

2 Seas Mid-Term Review Event

25 & 26 April 2019
ICC, Ghent, BE

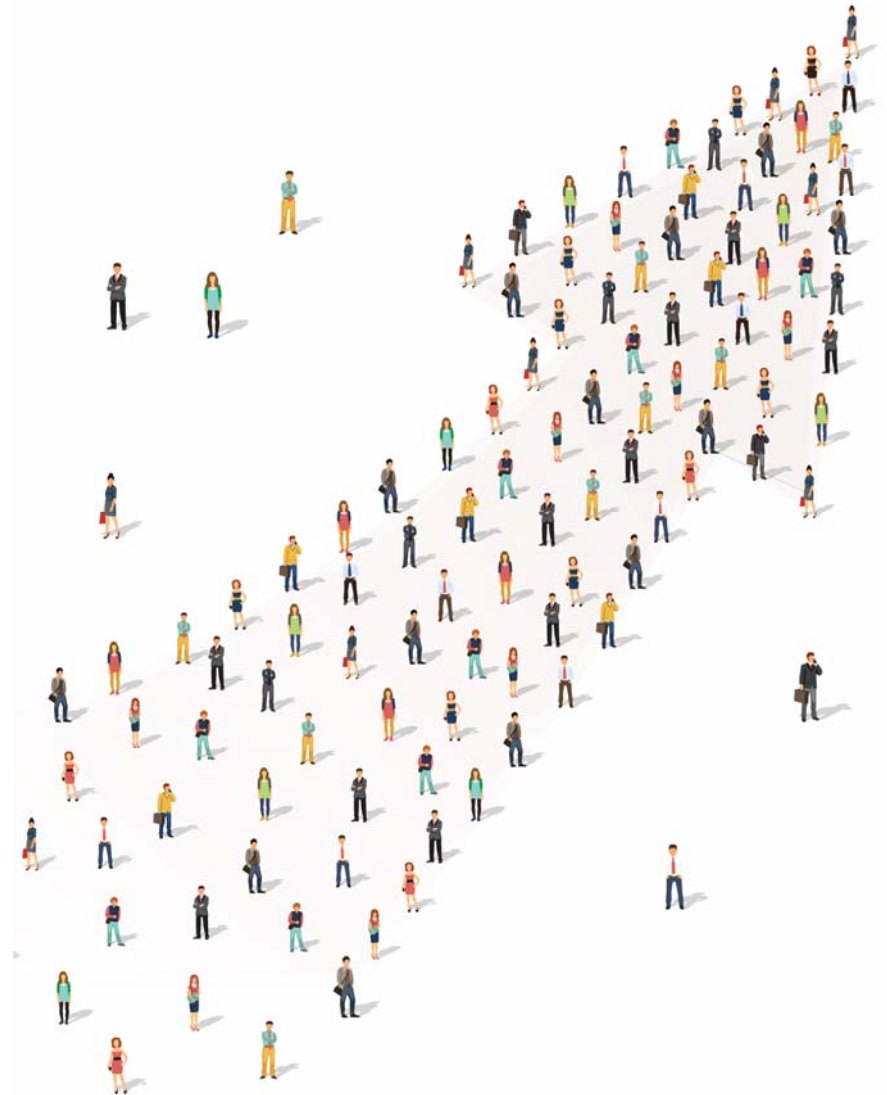


Target Group Involvement

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PANEL

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Project communication

Informing



Communicating



SWOT communication

Strengths

What have we got that we can use?

Weaknesses

What could damage our reputation?

Opportunities

What could we capitalise upon?

Threats

What might go wrong?



Definition

Anyone, internal or external to an organisation, who has an **interest** in a project or will be affected by its outputs and results.

Stakeholders

Individuals and/or organisations **directly** positively affected by the project outputs.

Not necessarily receiving a financial grant and even not directly involved in the project, the target groups may exploit project outputs for their own benefit.

Target groups

Project partners; receive ERDF

Beneficiaries



Different steps to follow



1. Analyse your target groups

- Interests and information needs
- Characteristics (language, number, education)
- Knowledge about your project
- Information sources

**Primary
target groups**

**Secondary
target groups**



1. Analyse your target groups

OUTPUT

Who will be using it?



How to involve them? When?

