

Communicating an EU funded project: tools that work



THIS PROJECT IS
FUNDED BY THE
EUROPEAN UNION

CLIMA SOUTH – Communications seminar Francesca Predazzi
Bonn, 29 September 2014

The EU Neighbourhood Info Centre



www.enpi-info.eu

The scope

- Increase knowledge and awareness of the Neighbourhood partnership
- Provide support to EC communications activities in the region



The challenge

The ENP/ENI labyrinth

- *1 policy (or 2?)*
- *2 regions*
- *16 countries*



...and 7 alphabets!

Communication challenge

- multi-level target audiences
- varying cultures
- + 100 projects



... and a constantly changing political landscape



The solution



Centrally-driven with a local angle

A single communication hub

- 8 central experts

4 networks across all countries

- PR agencies
- news agencies
- photo agency
- local journalists



Communications strategies... part of daily life

With or without realising, we carefully plan our communications to ensure the best possible outcome:

- When you need to break bad news – to your boss, your spouse...
- When you want to ask for something – a pay rise, a marriage proposal...
- When you want to share information – good news, gossip...

We think carefully about who to tell, where to tell, when to tell, how to tell

Careful planning is vital to ensure the success of any professional communication

Communication plan

Key questions you need to answer:

1. **Why communicate?** *what do you want to achieve by communicating?*
2. **Target audiences** *who are you trying to reach and why?*
3. **Message** *is it adapted to your target audience?*
4. **Tools** *how we communicate – the right tool for the right job*



Why communicate?

It is vital to establish your communications objective



Why does your programme communicate?

Why communicate

Why does your programme communicate?

Summing up some reasons ...

1. To build awareness
2. Create advocates
3. Convince on need for change
4. Build an image within the community
5. Show transparency
6. Tell your story, support your cause
7. Attract donors
8. Inform potential beneficiaries



Target audience

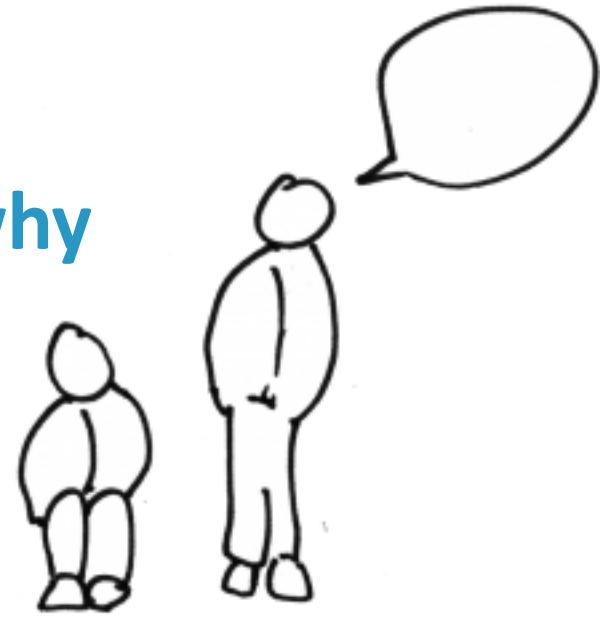
Identify who you want to reach + why



Target audience

Identify who you want to reach + why

Defining target audiences determines



What to say – How to say it – The tools you use

EU Neighbourhood Info Centre target audiences include:

- Journalists
- Projects
- Students and academics
- Diplomats



TIP

If you reach the right people, they will multiply your message



Target audience

Profiling

- ✓ Average age?
- ✓ Where do they live?
- ✓ Incomes? Education?
- ✓ Are they religious?
- ✓ What are their values?
- ✓ Which is their main information source?
- ✓ Who they listen to? Who do they respect?
- ✓ Why are they important for this project?
- ✓ What can you give to them?
- ✓ What do you expect them to do?

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"You'll never be lonely in a consumer culture
you're always someone's target market."

