

CENTRAL EUROPE PROGRAMME 2007-2013



Lead Partner Seminar
Vienna, November / December 2009

PROJECT COMMUNICATION AND PUBLICITY MEASURES

Markus Stradner
JTS CENTRAL EUROPE
PROGRAMME

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.

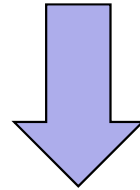


- Appoint a Communication Manager
- Prepare a communication plan
- Design a project logo and website
- Always refer to EU & Central Europe Programme

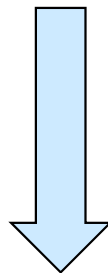


PROJECT COMMUNICATION

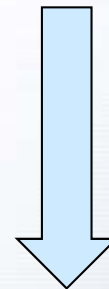
Communication strategy



Communication plan
(Strategy implementation for the
realisation of activities)



Knowledge
management



Dissemination of
information



AIM OF COMMUNICATION PLAN



- Plan information and communication activities
- Target audience with information it is interested in
- Disseminate information about the **project** and its results



CONTENTS OF COMMUNICATION PLAN



- **Objectives** (goal of communication, what is to be achieved)
- **Audience** (who will be communicated, target groups, how to acquire targets)
- **Messages** (key messages, marketing slogan)
- **Tools** (media and non-media related tools, communication channels)
- **Evaluation/feedback** (measurement and documentation of achievements)
- **Assignment of roles** (assignment of responsibilities, plan of activities)

The Commission Regulation (EC) No 1828/2006 (Implementing Regulation) and the CENTRAL EUROPE Programme have set out a number of specific obligations with regard to the publicity obligations.

All information and publicity measures shall include the CENTRAL EUROPE Programme & EU logo and the statement:

“This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.”



Logos

placed on the first page - or equally prominent place such as the front of a conference bag, exhibition display, participants list or power point presentation and at least the same size as other logos

CENTRAL EUROPE
Programme logo



EU logo



Logo options

- Combined version: both logos are placed close to each other on the same page/space



- Small surface option: For very small spaces with an available print size smaller than 1 cm in height such as on pens or lanyards



- Black and white logo: in exceptional cases: for instance on a fax cover or for newspaper ads