How many? (**target value**)



1. Analyse your target groups

C.4.2 Target groups: please tell us who will use the project outputs and how 

Project Outputs	Target Groups 	Please further specify the target groups	How will you involve target groups?	Target value 
<p>Cross-border collaborative innovation network (IN) of data science and port logistics players focused on the development of smart port applications.</p> <p>148 / 150 characters</p>	<p>Data science entrepreneurs wanting access to the port markets, commercial port logistics stakeholders wanting solutions to optimise their operations</p> <p>148 / 150 characters</p>	<p>Data science entrepreneurs are start-ups or SMEs who engage in different stages of data science application development, from data management and analysis over data visualisation and user interface design to the continued provision of the application and related user services.</p> <p>Port stakeholders consist of business actors like shipping companies, terminal holders, third party logistics players and of institutional / government actors like harbor pilots, lock-keepers, port authorities.</p> <p>489 / 500 characters</p>	<p>We will involve > 370 entrepreneurs and port logistics stakeholders into 1 IN. Active communication to and recruitment of these actors will provide (potential) smart port developers the chance of participating in any of the project activities at different stages of the development process.</p> <p>Current (unconnected) smart port entrepreneurs are estimated to be no more than 140 in the 4 countries. The project aims to increase their number by 35 and to connect them with port users and authorities.</p> <p>497 / 500 characters</p>	<p>430</p>

Challenges target group identification

'Identifying different target groups remains a challenge'

'Difficult to be sufficiently specific so that all partners know who is exactly behind what and how they have a responsibility to reach them'

'project proposal was not written by the same people as the ones that will need to deliver the outputs/results, target groups listed are not sufficiently specific'

'Making sure the communication efforts reach the right target groups'



Challenges reach target values AF

'Target values: foreseen in Application Form vs reality'

'The numbers did not mean anything'

'We had to come up with a methodology to calculate the different target groups when the project was already approved which was a challenge'

'challenge to align the efforts of all partners and to reach all target groups in all involved Member States'

'Recruiting audience remains a challenge'.



2. Define your objectives

- **knowledge:** what new things do you want them to learn about your subject?
- **attitudes:** what changes in opinions do you want to stimulate?
- **practice:** what changes do you advocate in what the target group does? What new things would you like them to do, and what things should they stop doing?



Challenges **set-up project communication**

*How to jointly define the communication objectives of my project?
What needs to be agreed upon at the start of the project to plan
the communication deliverables?*

Communication working group?

Benefit of a communication strategy?

How to involve all partners?

How to local communication actions fit with the project
communication objectives?



Challenge to reach the 4 Member States

'It remains difficult to reach the 4 Member States'

'Challenge to communicate in three languages with the same message'.

'Uniform communication is a challenge'.

'Communication to 4 countries is not evident. Tailor made communication per country is thought to be more effective'.



Challenge to organise information flow?

‘partners have difficulties in identifying news that is important enough to be communicated upon at project level’

‘I keep ask my partners to send me stuff but I don’t receive enough’

‘organise monthly updates from partners’

‘have developed guidance (incl templates’ on the way in which information should be presented’



3. Design your messages

WHAT

Impact on human lives

Spectacular outputs

Key figures

Project partnership

Key improvements



3. Design your messages

WHAT

« 120 jobs created »

« 460 families supported »

« cluster of 48 SMEs »

« 18 zero carbon buildings »

« 6 coastal cities cooperate »



3. Design your messages

Think about the right « jacket » for your message!

e.g. Comprehensive articles vs short videos



Challenge regarding communication at early stage project

‘how to communicate on outputs that are not delivered’

‘the impact on the population will only start to show after the end of my project so what do I communicate upon?’

‘there is no local interest for my international partnership’



4. Choose your channels



4. Choose your channels

Successful channels for 2 Seas projects

- Website (project / partner)
- Newsletter (project / partner)
- Social media (Twitter, Facebook, LinkedIn)
- Events



Make project website dynamic

Triple-A

encouraging energy efficient home renovations



ABOUT

This Triple-A website is for local authorities who are seeking to support homeowners to reduce emissions in their homes.

It will offer ideas on how to deal with it. By doing so, Triple-A will contribute to decreasing the carbon footprint in your city and to reaching the EU 2020 targets. The Triple-A method will hereby occupy a key position.

