

CENTRAL EUROPE PROGRAMME 2007-2013



Lead Applicant Briefings
February 2009

**Success factors for project
development: focus on communication**

OVERVIEW



- Why communication?
- What do we expect? / How to fulfill these expectations?
- How can we support you in this respect?



WHY COMMUNICATION?



- Improving knowledge on possibilities of transnational programmes and role of the European Community in broader public
- Vital for achieving the programme goals
- Promotion of projects and project partners
- Smooth and efficient implementation of the project and delivery of planned results



THREE MAIN FORMS OF COMMUNICATION



- **KNOWLEDGE MANAGEMENT: Horizontal aspect**
Collect, prepare properly and disseminate among project partners all relevant knowledge for the project: consider also project environment and do not reinvent the wheel!
- **INTERNAL COMMUNICATION: Management Tool**
Take measures to support an efficient flow of information within the partnership - Keep the partners updated!
- **EXTERNAL COMMUNICATION:**
Make sure that outputs, results, and best practices are transferred outside the partnership and disseminated in an effective way - Inform the informers.



QUESTIONS TO BE ASKED

- How to stimulate a broader debate on the issue addressed by the project?
- What is the best way to communicate progress and results of the project?
- Which target groups should be addressed?
- What part of my project is of special interest to which target group?
- What is the best way to address the different target groups?
- How to plan communication activities?

WHAT DO WE EXPECT? - KNOWLEDGE MANAGEMENT



PROJECT OUTLINE:

2.3 The sustainability and knowledge management

- How to gain all the up to date information relevant for the project?
- How to process the gathered information for the purposes of project?
- How to disseminate this information within the partnership and outside the project?

Describe the **knowledge management strategy** on ensuring to gather all the relevant and up-to-date information necessary for the success of the project and on the dissemination of this information to the partnership as well as target groups not directly involved in the partnership in a first step. Further on provide a strategy by outlining tools to promote the achieved new knowledge to relevant target groups.

Textbox 27 you have 0 characters (max. 2.000 characters)

WHAT DO WE EXPECT? - KNOWLEDGE MANAGEMENT



PROJECT OUTLINE:

2.3 The sustainability and knowledge management

- Which tools are necessary for efficient management and promotion of knowledge generated during project implementation?
- Do not duplicate relevant information which already exists

Describe the **knowledge management strategy** on ensuring to gather all the relevant and up-to-date information necessary for the success of the project and on the dissemination of this information to the partnership as well as target groups not directly involved in the partnership in a first step. Further on provide a strategy by outlining tools to promote the achieved new knowledge to relevant target groups.

Textbox 27 you have 0 characters (max. 2.000 characters)

WHAT DO WE EXPECT? - INTERNAL COMMUNICATION



PROJECT OUTLINE:

2.3 The sustainability and knowledge management

- Get your project partners updated
- Necessary to speak with one voice - providing the same consistent information
- Ensure everyone works in the same direction
- Require feedback from your partners

Provide an overview of the project's **internal communication**, outlining how the communication flow within the partnership will be established and the tools that will be used.

Textbox 35 you have 0 characters (max. 2,000 characters)

WHAT DO WE EXPECT? - EXTERNAL COMMUNICATION



PROJECT OUTLINE:

2.3 The sustainability and knowledge management

- Dissemination of relevant information to the general public
- Different target groups require different communication strategies
- To whom do I want to present what with which effect?

Provide a description of the **external communication plan** including different tools which are used to disseminate the relevant information, project outputs and results to different target groups (media, decision makers and stakeholders, end-users and other relevant target groups not directly involved in the project) and describe why the project is of added interest to the broader public.

Textbox 28

you have 0 characters

(max. 2.000 characters)

WHAT DO WE EXPECT? - EXTERNAL COMMUNICATION



PROJECT OUTLINE:

2.3 The sustainability and knowledge management

- Media relations (national, regional, local, contacts with journalists, etc.)
- Creation of project identity (visual presentation, logo, brand, etc.)
- Introduction of PR tools (events, press releases, press journeys, website, leaflets, brochures, etc.)

Provide a description of the **external communication plan** including different tools which are used to disseminate the relevant information, project outputs and results to different target groups (media, decision makers and stakeholders, end-users and other relevant target groups not directly involved in the project) and describe why the project is of added interest to the broader public.

Textbox 28

you have 0 characters

(max. 2.000 characters)

WHAT DO WE EXPECT? - COMMUNICATION MANAGER



PROJECT OUTLINE:

2.3 The sustainability and knowledge management

- Is it necessary to involve external communication manager?
- Practical experience, skills and knowledge
- Justification of subcontracting and tasks to be fulfilled

Will the project communication manager be sub-contracted?										<input type="checkbox"/>
Describe the experience and skills of the Communication manager (If subcontracted, please explain the degree of experience that will be requested).										
<div style="border: 1px solid black; height: 100px;"></div>										
Textbox 29		you have 0 characters						(max. 500 characters)		



WHAT DO WE EXPECT? - WORK PLAN



WORK PACKAGE 2:

Communication, knowledge management and dissemination

- Summary of planned communication activities
- Basis for the letter communication plan to be submitted
- Focus on promotion of outputs and results
- Assignment of responsibilities of LP and partners

Amount:	<input type="text"/>
Work package 2	
Work package name:	Communication, knowledge management and dissemination
Work package level	
Strategic focus/main objectives	Ensure wide project promotion of output and results
Summary description and approach (including the contribution to the project main objectives)	
Textbox 281 you have 0 characters (max. 3.000 characters)	



Thank you for your attention!



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

