

# Session 2

## Communication and impact

# Content

- Regulation
- JS support and Programme channels
- Communication and impact
- Best practice
- Q&A

# Regulation

## Acknowledge funding

use of logo including  
references to EU, ERDF and  
Interreg 2 Seas



## Inform the public

Mandatory  
Vs  
Non-mandatory measures



**Factsheet 14**

# Regulation

## TIPS

- Read [Factsheet 14](#).
- Use [templates](#) for mandatory measures.
- Work with professional designers.
- Prevention is better than cure. Ask for JS advice.

# Regulation

## QUIZ

Who will be the **queen or the king** of communication regulation?



# True of false

I can use an electronic version instead of a paper version of the project poster.

*False. An electronic version would only be accepted in addition, not to replace the paper version. The paper version is mandatory.*

# True of false

The EU emblem has to be on the homepage of every project partner's website.

***False.** Beneficiaries need to have a dedicated page on their website where the EU emblem should appear, along with the Programme logo, references to the EU and ERDF, and information about the project. This can be any page on the website, not necessarily the homepage. See [Factsheet 14](#) for more details.*

# True of false

We need to keep our project website alive until 5 years after project closure.

***False.** It is not required by EU regulation, but JS recommends to keep these websites alive for 5 more years after the project has ended, since this is the mandatory retention period for physical investments. A project website can in most cases be considered as a non-physical investment.*



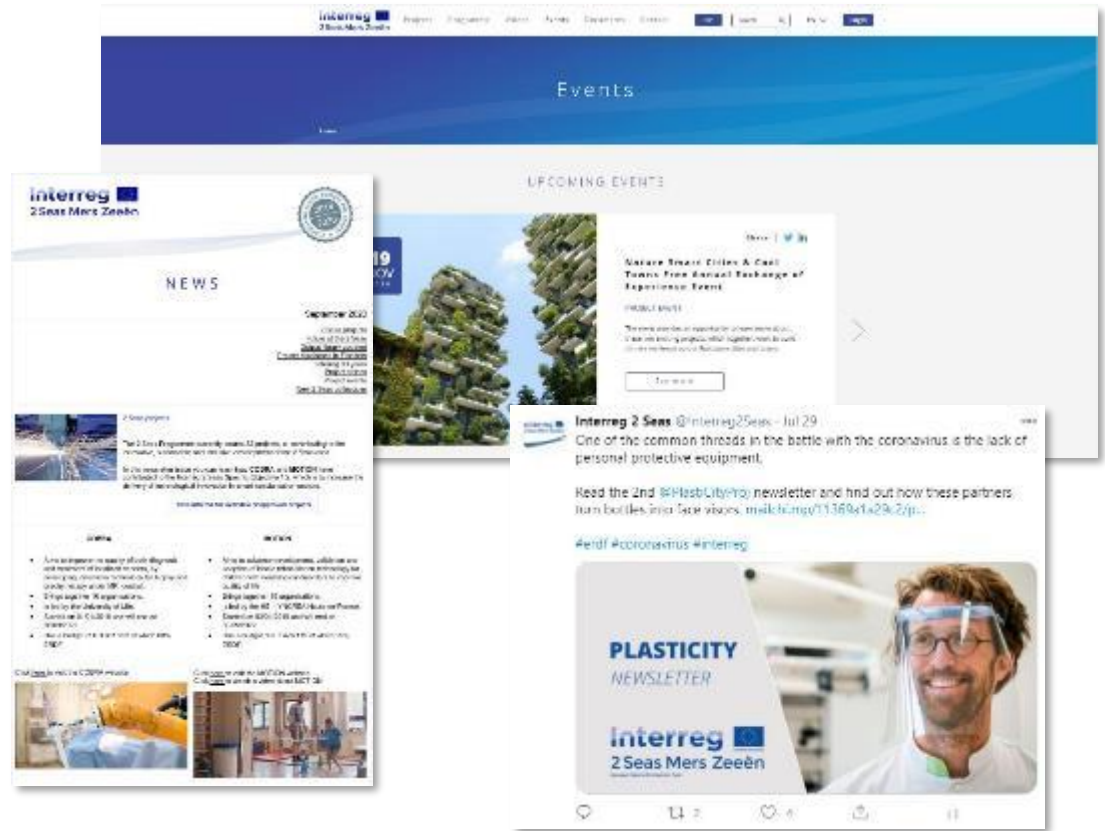
# True of false

In exceptional cases, alternative measures for the investment billboards can be accepted.

*True.* in case of local restrictions e.g. UNESCO heritage for SLIC project, or Natural Beauty protection...other ways of informing the public can be accepted.

