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# Communication

**Lead Applicants seminar**

Salzburg | Austria | 06-07.02.2024

21|27

**Denise de Roux**

# Communication in the application form

## C.4 Project work plan

- Communication objectives

- Target audiences

- Activities (+ Deliverables)


## C.7 Project management

- Coordination

- Project results transfer

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# Communication strategy

Project specific objective

↓

Communication objectives

↓

Target groups

↓

Approaches

↓

Activities
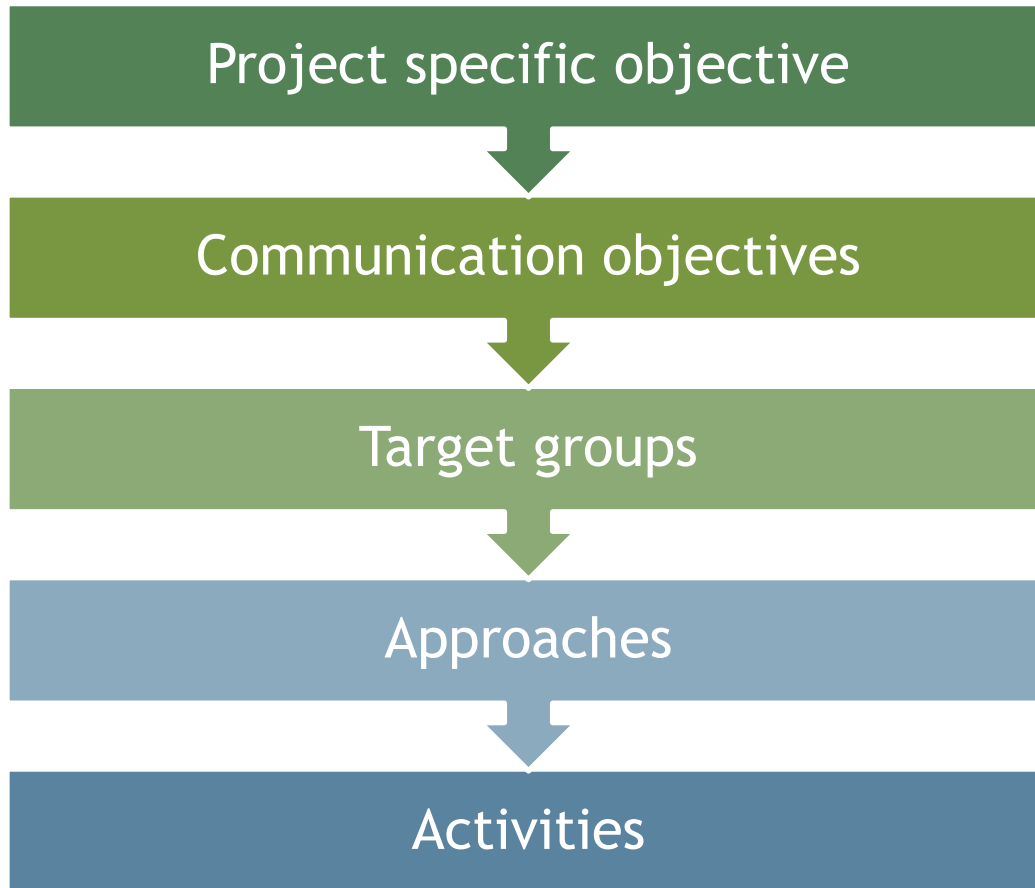
+ timeline
+ budget

# Communication objectives

# Communication objectives

**S** Specific

**M** Measurable

**A** Achievable

**R** Relevant

**T** Timed

# Communication objectives

S  Specific

M  Measurable

A  Achievable

R  Relevant
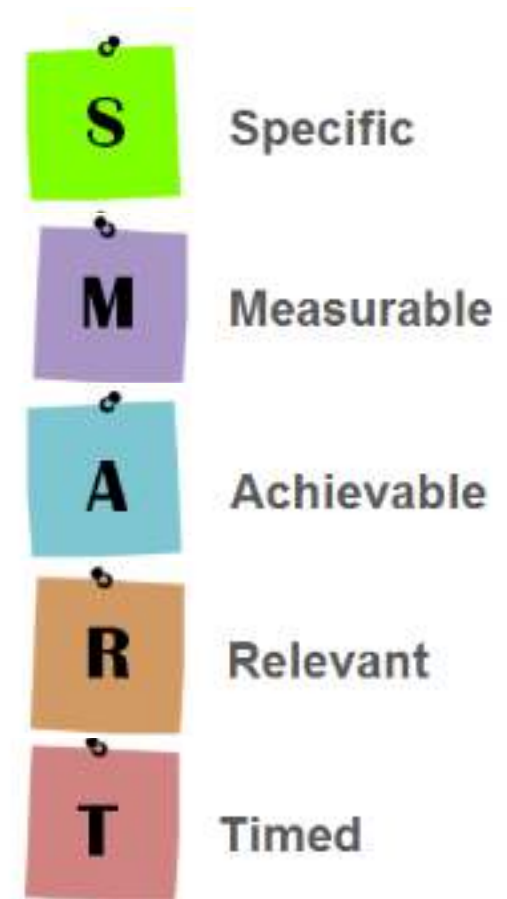
T  Timed
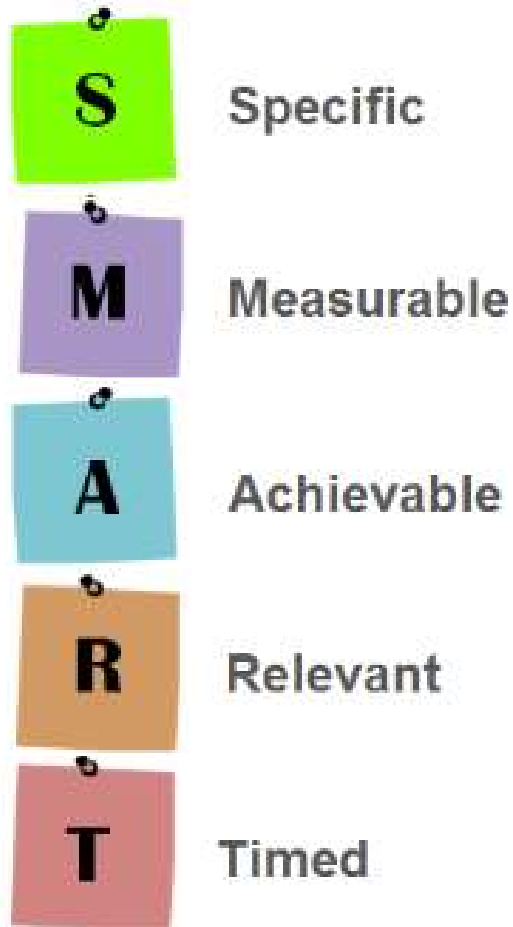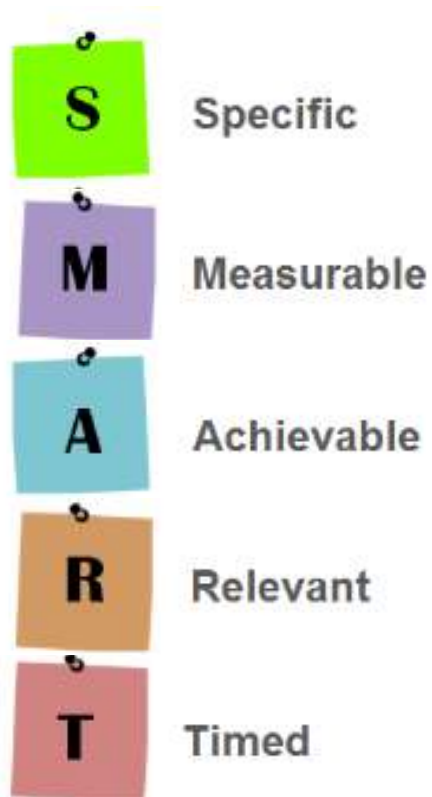
E.g. Changing behaviour by convincing

