

Supporting project communication

Nebojsa Nikolic, 12.04.2016

Supporting project communication

Content

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- The goals;
 - The tools;
 - The challenges;
 - The improvements;
 - The new focus;

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- The new Manual;
 - The “new” design tools;
 - Improved trainings;
 - Social media;
 - Conclusion.

Supporting project communication The Goals

1. To ensure the beneficiaries respect the visibility rules;

2. To help beneficiaries achieve maximum project visibility;

3. To promote the best practices and sustainable solutions.



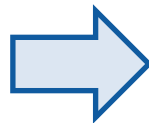
Supporting project communication The tools we have used so far

1. Visibility manual;
2. Numerous events;
3. On-the-spot visits;
4. Project progress reports;
5. Personal consultations;
6. Joint events – EC day;
7. Programme brochures;
8. Programme website.



Supporting project communication The challenges we face

- Complex manuals in English;
- Inexperience with EU projects;
- Lack of technical skills;
- Insufficient funds;
- Bureaucracy;



- Discouragement;
- Confusion and mistakes;
- Lousy promo materials;
- Message lost;
- Delays.





Supporting project communication Improving our tools and introducing new ones

1. **Visibility manual:** new concise format, synergy with the Interact toolkit;
2. **Trainings:** new format, focused on examples, not retelling the rules;
3. **On-the-spot visits:** internal JS training for improved quality control;
4. **Project progress reports:** better coordination between experts;
5. **Personal consultations:** we will further encourage, but not enforce;
6. **Joint events – EC day:** culinary tourism festival, with beneficiaries;
7. **Programme brochures:** no paper versions;
8. **Programme website:** new user-friendly interface, responsive design;

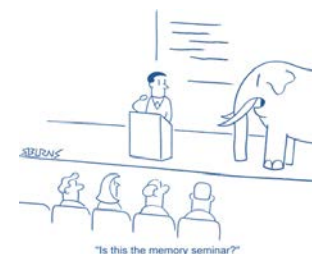


9. **New design tools:** Piktochart, Canva, and Prezi;
 10. **Social media:** Facebook and Twitter;
 11. **Professional photography services** and Annual photo competitions.
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Supporting project communication Our focus in the upcoming months

- **The Visibility Manual**, because:
 - It is the main guide and reference;
 - Explains the basic visibility rules;
- **The trainings**, because:
 - Beneficiaries often do not read the manuals;
 - Local language advantage;
 - Opportunity for beneficiaries to ask questions.
- **The three design tools**, because:
 - Eye-catching design, fresh templates/formats;
 - Help us present in a clear and simple manner;
 - Help us manage our social media accounts.
- **The social media**, because:
 - Access to wide audience;
 - Free and easy to use.

Interreg - IPA CBC
Bulgaria – Serbia
Project title





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Our new Visibility manual

1. Inspired by the Interact trainings and the Communication toolkit;
2. Concise: 14 vs 23 pages;
3. Harmonized branding;
4. More illustrations;
5. More examples;
6. Plain English;
7. Active voice;
8. Bullet points;
9. Social media.



Supporting project communication The trainings

New presentation format, with 4 sections on 10 slides:

- 1. Contact JS communication officer – one slide;**
- 2. Basic Programme visibility requirements – two slides;**
- 3. Most common issues – three slides with examples;**
- 4. Best practices – four slides with examples.**

Supporting project communication “New” design and presentation tools



Great for:

- Infographics;
- Presentations;
- Posters;
- Reports.

www.piktochart.com



Great for:

- Presentations;
- Posters;
- Social media;

www.canva.com



Great for:

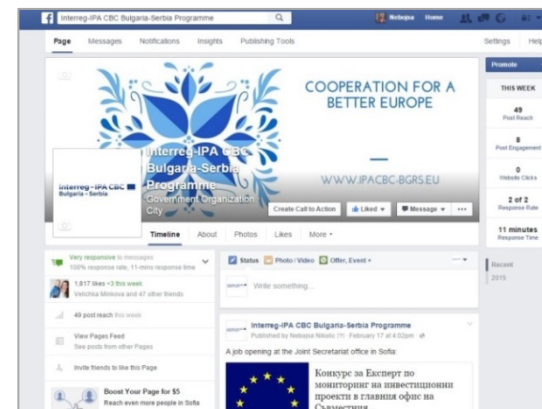
- Fancy, interactive presentations.

www.prezi.com

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Social media

- The administration already recognizes the use of Social media as a viable visibility tool;
- Since January 2015, our Programme is on:
 - Facebook: /bgrsipacbceu
 - and Twitter: @ipacbcbg
- Twitter: 27 followers – not popular in the region;
- Facebook: 1793 Likes (250 EUR investment);



We will strongly encourage the beneficiaries to make use of the Social media.

Advantages of Facebook we will promote to our beneficiaries:

- | | | |
|-----------------------|-------------------------------|--------------------------|
| ■ Free to use; | ■ No hassle with design; | ■ Target audiences; |
| ■ Easy to use; | ■ Great monitoring option; | ■ Cross-project synergy; |
| ■ Incredibly popular; | ■ Cost-effective advertising; | ■ Networking. |



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Conclusion

- We have to actively assist the beneficiaries throughout the implementation – individual approach is always the best option;
- Good visibility Manual is essential, but keep it simple and refer to other sources, such as the EC Communication and Visibility Manual;
- Improve the presentation format: use new software and focus on practical examples, Do's and Don'ts;
- Make use of the social media, and encourage the beneficiaries;
- Lead by example.



THE END

Thank you for your kind attention!

Nebojsa Nikolic,
Communication Officer