# JS support and Programme channels

- Website
- newsletters
- Social media
- (Online) events



# Communication and impact



# Communication and impact



# Communication and impact



# Communication and impact



# Best practice

- Marijke Mahieu - MET-CERTIFIED - ENCORE  
Keeping up with the target groups  
[marijke.mahieu@ugent.be](mailto:marijke.mahieu@ugent.be)
- Henry Quinn – CASCADE  
Local media, local impact  
[henryquinn@nhs.net](mailto:henryquinn@nhs.net)
- Stefan Flos - POLDER2C's  
Polder 2 See  
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# Keeping up with the target groups



# Keeping up with the target groups

- **Problem:**
  - how to easily count target groups reached with communication actions for reporting?
  - How to make this simple enough for partners to get them involved?
  - How to make sure you have all the information and proof you need?

# Keeping up with the target groups

- How we used to work: an elaborate excel sheet with tabs per output + proof documents on Dropbox



Very elaborate but too detailed and confusing for partners that don't use it daily



Had to be made easier and a lot more user friendly!

		Target groups reached (to be completed by WP4-lead, based upon info in box 1 of this site W-C communication reporting)						Comments		
		Certification bodies (classification bureaux & test facilities)		Technology developers		ICORE members		Others		
		Financials	Insurers	Maritime regulators	Technology developers	ICORE members	Others	Total		
9	Target value								5000	
11	Value reached in previous reporting (2017)								971	
12	Value reached in current reporting (2018)								11000	
13	Target groups reached so far								2152	
14	Further specify the reached target groups (target value)	E.g. Banks, Pension funds, Capital Investors,...	E.g. IIG, PSA, MunichRE, SwissRE, AXA, CATLH			E.g. Bluewater, Toodles, SVE-Floto, EEL				
15	Further specify the reached target groups in current reporting (2018)	Tridax Bank, Seawind, ST Projects, strategic investors (large enterprises)	Renewable Risk Insurers, Marsh, PROFIN, B2Bsure	Hyllawaterstraal, Vlaamse Water Wegen, Scottish maritime	Eureau Veritas, Lloyd's Register, ClassNK (Agent), DNV-GL	Orbital, Atlantic, WaterEnerg, Seabased, EEL	France, UK, NE, Canada, Japan, USA	Industry, research, academia, the EU Parliament		
17	Target groups reached / communication tool (to be completed by WP4-lead in close collaboration with WP4-lead, based upon box 1 of this site W-C communication reporting)							Comments		
18	Tools to reach target groups	Total achieved in current reporting	Certification bodies (classification bureaux & test facilities)		Technology developers		ICORE members		Others	
19	press releases	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Target group do not include others (like universities, governmental organisations,...) - should we add this?	
20	website news & reports	not possible to trace	not possible to trace	not possible to trace	not possible to trace	not possible to trace	not possible to trace	not possible to trace	1000	Try to filter website statistics of relevant news w.r.t. standards & certification schemes (too difficult) - website stat
21	presentations at conferences								1000	Presentations at conferences: different numbers of participants in APR versus JIA (evaluation dissemination activities: eg. For ICORE in JIA: 1000, in APR: 1500. Should mention the number of participants to the presentation (via
22	dedicated workshops									
23	newsletters	2	6	1	2	5	4	1	8	27 Finance Workshop 3 / JIA: 16 + Finance workshop 4 / JIA: 11
24	dedicated mailing	5	7	7	29	47	46		86	check number of people reached via mailing statistics (APR 2 mentions 298 subscribers)
25	LinkedIn & Twitter								1	no statistics available on that! All JPs should keep track of dedicated mailing actions with regards to this deliverable
26	Engagement with ICORE									10000 check JIA file - evaluation social media for exact figures. Do we need to extract relevant news items for this output?
27	Other*									add number of participants to Annual Plenary meeting in Seattle and count under presentations, conferences)
28										add number of participants to Annual Plenary meeting in Seattle and count under presentations, conferences)
29										11259
30	Describe to which deliverables your engagement with the stakeholders was related to							Comments		
31	what activities have been performed by the JPs?									
32	How did you collaborate with observer partners / target groups. Possibly mention the name of specific organisations where you collaborated with									
33	The involvement was mainly related to D1.3.1.1. NEN has a strong engagement with IEC/ICORE, and wrote an annual report on the IEC and ICORE activities for 2018. This included the Annual IEC Plenary meeting in Seattle USA, follow-up and main achievements in developing standards and certification schemes. We also received positive feedback about the 2 organized finance workshops by UBank together with Dega Blue Consulting (in Osband and during OBCC) in which the importance of certification w.r.t. functioning was addressed. In order to engage with the different stakeholders UBank has set up a discussion forum. This will be further elaborated in 2019. We also communicated about this via a press release.							Questions: has the report of NEN been shared with observer partner/other stakeholders? With regard to what is in APR/WP4/O.1.1. & standards have been developed, but have they already been communicated to observer partners/target groups? If yes how and to whom?		
34	Source of certification (evidence, reference to annex, etc.)									
35	workshops on finance attendance list - see number of subscriptions & split in target groups									
36	presentations at conferences: different numbers of participants in APR versus JIA (evaluation dissemination activities): eg. For ICORE in JIA: 1000, in APR: 1500. Should mention the									
37	number of participants to the presentation (via attendance lists)									
38	Google analytics: website statistics for news w.r.t. standards & certification schemes									
39	newsletter: mailing statistics (check if the newsletters in JIA contain links about standards and certification schemes & check number of reached people - check mailing list id									
40	split in target groups (evaluated in 30)									
41	Social media: xls sheet with analytics									

