





**Lead Partner &
Communication seminar**

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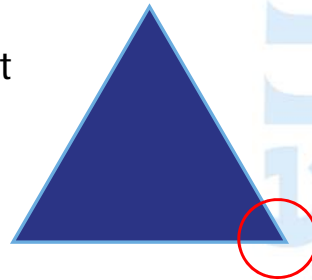
Agenda of the day

- **14:00-15:30**
 - Introduction
 - Who's who?
 - Why is good communication important?
 - Technical requirements AKA "what's the deal with the flag?"
 - Where do rules come from?
 - Examples and good practices
 - Support in communication and social media (part I)
 - Guide for project communication
 - Electronic channels used by the programme (www, SoMe, db)
 - KEEP.EU
- **16:00-17:00**
 - Support in communication and social media (part II)
 - Project reflections/James Simpson, St Olav Waterway
 - How is your Twitter game? - SoMe workshop



Take-home messages

- Understand the importance of project communication - a joint responsibility in the project
- Know the basics of technical requirements
- Know where to find more information/whom to ask
- Leave with practical expertise on social media

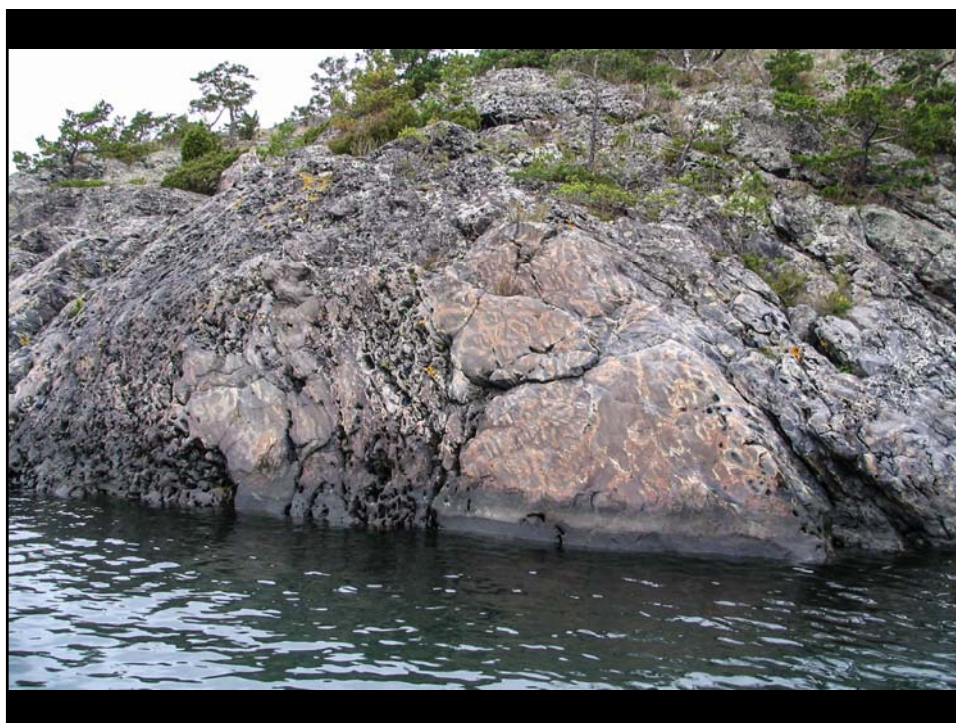


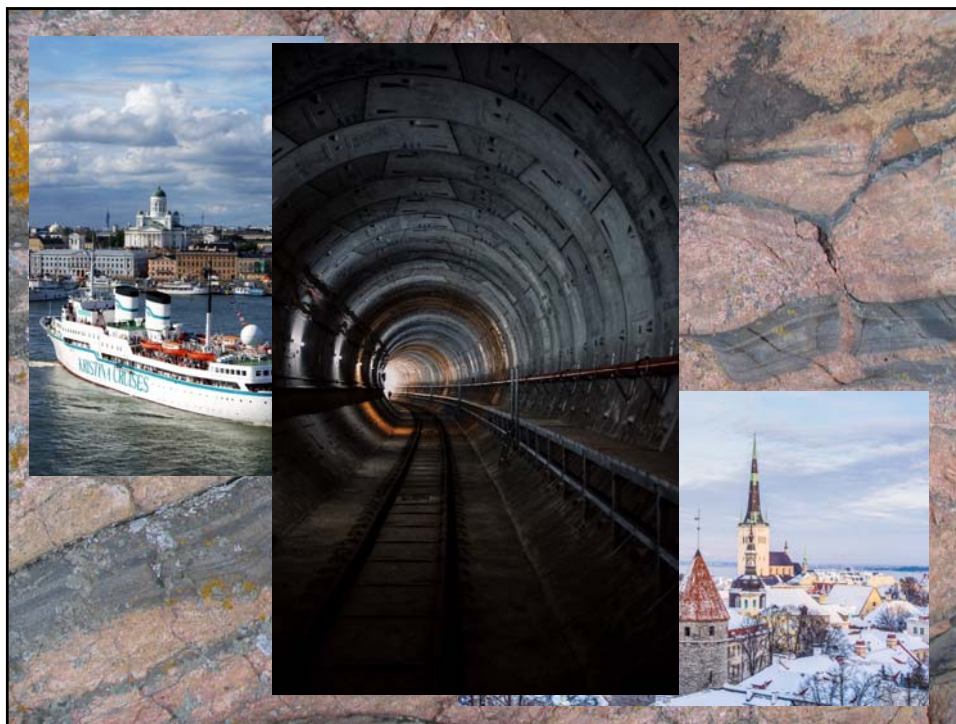
The Team





Why is good communication important?





“The two words information and communication are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.”

Sydney Harris



Exercise

- What would happen if you did not communicate
 - Within the project?
 - About the project?
- Write down 1-3 thoughts for each point
- Use one Post-It for each thought
 - Within project = GREEN
 - About project = RED



Why is good communication important?
Planning and evaluating project communication



Remember