**at least two administrations per Alpine**

**Space country**

**to implement the monitoring model for**

**drought developed by the project**

**in two towns**
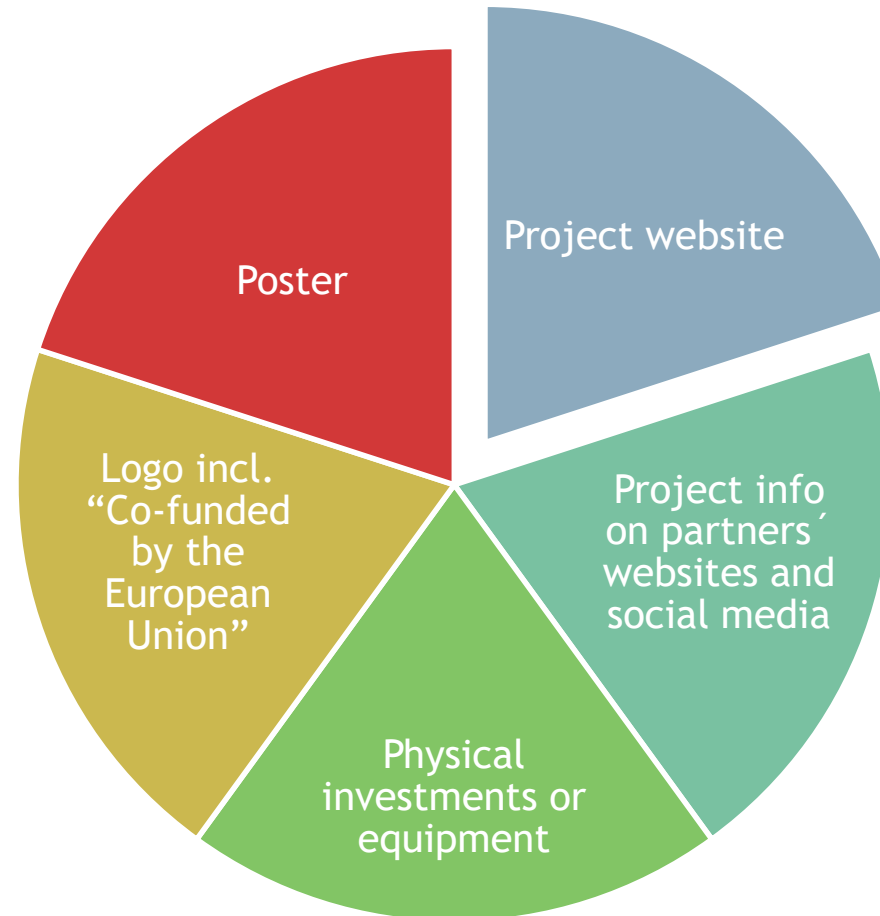
**by the end of the project**.

# Exercise: define a communication objective

1. Select one of your work packages

2. Identify the project specific objective linked to this work package

3. Identify the relevant target audience

4. Draft one (or several) SMART communication objectives:
   changing behaviour, influencing attitude, increasing knowledge or raising awareness

**S** Specific

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# Branding and visibility requirements



**Financial consequences: up to 2% ERDF**

# To go further: Project greening

- Energy efficient and sustainable principles for
  - Project publications and promotional products
  - Events and meetings
  - Office daily activities

- Programme manual: chapter A.4

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# Don't forget!

- No work package BUT clear description in the application form

- Communication is part of your project

- Define a strategy and involve all partners

- Appoint a communication manager

- Respect the requirements

- Plan sufficient budget

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