Excel:

- One of these tabs per output
- Interesting for comms officer, but not for users!

# Keeping up with the target groups

- Solution: make an easy online form for partners!



<https://www.cognitoforms.com/UGent1/METCERTIFIEDTargetGroupsTool>

- Clean to use (shortcut)
- Drop-down options
- Listing of target groups & comms actions
- Option to upload evidence
- Related to which output/deliverables
- Entries: edit and/or export

- Tool: Cognitoforms (but maybe other options available too)

→ Free (upgrade optional), easy to configure, 500 free entries/month, e-mail notification to comms manager, unlimited number of forms

## MET-CERTIFIED Target groups tool

Which M-C partner are you? \*

- |                               |                                |                              |                               |
|-------------------------------|--------------------------------|------------------------------|-------------------------------|
| <input type="radio"/> DMEC    | <input type="radio"/> UGent    | <input type="radio"/> EMEC   | <input type="radio"/> NEN     |
| <input type="radio"/> PTEC    | <input type="radio"/> POM W-VI | <input type="radio"/> DNV-GL | <input type="radio"/> Lloyd's |
| <input type="radio"/> Ifremer | <input type="radio"/> Tocardo  |                              |                               |

Date of communication action



Type of communication action \*

*Please note that social media posts are not included in this form. We kindly ask to add these action to the excell file in Dropbox.*

Which target groups did you reach with this communication action \*

- |   |  |
|---|--|
| <input type="checkbox"/> Test Labs              | <input type="checkbox"/> Technology Developer        |
| <input type="checkbox"/> Certification Body     | <input type="checkbox"/> Regional Development Agency |
| <input type="checkbox"/> University/Research    | <input type="checkbox"/> Network Community           |
| <input type="checkbox"/> Marine Energy Sector   | <input type="checkbox"/> Supply Chain                |
| <input type="checkbox"/> Consulting/Engineering | <input type="checkbox"/> Investor/Insurer            |
| <input type="checkbox"/> Institution            | <input type="checkbox"/> Government                  |

# CASCADE – Local media, local impact

# Local media, local impact – Strategy

- **Develop a comms strategy**
- **Use communications channels**



# Local media, local impact – Targeting communications

- Local news outlets
- Opinion leaders
- Advocates
- Community groups
- Political leaders



## First dementia village in the UK

Health trust officials, Philip Wright, left, and Henry Clive at the site of the first dementia village in the UK. (Left: August)

The first phase of the £100m dementia village in Dover is set to open in August. The village will be the first of its kind in the UK and will provide a new way of living for people with dementia.



## Inside look at Harmonia Village, UK's first centre of its kind, in Dover

TRAFFIC NEWS SIGN ME UP FOR NEWS ALERTS

en@thekmgrou...  
February 2020 | Updated: 16:45, 05 February 2020



...ange who you are, says a boss at the UK's first purpose-built centre for the  
...duty manager at Harmonia Village, says residents will be encouraged to live as  
...le.