- Communication is a common responsibility of all project partners, who together have to ensure that active communication efforts are taken regarding the launch, progress and results of the project.
- Public availability of results is to be guaranteed also after the project closure, preferably for at least 5 years.
- All projects have a joint communication message: the benefits of the funding received from the EU through the ERDF.



Why plan communication?

- A plan makes everything easier
- To define and follow up on target groups
 - Key messages/elements you want people to know
- To share responsibilities for implementation
- To create a communication calendar
- To make the evaluation process more effective
- To setup and keep track of the budget



Planning communication - where to start?

- Preparation phase and your approved application are a good starting point
- In order to really succeed with your communication: do use some time to sit down to plan it further in the beginning of your project
- Having a communication plan/strategy is **strongly recommended** (but not required) by the programme



Communication plan

- Having a communication plan is strongly encouraged
- Template available from <http://centralbaltic.eu/document-categories/implementation-phase>
 - 1. Introduction
 - 2. Communication objectives
 - 3. Target groups
 - 4. Strategy and measures to be taken
 - 5. Work plan
 - 6. Responsibilities for implementation
 - 7. Evaluation
 - 8. Budget
- We can help you!

Overall objective	Communication objective	Target group	Activity	Jan	Feb	Mar	Apr	May	Jun
Objective 1	Objective 1.1.	text	text		x				
	Objective 1.2.	text	text				x		
Objective 2	Objective 2.1	text	text	x	x				
	Objective 2.	text	text					x	x