[Read more](#)

Tweets by @TripleA_2Seas

 Triple-A
@TripleA_2Seas
Good luck tomorrow to our Triple-A partner @PicardiePass with the organisation of the 1st regional forum of the public service for energy efficiency @AmiensMetropole! Curious about the outcome of the #SPEE activity assessment and discussions about #energy

Make project website dynamic

Interreg 2 Seas Mers Zeeën
Triple-A
Ambassadors / Ambassadeurs / Ambassadors

HOME ABOUT US GUIDELINES FOR LOCAL AUTHORITIES **PARTNERS** PUBLICATIONS NEWS & EVENTS CONTACT

Do you want to become a Triple-A supporter as well? Contact us via e-mail: triplea@interreg2seas.eu

For whom?

Mainly for:

- Local and regional public authorities
- Organisations that work for local and regional public authorities

But also for:

- Supply side (contractors, technology developers & suppliers)
- Regional energy multipliers (energy consultants, network organisations)
- Consumer/Resident organisations
- Financial partners (banks, energy service companies, energy cooperation's, utilities)

Conditions?

- You are located in Europe, preferably in the 2 Seas region. This is the target area of the 2 Seas Crossborder Cooperation Programme that finances the Triple-A project.

What can you expect?

- We listen to the ambitions of your organisation as local authority or other stakeholder
- We introduce you to local authorities with similar ambitions with regard to decreasing carbon emissions in single-family houses
- We invite you to local scoping and designing workshops
- We share knowledge and best practices to support your own energy efficient retrofitting activities

Make project website dynamic



Are you an SME manager?

[Click here!](#)

Are you a business park manager?

[Click here!](#)

*Typically, the focus of energy policy is on supporting businesses to become sustainable on its own and, in the process, often neglect possible intra-company synergies. The diversity of the companies found on business clusters however reflects itself also in their energy use profiles and potential for sustainable energy production. A small but energy-intensive smelting company positioned next to a large logistic operating hub is an illustrative example. The smelter simply has no available space for solar panels to provide sustainable power for its electric smelter, while the logistics operator will not make the investment because of their low energy use. However it would make total sense when looking at it from the perspective of the business cluster. **This is where the BISEPS project comes in!***



Make use of automatic translation/subtitles

Interreg
2 Seas Mers Ze
Water Resilient C
European Regional Development Fund

Sélectionner une langue		Sélectionner une langue ▼									
Français	Biélorusse	Corse	Gallois	Indonésien	Laotien	Marathi	Roumain	Suédois	Vietnamien		
Afrikaans	Birman	Créole haitien	Géorgien	Irlandais	Latin	Mongol	Russe	Swahili	Xhosa		
Albanais	Bosniaque	Croate	Grec	Islandais	Letton	Néerlandais	Samoan	Tadjik	Yiddish		
Allemand	Bulgare	Danois	Gujarati	Italien	Lituanien	Népalais	Serbe	Tagalog	Yorouba		
Amharique	Catalan	Espagnol	Haooussa	Japonais	Luxembourgeois	Norvégien	Sesotho	Tamoul	Zoulou		
Arabe	Cebuano	Espéranto	Hawaïen	Javanais	Macédonien	Ouzbek	Shona	Tchèque			
Arménien	Chichewa	Estonien	Hébreu	Kannada	Malaisien	Pachtô	Sindhi	Telugu			
Azéri	Chinois (simplifié)	Finnois	Hindi	Kazakh	Malayalam	Panjabi	Slovaque	Thai			
Basque	Chinois (traditionnel)	Frison	Hmong	Khmer	Malgache	Persan	Slovène	Turc			
Bengali	Cingalais	Gaélique (Écosse)	Hongrois	Kirghiz	Maltais	Polonais	Somali	Ukrainien			
	Coréen	Galicien	Igbo	Kurde	Maori	Portugais	Soundanais	Urdu			

Climate change will increase risks of urban flooding due to increasingly heavy rainfall, which overwhelms outdated drainage.


Water Resilient Cities focuses on retrofitting sustainable urban drainage (SUDS) to existing urban areas as a solution, making use of the public realm to overcome a shortage of space on individual sites.


[Find out more](#)


Newsletter

BioBoost Newsletter March 2019

No Images? [Click here](#)



Interreg 
2 Seas Mers Zeeën




Interreg 2 SEAS secretariat organises Video Awards 2019 during Mid-Term Review event on 25 and 26 April in Ghent

Numerous partners of different Interreg 2 seas projects have produced a video that demonstrates the project's ambitions and/or achievements. BioBoost has made the video 'virtual exploration of the practice centre insect breeding of Inagro' concerning insect breeding. This video was sent to the Interreg 2 Seas secretariat for the Video Awards 2019 and we are nominated!

You can watch the video and place your vote. You can vote up to **14 April**. Click on the button below and choose "BioBoost".


