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European Regional Development Fund
EUROPEAN UNION

Preparing your communication work package

Investing in Opportunities

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Rachel Hollars

Communication officer

Carmen Perales

Communication officer

@INTERREG_NWE

Interreg North West Europe (NWE)

Why is this section important?

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It involves strategic thinking that will help you with the other work packages

External
After the project
During the project
Internal
Communication
WP LT
WP C
WP M

What does a good communication work package look like?

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- It is specific to the project
- It involves strategic thinking
- It understands its target audience and its objectives

Situation
Target audience
Communication objective
Choose tools
Implement
Evaluate
Project objective

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The goal is for the communication of your project to be: logical, consistent and strategic

Which resources should you use?

Programme manual (Communication: 7 p)

Step 2 Application form (Communication: 1 p)

Visual identity guide and templates for branding

Example

The Work Package Communication

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Describe measurable objectives, focus and target audiences

Implementation summary

Summary and objective of the work package including an explanation of how partners will be involved (who will do what). Note: Please elaborate if this work package will contribute to a project sub-objective and if so to which.
(2000 characters)

Link communication with the project's objectives

Objectives

Project sub-objectives	Type of communication objectives *Drop-down list* - *Raise awareness* - *Influence attitude* - *Increase knowledge* - *Change behaviour*	Communication objectives

Describe activities: audiences, time frame, results

Activities

Please describe activities (max. 4) and deliverables within the work package.				
Activity 2.1	Activity title *Drop-down list* - *Start-up activities including communication strategy* - *Publication(s)* - *Public event(s)* - *Promotional material* - *Digital activities*		Start month *(MM.YYYY)*	End month *(MM.YYYY)*
	Activity description			
D 2.1.1	Deliverable title	Deliverable description *(250 characters)*	Target value	Delivery month *(MM.YYYY)*
Activity 2.2	Activity title *Drop-down list*		Start month *(MM.YYYY)*	End month *(MM.YYYY)*

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Implementation summary

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The goal of communication in this project is…	To inform and engage the actors of the supply chain
The main message is…	Recycled materials are feasible, eco-friendly and affordable
We will organise it…	With a communication strategy, a communication officer and all partners will be involved

Objectives

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- Increase the knowledge of the companies treating the materials and the builders
- Influence the attitude of companies, builders and policy makers to support recycling materials
- Change the behaviour of target audiences using products from recycled materials

Activities

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Activities: do not forget to include the communication strategy!

Budget

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Project budget overview per partner per WP

Partner	Co-financing source	WP M	WP LT	WP C	WP T1	...	WP I1	...	Total budget	Net revenue	Total eligible
Total											
Percentage of total budget											

Project budget overview per WP per budget line

WP	Staff costs	Office and administration	Travel and accommodation	External expertise and services	Equipment	Infrastructure and works	Total budget	Net revenue	Total eligible
WP M									
WP LT									
WP C									
WP T(n)									
WP I(n)									
Total									
Percentage of total budget									

Hints and tips

Focus

- On the objective of the project
- On results
- On your target audience

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Use only the tools you need!

Your communication should be tailor-made

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Social media

Events

You don't need everything!

Media relations

Printed, visual and audio visual material

Budget

- Budget things that you ACTUALLY need
- Branding and web space are provided by the Programme
- Avoid gadgets!

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Project Name
European Regional Development Fund

FORESEA

To facilitate the uptake of low carbon technologies, products, processes and services in sectors with high energy saving potential, to reduce GHG emissions in NWE

Project Summary

The FORESEA (Funding Ocean Renewable Energy through Strategic European Action) project aims to help bring ocean energy technologies to market by providing access to North-West Europe's world-leading network of test centres.

Through the project, the performance of innovative ocean renewable energy technologies will be demonstrated in real sea conditions, helping to leverage the investment needed to take these new products to market.

KEY INFORMATION

LEAD PARTNER ORGANISATION
The European Marine Energy Centre Limited

EMAIL
matthew.finn@emec.org.uk

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Q&A

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Thank you!