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About project
communication

Part 3: Activities

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3.

Communication

activities

Required activities

- **Main project visual**

  JS designs, you use at **all communication material** for public or participants in project activities

- **A3 poster**

  JS designs, you (edit) print and **all partners** display in a readily visible place

- **Plaque**

  Only for **pilots with physical installation**

  JS designs, you produce and display at pilot site

Required activities – cont.

- **Partners' websites and social media**

  Short project description (aims and results) and the EU financial support

- **Project website** updates

  Images, videos, publications, etc., free to use by JS and the Commission

- **Final high-level event**

  High-visibility event (VIPs present, wide audience) about project results

Recommended activities

Projects **contribute** to:

- Programme events (annual, support)
- Policy Learning Platform events
- Events organised by European institutions (EURegionsWeek, etc.)
- Events organised by programme's Partner States (info days, etc.)

Up to 10 events over the project's lifetime

⇒ include in **budget**

⇒ partners should **join the programme community**

Support activities

JS help with the project implementation

• Webinars and workshops

• About exchange of experience, finances, communication, etc.

• Lead partners/ project partners, finance or communication managers

! Remember to **budget it**

4.

What goes into

application

Section C.6 Communication strategy

Four fields (500 characters each)

1. Overall objectives

2. Target groups

3. Communication tools and channels

4. Communication implementation and evaluation

Section E.1 Core phase

Six semesters

- Focus on **informing and engaging target groups** to successfully improve selected policy instruments

⇒ Turn planned activities into **workplan**

   (1,000 characters available)

Target group (who)	Message (what)	Engagement technique (how)	Schedule (when)	Responsible partner

How to **inform/ engage** target groups?

Video 1 about your project

- Present your objectives and partnership

Project **presentation**

- Who you are and what you want to achieve
- Why and how target groups can help
- What target groups can get out of it

Section E.2 Follow-up phase

Two semesters

- Focus on **informing** about the **project results**

  - an event with high-level political participation

$\Rightarrow$ Turn planned activities into **workplan**

(1,000 characters available)

Target group (who)	Message (what)	Engagement technique (how)	Schedule (when)	Responsible partner

How to inform about **project results?**

Video 2 about project results

- What policy(ies) have you improved
- Where the inspiration came from, which partner/ region/ good practice
- Numbers about direct beneficiaries of the improvement
- What funds have you mobilised for the change

Final **high-level event**

- Summary of your project work
- What have you achieved over the past 3 years
- What further results do you expect soon

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Thank you!

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