

Estonia-Russia Cross Border
Cooperation Programme
2014-2020

Communication and Visibility

Seminar for LIP Applicants and partners

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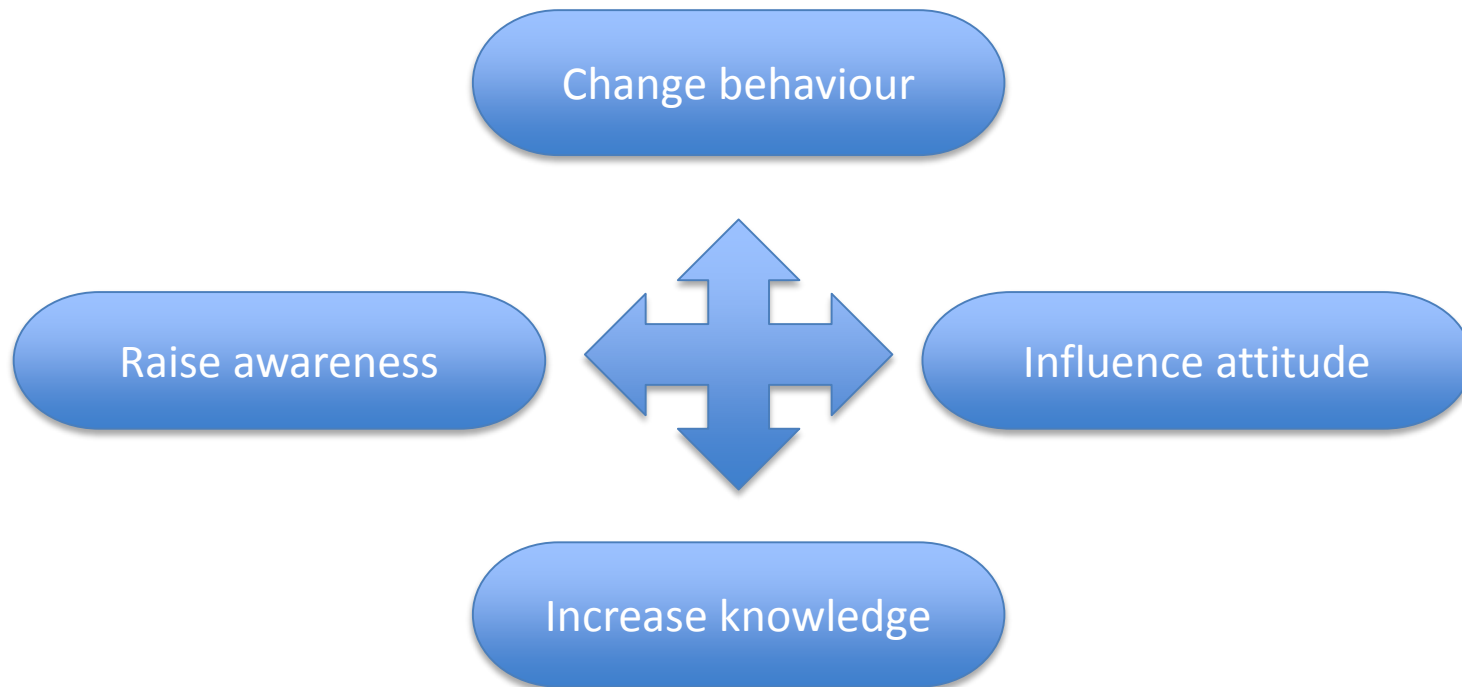


Communication and Visibility

IT`S ALL ABOUT STORIES!



Communication Objectives



Communication and Visibility

Start your story already NOW

Main focus on results

Plan human and financial resources

Internal and external communication

Do not forget Programme visibility!



Communication tools

- Social media (FB, Twitter etc.)
- Website
- Printed materials (article, booklet, book)
- Videos
- Infrastructure objects (display panels, commemorative plaques, info boards)
- Banners
- Photos
- Events etc.



