

**Eastern
& Midland
Regional
Assembly**

Communicating your EU Project successfully

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Arna chomhchistiú ag
an Aontas Eorpach

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WHY COMMUNICATE?



- Legal / Programme obligations
- Visibility & Transparency of EU funds
- You have a great story to tell!

COMMUNICATION STRATEGY AND PLANNING

- Key step to Project planning
- Get familiar with programme requirements
- Resources required – it takes effort so plan accordingly
- Tools for writing a communication strategy and plan (PPT presentation:

www.interregeurope.eu/sites/default/files/2022-01/2017-03-23-designing-project-com-strategy.pdf)



COMMUNICATION STRATEGY

COMMUNICATION OBJECTIVE	TARGET AUDIENCE	KEY MESSAGE	COMMUNICATION ACTIVITY	CHANNEL	INDICATORS

COMMUNICATION PLAN

TIMELINE	ACTIVITY	CHANNEL	OBJECTIVE SMART	TARGET AUDIENCES	KEY PERFORMANCE INDICATORS	OWNER

Images from “How to communicate your project – A step-by-step guide on communicating projects and their results” available on:

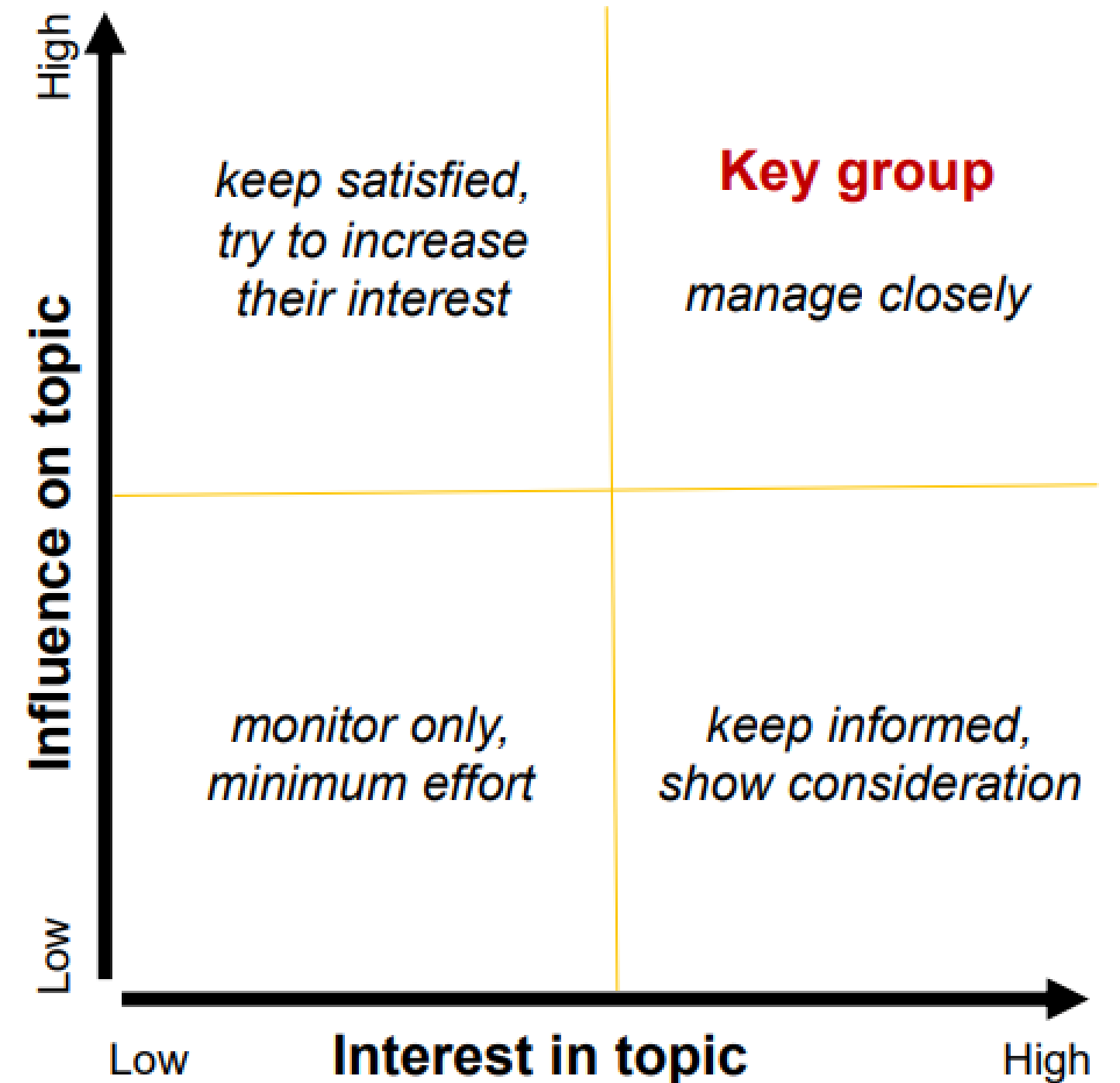
<https://op.europa.eu/en/publication-detail/-/publication/429c34ff-7231-11ec-9136-01aa75ed71a1>

