Ambassadors for Europe: Communicating projects in an efficient way

Ingredients of good project communication

Frank Schneider | Interreg CENTRAL EUROPE
Ingredients of good project communication

- Research
- Strategy
- Creativity
Research

Why do we communicate and who do we communicate to?
1. Know **why** you communicate

...and you will know how to do it in the best way
We always communicate with someone specific...
…and we do it for a reason.
We communicate to influence

How someone acts on something

How someone responds to something

How someone understands something

How aware someone is of something
Why do projects communicate?

- Motivate and engage the partnership
- Involve people in project activities
- Create interest in and transfer outputs
2. Know who you communicate to...and you will know how to do it in the best way
Who do projects communicate with?

- Motivate and engage the partnership: Project partners
- Involve people in project activities: Thematic experts and policy makers
- Create interest in and transfer outputs: Citizens, policy makers, thematic experts, media, ...
How much do people know about what you do?

And why is it important?

The more someone knows about my subject, the more specific my messages can be.

Messages should reflect the knowledge of an audience.

What do you know about Wimbledon?

- Dress rule: All white
- Surface: Gras
- Game: Tennis
- Singles winners 2017: Garbine Muguruza, Roger Federer
- Prize money 2017: 31 million GBP in total

Have heard about it

Basic knowledge

Medium knowledge

Good knowledge

Expert

2017

Garbine Muguruza
Roger Federer

What do you know about Wimbledon?
Communicate in a way that your audience understands.

Adjust content and language to your audience.
Opportunities for communication are endless

Where do you reach your audience?
Where do you reach your audience?

And that’s only the social media options...
Where will you reach your audience best?

Example: Social media channels
Where will you reach your audience best?

Example: Social media channels
Focus your communication on channels where your audience is anyway.

Use data to find out where your audience is.
Good practice: STREFOWA

www.interreg-central.eu/strefowa

STREFOWA aims to reduce and manage food waste in central Europe. The participating countries are Austria, Czech Republic, Italy, Hungary and Poland. Together they report the current knowledge on food waste amounts in the five selected countries as well as the quantities of food waste that are prevented by the currently existing best practices in food waste prevention activities/initiatives.
Strategy

How to plan communication
Plan your tactics for each audience

...and your communication will be more successful
Before you choose your tactics...

...let’s take a brief look at how we take decisions.
Short exercise:
How many colours are in this painting?

**Summary**

*Light Red Over Black* is a large oil painting on a rectangular, vertically oriented canvas. As is suggested by the work’s title, the painting consists of two large black rectangles enclosed by a thick, vivid scarlet border, recalling the structure of a window. The unmodulated paint of the scarlet section contrasts with the blurred rectangles it surrounds. These areas of black paint have been sparsely applied and blended with blue pigment, creating pulsating, hazy forms that give the canvas a sense of movement and depth.

<table>
<thead>
<tr>
<th><strong>ARTIST</strong></th>
<th>Mark Rothko</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1903–1970</strong></td>
<td></td>
</tr>
<tr>
<td><strong>MEDIUM</strong></td>
<td>Oil paint on canvas</td>
</tr>
<tr>
<td><strong>DIMENSIONS</strong></td>
<td>Support: 2306 x 1527 x 38 mm</td>
</tr>
<tr>
<td><strong>COLLECTION</strong></td>
<td>Tate</td>
</tr>
<tr>
<td><strong>ACQUISITION</strong></td>
<td>Purchased 1959</td>
</tr>
</tbody>
</table>
And how many colours are in this one?
Which painting do you like more?
Which painting do you know more about?
Two decision-making systems: Emotion and reason

System 1 - fast, intuitive, emotional, visual

System 2 - slow, rational, textual
Two decision-making systems: Emotion and reason

Address the right system at the right time

**System 1** is about *emotion*. It hits you much faster than reason.

This system is best addressed when your audience knows very little or nothing about what you do.

**Create experiences** - visual, personal and story-driven content to *raise awareness* and interest or to *change short-term attitudes*. 
Two decision-making systems: Emotion and reason

Address the right system at the right time

System 2 is about reason. It follows emotion logically.