TIP

In communications keep asking questions, it helps you focus

Messages

Combine

- What you want to say
- What your audiences should know
- What might interest your audience



Messages must be clear, factual, comprehensible, brief

Our project's message to:

- Journalists - “your correspondent in Brussels”
- NGOs - “your key to EU funding”
- EU-funded projects – “a voice for your activities”

TIP

Test your message before going public (friends, colleagues, etc)

Messages

*Defining a clear message
allows the programme:*

- to build a **coherent identity**
- establish **clear visibility**
- speak with **one voice**
across the programme

Mitigation &
Adaptation
in the Southern
Mediterranean
Region



en - fr - ar

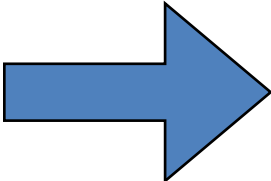
Communications is not just the job of the communications officer – with a clear message, everyone can become a programme ambassador and input to the communications effort

Your message for clima south?

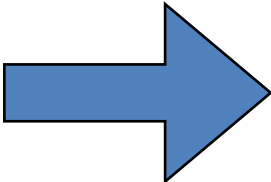


Messages - proof-points

Don't claim if you cannot support with facts



Message: Solar energy:
saving the planet, saving
your money



Proof: One square metre of solar panel can save up to
300 litres of heating fuel per year... using solar energy for
heating will stop the average home from emitting 750kg
of CO₂ per year

Timing

Don't underestimate

**Your message may
be good... but...**



**If your timing is bad
you can lose the game!**

Communication plan



Targets

Campaigns

Strategy

Mapping allies

Don't try to say everything to everybody

Tools

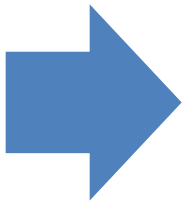
You've decided: aim, audience and message

Now decide the most effective tools (channels)

a decision based on human and financial resources



Direct tools - we send the message directly to the receiver
(e.g. events, publications, websites)



Indirect tools – the messages are sent through other channels
(mainly the media)



Events

Planning is key

- + Road shows
- + Bus tours
- + Open days
- + Competitions and awards (photos, media, best project)
- + Webinars
- + Exhibitions
- + Fairs
- + Workshops
- + Study visits
- + Press visits
- + Conferences



What event did you enjoy and find productive?

Check list
on USB

Publications

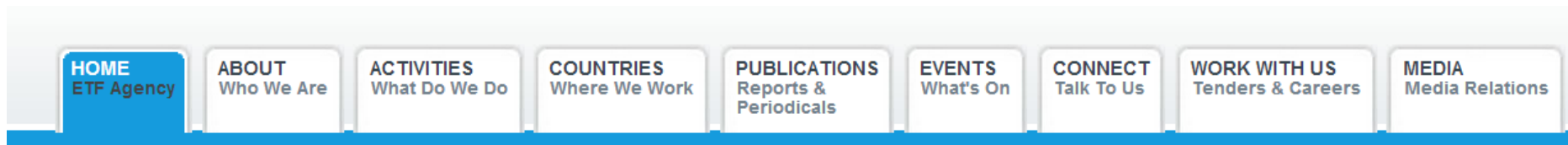
Issues to consider:

- Do you really need a publication? Who is your target?
- Electronic only or electronic and print?
- What would be more effective – a booklet, leaflet, flyer, bookmark, card, etc. How will you use it?
- To tell your project's story, your beneficiaries' story or both?
- Writing is different –brief and to the point. Who will write?
- Use photos. Do you have printable ones?
- How will you disseminate? (weight, size, costs etc.)



**Check list
on USB**

Websites need content



Elements of success:

- ✓ journalistic style
- ✓ visual communication
- ✓ user friendly platform
- ✓ ease of navigation
- ✓ rapidity in delivering information
- ✓ quality of content
- ✓ translation in more languages

Simultaneous utilisation of **different dissemination channels** that reach different target audiences and take full advantage of all existing content (ex: news on Google, publications on Issuu, photos on Flickr)



Feed your website every day

News coverage

- ✓ **Experience** is key
- ✓ **Real-time** coverage
- ✓ Replicate **media workflows**
- ✓ **Avoid validation**
- ✓ **Multilingual** outreach
- ✓ Key channel for **project promotion**
- ✓ **Strong dissemination** channels



Social Media

Social

VS

Traditional Media



about me

engagement / dialogue

free / user's content



about them

one-way conversation

professional / paid

How to create a successful Facebook post

- Write relevant and **intriguing information** at the beginning of your post;
- Keep messages **short but relevant**
- Always **link to information** you are talking about
- Post **regularly** but not **too frequently**
- Use **action verbs** such as learn, watch, join



