

Partnership for a better future

www.interreg-rohu.eu

EFFECTIVE COMMUNICATION, YOUR KEY TO SUCCESS

**PARTNER SEARCH FORUM
SZEGED, 23.06.2017**



Aim of our presentation

- To talk about the **importance of communication** work in your project
- To give you **ideas and advice on how to plan** your communication activities in order to succeed
- To discuss the **content of a good project communication plan**



Effective communication

Highly-effective
communication
practices are
crucial in project
management

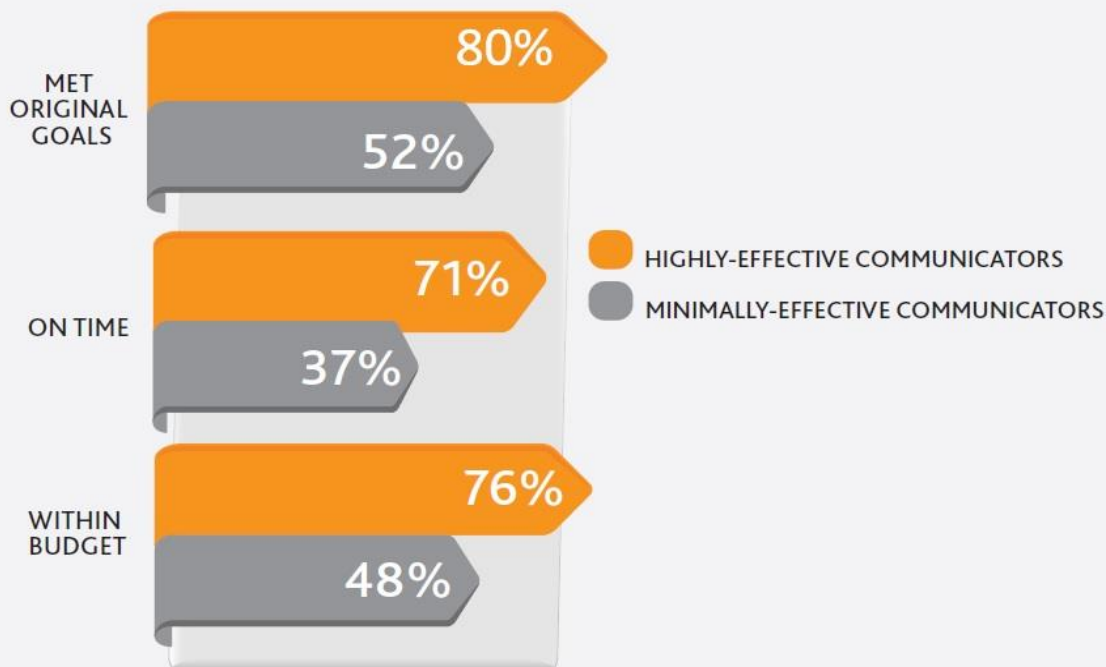


Figure 3. Organizations that communicate more effectively have more successful projects.





