

**Interreg
Europe**



Co-funded by
the European Union

About project **communication**

Part 1: Key elements



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1

Elements of
**communication
strategy**



Why communication?

- Useful **tool**
- **Reach** your project objectives

Communicate for **change**



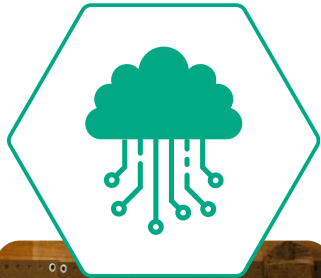
What is a **project objective**



- a **specific** result
- project partners want to **achieve**
- within a given **time frame**
- with **available** resources

SMART + FAST

Example of a **project objective**



Increase business creation
among young people in the participating regions
by 10 start-ups per region on average
by 2027
thanks to modified policy instruments in each region
addressing the business creation issue

What is a **communication objective**



Communicate to:

- **Inform**
- **Persuade**
- **Engage**

People relevant for your policies (target groups)

⇒ To reach the project objective



Example derived from the **project objective**



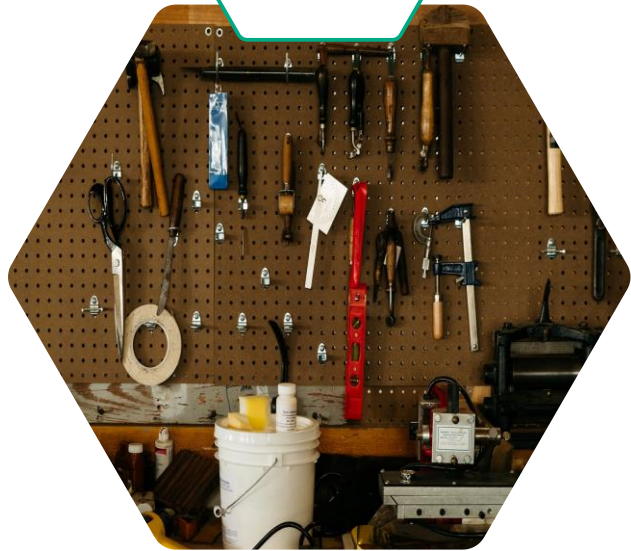
- **Persuade policymakers** that youth entrepreneurship remains a political priority

Desired behavior:

- **Support for** policy instrument modification
- **Signature** of action plan with detailed steps towards the policy instrument modification

Desired result:

- **5 signed** action plans or **modified** policy instruments **by 2026**



Target groups

People **important for the desired policy change**

- Policy decision makers
- Policy implementors
- Policy end-users



Target group **mapping**

1. **List** target groups

- Local politicians
- Public servants from local authorities
- People from chambers of commerce
- People from NGOs
- Private companies
- Environmental agencies
- Specific groups from general public (students, women, ...)
- Etc.

