



# Communication Plan

**The Interreg IVB  
North Sea Region  
Programme**



*Investing in the future by working together  
for a sustainable and competitive region*



*provincie* **D**renthe

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## 1. Background

WaterCAP-TASKFORCE aims at disseminating Interreg expertise from the WaterCAP cluster project and the LNS project to relevant NSR-regions. Through a number of locally present and Mobile Transnational Taskforces, the experiences and regional solutions from the former projects will be transferred and put into practice in new and existing regions of the NSR. These taskforces will synthesize the knowledge from the WaterCAP cluster and the LNS project and set up a thorough communication process and approach to the regional capacity building regarding climate change adaptation.

- WaterCAP-TASKFORCE will focus - as its predecessors WaterCAP cluster and LNS - on climate change adaptation in water management and business.
- WaterCAP-TASKFORCE builds further on the network established during the WaterCAP project (last 1,5 years) in which we highlighted the Interreg potential in our work for creating jobs, providing innovation and contributing to the European policy process.
- WaterCAP-TASKFORCE partners have already used the opportunity to learn from each other with regard to integrating, modelling, monitoring and participatory planning processes, which opened up new space for further cooperation.


This communicated knowledge has been supportive for policy makers to 'climate proof' their relevant present and future directives and guidelines as well as for actual implementation. The WaterCAP-TASKFORCE partners have a shared expertise and a large network as a result of the mutual learning between the regions and among all stakeholders - either in WaterCAP, LNS or in other Interreg projects.



## 2. Aim and objectives



### 2.1 The Communication Aim

Based on the stakeholder analysis which will take place in wp 3.2.

- Devise effective communication channels with and among the stakeholders.
- Design and implement effective communication tools for the exchange of information 
- Ensure that project results are communicated and disseminated in a form that is appropriate for the audiences to be reached.
- Engage with the media to raise the profile of project.
- Prepare communication products that capture the results and accomplishments of the project for stakeholders, the policy sector and the wider interested public.
- Ensure effective dissemination means and mechanisms for the products.

### 2.2 The Communication Objectives

Within the communication WaterCap TASKFORCE will aim at the next objectives:

- Make the target groups familiar with the results and solutions (methods and tools) of the project
  - To get familiar with 
  - Give support to carrying out and implementation
  - Spread the knowledge from the project and support new stakeholders and regions via the Mobile Transnational Task Force (MTTF)
  - This will be a main objective and an intensive one in capacity 
- Publish the recommendations of WATERCAP TASKFORCE to the target groups
  - To get familiar with the recommendations
  - Giving support to the implementation
  - Influence policy in the region (and national)
- Build on the network of WaterCap and NLS to create an integrated and extended network on Interreg and Water.

### 3. Target Audience


#### 3.1 The water management network

In the water management network different levels will be targeted in the communication:

- Water board: board members, managers, employees
- Environmental NGO's with water management in their focus.
- Research institutes
- Business involved in carrying out implementation of measures
- Participants in the WaterCap Network and LNS network (Facebook Community, Twitter Community – experts, consultants, research institutes, universities, expert networks, civil servants))
- Regional / national authorities responsible for regional water management.
- European decisions makers

**Here we have to make a segregation between the activities in WP 3.2 and LB/Drenthe. To be discussed in the September Kick Off**

#### 3.2 The public

Public support is outmost important to ensure implementations. The main target group here is the public in the area's where measures are implemented. 

#### 3.3 Authority levels

##### European level

Cooperate with the ECORE working group WATER  organising a water management seminar. This will ensure knowledge spreading throughout Europe

##### NSR level

Promote project and results in the NSR region

- Strengthen the Facebook Community
- NSR Regional Authorities
- Interreg community

##### National level

- National Water Management bodies influence with project results
- National authorities: promote project results on national level

##### Regional and local level

- Authorities involved in water management

## 4. Strategy

### 4.1 Principles

The strategy of WATERCAP TASKFORCE has the following principles:

- We want to be known by the big players in the field of water management
- Communication should be transparent: clear messages, target group focussed, sustainable in time
- The use of modern communication fostered by the possibilities of the Internet is well established and usable (Website, web videos, twitter, internet communities). Here we will use updated tools from WaterCAP (Website, Facebookpage), incorporate products form WaterCAP and associated projects (WOW stories, videos,)
- Traditional tools as press moments, brochures, leaflets and publications are used by the activities in the public space / to the public.
- Communication should be active in the public space
- Communication should be carry on after ending the project
- All partners should be pro-active on communication
- The Lead Beneficiary supervise consequent communication
- The province of Drenthe takes the lead of the work package
- Next to planned activities all partners should active in creating communication moments and connecting WATERCAP TASKFORCE communication with other communication events of other organisations/parties.
- Communication should be cost effective

### 4.2 Time Frame

#### 2013

July	Writing draft communication plan
August	LB input in communication plan
September	Partner input communication plan
September	Finalizing communication plan
October	Leaflet on project
November	First news letter

#### 2014

Whole year	MTTF meetings with possible press contacts
February	Second Newsletter
May	Third Newsletter

### 4.3 Key Message

To improve the water management we bring the knowledge to you!