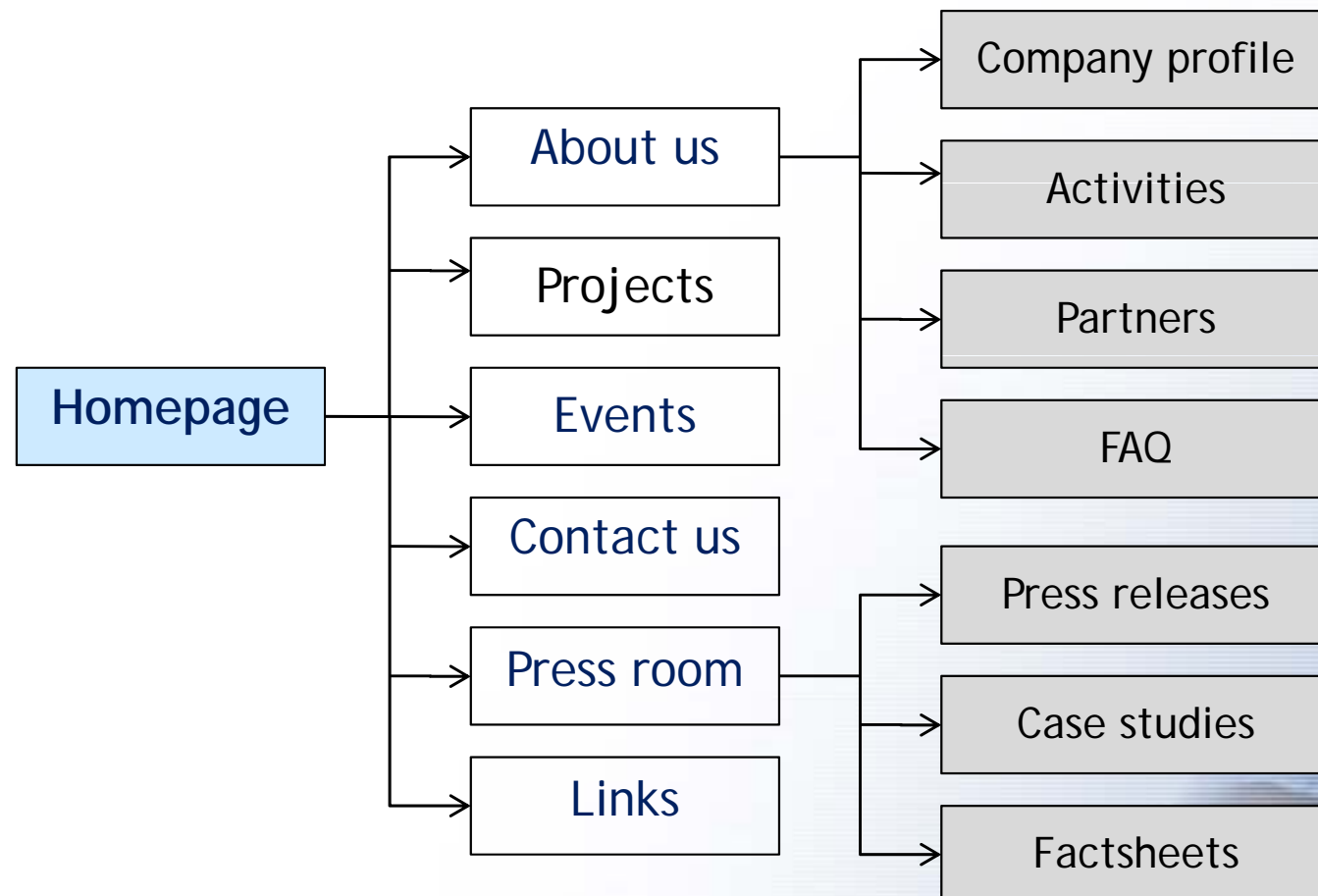
BASIC STANDARDS FOR PROJECT WEBSITES



- Website - Important source of information about project, its progress and results
- Name / URL (www.nameofproject.eu / www.organisationname.eu/projectacronym)
- Structure
 - Hierarchical and as shallow as possible
 - Navigation clear, intuitive and straightforward
 - Links to all sections on the front page
- Statistics (feedback on traffic and improvement of webpage): Google Analytics

BASIC STANDARDS FOR PROJECT WEBSITES

- Example of hierarchical website structure



RECOGNISING MEDIA OPPORTUNITY



- Think **interest** - will this be interesting for other people?
- Think **news** - when informing try to think about how your local paper or radio would report it
- Think **local** - the media like stories with local perspective, involving people in their area
- Think **people** - the media are more interested in what are people doing than just in what projects or companies are doing
- Think **communities** - what contribution has your project or people made to local community initiative?

When preparing press release

- Make sure all standard formal preconditions are fulfilled (logos, date, dateline, page numbers, notes for editors)
- Provide excellent consistency and professionalism of contents
- Secure spelling and grammar
- Check and recheck facts, numbers, dates, names and places
- Attach accompanying documents (fact sheets, photos, press kits)

Distribution (based on contact/press lists)

- Email distribution
- Fax distribution



CENTRAL EUROPE COMMUNICATION TOOLS - WEBSITE



www.central2013.eu

Approved projects section:

- Short description of projects
- Maps
- Activities (Progress Report)

COMPETITIVENESS
WORKING WITH CENTRAL
CENTRAL NEWS
CENTRAL PROJECTS
• Project Ideas
• Approved Projects
CENTRAL PEOPLE
EVENT CALENDAR
PAST EVENTS

The list is sorted according to the priorities of the Programme. By clicking on one of the projects you can get detailed information on the project itself and its project partners.

Select priority - Select LP country -
Search: OK

PRIORITY: 1 - INNOVATION

DSPE	INTRODUCING INNOVATION INSIDE SPES
Area of interventions:	1.2 Establishing Capabilities for the Diffusion and Application of Innovation
Lead partner:	Province of Bologna (Emilia-Romagna, IT)
FREE	From Research to Enterprise
Area of interventions:	1.2 Establishing capabilities for the diffusion and application of Innovation
Lead partner:	University of Uoprecen (Szabolcs-Arpad, HU)
CENTRIS	Tools for Transnational Innovation Support in Centroe
Area of interventions:	1.2 Establishing capabilities for the diffusion and application of Innovation
Lead partner:	ecopus. The Business Agency of Lower Austria Ltd. (Niederösterreich, AT)
CERIM	Central Europe Research to Innovation Models
Area of interventions:	1.1 Enhancing framework conditions for Innovation
Lead partner:	Patentverwaltungsagentur Mecklenburg Vorpommern (Mecklenburg Vorpommern, DE)

PRIORITY: 2 - ACCESSIBILITY

SONORA	South-North Axis
Area of interventions:	2.1 Improving Central Europe's interconnectivity
Lead partner:	Veneto Region (I)
KASSETTS	Knowledge-enabled Access of Central European Transport Solutions
Area of interventions:	2.4 Promoting IT Technologies and

CENTRAL EUROPE FORUM

Welcome to the CENTRAL EUROPE Forum. This forum is dedicated to the exchange of ideas and opinions on topics related to the regional development policy and projects which are funded under the CENTRAL EUROPE Programme.