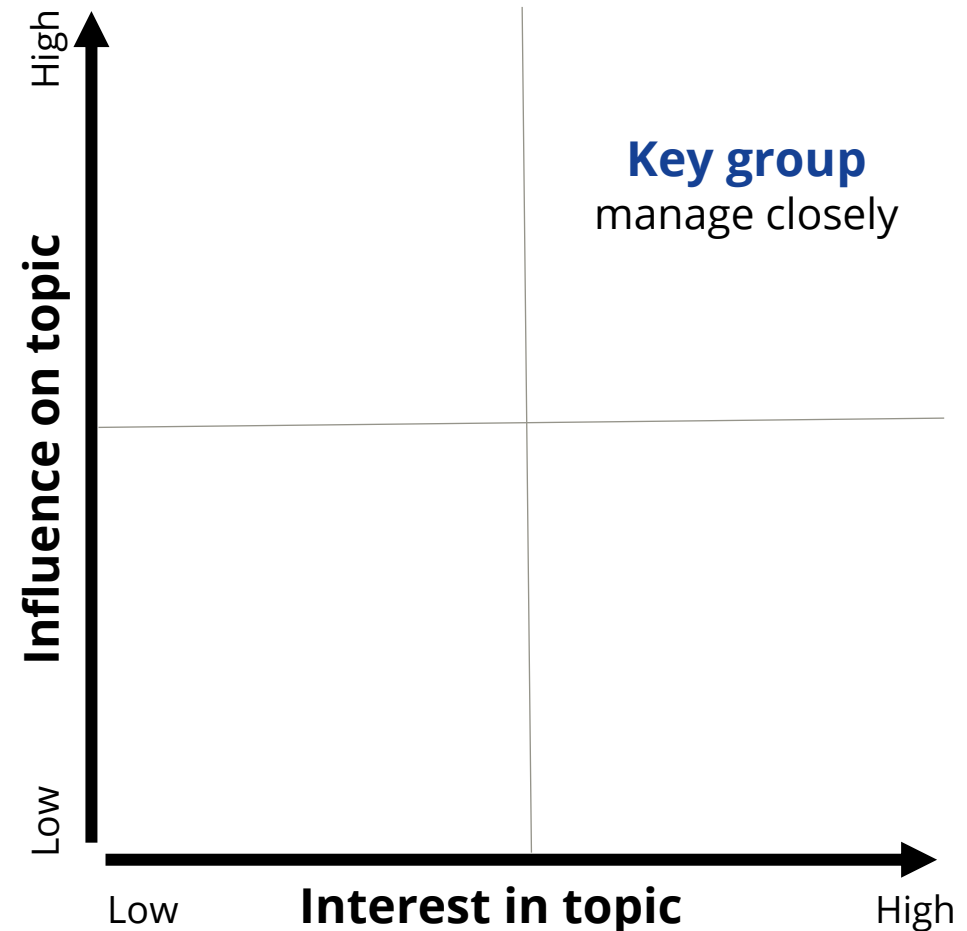


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2. Analyse them

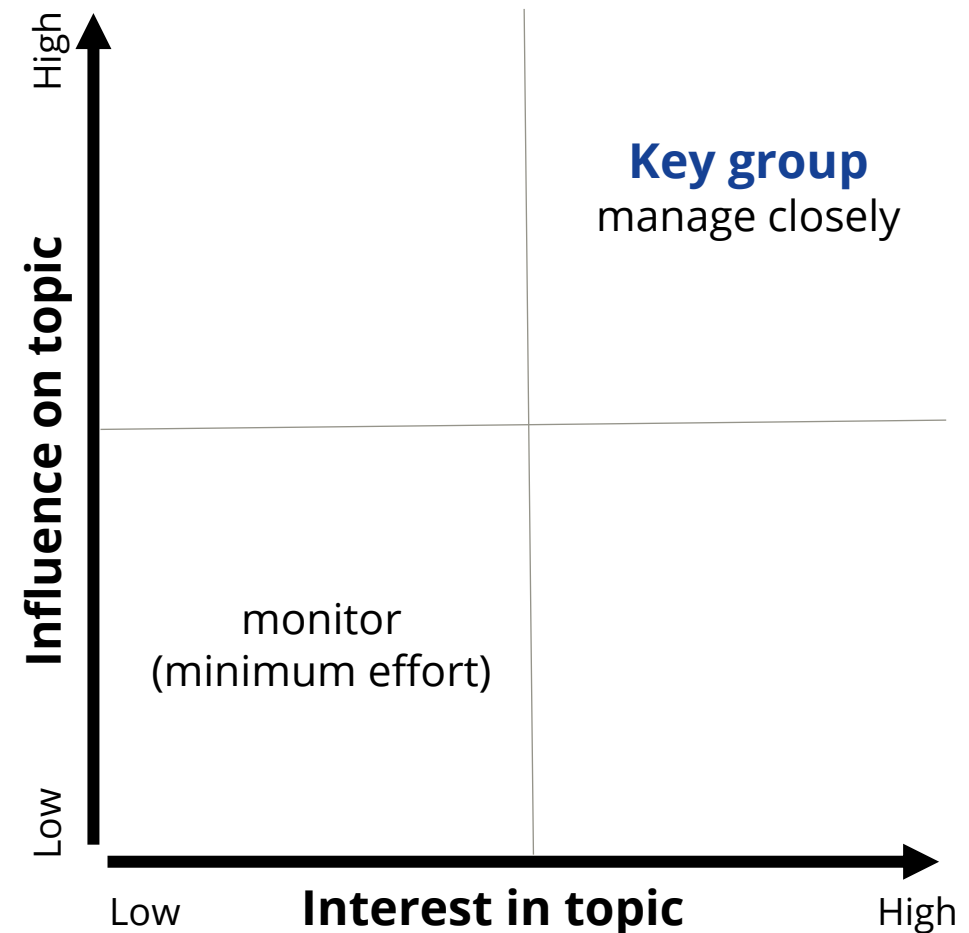


