Communicating EU projects

The EU Neighbourhood Info Centre as case study

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www.enpi-info.eu
The scope

• Increase knowledge and awareness of the EU partnership with its neighbours

• Provide support to EC communications activities in the region
The challenge

The ENP/ENI labyrinth

• 1 policy (or 2?)
• 2 regions
• 17 countries

...and 7 alphabets!
Communication challenge

- multi-level target audiences
- varying cultures
- + 100 projects

... and a constantly changing political landscape
Communication challenge N 2

We communicate for

• Headquarters
• .....or 17 EU Delegations?
The solution

Centrally-driven with a local angle

A single communication hub
• 8 central experts

4 networks across all countries
• PR agencies
• news agencies
• photo agency
• local journalists
A careful balance

**Central** vs **Local**

- high standards
- consistency
- quality control
- about them
- national languages
- local sensitivity
Years of experience in project communication

• Almost 1,000 people trained
• From Morocco to Azerbaijan
• From tiny NGOs to government ministries
• From community micro projects to national reform programmes

The resources vary wildly, but the challenges remain the same
It’s a team game

Who communicates?  
The communications officer of course...

BUT communication requires team-work

- Speak with one voice
- Every beneficiary is an ambassador
- All should input to the story
- Be empowered to share the message
Communications strategies... part of daily life

With or without realising, we carefully plan our communications to ensure the best possible outcome:

• When you need to break bad news – to your boss, your spouse...
• When you want to ask for something – a pay rise, a marriage proposal...
• When you want to share information – good news, gossip...

We think carefully about who to tell, where to tell, when to tell, how to tell

Every day, we communicate – we talk...
Empowering beneficiaries to become Regional policy ambassadors

How you can help

Three basic questions to answer:

1. **Why communicate?** *What do you want to achieve by communicating?*

2. **Target audiences** *Who are you trying to reach and why?*

3. **Message** *Is it adapted to your target audience?*
Why communicate?

It could be...

1. To build awareness
2. Create advocates
3. Convince on need for change
4. Build an image within the community
5. Show transparency
6. Tell your story, support your cause
7. Attract donors
8. Inform potential beneficiaries
Who is your target audience?

Identify who you want to reach + why

Defining target audiences determines What to say – How to say it – The tools you use
Target audience

Profiling

✓ Average age?
✓ Where do they live?
✓ Incomes? Education?
✓ Are they religious?
✓ What are their values?
✓ Which is their main information source?
✓ Who they listen to? Who do they respect?
✓ Why are they important for this project?
✓ What can you give to them?
✓ What do you expect them to do?

In communications keep asking questions, it helps you focus
Do I have the right message?

Combine

• What you want to say
• What your audiences should know
• What might interest your audience

Messages must be clear, factual, comprehensible, brief

Defining a clear message allows the programme:

➢ to build a coherent identity
➢ establish clear visibility
➢ speak with one voice across the programme

TIP: Test your message before going public (friends, colleagues, etc)
Don’t try to say everything to everybody
Just concentrate on telling a story
What makes a good story?

- **Protagonist** (people are protagonists of stories, organisations cannot be. Real people, with a name, a home, a life story)
- **Obstacles** (not interesting just to say, this person did not have clean water, now they do. It’s important but not interesting; a story demands engagement, showing how to overcome obstacles; stories are about conflict, this is why it’s difficult for organisations to use them as a communication tool)
- **Details** (good stories give you something you can see, and feel and touch; they have to tell you time and place)
- **Climax**
- **Resolution**
The big issues: health, jobs, environment - all cooperation projects address big issues in one way or another.

The everyday issues: the local results and impact that people feel in their everyday lives. All projects deliver concrete impacts in one way or another.

Always remember… What are people interested in?
How would you tell the story if you were meeting a friend after work?

Members of the third framework Coordinating Committee held their second JHFCT meeting at the headquarters of the Sub-regional joint action team and discussed on-going progress in implementation of the project’s strategy.

At last we’ve managed to clean up the local lake to make it safe for bathing!

Why do we tell stories our entire lives until we show up at work?
The Info Centre tools

In communication think like a journalist
www.enpi-info.eu

A single hub

- journalistic style
- visual communication
- user friendly platform
- ease of navigation
- rapidity in delivering information
- quality of content
- translation in more languages
News coverage

- Experience is key
- Real-time coverage
- Replicate media workflows
- Multilingual outreach
- Key channel for project promotion
- Strong dissemination channels

and...

- Avoid validation
Some figures

Production

- 10,000+ news alerts (approx. 8/day)
- 200 press packs

All content translated within 24 hours

Outreach

- Website 4.5 million pages viewed
  1.8 million visits
- Social media 25,000+ subscribers across platforms
- Alerts sent to 6,800 subscribers (of which 700 journalists)

* All figures from 2009 to November 2014
From journalists for journalists

The Info Centre stories

Assignment → Local journalists → Editing/translation/layout → Release → Media placement

140 features placed in 429 leading media with a readership of 33 million

PR agencies
photo agency
local journalists
Telling the story

- Focus on local impact
- Telling the human story
- Written by local journalists
- Translated into local language
- Free to use for media
Press packs

- All the background policy info
- Success stories
- Interactive links on key topics
- Attractive graphic intuitive layout

A valuable template for presenting key areas of intervention
Beyond the handshakes: a unique photo archive, illustrating the human face of cooperation
... find the beneficiaries
Good photos are a good investment

- Media
- Website
- Social media
- Publications
- Posters
- Postcards
- Roll-ups
- Exhibitions
Interviews: delivering the policy message

Key policies explained:

- Top partnership actors speak out
- Free to use for media
- Localizing is crucial
News agencies coverage

**Consortium partner**

**ANSA**

- News disseminated: 961
- Generated news 5,022
- Interviews
- Coverage of project events
- Videos
- Infographics

- ANSAmed Network: 26 national news agencies and broadcast subscribed by 177 newspapers (circulation: 8.1 million)
Publications

- Magazines
- Policy brochures
- Local brochures
- Glossaries
- Handbooks
Social media

- 25,000+ subscribers on Facebook, Twitter, LinkedIn

- Very fast growing audience:

- Photo competition: 140 entries, 16,000 likes, 215,000 visualisations
The EU Neighbourhood Library

Over 1,000 electronic documents

- Key treaties and communications
- Policy reports
- Sector analyses
- Project publications
- Documents in all available languages

A valuable resources for the Neighbourhood: the library is one of the most visited areas on the Info Centre website

Over 1,000 electronic documents
Have your say: the N-Post

• The best from bloggers and researchers writing about the EU Neighbourhood

• A platform for opinions

• Special tabs highlighting important issues

Hosted on Rebel Mouse
Feel free to use...

Beyond the good practices developed, a number of materials produced by the Info Centre retain their value beyond the end of the project, either as is, or easily adaptable to other regions or policies, or as successful templates to develop similar products elsewhere...
Thank you!

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