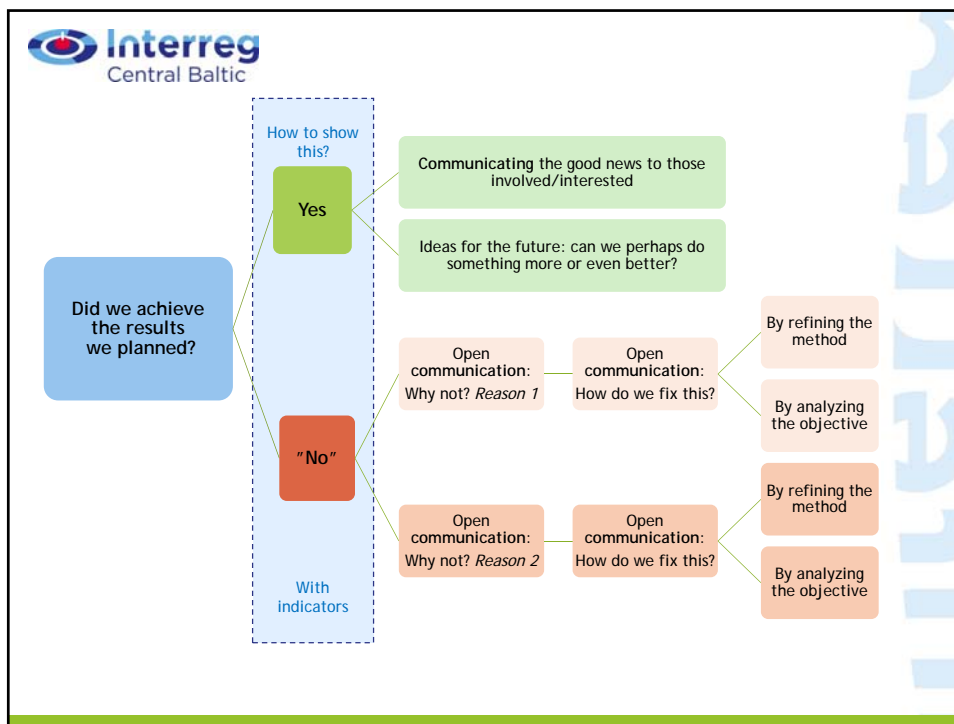
Table 1 from template; work plan

Whom, what and how - target groups

- What does this group need to know and want to hear? What should I get them to do? (e.g. change their attitude, participate in an activity, promote a change in legislation)
- How should it be formulated?
(e.g. friendly, demanding, official, fun, provoking, short and catchy or well-elaborated and in-depth)
- What would be the best way to reach them?
(e.g. phone call, newsletter, visit, organising an event, doing a presentation, social media update)
- What will stop them listening to what you have to say?
(e.g. writing a too long or difficult message, being too official, not being able to show that you know who you are talking to)
- How will you know that they have got the message?
(e.g. they register to an event, take part in a discussion, reply to a questionnaire)

Evaluation of (communication) activities

- Monitoring is following how things are going
 - Counting media articles, participants, satisfaction levels...
- Evaluation is processing the results of monitoring
 - Was 12 articles enough - why?
 - We got 64 participants instead of the aimed 100 - why?
 - People gave us score 7.5/10 for the event and told that it was more technical than they expected.
- The evaluation outcomes are first and foremostly **fuel for your project implementation!**

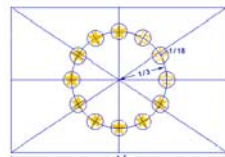


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Mental Exercise

- Start thinking about your target groups
- What do they need to know?

Technical requirements



Where do rules come from?