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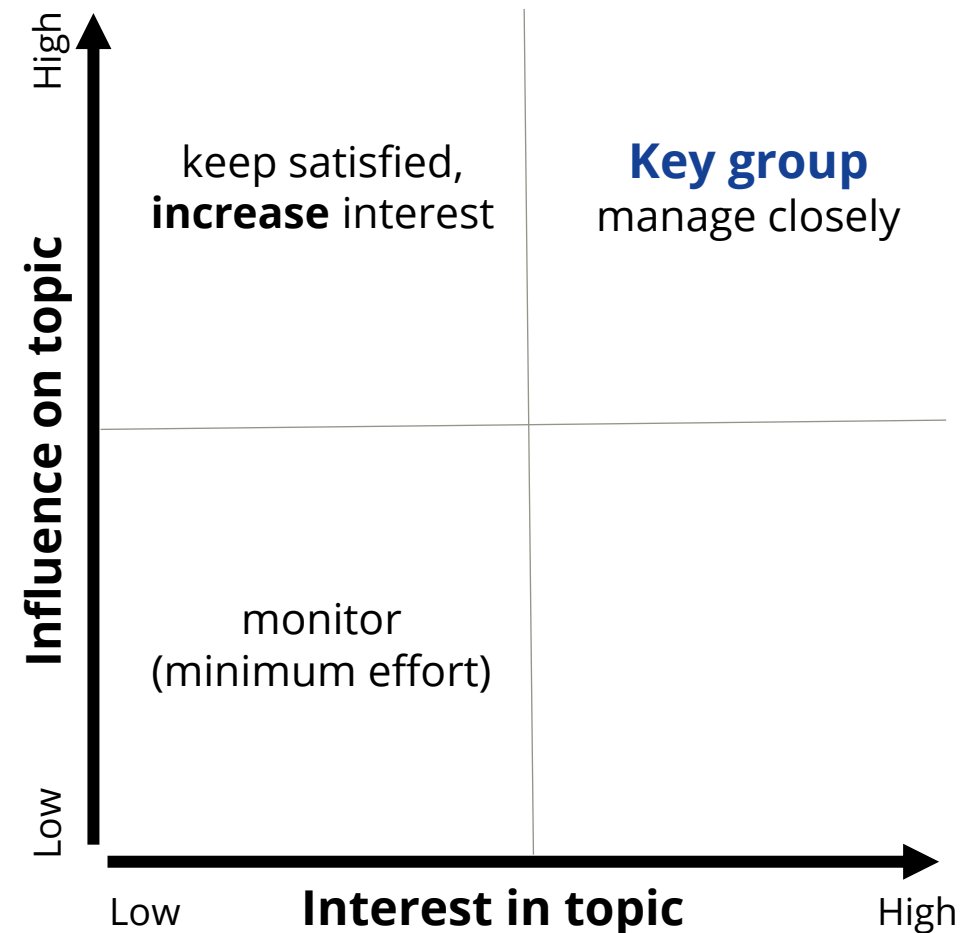


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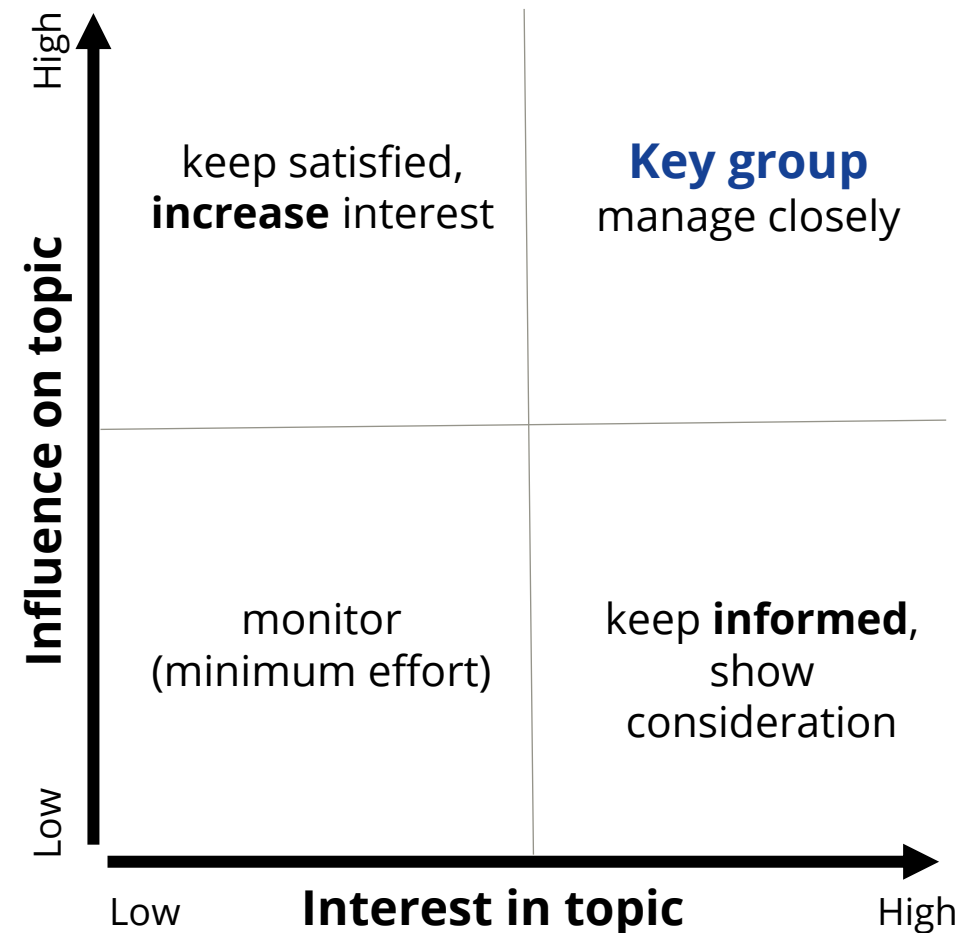