Facebook post: mistakes to avoid



- **Tone** should be natural and casual, but still **professional**
- Do not use low **quality photos**
- Avoid **acronyms** that people may not know
- Don't forget to **tag**



ENPI Info Centre

Posted by Giovanni de Paola 191 · July 2

We have released a new interactive press pack: "Enhancing growth and shared prosperity: Info Centre press pack on Euro-Med Trade cooperation and support to SMEs". Check it out: <http://bit.ly/1rhgzXI>





1 photo = 1,000
words

... find the beneficiaries



Good photos can be used for:

- Media
- Publications
- Posters
- Website
- Social media
- Exhibitions
- Give-aways



Good photos are a good investment – get it right for maximum return

Photo exhibition



PHOTO EXHIBITION

**30 September –
14 November 2014**

9:00 > 17:00

Info Point Europa

Rue Archimède 1
Archimedesstraat, Bruxelles

The exhibition was prepared by the EU Neighbourhood Info Centre, a project funded by the EU as part of the Regional Communication Programme (2011-2014) and implemented by Action Global Communication in consortium with ANSA and CNA.



Keep it simple

answer the 5 Ws

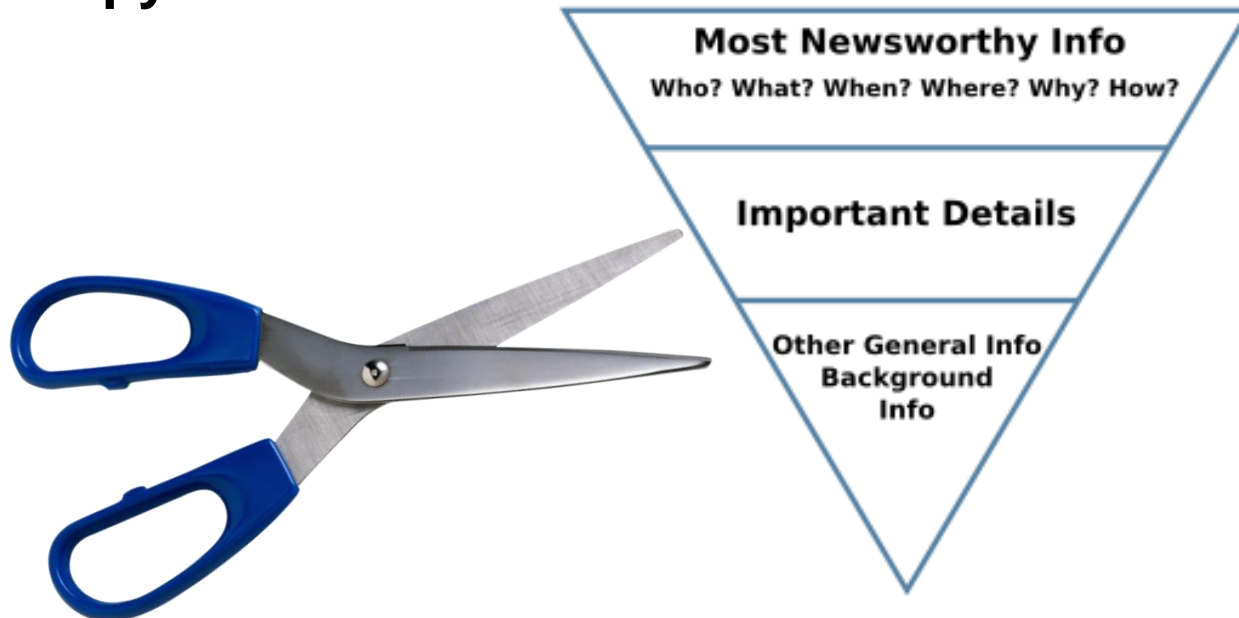
- **Who** is involved - your project, beneficiaries, other partners
- **What** happen- your story
- **Where** the place
- **When** the time
- **Why** it took place, the context
- How**

... *and one H -*

Press Release

The Inverted Pyramid

At journalism school, you are taught the inverted pyramid:



The editor will start cutting from below...

Grabbing attention!

