

CENTRAL EUROPE PROGRAMME 2007-2013



Lead Applicant Briefing
3rd Call for proposals

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

JTS CENTRAL EUROPE
PROGRAMME

OVERVIEW



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



WHY COMMUNICATION?



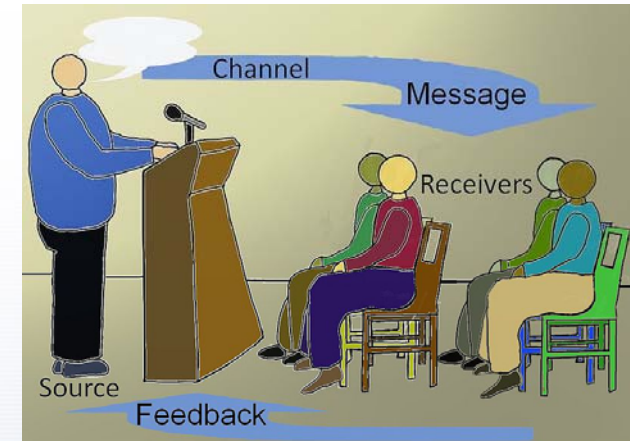
- Important factor leading to the success of your project.
- Key prerequisite of getting your message to the outside world.
- As knowledge is power, sharing knowledge empowers every project stakeholder.



COMMUNICATION ASPECTS



- **KNOWLEDGE MANAGEMENT:**
Systematic collection, synthesis and communication of project achievements for the benefit of the project and its environment.
- **INTERNAL COMMUNICATION:**
Constant, effective communication among everyone involved in the project leads to better coordinated actions, recognition and solving of problems, and reaction to changes.
- **EXTERNAL COMMUNICATION:**
Dissemination of outputs, results, and best practices outside the partnership. Inform the informers!



WHAT QUESTIONS SHOULD BE ASKED BEFOREHAND



- 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?



ANSWERS WILL LEAD YOU TO:



- Appropriate communication strategy & timeline
- Appointment of the communication manager
- List of target groups to be reached
- Communication channels to be used (events, website, press work,)
- Media relations (national, regional, local, contacts with journalists, etc.) to be performed
- Project identity (visual presentation, logo, brand, etc.)
- PR tools to be produced (leaflets, brochures, etc.)



APPLICATION FORM: WORK PLAN



WORK PACKAGE 2:

Communication, knowledge management and dissemination

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

Work package 2		
Work package name:	Communication, knowledge management and dissemination	
Work package level		
Strategic factor/main objective:	Ensure wide project promotion of output and results	
Summary description and approach (including the contribution to the project main objectives)		
Page 3		
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EXAMPLE: accompanying communication measures



Background

- A project wish to implement tools to support R&D activities in the participating regions that will be easily accessible for enterprises

Content

- Action 1: mapping activities and survey will be done
- Action 2: R&D workshops with target groups will be organised

Communication measures:

- Action 1: Outcomes will be published online, newsletter will be produced, press trip to best performing regional universities will be organised
- Action 2: press will be invited to the event, press releases will be produced, competition of student concept for activity will be launched

APPLICATION FORM: SUSTAINABILITY & TRANSFERABILITY



PROJECT OUTLINE:

2.3 The sustainability and knowledge management

- Sustainability: how is your project ensuring the availability of its achievements (outputs and results) in the future?
- Transferability: how do you foresee the transfer your project's achievements to other follow-up, built-in strategies?

2.3 The Sustainability and Knowledge Management

How will the **sustainability of the project achievements** be ensured (including ownership of project results)? Describe the further implementation process at institutional, financial and political level after the finalisation of the project.

How will the **transferability of the project results** be ensured? Describe how these results will be transferred and adopted in the programming and implementation of the relevant policies at local, regional, national and transnational level. How do you foresee the transfer of results beyond the partnership?

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APPLICATION FORM: KNOWLEDGE MANAGEMENT



PROJECT OUTLINE:

2.3 The sustainability and knowledge management

- How to gain all the up to date project relevant information ?
- How to process the gathered information?
- How to disseminate this information within the partnership and outside the project?
- Which tools are necessary for efficient management and promotion of knowledge generated during project implementation?

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.

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APPLICATION FORM: 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 strategy** 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.

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APPLICATION FORM: 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).										
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APPLICATION FORM: 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.

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WHAT DO WE EXPECT? - INTERNAL COMMUNICATION



PROJECT OUTLINE:

2.3 The sustainability and knowledge management

- Possible tools:
 - Newsletters (E-Mail, on-line, hard copy)
 - Mailing lists
 - Intranet tools
 - Telephone, Skype conferences
 - Project meetings
 - Participation in events (workshops, seminars, etc.)

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.

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Thank you for your attention!



EUROPEAN UNION
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