- Requirements for publicity and communication are come from
 - Regulation (EC) [No 1303/2013](#) (especially articles 115, 116 and 117) and Annex XII
 - Commission Implementing Regulation (EU) [No 821/2014](#)
 - [Programme Manual](#)
 - Subsidy Contract §7

The make sure -list

- Make sure that all information and communication measures of the project must display the EU flag together with textual reference 'European Union' and 'European Regional Development Fund' (exception: when space is limited the reference to the ERDF can be left out).
- The lead partner and project partner that has a website is obliged to ensure that at least basic information about the project (aims, partners, amount of funding and its source, description of activities) is available on the internet during the project implementation phase.
- All project partner organizations must display in their premises at least one information poster (minimum size A3) informing about the project and the received EU funding. The poster is to be placed in a place where it is well visible for the public such as an entrance area of a building.
- At the site of an infrastructure investment carried out by a project with a budget exceeding EUR 500.000 of ERDF, a billboard has to be put up during the implementation of the infrastructure investment at the site of the operation.
- Make sure that all activities of the WP Communication will be implemented to reach target group, stakeholders and general public
 - Project Opening Conference, Project communication plan and website, Project brochure, Press releases on Project, Project newsletters, Final Conference...

Use of references 1/2

- Make sure that all information and communication measures of the project must display the EU flag together with textual reference 'European Union' and 'European Regional Development Fund'

Use of references 2/2

- The Central Baltic programme logo is also required
- For small materials such as pens, where space for printing is limited, the following references have to be used:
 - The flag of the European Union with the textual reference “European Union” AND
 - EITHER the Central Baltic Programme 2014-2020 logo OR
 - The project’s own logo
- In case if there are other logos displayed in addition to the EU flag, the flag is to have at least the same size as the biggest of the other logos, measured in height or width.

Guidance table for use of references

Methods and measures	Emblem (flag) of the European Union	Text “European Union”	Reference to the European Regional Development Fund	Programme logo	Additional
INFORMATION / PROMOTION MATERIALS	X	X	X	X	NB! The size of the item defines the requirements
Materials where space allows (e.g. brochures, leaflets, books, t-shirts, bags, folders, videos, CDs, DVDs)	X	X	X	X	
Materials where space limits printing (e.g. pens, USB sticks, business cards)	X	X		X (or project logo)	
Examples					
Project website or section in a project partner’s website	X	X	X	X	On a separate project website, the EU flag must be visible on the front page without having to scroll down.
Newsletters and other electronic materials	X	X	X	X	
Press releases	X	X	X	X	If a third party (e.g. a newspaper) publishes an article about the project for free, we cannot demand them to display the flag and logo in the article.
Presentations (Powerpoint or other)	X	X	X	X	It is enough if a presentation has the EU references and programme logo in the beginning and end. They don’t need to be on each slide.
INFRASTRUCTURE INVESTMENTS	X	X	X	X	A permanent plaque displaying these has to be erected at the infrastructure site when the project exceeds 500.000 euros ERDF; (see Manual)
EQUIPMENT					To be attached to the equipment as a sticker or similar (stickers are not provided by the programme). NB! Office supplies, such as laptops, cameras and furniture are not considered to require the attachment of a sticker.
	X	X	X	X	



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CMYK
RGB

.ai
.pdf
.jpg

ENG
EST
FIN
LAT
SVE

vertical
horizontal
small items



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EUROPEAN UNION
European Regional
Development Fund



