

# KARELIA

CBC // Cross-border cooperation



## Planning project communication

Joensuu 24.1.2019



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# Why?



## 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.



# External communication



## 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

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.”



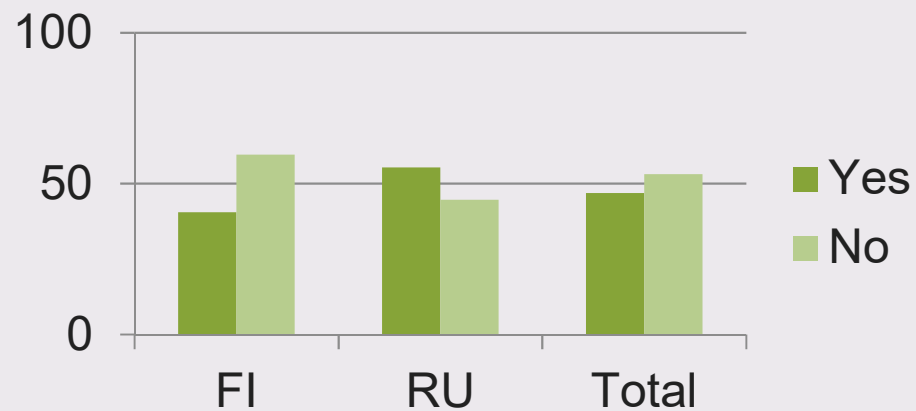
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## Current situation

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



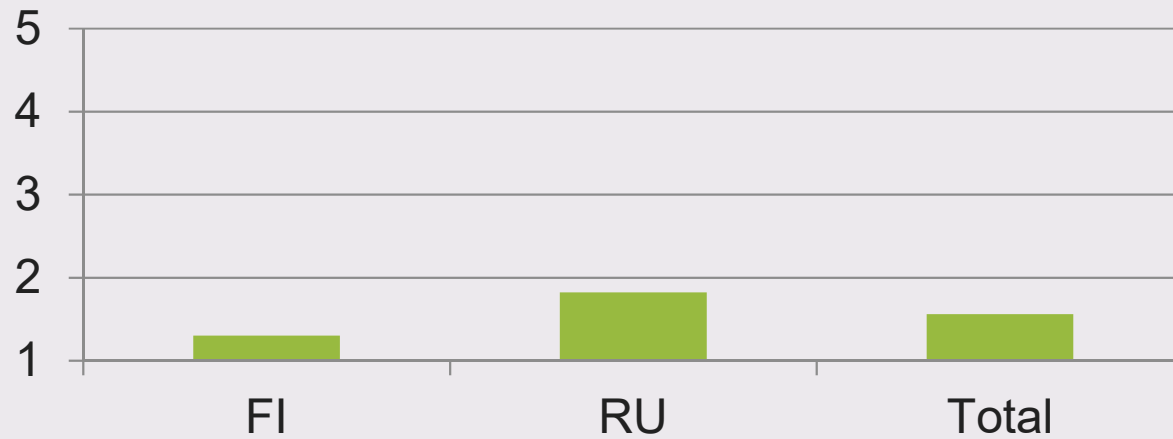
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## Current situation

How well do you know the Karelia CBC Programme?



1 = Not at all  
5 = Very well



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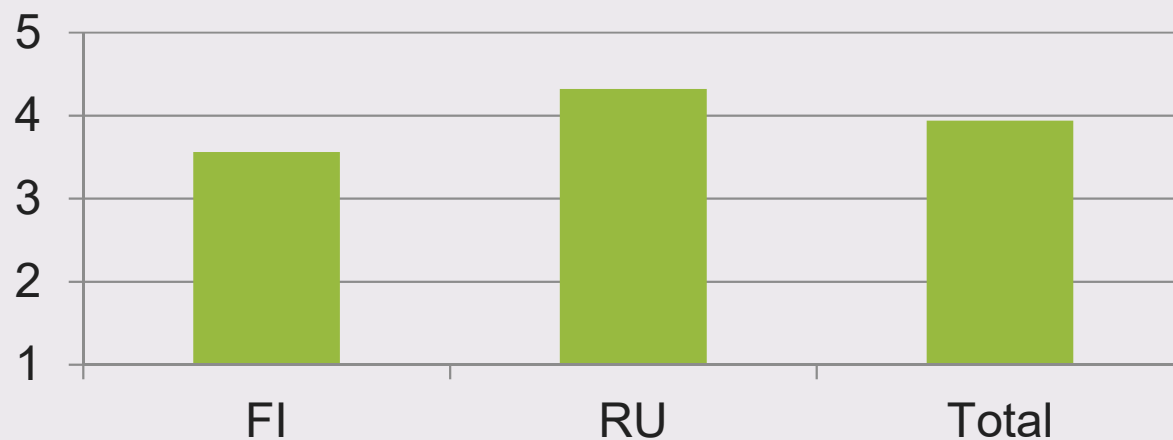


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## Current situation

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



## Internal communication

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

⇒ Securing efficient implementation.

# What do you need to do now?



## Ensure resources

- Make sure you have sufficient resources for communication activities – both money and personnel.
  - Participation to European Cooperation Day is obligatory for all projects.
  - Display panels and posters are obligatory.
  - Website layout and hosting is covered by the programme.
  - PR material (pens, t-shirts etc.) is, as a main rule, ineligible.



## Write a 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 objectives

Objectives are the objectives of **communication**

(  specific objective of the project)

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 target groups

- Not the same as the target group of the project, but a wider concept.
- Include both internal and external groups
  - Who are involved in the project?
  - Who could be interested in the project?
  - Who should know about the project?
  - Who would you like to know about the project?
- For example: target groups of the project, partner organisations, similar organisations on different regions, stakeholders, the Managing Authority, inhabitants of the programme region...

## Communication means

- How are you planning to communicate (web-based tools, seminars, material?)
- Which are the best tools for each target group?

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



## Communication 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 project budget!

## Communication 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. (don't forget the baseline)

## Evaluation of the communication plans

Make sure you have addressed all the issues (objectives, target groups, means, indicators and resources) – if something is missing, 3 points is a maximum for communication plan.

The idea is to pay attention to communication, not just write that website will be created.

## Evaluation of the communication plans

**“Does the strategy for dissemination and communication correspond to the objectives and to the target groups of the project? Is the strategy sufficient?”**

**For example:**

SO: Households do not discharge wastewater directly into the river.

Communication should support reaching the objective -> households need to be reached and the partner network needs to work efficiently.

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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's no point even to start the work.



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