- **Headline** must attract attention
- **Intro** must contain key news facts
- **Language** must be clear – keep it short, keep it simple, no jargon
- **Quotes** liven up the story – these are real people
- **Background** identifies who you are, what you do
- **Contact information** – you must be available



Handbook
on USB

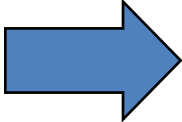
The forbidden words

Components
General/specific objectives
Capacity building
Technical support
Best practices
Beneficiaries



And avoid to copy-paste your Terms of References!

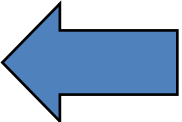
What are people interested in?



The big issues: health, jobs, environment - all cooperation projects address big issues in one way or another



The everyday issues: the local results and impact that people feel in their everyday lives. All projects deliver concrete impacts in one way or another



How would you tell the story if you were meeting a friend after work?

Members of the third framework Coordinating Committee held their second JHFCT meeting at the headquarters of the Sub-regional joint action team and discussed on-going progress in implementation of the project's strategy



Our actions to clean up the local lake have been a spectacular success, and we're going to recommend it be opened up for public bathing for the first time in 20 years !



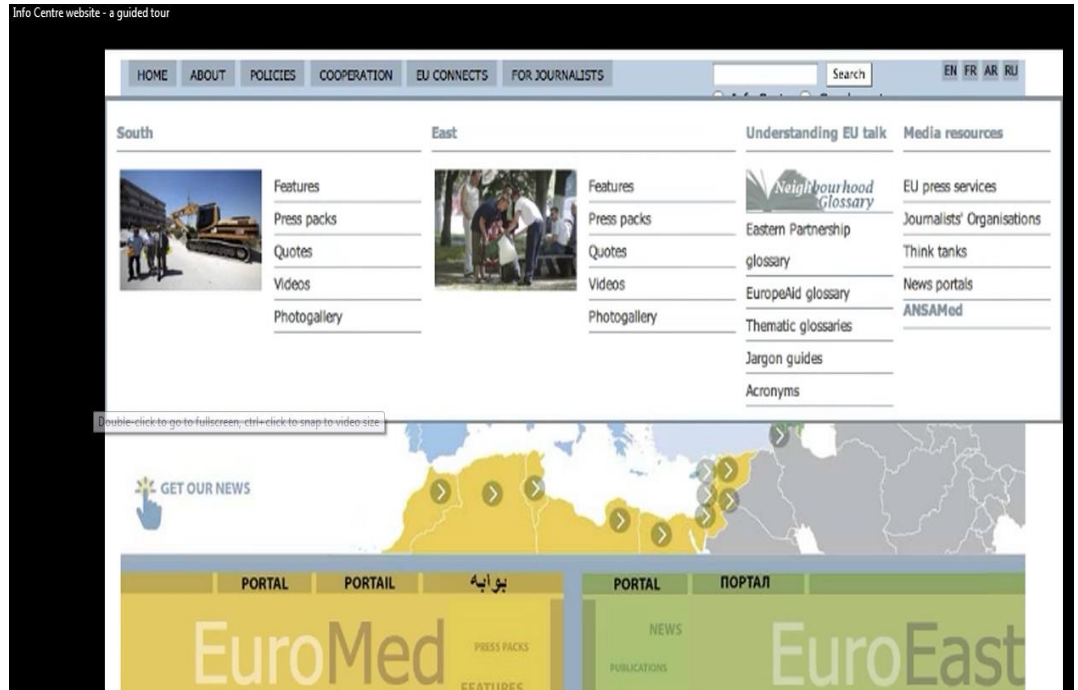
The Info Centre tools



*Where do I find the
ARLEM report on local
water management in
the Mediterranean?*

www.enpi-info.eu

- ✓ journalistic style
- ✓ visual communication
- ✓ user friendly platform
- ✓ ease of navigation
- ✓ rapidity in delivering information
- ✓ quality of content
- ✓ translation in more languages



News coverage

Production

- 9,000+ news alerts (approx. 8/day)
- 195 press packs

All content translated within 24 hours

Outreach

- Website
 - 4.1 million pages viewed*
 - 1.6 million visits*
- Social media
 - 25,000+ subscribers across platforms*
- Alerts sent to
 - 6,300 subscribers (of which 700 journalists)*