EUROOPAN UNIONI
Euroopan
aluekehitysrahasto



EUROPEISKA UNIONEN
Europeiska regionala
utvecklingsfonden




EIROPAS SAVIENĪBA
Eiropas Reģionālās attīstības fonds



EUROOPA LIIT

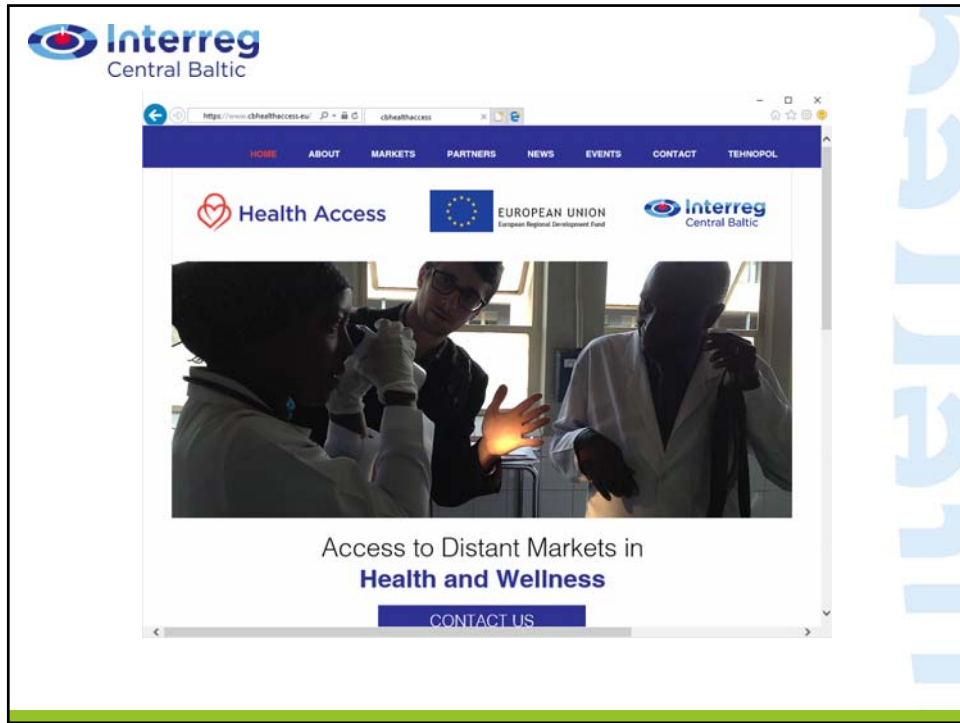
<http://centralbaltic.eu/document-categories/logos>



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Partner and project websites

- The LP and each PP is obliged to ensure that at least basic information about the project (aims, partners, amount of funding and its source, description of activities) is available on the internet during project implementation. Once the project has ended this information must include the main results and outputs available for dissemination.
- On a separate project website, the EU emblem must be visible without scrolling.





Information poster

- All project partner organisations must display in their premises at least one **information poster** (minimum size A3) informing about the project and the received EU funding. The poster is to be placed in a place where it is well visible for the public such as an entrance area of a building.

VALUE FOR MONEY!

In these premises you can find an EU-financed project in action.
And not just any project, but a good and interesting one.
Today's EU projects want you to know what they are all about, so please read on!



The project XXX aims at:

Write here what is the main situation to be improved by the project. Max three lines of text.
So that the reader gets interested, nothing less is required.
They can come and ask you more. *Max 280 characters with spaces.*

The project XXX will result in:

Write here the very concrete results that will be the outcome of your project.
Something that everyone can understand and remember if asked the next day.
This is what adds up the value of your work in the eyes of others. *Max 280 characters with spaces.*

The project is a joint cooperation venture of:

Organisation X, Country | Organisation Y, Country | Organisation Z, Country | Organisation Å, Country |
Organisation Ä, Country | Organisation Ö, Country

This is done with xxxxxx euros from the European Regional Development Fund.

Find out more:
Project Manager xx xx (e-mail) | www.projectwebsite.eu



<http://centralbaltic.eu/document-categories/implementation-phase>



Billboard

- At the site of an infrastructure investment carried out by a project with a budget exceeding EUR 500.000 of ERDF, a **billboard** has to be put up during the implementation of the infrastructure investment at the site of the operation.



Exercise: correct use of references

- Look at the 'Using references' document
- Circle incorrect use of references for each case
- Discuss your choices in the table

Case 0

- Stars are tilted
 - All the stars are upright – that is to say, with the top point vertical and two points in a straight line at right angles to the mast.



Case 1

- The CB logo is bigger than the flag in width or height
- The emblem is re-produced on a coloured background without a white border around it
 - Avoid a background of varied colours, and in any case one which does not go with blue. If there is no alternative to a coloured background, put a white border around the rectangle, with the width of this being equal to 1/25th of the height of the rectangle.