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Communication **implementation**

- **Share** communication **responsibilities** in partnership
- Plan the **overall coordination** of communication
- Include partnership's **internal communication**

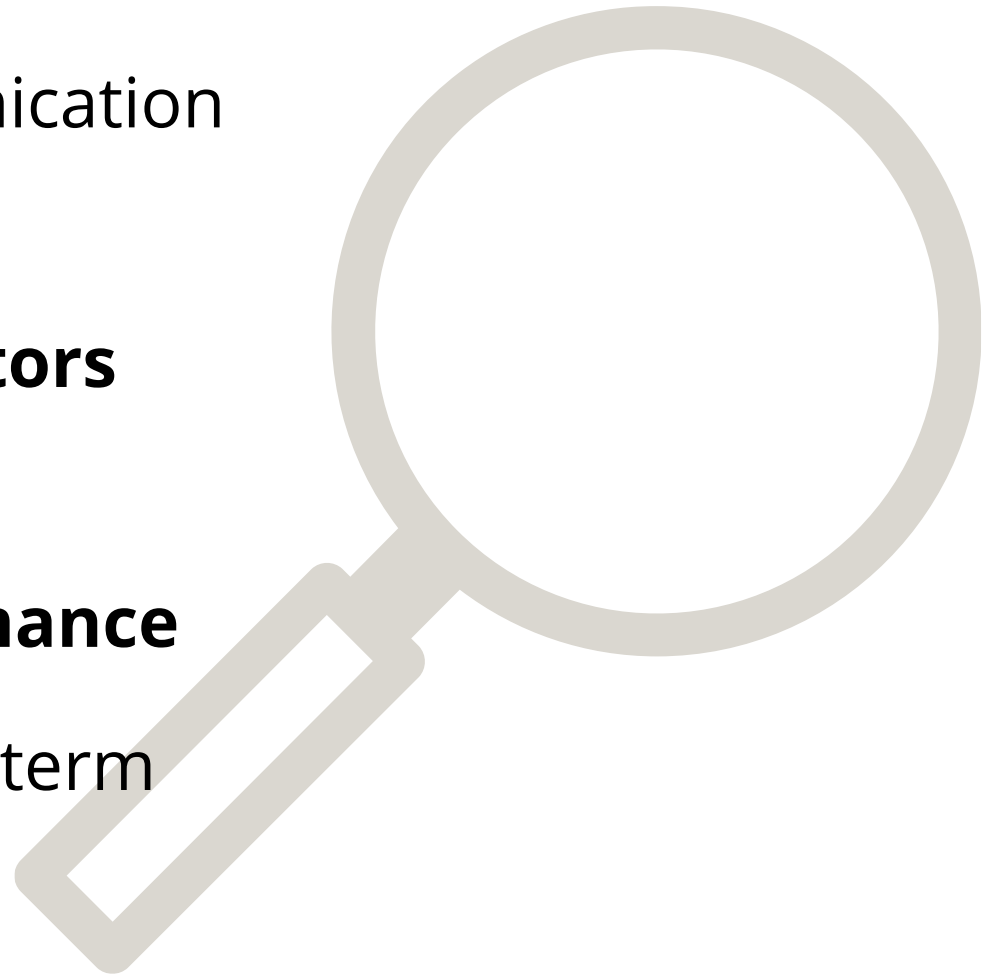


Communication **evaluation**

Check **progress** in reaching the communication objectives

- Set your communication **result indicators**
(internal only!)
- Measure your communication **performance**

Progress presented to JS during the mid-term review.



Examples of **indicators**



Events

- Number of registrations/ participants (youth, entrepreneurs, policymakers)
- Satisfaction of participants/ Usefulness of information to their work

Social media

- Reach/ followers from among entrepreneurs/ youth/ targeted politicians
- Engagement (likes, shares, comments)

Videos

- Views (number, length)

Newsletter

- Number of subscribers/ clicks/ opens

Website

- Programme will provide standard report

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