# Local media, local impact – Content

- Content
  - Good news: This is in short supply
  - Press release for milestones
    - 3-400 words
  - Pictures/video-clips
  - Use multiple channels
- Message
  - What is new and innovative?
  - The local benefits
  - The potential for wider impacts

# Polder2C's – Polder2See

# Polder 2 See

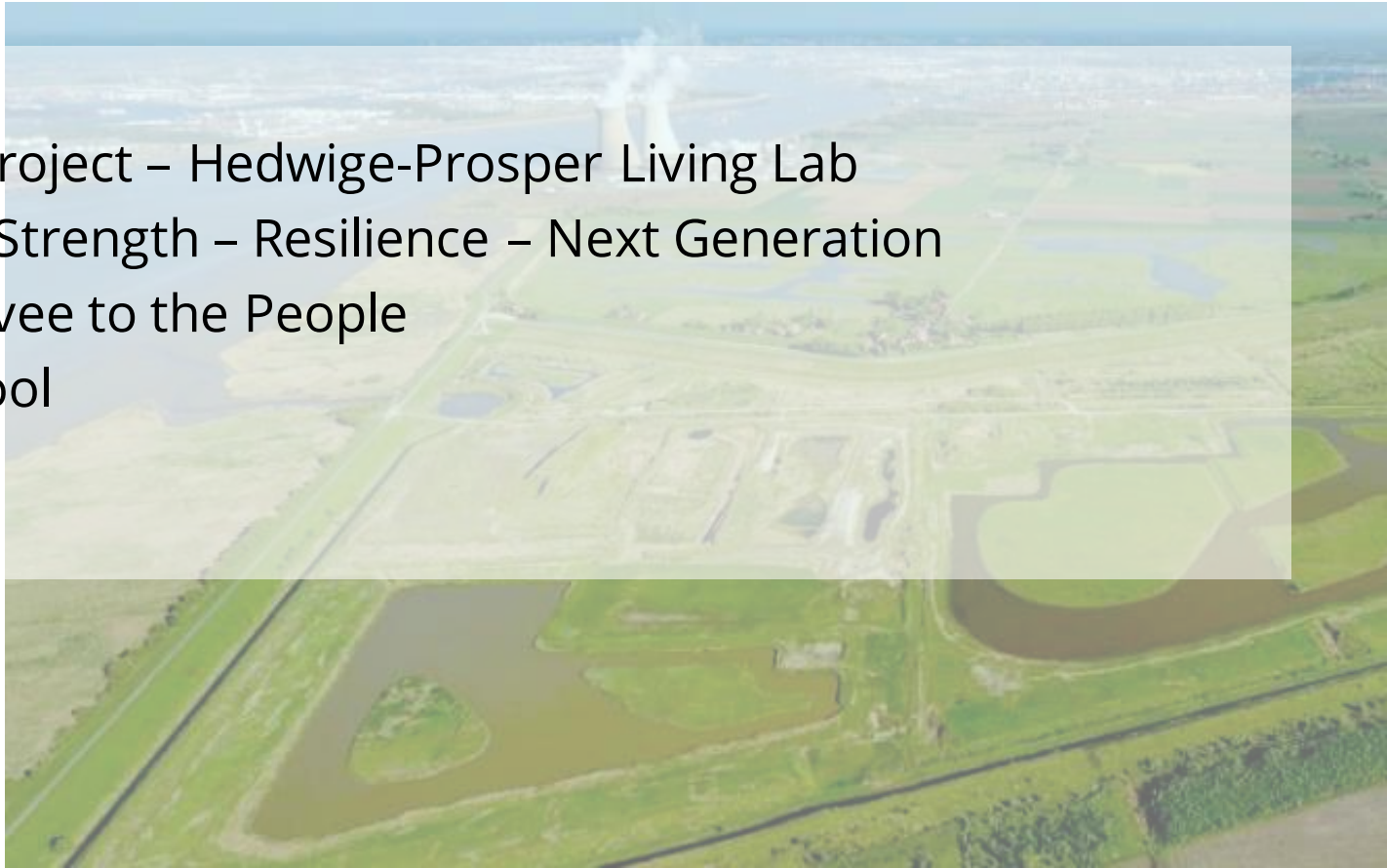
- Introduction
- Concept
- Tips



# Polder 2 See

## Introduction

- Polder2C's project – Hedwige-Prosper Living Lab
- Dike safety: Strength – Resilience – Next Generation
- Bring the Levee to the People
- Video as a tool



# Polder 2 See

## Introduction

- Stefan Flos: 30y Consultant Water +12y video reporting
- Knowledge transfer – 5,500+ water video items recorded
- Meetings – interviews – Video Doc
- Video is essential for next / new generation & learning
- CORONA: Bring the Levee to the People



# Polder 2 See

Concept: why video?