**TO BE DISCUSSED AT THE KICK OFF MEETING**

## 5. Methods

WATERCAP TASKFORCE will use the following methods

- A focus on the internet as a information, communication, discussion tool for Experts, Water Management Network and the public
- Web videos for the public and NSR community (promotion) and water management network (information, interactive). Probably not possible due to the budget (Home made??)
- Printed media as a tool for dissemination on a level for authorities, seminar participants and the public. Due to the improving printing methods printing will be mainly only on demand by the partners. Focus will be on digital material.
- Press contacts will take place mainly around the MTTF events
- Using press conferences to involve politicians on an active level
- Using products from WaterCAP and associated projects (WOW stories, videos, analyses)
- Developing efficient MTTF communication to the local involved parties

## 6. Points to remember in communication

### Communication via Facebook

Facebook is a social media platform which should be used to spread the word about WC and its activities. Facebook is only for external communication and should not be used for spreading information within the project.

In order to use facebook, project related news should be posted on facebook regularly to keep the site up to date:

- Invite people to join our facebook fanpage
- Post events and other relevant content on the page
- Let people know about events and happenings concerning the project
- Upload fotos of events and meetings
- Interaction with other WC partners on the page: post comments

Please note: Having a facebook page that is not being used regularly is worse than not having one at all, therefore it is really important to use the page on a regular basis

### Communication via Twitter

The WC Twitter account can be found on: [twitter.com/???](https://twitter.com/???)

It is important that all project partners feed the Twitter channel regularly:

- Send emails to [??@twittermail.com](mailto:??@twittermail.com) or
- Login to twitter.com (PW: ???)
- Only 140 characters (url's will automatically be trimmed)

Relevant content for the twitter channel are activities, events related to the project or events which

are part of the project as well as general remarks of the subject of sustainable energy. To ensure

there will be posts related to all different subjects, the following tweets should be posted:

- The Lead Beneficiary will tweet on transnational project events
- All Partners tweet on regional, bilateral events


- Each partner tweets at least once a month on general issues regarding sustainable energy  
General remark:

It is important that there is consistency in the contributions to the various media channels, meaning that if an event is announced on Twitter, it should also appear on Facebook and on the project webpage. After the event there should be an article about the main outcomes or interesting points.

This included external events!

### Publicity Requirements

All documents related to WC have to meet the publicity requirements of the

- North Sea Region Programme Secretariat. These requirements refer to the EC Regulations 1083/2006 as well as 1828/2006. Further information on the publicity requirements can be obtained from:
- Commission Regulation (EC) No 1828/2006, Chapter II, section 1 on information and publicity measures to be carried out concerning assistance from the Structural Funds:
- [http://eur-lex.europa.eu/LexUriServ/site/en/oj/2006/l\\_371/l\\_37120061227en00010163.pdf](http://eur-lex.europa.eu/LexUriServ/site/en/oj/2006/l_371/l_37120061227en00010163.pdf)
- The European Commission's website with guidance on the use of the EU emblem:
- [http://europa.eu/abc/symbols/emblem/index\\_en.htm](http://europa.eu/abc/symbols/emblem/index_en.htm)
- The North Sea Region Programme 2007-2013 website: <http://www.northsearegion.eu> 

## 7. Measures



The use of different media will be target group focussed and cost effective.

1. Printed material
  - a. Leaflets (1)
  - b. Brochures,
  - c. Newsletters (2 - 3)
  - d. Reports MTTF events
  - e. Magazine (?)
2. Digital measures
  - a. Website,
  - b. Web videos ("Home made"),
  - c. Facebook
  - d. Twitter
3. Press Conferences/releases
4. Meetings, workshops and seminars



## 8. Budget

partner	Promotion and publications	Meetings and Conferences
Central Denmark Region	€ 5.000	€ 9.000
Provincie Drenthe	€ 7.500	€ 6.000
The Rivertrust	€ 0	€ 2.500
OOWV	€ 0	€ 2.000
Deltares	€ 0	€ 1.000
	€ 12.500	€ 20.500

Activity	Direct cost (no perm staff)
Maintenance Website	PM 
First Design Newsletter	 € 1.500
Production 2 newsletters more	€ 1.500
Production leaflet	€ 1.000
Magazine PM	PM

## 9. Responsibilities

Work package leader:	Province of Drenthe
Design and production of newsletters:	Province of Drenthe
Input for Newsletters:	All partners
Translation in other languages then English:	Danish, German and Dutch partners
Hosting and maintenance of website:	Knowledge centre for Agriculture DK
MTTF events press contacts:	Organising partner
Printing newsletters:	All partners
Organising ENCORE conference:	Province of Drenthe

## 10. Evaluation

- Every 1 month update on communication activities of all partners (*as part of the coordination of the MTFF telephone conferences*)
- Every 6 months report on contacts with target groups Every 6 months update of communication work plan
- List of participants on events
- List of cooperative organisations outside the partnership
- List of involved organisations
- Membership count of Internet Community
- Hits on website
- List of organisations reached by communication
- Quality control by work package leader