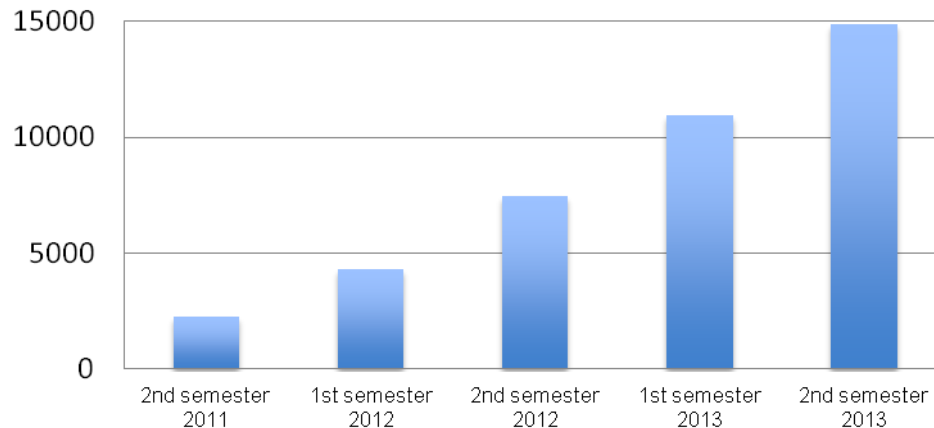


** All figures from 2009 to December 2013*

Social media

- **25,000 + subscribers** on Facebook, Twitter, LinkedIn

- **Very fast growing audience:**



- **Photo competition:** 140 entries, 16,000 likes, 215,000 visualisations



Feel free to use...

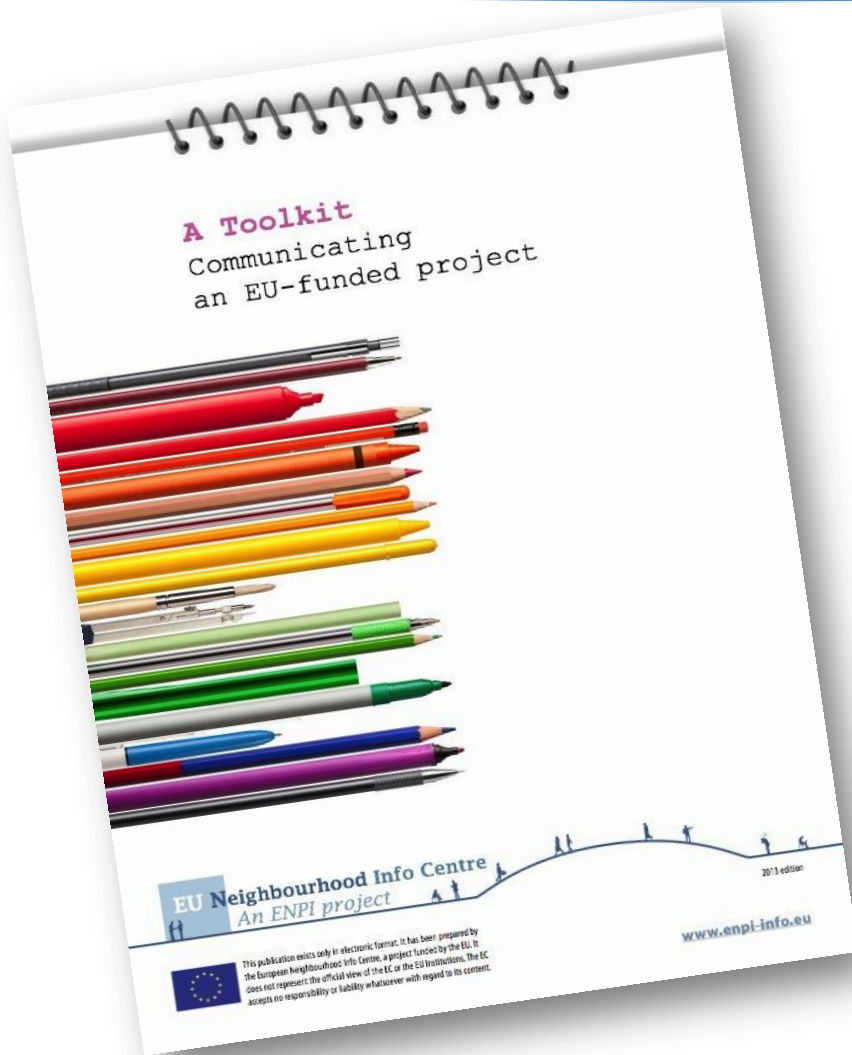
Beyond the good practices developed, a number of materials produced by the Info Centre retain their value beyond the end of the project, either as is, or easily adaptable to other regions or policies, or as successful templates to develop similar products elsewhere...