- Modern communication
- WYSIWYG (who is still reading anyway?)
- Time Capsule
- Authentic: people with knowledge in view
- High level of detail – layered – compacted
- Business Story Telling



# Polder 2 See

## Tips

- content – content – content
- Focus on the professional / target group
- It is Not about the What  
but about the How & the How exactly (like a TV cooking program)
- The Devil is in the Details: don't be afraid to go deep (people love details)
- Ask – Show – Tell – Learn – Share - Repeat
- SMART & KISS



**Educating  
the Next Generation**

March 11 2020

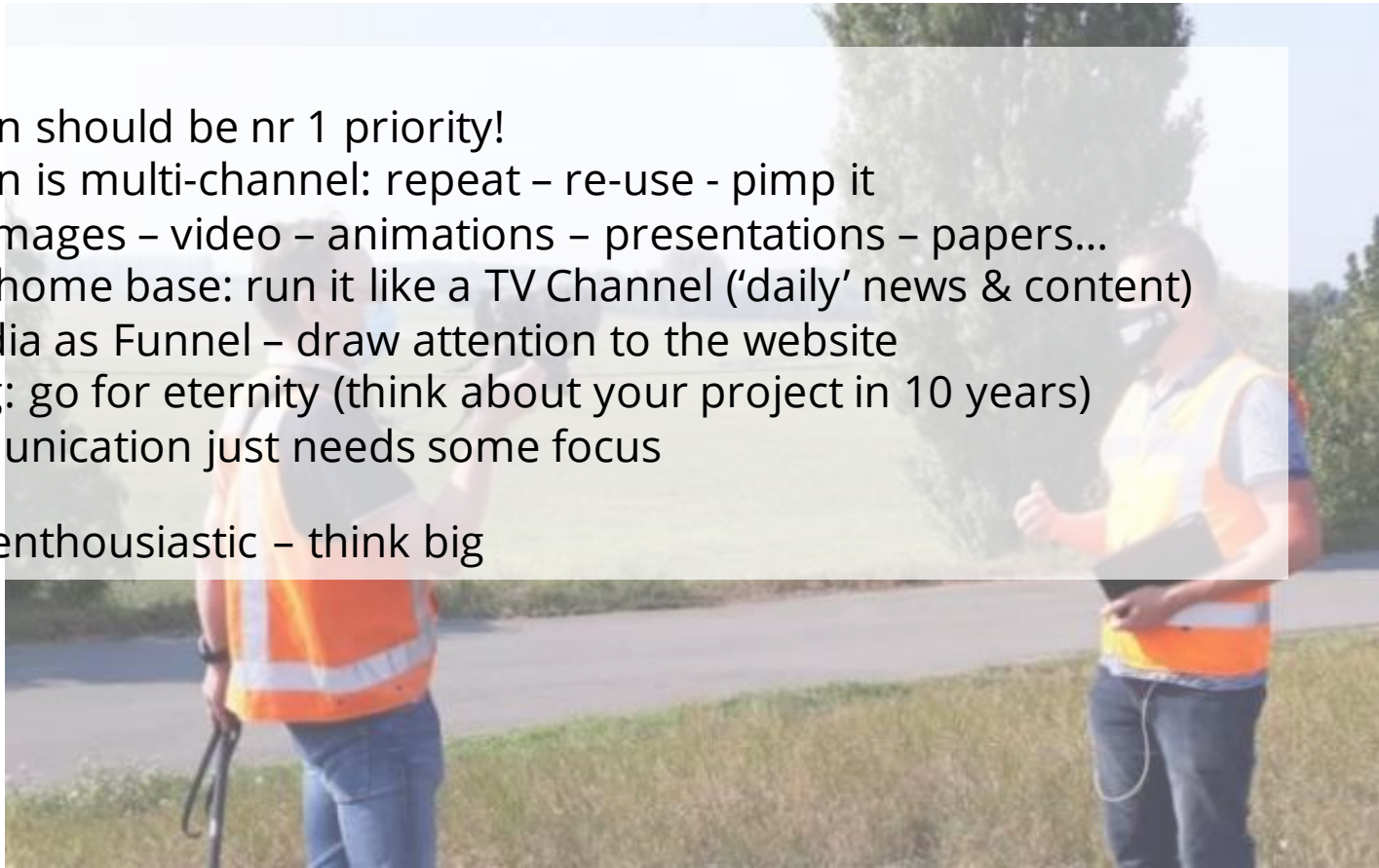
1-2-3 Sold!



# Polder 2 See

## Tips

- Communication should be nr 1 priority!
- Communication is multi-channel: repeat – re-use - pimp it
- Mix of texts – images – video – animations – presentations – papers...
- Website is the home base: run it like a TV Channel ('daily' news & content)
- Use Social Media as Funnel – draw attention to the website
- Content is King: go for eternity (think about your project in 10 years)
- Content communication just needs some focus
  
- Have fun – be enthusiastic – think big



# Polder 2 See



**THANK YOU**

*Bring the Levee to the People*

**News Vlog**

27 October 2020

# Q&A

# Wrap up & closure

**Thanks for your attention**