

**COMMUNICATION STRATEGY & PLAN**

Version 110/2018

**PROJECT PARTNERS LOGO**

1. Index / Introduction

Write the introduction after having drafted your Communication Strategy & Plan, and answer briefly the following questions:

* What is your project about?
* Which are the main outputs and why are they relevant?
* What is the role of communication in your project?
* What will be the results of your communication?
* Who is involved in planning and delivering your communication?
* What are your main reference points for this strategy?

Complete the document with an index.

TO SET DIRECTION, YOUR MESSAGE MUST BE CLEAR

Apply the KISS principle: Keep It Short and Simple.

Use plain language (both in this document, and in project communications), keep descriptions short, and avoid redundant pages. Plain language increases efficiency, and reduces the need for clarification.

Here are some tips for plain writing:

1. Know your audience
2. Organize your thoughts
3. Summarize main points
4. Write short sentences and paragraphs
5. Use every day phrases and words
6. Avoid bureaucratic language
7. Use strong subjects and verbs
8. Define uncommon terms
9. Use headings, lists, and tables
10. Revise, proofread, finalize!

Remember: “*If you can’t explain it simply, you don’t understand it well enough.”* (Albert Einstein).

1. Strategy

In this chapter, the strategic framework for communication throughout the project should be outlined in the following sub-chapters:

2.1 Communication to ensure internal involvement of all partners (WP Management)

2.2 Communication to ensure external involvement in output development (Thematic WPs)

2.3 Communication to transfer outputs to new target audiences (WP Communication)

For each of the three sub-chapters identify objectives, challenges and results. Planned activities will be described in Chapter 3.

A GUIDE FOR STRUCTURING THIS CHAPTER

**2.1 Communication to ensure internal involvement of all partners (WP Management)**

* Describe the main objective for internal communication (e.g. awareness, knowledge, motivation, etc.) and identify the main challenges in reaching it.
* Define which channels and tools you will use to overcome these challenges (e.g. mailings, meetings, direct contacts, shared drives, etc.)
* Describe the results of internal communication (e.g. well-functioning partnership) and define how you will measure them.

**2.2 Communication to ensure external involvement in output development (Thematic WPs)**

* Describe the main objective for communication activities planned in the thematic work packages (e.g. external stakeholders’ involvement, etc.)
* Define your target audiences and describe through which channels/tools you will try to involve them (e.g. participatory workshops, personal meetings, etc.)
* Describe the results of external communication (e.g. involvement of relevant stakeholders in output development) and define how you will measure them.

**2.3 Communication to transfer outputs to new target audiences (WP Communication)**

* Describe the main objective for communication activities planned in the communication work package (e.g. awareness, information, dissemination, etc.)
* Define the main project outputs and identify the audiences, the key messages, and the targeted communication activities.
* Define the results of communication activities and the tools for monitoring them, and make sure that they are in line with the application form and with programme targets.

Below you can find a grid which may help you focus on project outputs, target audiences, key messages and activities.

*(Example)*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **OUTPUT 1 …..** | | | | | |
| *Audience* | *Communication objective* | *Status quo in 2018* | *Status quo aimed for in 2020* | *Key  messages* | *Outline of activities* |
| Mayors in all project regions | Increase knowledge | Do not know what is planned by the project… | Have gained a deeper knowledge about the project output… | * Output 1 helps mayors to… * … | * Road shows * …. |
| Change attitude | Have gained knowledge about project due to comm. activities …. | Know about the output and are willing to use it… | * Output 1 brings clear advantages in terms of… * … | * Personal meetings * … |
| Citizens in all project regions | Raise awareness | Do not know about the project output … | Are aware about the output, but need deeper knowledge… | * Output 1 helps citizens to… | * Social media * … |
| Increase knowledge | … | … | … | … |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **OUTPUT 2 …** | | | | | |
| *Audience* | *Communication objective* | *Status quo in 2018* | *Status quo aimed for in 2020* | *Key  messages* | *Outline of activities* |
|  |  |  |  |  |  |

1. Communication Plan

List all planned communication activities. Provide detailed information on each individual activity, as foreseen in the application form. In order to ensure that all project partners know what needs to be done over the coming two years, please provide a detailed grid with all the useful information.

If possible, please include also communication activities planned in WP Management and thematic WPs to provide the partnership with a comprehensive overview.

Here is a suggested structure:

**3.1 Start-up activities**

List in the sub-chapters all planned start-up activities. Use the suggested structure below to provide detailed information on each individual activity.

**3.1.1 Communication strategy**

*Key points*

* Project outputs
* Main target audiences
* Responsible partner for implementation
* Project partners to be involved
* Indicative timing of activity

*Description of activity*

* Describe activities and estimate budget. Follow the 5 Ws rule: who, what, where, when, why.

*Monitoring*

* Describe how you are monitoring progress of activities (in addition to project reporting).

**3.2 Public events**

Provide detailed information on planned events. Follow the suggested structure above.

**3.3 Digital activities**

Provide detailed information on digital activities. Follow the suggested structure above.

3.4. ………..

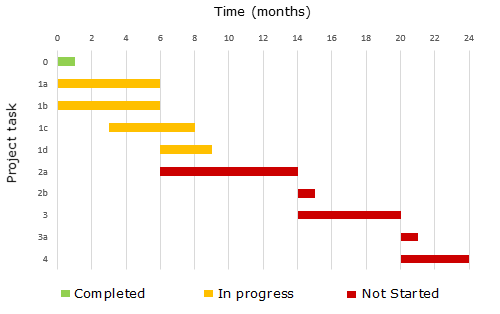
3.5. …………….

1. Timeline

In this chapter a Gantt chart should be provided with all communication activities listed and timed.

Please note: If possible please also include also communication activities planned in WP Management and thematic WPs.

*(Example)*



1. Annexes

List here any relevant annexes, such as annual communication work plans you have referred to in this document, relevant studies, SWOT analyses, other stakeholder analyses, etc.

For more suggestions on how to write an effective Communication Strategy & Plan, please refer to:

* Programme Manual / Factsheet 4.5 – Project Communication – v 01 / 01.10.2018

https://italy-albania-montenegro.eu/tools/programme-manual/implementation

* Interact Communication Toolkit – v 2.0 / 30.09.2016

<http://www.interact-eu.net/library?field_fields_of_expertise_tid=19#798-handbook-communication-toolkit-0>

* Interact Handbook / Project Communication – 13.04.18

<http://www.interact-eu.net/library?field_fields_of_expertise_tid=19#1780-handbook-project-communication>

**Contacts**

*Logo and/or other information*

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