Please note that posting and commenting messages is only possible for users which registered and logged in to the CENTRAL EUROPE website. If you are not registered yet, be invited to do so here.

If you are already registered, please log in by using your login and password on the top right corner at this page.

For further information, please consult the forum rules and help or send an E-Mail to the following address: administrator-forum@central2013.eu.

Forum	Topics	Posts	Last post
Programme News	3	5	CE Annual Event (3-4 December) Registration is open! Mon 16.11.2009 [10:15] IIHFTEC
Other News	3	3	Over 40% of SMEs see gloomy future Tue 03.09.2009 [11:55] markustrv

What we need:

- Logo
- website address
- activities (text, video, photos)

CENTRAL EUROPE
COOPERATING FOR SUCCESS

THE CENTRAL EUROPE PROGRAMME PROMOTES INNOVATION, COMPETITIVENESS, ACCESSIBILITY AND ENVIRONMENTAL SUSTAINABILITY IN CENTRAL EUROPE.

Search website SUBMIT

HOME » WORKING WITH CENTRAL » DOCUMENT CENTER

DOCUMENT CENTER

The CENTRAL document center will allow you to download documents and files relevant to your project development and implementation. These documents are structured into the following sections:

- Info Materials
- Visuals (maps and logos)
- Relevant EU Legislation
- Programme Documents
- Implementation Documents
- National documentation

We are currently still working on some of the sections adding relevant documents and files. Thank you for your patience and understanding.

The CENTRAL Team

Become a MEMBER
Username:
Password:
Submit Password

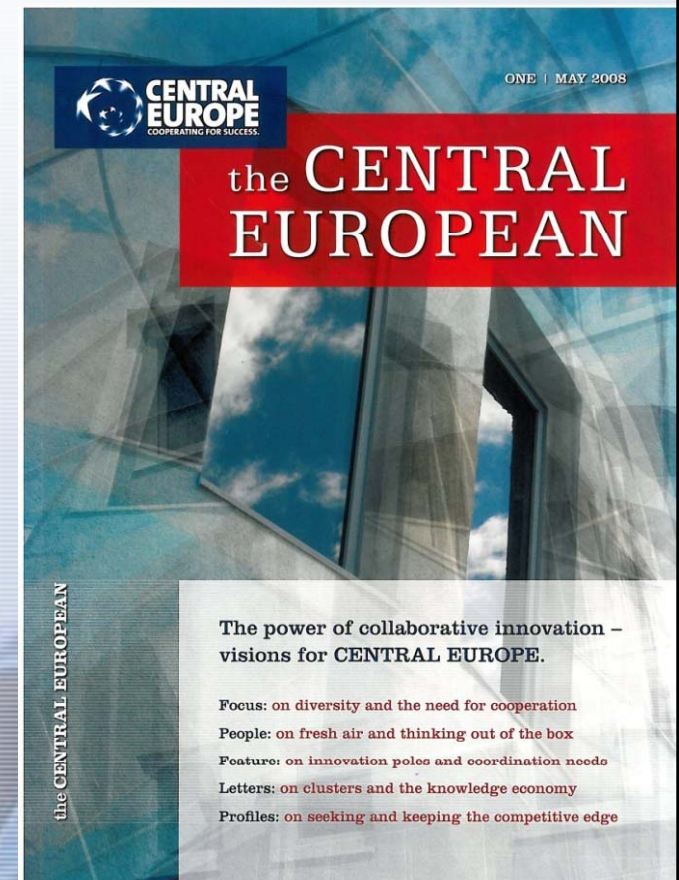


- brief information on the progress of the Programme and related news
- information on outstanding achievements of projects and their work
- regularly published: every 2-3 month
- distribution per E-mail: around 5.000 people coming from relevant target groups

CENTRAL EUROPE COMMUNICATION TOOLS - NEWSLETTER



- magazine-style information source
- less day-to-day stories in comparison to newsflash
- food for thought stories
- focuses on the, policies, issues, people, regions and projects of CE area
- each issue devotes to one priority



CENTRAL EUROPE COMMUNICATION TOOLS - COMMUNICATION SEMINAR



1,5 day training on communication issues focused on

e.g. - press release

- planning and holding a successful event

- press conferences

- increasing media attention



Thank you for your attention!



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