Case 2 - Project webpage

- EU emblem not visible without scrolling
- No textual reference to funds and EU
- All bananas
 - The number of stars is fixed, 12 being the symbol of perfection and unity.
- No programme logo



Case 3

- Upper flag
 - Stars are too close to each other
 - Twelve gold stars situated at equal intervals form an invisible circle whose centre is the point of intersection of the diagonals of the rectangle. The radius of the circle is equal to one-third of the height of the hoist.
 - The stars are too big
- Lower flag
 - The flag is upside down



Additional case - social media

- Not specified
- A project having a e.g. a Facebook group should put up the required references
- People posting with personal accounts.



Media visibility template

- Additional but helpful
- File to help follow media coverage
- <http://centralbaltic.eu/document-categories/implementation-phase>

Media visibility template for Central Baltic programme projects

Date	Country	Title of the article	Type (Radio, TV, Newspaper)
2.1.2018	Finland	Many Central Baltic projects have reached the finishing line	Newspaper



Support in communication, Part I

Guide for project communication, Electronic channels used by the programme (www, SoMe, db), KEEP.EU



Sources and materials

- Electronic channels used by the programme
 - Webpage (documents+guide for project implementation)
 - Project database
 - Social media
- Keep.eu



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Home Programme For projects Documents Events Our projects eMS Intra

FOR PROJECTS

- PROJECT DOCUMENTS (LINK)
- FAQ**
- FIRST LEVEL CONTROL (FLC) BODIES
- PARTNER SEARCH NOTICE BOARD
- APPLYING FOR FUNDING
- PROJECT COMMUNICATION

FAQ

Jump to section:

- Cross-border partnership
 - What kind of projects are needed
 - Activity planning
 - Budget planning
 - Investments
 - State aid and de minimis
 - eMonitoring System (eMS)
 - Application phase
 - Bugs and fixes
- Assessment of the applications
- Eligibility of costs and Financial reporting
- Communication
 - Use of references (logos)
 - Graphic design
 - Billboards and permanent explanatory plaques

Cross-border partnership

Who can be a Project Partner?

The eligibility of partners has been defined according to their legal status and the location of the partner. The programme will accept public authorities as well as bodies governed by public law and bodies governed by private law. These can be local, regional or national public authorities, infrastructure and (public) service providers, other organisation established for general interest needs including NGOs, business support organisations, higher education and research institutions as well as SMEs. Each partner...

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Central Baltic Project Database

Projects Results Statistical overview Stories and Interviews List of Operations Info and FAQ

Central Baltic Programme 2014-2020 project database

Current status

- 76 contracted projects
- 450 partners
- €70 868 996 ERDF allocated
- €30 606 265 paid to projects

Print project compilation as pdf

Filter projects

PRIORITY: -select-

SPECIFIC OBJECTIVE: -select-

SUBPROGRAMME: -select-

RIBS - Rolling Images in Business Startups

PAD - Positive attitude development - access to labour market for young

DeDiWe - The Developer of Digital Health and Welfare Services


The screenshot shows a web browser displaying the project page for 'Access to Distant Markets' on the Interreg Central Baltic website. The page features a navigation menu with 'Overview', 'Partners', 'Map', 'Results', 'Visibility', and 'Stories and Interviews'. A large image shows three people in white lab coats examining a device. To the right, the following details are listed:

- Programme Priority: P1 Competitive economy
- Programme Specific Objective: 1.3. More exports by the Central Baltic companies to new markets
- Sub-programme: Central Baltic
- Duration: 01.09.2015 - 31.12.2018
- Total budget: €1 561 255
- ERDF: €1 242 130

The Project Summary states: "The existing e-health and life-science clusters see a clear need for a cross-border meta-cluster to solve common challenges of supporting expansion of their innovative companies. The project CB HealthAccess focuses on supporting health technology companies to enter into new distant markets in South Korea, US, India and Uganda with their products. The project activities include gathering market information (legal setup, rules for health products, financial schemes in health, competition, technological environment, partnerships, etc.), adaption of products, marketing and sales activities, involvement of experts from the target market, business missions, 121 meetings, negotiations and closing of sales. The aim is to establish a lasting relation to the target markets to guarantee smoother access for new innovative health technology companies from the clusters. The project aims at minimum of three new sales by a company of a participating cluster in each of the four target markets, i.e. 12 new sales in these distant markets. Half of these will be achieved during the project duration and the other half within one year after the end of the CB Health Access project."