EU Neighbourhood Info Centre

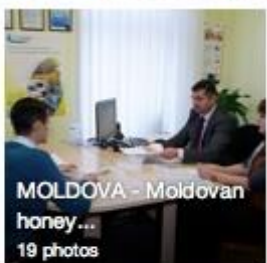
An ENPI project

Training materials and handbooks



Can be used as is, anywhere in the world

[illegible]

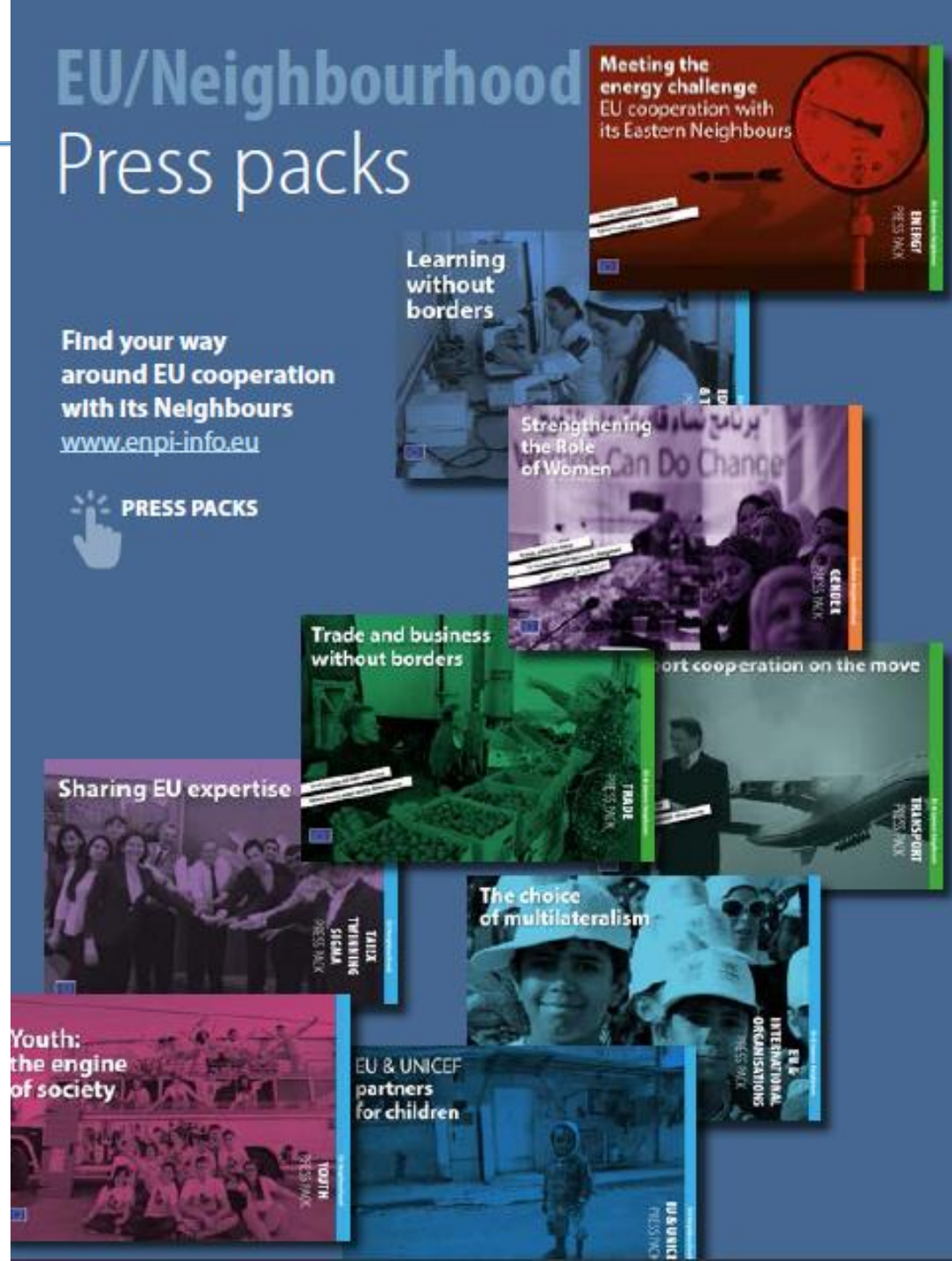


Beyond the handshakes: a unique photo archive, illustrating the human face of cooperation


Press packs

- ✓ All the background policy info
- ✓ Success stories
- ✓ Interactive links on key topics
- ✓ Attractive graphic intuitive layout


A valuable template for presenting key areas of intervention



The EU Neighbourhood Library



Looking for that official document?
The EU/Neighbourhood library



- Action plans
- Agreements
- Country reports
- Declarations
- Resolutions
- Strategy documents

www.enpi-info.eu/library

- Key treaties and communications
- Policy reports
- Sector analyses
- Project publications
- Documents in all available languages



A valuable resources for the Neighbourhood: the library is one of the most visited areas on the Info Centre website