This system is best addressed when people have shown initial interest and sympathy. They are then ready to think further about what you do.

Provide facts - textual, informative, data-based content to increase knowledge and change attitudes in the long-term.
Bring it all together in your strategy

...and your communication will be more logical
The strategy logic

A project output

To inform policy makers about the project output so that they know more about it

Disseminate the output and engage in dialogue

Publications
Infographic, layouted document etc.

Digital activities
Social media campaign, direct mailings etc.

Meetings
Presentation of policy recommendations etc.
## How to structure

<table>
<thead>
<tr>
<th>ID</th>
<th>Subject</th>
<th>Audience</th>
<th>Status quo</th>
<th>Objective</th>
<th>Tactics</th>
<th>Messages</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Policy recommendations</td>
<td>Policy makers</td>
<td>Know nothing about them</td>
<td>Are aware of them</td>
<td>Broad-scale dissemination and dialogue</td>
<td>Our project developed recommendations that deal with... to improve... in cities that...</td>
<td>Infographics, Social media, Newsletter, Roadshow</td>
</tr>
<tr>
<td>1.2</td>
<td>Policy recommendations</td>
<td>Policy makers</td>
<td>Are aware of them</td>
<td>Changed behaviour (e.g. take them into account in their work)</td>
<td>Small-scale dialogue Experience of potential benefits</td>
<td>In your city, the recommendations will specifically allow you to improve...</td>
<td>Pilot site visits, Focus groups, Bilateral meetings</td>
</tr>
</tbody>
</table>
## How to evaluate

<table>
<thead>
<tr>
<th>ID</th>
<th>Indicator</th>
<th>Unit</th>
<th>Baseline value (if applicable)</th>
<th>Target value (201x)</th>
<th>Source of data</th>
<th>Reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Positive feedback on events and meetings organised by project</td>
<td>Percentage</td>
<td>-</td>
<td>At least 75%</td>
<td>Electronic feedback survey on satisfaction</td>
<td>After each event</td>
</tr>
</tbody>
</table>

*Positive defined as: Participants scoring “very good” or “good” on a scale from 1-4*
**Good practice: TROLLEY**

**Selected output**

- Policy recommendations on Trolleybuses as a modern eMobility solution

**Selected objectives and audiences**

- Change attitude of policy makers
- Raise awareness of citizens and win them over as ambassadors

**Selected tactics and messages**

- Reshape the image of trolleybuses
  - “Trolleybuses are a ready-to-use technology for urban electric mobility.”
- Engage citizens to put public pressure on policy makers
  - “Trolleybuses are an underused sustainable public transport option that could improve the quality of life in your city.”

**Selected activities**

- European Trolleybus Day
- The Trolleybus Movie
- Trolleybus marketing award
- Campaign “eBus - the smart way”
Creativity

How to design communication activities
You always design for a purpose and that’s the objective you defined in your strategy.

Form follows function.
Commercial break

14.00h - Creative and visual communication

Charlelie Jourdan
Co-Founder and Creative Consultant
Old Continent Agency
Know what makes news

...and you will create better stories for journalists
Timing

The word news means exactly that - things which are new. Journalists are used to receiving the latest updates, and there is so much news that old news is quickly discarded.

Significance

The scale of impact or the number of people affected by your project is important. Something that will save millions of EUR is more significant than what saves only a few thousand EUR.
Stories which happen near us have more significance. The closer the story to home, the more newsworthy it is. That’s why every partner in a project has to be a communicator. And an ambassador of the project.

Personalised storytelling will work better than trying to present the complete picture. Offer stories of individuals profiting from what your projects does.
Surprise

Stories work best when they counter expectation and have an element of surprise. Present the change your project wants to achieve in an interesting way.

Prominence

Famous people get more coverage just because they are famous. Find testimonials that support your project and ask them to open a new site etc.
Contact and connect with me

Frank Schneider
Head of Communication
Interreg CENTRAL EUROPE

schneider@interreg-central.eu
www.linkedin.com/in/schnefr