At the bottom right, there is a button labeled "View this project in" with a small icon.

The slide features the Interreg Central Baltic logo at the top left. The word "SoME" is displayed in a large, blue, sans-serif font in the center of the slide.



Social media

Channel	Goal	Activity	Audience	Moderation
Central Baltic Facebook	Maintain a trusted programme-related channel of information that covers our activities with regular perks coming from successful projects and external sources.	>=1 post per week	Internal/external target groups, special focus on those with existing/potential programme relation	Communication personnel at JS
Central Baltic Communication network for projects	Maintain a social media channel that provides a momentary and always fresh snapshot of the programme's project activity for anyone stopping by.	>=3-5 posts per week >=20% of our projects posting to the group	Internal/external target groups, special focus on project partners an interesting information for the general public	Submissions by projects and CB communication, moderation by JS
Twitter	Develop and maintain a channel of constant updates centred around the Central Baltic programme with a ready list of good targeting possibilities towards different target audiences including newspapers and different programme regions.	>=2 tweets per week for CP's, >= 2 for js	Internal/external target groups, specific focus on targeted campaigns and general public	No moderation, all staff participates




<https://www.facebook.com/centralbaltic/>

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Content can be any language

Project relation has to be clear

<https://www.facebook.com/groups/cb.communication.network>

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@CentralBaltic #CentralBaltic #CBresults #CBsynergies #CP_FIN, #CP_EST, #CP_LAT, #CP_SWE, #CP_AX

<https://twitter.com/CentralBaltic>



Support in communication, Part II

Project reflections/James Simpson, St Olav Waterway
How is your Twitter game? - SoMe workshop



Project reflections/James
Simpson/St Olav Waterway

Social Media workshop/Twitter

Elisa Bertieri

Why Twitter

- To keep up-to-date with what is happening in your field
- To reach external target groups
- To start a conversation with potential target groups





Keep-up-to-date

- Events in your field/Can you meet your peers and maybe start to collaborate with them?
- Did something happened around you that you can use to your advantage (#PlasticsStrategy)




How to reach external target groups/1

#CBresults

Think carefully and write down who are the target groups you want to reach with your message e.g. about project results



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How to reach external target groups

@CentralBaltic


Start to follow all of your stakeholders active on twitter (organisation/people, if they use Twitter for work)



Live Baltic Campus Retweeted

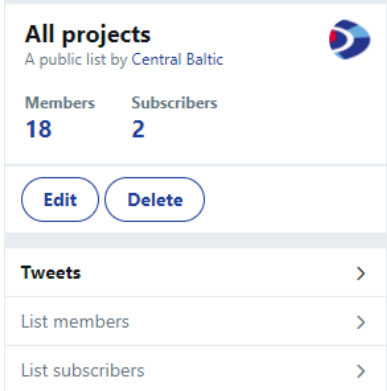
Centrum Balticum @CentrumBalticum · 23h
How to develop campuses and cities in an innovative way? 🤖 @LBCampus project has found some solutions. read more in our blog! @CentralBaltic @metropolia

Live Baltic Campus collaboration for better campus...
The role of universities is transitioning from solely education and research institutes towards strengthening also as hubs for innovation, and as trailblazers for the ...
centrumbalticum.org

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How to reach external target groups/3

Organize whom you follow with lists. A list is a compilation of Twitter accounts that each user can create. It is also possible to subscribe to lists created by other users. When opening a list on the timeline, only the stream of Tweets from the accounts on that list will be available.