Requirements for Communication and Visibility



- **Commission Implementing Regulation (EU) 897/2014 of 18 August 2014**
- **JOP of the Estonia-Russia CBC Programme**
- **Communication and Visibility Manual for EU External Actions**
- **Communication and Visibility Guidelines for the implementation of projects!**



➤ **Practical Recommendations for Project Participants on the information Coverage of the Russian Federation Participation in Cross-Border Cooperation Programmes**

Communication and visibility in Full Application Form

- Work package in eMS

Work Package List

The screenshot displays the 'Work Package List' interface. It features four main work packages, each with a title bar and a content area containing text input fields and date selectors (Jan.2017 and Nov.2018). The packages are: P PREPARATION (purple header), M MANAGEMENT (blue header), T1 IMPLEMENTATION (CORE ACTIVITY) (green header), and I1 INVESTMENT (pink header). The 'C COMMUNICATION AND VISIBILITY' section, which is highlighted with a red box, is located to the right of the T1 package and has an orange header. It contains a 'Communication and visibility' text field and date selectors. Each package has a small circular icon with a 'P' in the top right corner of its content area.

- Information and Communication Plan (Annex 14)



Annex 14

Template for Information and Communication Plan

Please follow the eMS logic for this task.

No	Communication objective	Target group/Project stakeholders	Activities	Output indicator	Time	Responsible partner	Indicative budget
1	<p>Identify the objective of the project's external and internal communication for the particular target group.</p> <p>What is the message that you want to deliver to this target group? What do you want to achieve: Inform? Involve? Introduce? Raise awareness?</p>	<p>Identify the target group(s)/stakeholders of the Project that you will be addressing with the communication activities.</p> <p>Think of the individuals, groups, organisations crucial for the project (<i>target group 1,2 etc</i>)</p>	<p>List the activities that you will be implementing to communicate with the particular target group.</p> <p>Think of the communication tools that are relevant to them and use the most cost-effective way to communicate with them</p>	State the output(s) and output indicators for every activity you will be implementing.	State when the activities will take place (or alternatively state their frequency)	State the partner(s) who is/are responsible for carrying out the respective activities (<i>P1, P2 etc</i>)	<p>Add information on the financial resources necessary to finance the planned communication activities.</p> <p>Remember to transfer them to the overall project budget!</p>
2							
3							



Communication

Communication must be HOT

Honest

Open

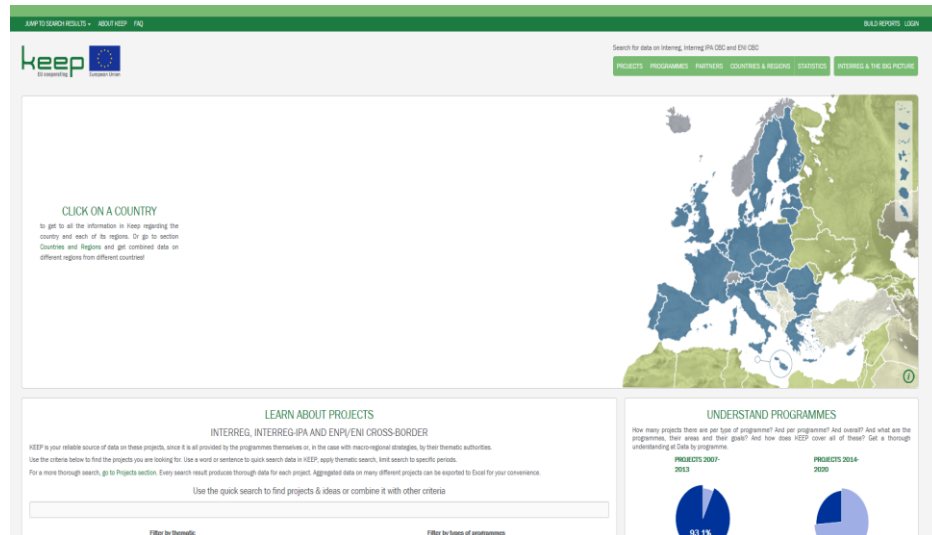
Two-way



Communication

KEEP.EU

- 3 programming periods
- 199 programmes
- Hundreds of regions



**Wishing us strong and lasting
CBC project stories!**



Be inspired!

Do you have any questions?

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