INTERNAL COMMUNICATION

... within your project

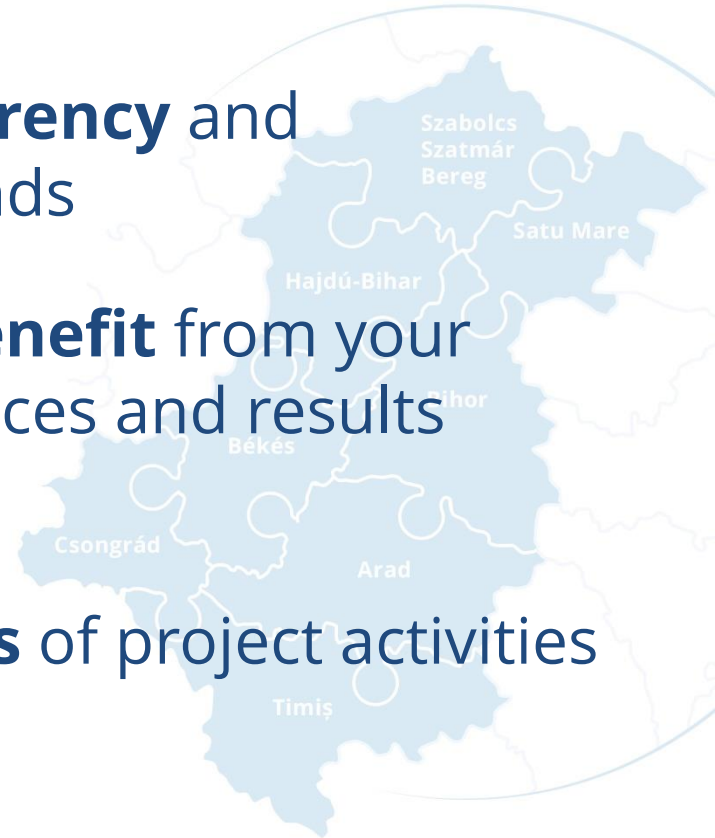




EXTERNAL COMMUNICATION

Why is it of key importance?

- **To increase transparency and awareness** of EU funds
- **To help others to benefit** from your activities, good practices and results achieved
- **To create awareness** of project activities and results



What's
your
message?

How
do you
communicate it?

Who's
your
audience?

When do you
want to
communicate it?

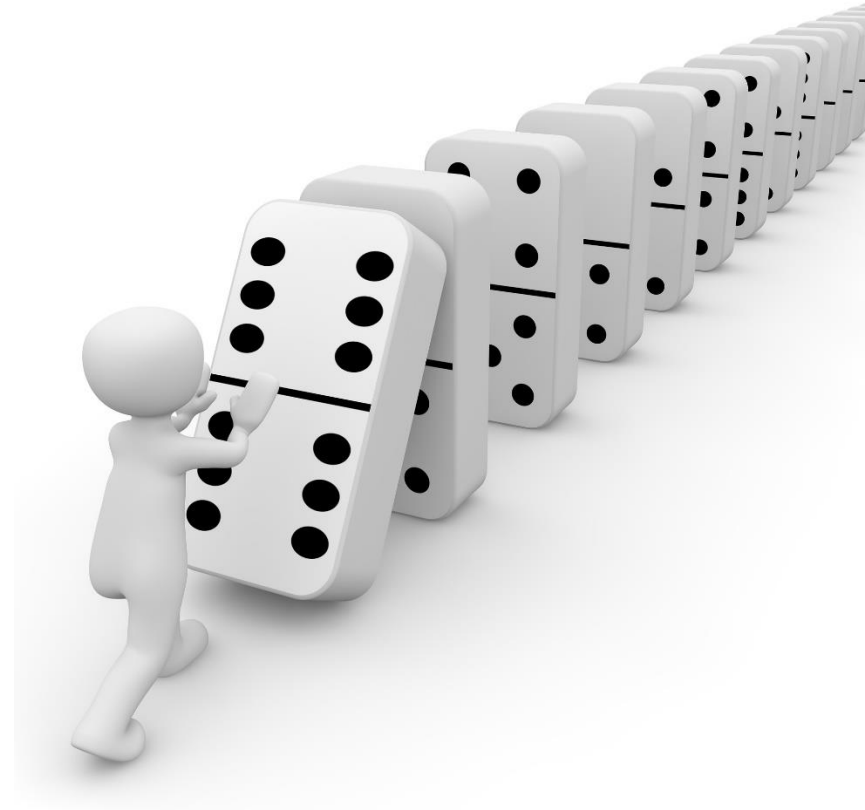
- keep in mind your project aims and indicators
- identify milestones of your project



TIPS

THINK IMPACT!