Vote now!



BioBoost 'Inventory' ready

The BioBoost partnership has published a document that gives an insight into the three regions involved in their project: Flanders region around Roeselare (Belgium), Westland region (Netherlands) and Lea Valley (UK) with additional reference to Kent. The inventory considers the meaning of a circular and bio-economy for horticulture and describes these key regions, its main crops, by-products and waste streams from the horticultural industry.

The aim of the inventory is to provide a joint basis for the partnership to shape effective actions and stimulate a more circular bio-economy for horticulture; initially in these regions, but ultimately



Social media

- Include visuals / videos
- #Using #too #many #hashtags #doesn't #make #your #text #trendy, #but #illegible
- Make use of killer facts to sell a project. E.g: A 7% reduction in air pollution in the border region...
- Post real time info but “new story” is not an essential. You can always highlight a good, still relevant story.
- Interact with followers – do not avoid it, you are exposed publicly.



Twitter



The image shows the Twitter profile page for the ICaReS Project. The header features a large banner with the text "INNOVATION CLUSTER ACCELERATING REMOTE SENSING" in orange, set against a background of a drone and a network map. Below the banner is a row of partner logos including Woensdrecht, skeve, REWIN, KENT DOWNS, ILVO, DARPAS, Southampton, GEO INFRA B.V., and ZLTO. The profile bio states: "ICaReS is a cross border innovation cluster: remote sensing, advanced data communication & processing in sectors Nature, Agriculture, Water & Infrastructure". The statistics show 314 tweets, 367 followers, 132 following, 1027 likes, and 2 moments. The latest tweet is from @Icaresproject dated 28 mars, mentioning a partner meeting and a skype session with @geoinfra. The right sidebar shows suggestions for other accounts like HERE Developers, Droneworkers, and Bioscope.

INNOVATION CLUSTER ACCELERATING REMOTE SENSING

Interreg EUROPESE UNIE
2 Seas Mers Zeeën

Woensdrecht

ICaReS
INNOVATION CLUSTER ACCELERATING REMOTE SENSING

skeve

REWIN

KENT DOWNS

ILVO

DARPAS

Southampton

GEO INFRA B.V.

ZLTO

Tweets 314 Abonnements 367 Abonnés 132 J'aime 1027 Moments 2

Abonné

ICaReS Project
@Icaresproject

ICaReS is a cross border innovation cluster: remote sensing, advanced data communication & processing in sectors Nature, Agriculture, Water & Infrastructure

📍 Woensdrecht, Nederland
🌐 icaresproject.eu

Tweets **Tweets & réponses** **Médias**

ICaReS Project @Icaresproject · 28 mars
Partner meeting + skype by our partner #geoinfra – à Geoinfra
🌐 Traduire le Tweet

Suggestions · Actualiser · Tout afficher

HERE Developers @heredev
Suivre
Sponsorisé

Droneworkers @Dronewer...
Suivre

Bioscope @Bioscope_eu

Events



- Make use of existing events
- Focus content
- Integrate site visits
- Include focus groups for active feedback participants
- Evaluation/follow-up

Challenges regarding communication channels

‘newsletters have worked well for our project and makes it easy to monitor how many times it was read etc’.

‘guidance/training on how to write articles/press releases that contain a ‘hook’.

‘we see that most magazines (dedicated to the topic’ are looking for good articles so just contact them’.

‘making project results more visually attractive (as opposed to long texts that nobody reads. Would like more video and infographics’.



Challenges regarding communication channels

'getting first-hand information from partners organising the event is a challenge since I as communication manager need to communicate about it but am not always informed of all details and last-minute changes.'

'challenge to get our observers and the right target groups to attend the event'.

'challenge to take care of good impact measurement'.
'people do not always complete the evaluation form'



Communication



About the project itself,
partners, planned results

Multiple audiences
(incl general public)

Inform, reach out

vs

dissemination



Results only

Audience that may or
should use the results

Enable use/uptake
of results

Dissemination



- Roadshow results
- Roll-out to peer organisations
- Publications
- Dissemination event
- Observers



Challenges regarding durability

‘some of my partners are only in the project to realise the activities they have in mind and it remains difficult to involve them in the exercise to think about ‘what after the project has ended’

‘we have few time left between the delivery of the outputs and the end date of the project so hard to organise efficient dissemination’

‘dissemination is at the end of the project so difficulty to measure the impact at the time of the closure report’