COMMUNICATION WITH WHOM?

Define your audience

- “General public”
- “Key stakeholders”
- “Experts in field”
- End user of project outcomes
- Spatial scale - local community, region, EU-wide, specific field
- Age group
- Who is involved in desired policy change targeted in project?

Stakeholder mapping is a useful exercise



COMMUNICATION WITH WHOM?

Use appropriate channels for each target group

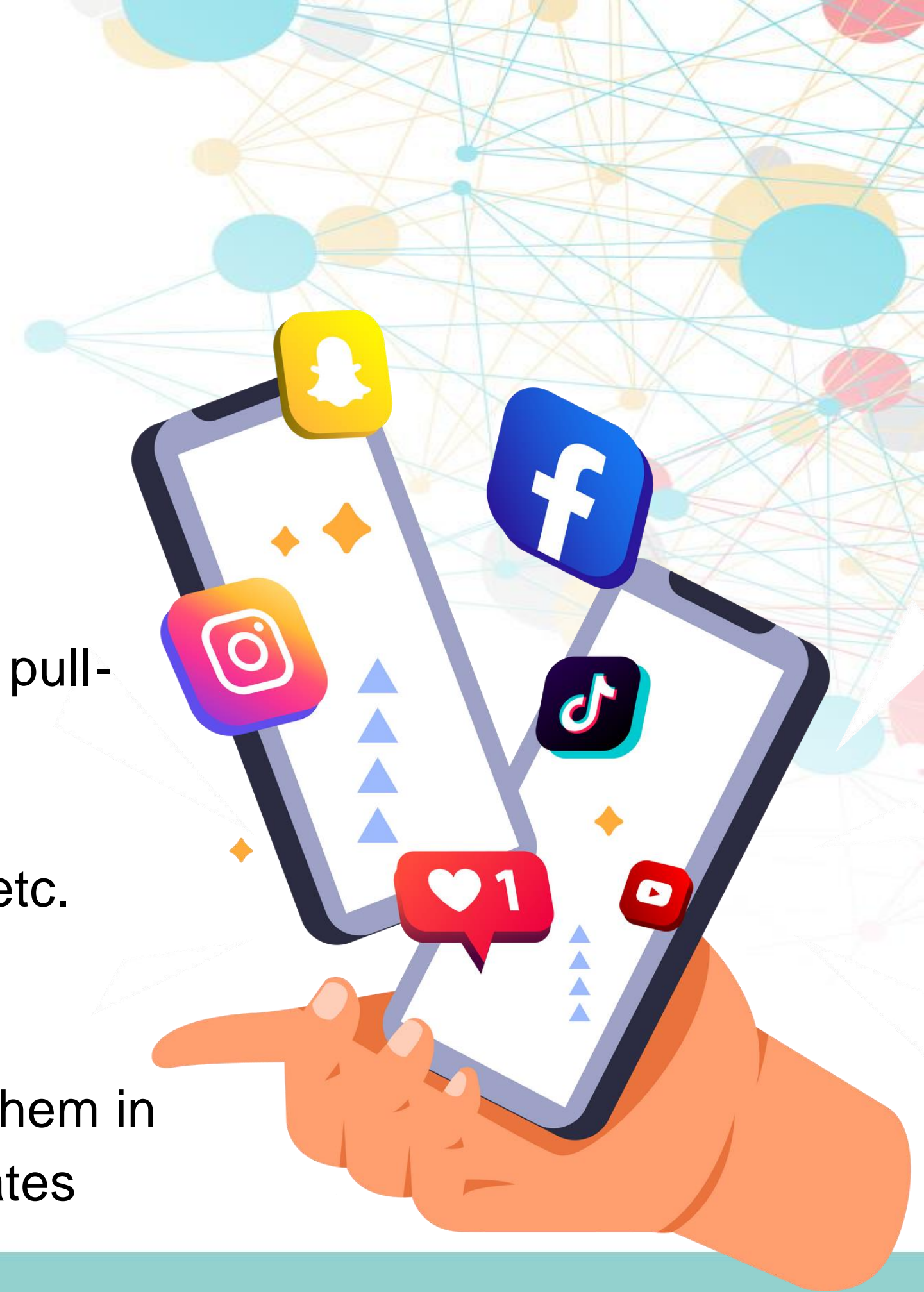
- How do people in your target audience get their information?
- What platforms are used by audience?
- What accounts do they use?
 - List useful accounts or hashtags to use in posts
- Would the message get right attention on specific platforms?
- When do we need to communicate?
 - Before & after an event, on continuous basis, quarterly or per project semester, ad hoc...
- Do we have the resources to use platform effectively? (money, staff, time)
- What mix of platforms is right for my project?