Over 1,000 electronic documents

www.enpi-info.eu/library

Feature stories put cooperation in the news



- Focus on local impact
- Telling the human story
- Written by local journalists
- Translated into local language
- Free to use for media

Feature Stories

The Info Centre stories: *Projects in Action*

Assignment → Local journalists

→ Editing/translation/layout

→ Release → Media placement



Putting cooperation in the news:

Environment features placed in dozens of leading media

- *The biggest solar complex in Africa*
- *Plants could boost local industry in the Mediterranean*
- *Stopping water leakages*
- *Turning olive oil waste into euros while protecting nature*
- *Hotels are going green too*
- *Children ambassadors for sustainable energy*
- *The car of the future*
- *A hospital powered by wind*
- *Plants could be at the root of new jobs*

Magazine
on your
USB



Success Stories

Photo stories: telling a story in 40 seconds



EGYPT

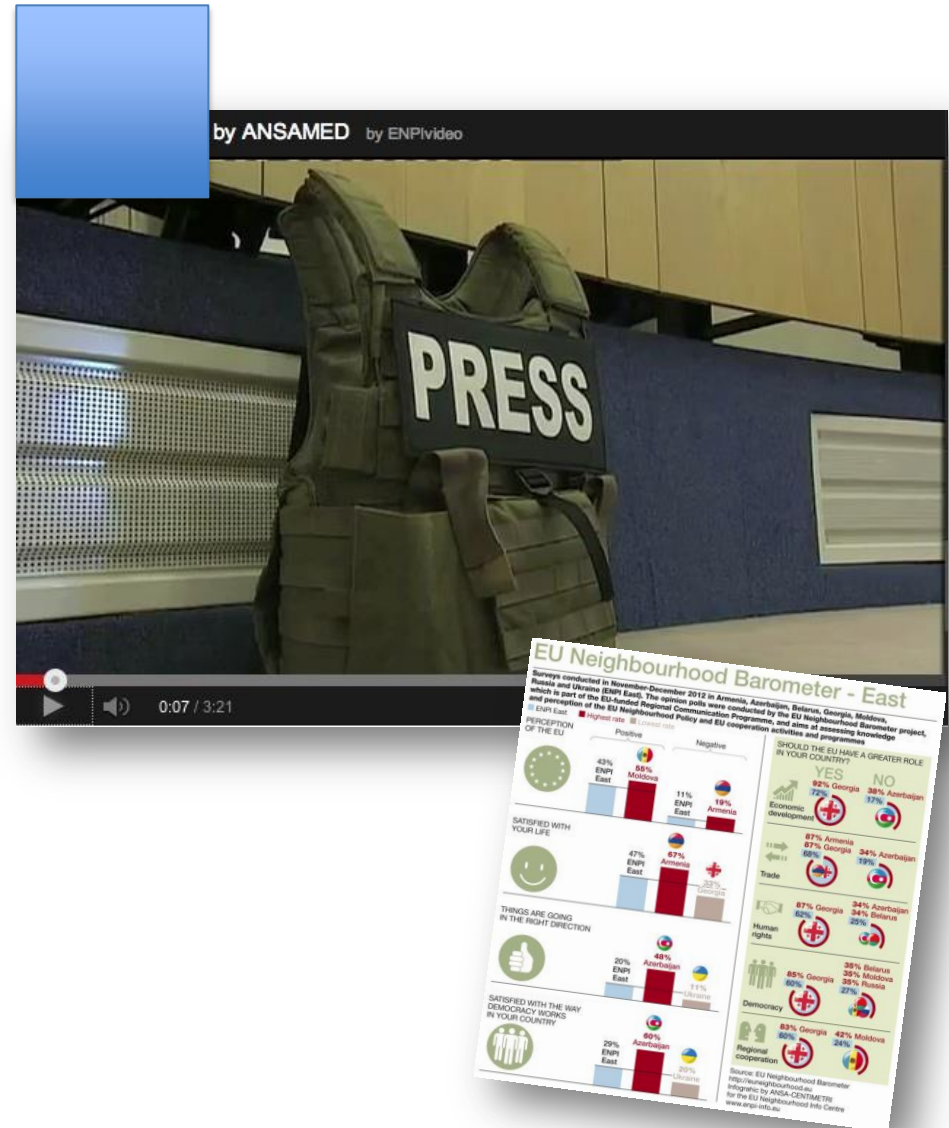
"Hotels are going green too!"

