

HOW TO APPROACH COMMUNICATION

Applicant workshops 2018

Managing Authority

WHAT IS REQUIRED – APPLYING FUNDING

Answer carefully the question at the section Implementation >
Describe the communication and visibility channels, tactics and tools that will be used.

- A good way to approach this topic is by the target groups.
- Review the plan towards operating personnel, reserve needed resources and agree of the roles.
- Review the plan towards the budget, reserve needed costs.
- *Evaluation of the project's communication and visibility plan is part of the quality assessment of the project proposal!*

WHAT IS REQUIRED – CONTRACTING GRANT

Follow the MA's instructions to modify/add/re-organize the information described in the application (Ref. applying funding).

- Fill in the Communication and visibility plan –matrix that will also support your reporting at the later stage.
- Aim to realistic and verifiable target values.
- Submit filled matrix with the other documents required for grant.
- *Start collecting data from the first day of the project implementation. Make it at least monthly task in order to avoid rush & overload at the reporting phase!*

KEY STEPS TO GET THERE

WHY? Not only because of the demands, but because you have a say! Communication and visibility is a way to give your work a voice and justification to use public funding.

WHO? One of the basic elements of the project is to set its target groups. To whom your work contributes and who are final beneficiaries > those are the most important audience.

HOW? When you get to know your target groups you should find out what they read and watch > those are your the important tools and channels.

- Utilize programme for your visibility and submit **PROJECT NEWS!**

DEFINE COMMUNICATION STEPS

1) *An act to transfer information from one place to another – TOOLS AND MEASURES*

2) *Developing process to two-way dialog to reach mutual understanding – SPEAK AND LISTEN*

3) *Creation and exchange of meaning – TRUE VALUES OF CBC AS A RESULT*

MORE INFORMATION AND SUPPORT

Programme Manual at <http://www.sefrcbc.fi/projects/>

Part E - Toolbox for Communication including

- General provisions for the project's visibility
- Guidance on how to draw up communication plan
- Tools on how to implement the plan and disseminate information of the granted action

Individual service provided by the MA and BO
<http://www.sefrcbc.fi/contacts/>

MORE INFORMATION AND DOWNLOADS

Programme website / Communication

<http://www.sefrcbc.fi/communication/>

- Links to programme communication channels
- Material library of downloads
 - Project's press release layout
 - Flag of EU, Russia and Finland
 - Programme logo and web-banner
- Information service <http://www.sefrcbc.fi/information-service/>

THANK YOU FOR YOUR ATTENTION.