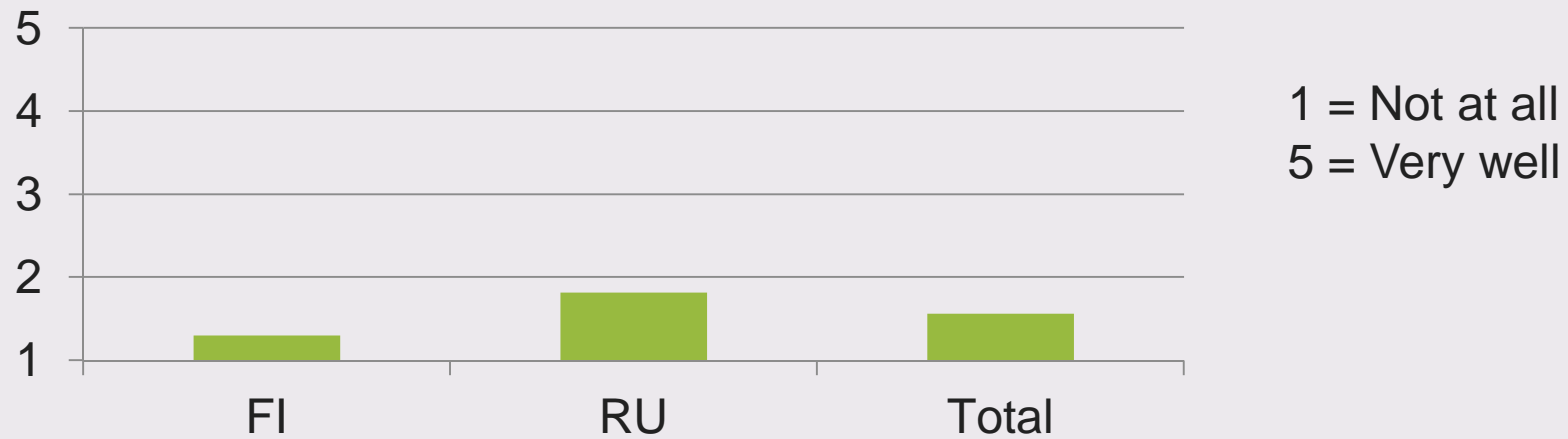


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## Current situation

How well do you know the Karelia CBC Programme?



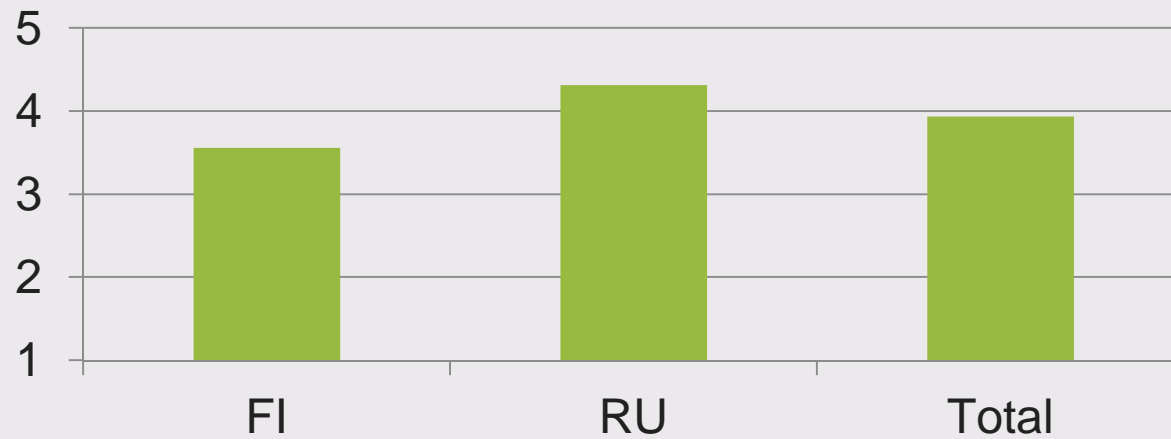
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## Current situation

Attitude towards cross-border cooperation in your region



1 = Very negative  
5 = Very positive



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## Aim

- “ People know about CBC
- “ Attitude towards cross-border cooperation is positive
- “ We (= projects and programme) have examples of results and positive change



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# Internal communication



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## Internal communication

“ Keeping the project partners well-informed about the actual status and activities of the project.

⇒ Securing efficient implementation.



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# What do you need to do now?



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## Resources

- “ Make sure you have sufficient resources for communication activities . both money and personnel.
  - . Participation to European Cooperation Day is obligatory for all projects.
  - . Website layout and hosting covered by the programme.
  - . PR material is, as a main rule, ineligible.

## Communication and visibility plan

- “ Obligatory annex to the application.
- “ Aim is to create an understanding of the needed communication actions.
- “ A separate timetable of the communication activities is created at a later stage.
- “ The plan is updated throughout the project implementation, as needed.



## Communication and visibility plan

Consists of description of:

- ” Objectives
- ” Target groups
- ” Means
- ” Resources
- ” Indicators



## Communication and visibility plan

### Objectives

For example:

- “ *The project is implemented efficiently.*
  - . The best practices of the partners are shared to all partners.
  - . Information about the current issues is available.
- “ *The [target group] is aware of the [new product].*
  - . Information is easily available.

## Communication and visibility plan

### Target groups

- “ Not the same as the target group of the project, but a wider concept.
- “ Include both internal and external groups
  - . Who could be interested in the project?
  - . Who should know about the project?
  - . Who would you like to know about the project?

## Communication and visibility plan

### Means

“ How are you planning to communicate (web-based tools, seminars, material?)

Target groups	Email	Website	Social media	Seminar
Partners	X	X		
Entrepreneurs		X		X
Parents of schoolchildren			X	

## Communication and visibility plan

### Resources

- “ Based on the objectives and means, give an estimation of the needed human and financial resources.
- “ Note that the needed resources has to be included to the budget!

## Communication and visibility plan

### Indicators

- “ Describe the indicators used for verifying the success of the communication activities.
- “ For example:
  - . Quantitative: media visibility, people contacted in the events, followers on social media etc.
  - . Qualitative: change of attitude, increased knowledge etc.

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**What I was trying to say:**  
Do not forget or ignore the communication activities when planning the project.

If in the end nobody knows what you did there, no point even to start the work.



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