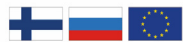


# HOW TO APPROACH COMMUNICATION

Training Workshops – CALL 3

Managing Authority

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CBC 2014-2020  
SOUTH-EAST FINLAND - RUSSIA

*Funded by the European Union,  
the Russian Federation and  
the Republic of Finland.*



# WHAT IS REQUIRED – APPLYING FUNDING

Answer carefully the question at the section Implementation >  
**Describe the communication and visibility channels, tactics and tools that will be used.**

- A good way is to approach this topic by the target groups.
- Review the plan towards operating personnel, reserve needed resources and agree of the roles.
- Review the plan towards the budget, reserve needed costs.
- *Evaluation of the project's communication and visibility plan is part of the quality assessment!*

# WHAT IS REQUIRED – CONTRACTING GRANT

Follow the MA's instructions to modify/add/re-organize the information described in the application (Ref. applying funding).

- Fill in the Communication and visibility plan –matrix that will also support your reporting at the later stage.
- Aim to realistic and verifiable target values.
- Submit filled matrix with the other documents required for grant.
- *Start collecting data from the first day of the project implementation. Make it at least monthly task in order to avoid rush & overload at the reporting phase!*

# KEY STEPS TO GET THERE

**WHY?** Not only because of the demands, but because you have a say! Communication and visibility is a way to give your work a voice and justification to use public funding.

**WHO?** One of the basic elements of the project is to set its target groups. To whom your work contributes and who are final beneficiaries > those are the most important audience.

**HOW?** When you get to know your target groups you should find out what they read and watch > those are your the important tools and channels.

- Utilize programme for your visibility and submit **PROJECT NEWS!**

# DEFINE COMMUNICATION STEPS



# MORE INFORMATION

## **Programme Manual**

Part E - Toolbox for Communication <http://www.sefrcbc.fi/projects/>

## **Individual services**

Programme personnel <http://www.sefrcbc.fi/contacts/>

## **Downloads**

Material library <http://www.sefrcbc.fi/communication/>

Information service <http://www.sefrcbc.fi/information-service/>

THANK YOU FOR YOUR ATTENTION.



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