HOW TO COMMUNICATE?

Useful tools:

- Digital tools:
 - X/ Twitter, TikTok, Instagram, Facebook, LinkedIn, YouTube, etc.
- Traditional tools:
 - Print media, online newspapers, radio, billboards, pull-up banners and posters, press releases
- Events:
 - Launch events, stakeholder meetings, webinars, etc.
- “Influencers” or key persons in your field
- Don’t forget internal comms
 - project partners, own organisation staff - include them in steps of comms plan and let them be your advocates too



HOW TO COMMUNICATE?

Language & Message:



- Keep it simple
 - Explain your project to your partner / best friend / child / parent
 - Elevator pitch
 - Avoid jargon
 - Clarify specialised terms and phrases
- Focus on **the story**
- Emotional messages can be very impactful
- People-centred approach - Let people see what your project means to the individual. What does this mean to “me”?
- Repeat messages

HOW TO COMMUNICATE?

Language & Message:

- Consider accessibility
 - High contrast colours
 - Text size
 - Language abilities
 - Use variety of formats of communication (text, video, audio)
 - CamelCase hashtags
 - Caption/subtitles on videos and alternative (Alt.) text on images (on website and social media posts)



HOW TO COMMUNICATE?

Data & Numbers in communication

- Charts and figures and graphics to visualise message and your project story
- Use accurate figures
- Make data relatable (turn big numbers into something graspable)
- Show geography, pictures alongside data to demonstrate story figures present
- Charts and graphs alongside text



EVALUATION



Why evaluate comms?

- To understand how effective communication activities are
- Maximise your reach and impact
- Improve resource efficiency

Key steps:

- Include in your comms strategy
- Set right indicators and targets
 - qualitative and quantitative
- Analyse / carry out your evaluation
- Adjust

Helpful publications:

- [Toolkit from on monitoring and evaluating communications](#)
- [How to communicate your project - A step-by-step guide on communicating projects and their results](#)

A MUST for ALL communication material!

Do not forget your logos & funding statement to acknowledge the support to your projects



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Europe in my region

Effective communication activities to consider



- Highlight key points of project:
 - Launch events, first and subsequent partner / stakeholder meeting, pilot project highlights, study visits, final project meeting, webinars
- Invite journalists to key events/points in project
- Get involved in [European Week of Regions and Cities](#)
- Policy briefs on good practices identified
- Videos – live action or animation
- Interviews
 - with partners, stakeholders, event participants, experts in field
 - write and submit an article or create a short video out of this
- Summary infographics
- Project Open Days

Useful Links

- European Commission page on “[How to communicate](#)” with number of helpful documents and resources including [logo download centre](#)
- [Poster generator](#)
- Data for communication:
 - “[Communicating numbers: Do’s and Dont’s](#)” presentation by Maarten Lambrechts, 15 Nov. 2023
 - [Data Visualization Guide](#)
 - [Rate your visualization](#)
- [Monitoring and Evaluation: tips and tools](#)
- [How to communicate your project - A step-by-step guide on communicating projects and their results](#)
- **#EUinmyregion** – useful hashtag for projects all across EU
- [Canva](#)
- Photo stock:
 - [Pexels](#)
 - [Ireland’s Content Pool](#)





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