All projects
A public list by Central Baltic

Members **18** Subscribers **2**

[Edit](#) [Delete](#)

Tweets >

List members >

List subscribers >



How to reach external target groups

Publicize your Twitter account (e.g. in your email signature, business cards, website)

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+358453457740

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Visiting address: Ratapihankatu 36, 2nd floor, Turku
Phone: +358 40 742 0302

www.centralbaltic.eu
<https://www.facebook.com/centralbaltic/>
<https://twitter.com/CentralBaltic>



How to engage with target groups/Hashtags

Find out what are the important hashtags used in your field/by your stakeholders and ALWAYS use them when suitable e.g. #CohesionPolicy





How to engage with target groups/handls, quote RT

Listen carefully to what are your stakeholders saying on Twitter and start a conversation (handling, quote retweet)



Central Baltic @CentralBaltic · Jan 17

For more information about #CentralBaltic project #BLASTIC and its efforts to tackle #plasticwaste, visit our project database goo.gl/RZxa9c. #PlasticsStrategy @KarmenuVella @EU_MARE

EUSBSR @EUSBSR

Replying to @EU_Regional @EU_Commission and 10 others

The EU Strategy for the Baltic Sea Region is a frontrunner in addressing the #plasticwaste problem: flagship project #BLASTIC is tracing the pathways of plastic waste into the #BalticSea since 2016. More about the project in the new #EUSBSR blog: balticsea-region-strategy.eu/news-room/high...



9



10



How to engage with target groups/What next

Expand a good twitter conversation (e.g. give space to the topic on your website)

FinEst link project results

Wednesday, February 7, 2018 - 15:21

This year many of our projects will end. Among those is FinEst Link - a project that studied the economic and technical feasibility of a fixed link between Helsinki and Tallinn. The project, is presenting its results at its final conference today in Tallinn.

During the conference, as well as in the FinEst Link [final report](#), also published today, has been explained that a fixed link between Helsinki and Tallinn will have a wide regional development impact also in terms of cohesion and increase in cross-border cooperation.





#CBsynergies

Central Baltic @CentralBaltic · Feb 23

More and more of our projects are finding #CBsynergies among each other. Only last week we have published a story about cooperation in the field of @tourism_europe on our website: goo.gl/NfeoW4

Baltic Urban Lab @BalticUrbanLab

Finding synergies with fellow @CentralBaltic project called #INSURE - there are differences yet many important overlappings that create potential collaboration possibilities. balticurbanlab.eu/news/finding-s... ...

1 3



#CBresults

Central Baltic @CentralBaltic · Mar 13

Wonderful work from @NutriTradeEU ! One of the results of the project is a functioning nutrient offset platform for the Baltic Sea. #CBresults #cp_fin

Race For The Baltic @Race4theBaltic

Winner of this years digital innovation award from @ostersjoprojekt is #NutriTradeEU -

"This is a great way to connect players and speed up the actions by using..."

2 4



What should a tweet look like?


- Has something relevant to say/contributes to a relevant discussion on your topic/tells about one of your project activity, result
- Contains a photos or videos or Gif
- Hashtags and handles are incorporated in the meaning of the message



Learn by doing

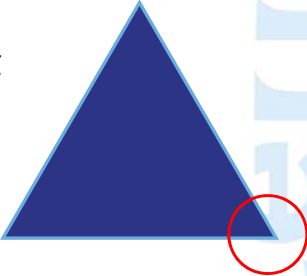
- Think about something to tweet about on the theme of cooperation, regions and macro-regions or project results.
- Pick one of the following #CBSynergies, #CBresults, #EUSBSR
- Write a tweet on a piece of paper (max character 280).





Take-home messages

- Understand the importance of project communication - a joint responsibility in the project
- Know the basics of technical requirements
- Know where to find more information/whom to ask
- Leave with practical expertise on social media



Thank you!