News agencies coverage

Consortium partner

ANSA

- News disseminated: 882
 - Generated news 4,492
 - Interviews
 - Videos
 - Infographics
-
- ANSAMed Network: 26 national news agencies and broadcast subscribed by 177 newspapers (circulation: 8.1 million)



Interviews: delivering the policy message



Key policies explained:

- Top partnership actors speak out
- Free to use for media

Your correspondent in Brussels



Stay informed

The screenshot displays the EU Neighbourhood Info Centre website. The main header includes navigation links: HOME, ABOUT, POLICIES, COOPERATION, EU CONNECTS, and FOR JOURNALISTS. A search bar and language options (EN, FR, AR, RU) are also present. The page title is "EU Neighbourhood Info Centre - An ENPI project". Below the header, there's a section titled "Your Gateway to the European Union Neighbourhood" with a map of Europe. A sidebar on the left lists various resources: EUROAST PORTAL, EUROMED PORTAL, LIBRARY, YOUTUBE, PHOTOGALLERY, FACEBOOK, LINKEDIN, TWITTER, RSS, and GET OUR BANNER. The main content area is titled "Welcome to the ENPI Email Alert subscription page" and contains a form with fields for Title, Name, Surname, Address, Country, Email, Re-enter Email, Telephone, Profession, Sector, Responsibility, and Country of interest. Below the form, there's a section titled "EU response to the Arab Spring". At the bottom, there's a "GET OUR NEWS" button with a hand icon pointing to a "PORTAL" button.

• Tailor-made subscription

From: EU Neighbourhood Info Centre <news@enpi-info.eu>
Subject: News alert - Press freedom is never achieved once and for all: it must be fought for every day
Date: May 3, 2012 3:20:45 PM GMT+02:00
To: eugenio one
Reply-To: EU Neighbourhood Info Centre <news@enpi-info.eu>

EU Neighbourhood Info Centre
An ENPI project
news alert

03-05-2012

Press freedom is never achieved once and for all: it must be fought for every day

Press freedom is never achieved once and for all: it is something that must be nourished and fought for every day, the President of the European Parliament Martin Schulz has said in a statement marking World Press Freedom Day.

To read more visit: <http://www.enpi-info.eu/newsandpublications/2012/05/03/03-05-2012-01>

Kind regards,
EU Neighbourhood Info Centre
<http://www.enpi-info.eu>

A Journalist's Handbook
Covering relations between the EU and its Neighbourhood Partners

Environet News - EuroMed News - Join the ENPI Info Centre mailing list - unsubscribe@enpi-info.eu From the ENPI Info Centre mailing list

Please do not reply to this e-mail, but contact us [here](mailto:news@enpi-info.eu).

Sign up for our daily email alerts: 700 journalists already did !



Thank you!



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