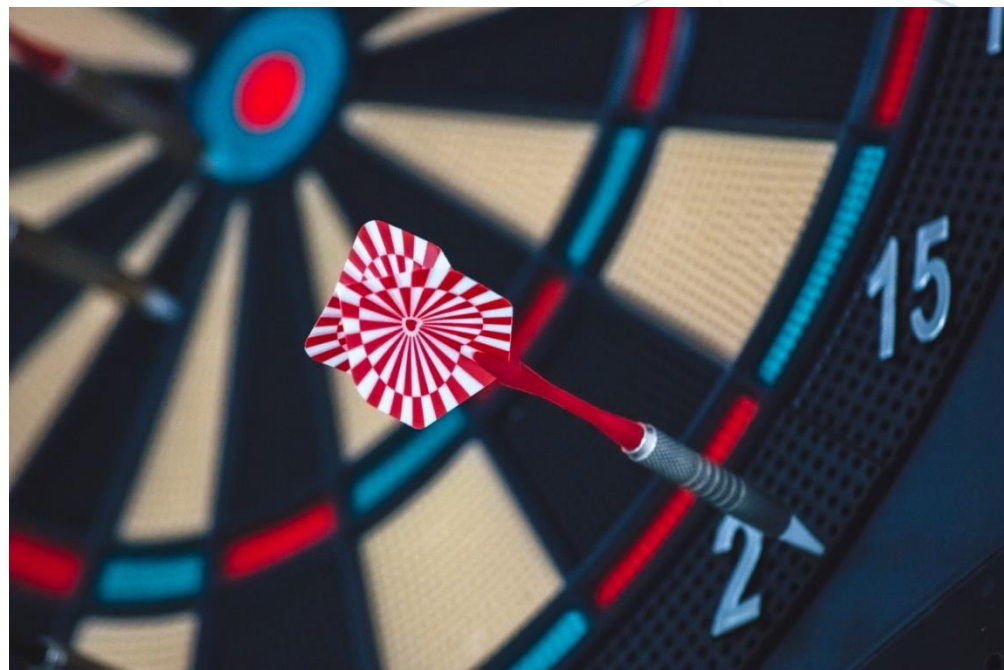
- ✓ Achieve project objectives
- ✓ Reach target groups
- ✓ Share results



TIPS

SET SMART OBJECTIVES!

- ✓ **S**pecific
- ✓ **M**easurable
- ✓ **A**chievable
- ✓ **R**elevant
- ✓ **T**imebound



eMS

- ✓ describe your planned communication activities in the summary section

Communication C

Wp Details

Communication

Partner

Wp Responsible Partner Selection

1 - RO

Partners Involvement Slection

<input checked="" type="checkbox"/>	Number ↕
<input checked="" type="checkbox"/>	1

Summary

Summary Description





eMS

Activity A.C.1

Activity Title

Publication(s) ▼

Start Date

May ▼

2017 ▼

End Date

May ▼

2017 ▼

Indicative Budget

€ 0.00

Activity Description

Description

2000 Characters Remaining

⊖ Remove Activity

⊕ Add Deliverable

⊕ Add Activity

⊖ Remove Workpackage

💾 Save

Deliverable D.C.1.1

⊖ Remove

Title

2000 Characters Remaining

Target Value

0.00

Delivery Month

May ▼ 2017 ▼

Description

2000 Characters Remaining

Compulsory requirements for projects

1. **display the Union emblem and reference to the ERDF;**
2. **description of the project on the websites of the beneficiaries;**
3. **smaller projects, (<EUR 500.000) at least one poster with information about the project** (minimum size A3) at a **location readily visible**, such as the entrance area of a building
4. **infrastructure or construction operations >EUR 500.000 temporary billboard** at a location readily visible to the public,
5. **Inform those taking part in the project of the funding**
6. **Place permanent plaque or billboard** no later than 3 months after the completion of the project, if:
 - **total public support to the operation > EUR 500 000;**
 - **purchase of a physical object / infrastructure / construction**



Recommended TOOLS



Producing publications and materials

In general, **all communication materials** created and funded within the Programme **must contain the following 5 compulsory elements**:

1. **The Programme logo** (already includes EU emblem and reference to the ERDF);
2. **Romanian Government logo** (used on materials edited in RO language) **or / and the** logo of the Hungarian Government (used on materials edited in HU language). In case of materials edited in **EN, both logos** shall be applied;
3. **The slogan** of the Programme: **“Partnership for a better future”**;
4. **Reference to** the Programme and its **webpage** (www.interreg-rohu.eu);
5. **Disclaimer** that the communication material does not necessarily reflect the official position of the EU: **“The content of this does not necessarily represent the official position of the European Union”**.



Thank you for your attention!

Orsolya CAMERZAN,

Communication officer

Joint Secretariat

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