

Communicating TRANSGREEN

WP 2 presentation

Catalina Murariu, WWF Romania

- Kick-off meeting, BMVIT, Vienna
28 February – 3 March 2017

What I will talk about?

- Communication in Transgreen
- Visual identity and branding
- Relevant communication – for us and for our stakeholders

Transgreen is about building connections.



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Communication in Transgreen

Transgreen is a lot about communication, with key words such as: “intersectoral dialogue”, “exchange”, “mutual understanding”, “integrated planning”, “influencing”.

Efficient communication within the partnership and with external stakeholders plays an essential role in accomplishing the project mission.

Communication can make a difference.

People involved in communication

- Country comms focal points: Catalina(RO), Erzsébet(HU), Helena(SK), Iryna(UA), Simona(CZ)
- PP communication responsible for the project
- Project comms coordinator: Catalina
- DTP comms coordinator: Eloy (Catalina is in touch with him)
- WP leaders and experts

Communication & objectives

Objective 1: Coordination and interoperability is improved.

What can communication do to reach this objective? The crucial step here is to bring stakeholders from different fields around one table to overcome communication barriers.

Awareness raising events and press conferences at the local, national and transnational level - depending on needs - will establish sufficient understanding of the subject matter and dissemination events will offer room for discussions and information exchange.

Target groups: national public authority, regional public authority, sectoral agency, infrastructure and (public) service provider, interest groups including NGOs

Communication & objectives

Objective 2: Scientific knowledge base is created.

What can communication do to reach this objective?
Communications will inform about the knowledge base including the CCIBIS in a format which is easily understood by the target groups and is engaging as the knowledge base will live from interactive use.

**** We need to think how to make this platform live and how to monitor this!*

Target groups: national public authority, regional public authority, sectoral agency, infrastructure and (public) service provider, interest groups including NGO

Objective 3: Conflicts between transport planning and GI objectives are minimized

What can communication do to reach this objective? Communication experts know how to target messages and information to diverse audiences and thus avoid misunderstandings. They also know how best to transport information, for example, through an animated film / flash presentation depicting conflictual issues and solutions in an easily understandable manner.

Target groups: national public authority, regional public authority, sectoral agency, infrastructure and (public) service provider, interest groups including NGOs

Communication activities & outputs

Activity 2.1 Set up and support communications: strategies and plans, layouts, translations, WP2 meetings

Output	Target	Period
Communication guidance: internal communication plan & external communication strategy	2	1
Poster on project information to be put at the PPs' location, in national languages	11	1
Flyers on project information and flyers on project outputs and results in English and translated into national lg	3000	5
Layout for project publications & project summary report (pdf and print version), in EN and translated in national lg	2	5
Brochure cost/benefits of GI and ecosy serv in EN, HU, SK <small>Project co-funded by the European Regional Development Fund (ERDF).</small>	1	5

Communication activities & outputs

Activity 2.2 Online communication, press releases and articles, animated movie or flash presentation

Output	Target	Period
Website updated in English and local languages	1	5
Postings on facebook and twitter in EN and local language	150	5
Press articles and publications in EN and local language	25	5
Animated film / flash presentation in English, Czech, Hungarian, Romanian, Slovakian and Ukrainian	1	3

Communication activities & outputs

Activity 2.3 Dissemination of project results: events, press conferences

Output	Target	Period
Presentation of project introduction to stakeholders during the kick-off event streamlined on web	1	1
Mid-term workshop held and reported on	1	3
Final conference held and reported on	1	5
Press conferences at the national and transnational level	6	5
Events attended at the national, international and EU level to present project outputs	11	5

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Transgreen is about relevant communication for all stakeholders.

Visual identity mandatory rules

All project-related materials, external and internal

- Use the project logo:



- Mention the project website:

www.interreg-danube.eu/transgreen

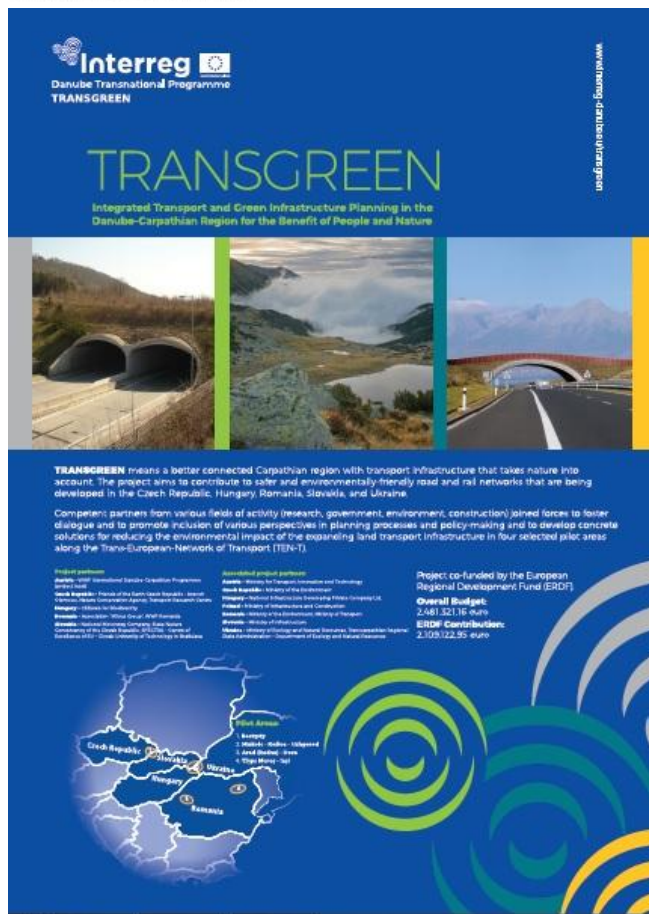
- Mention the contribution of the EU:

“Project co-funded by the European
Regional Development Fund (ERDF).”

Project co-funded by the European Regional Development Fund (ERDF).

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Visual identity rules



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- A project poster will be displayed in the office of every PP for the entire duration of the project.
- A sticker mentioning EU funding will be placed on all equipments bought or rented for the project.



Overall project budget: **2.481.321,16 €**

ERDF Contribution: **2.109.122,95 €**

Lead partner:

WWF International Danube-Carpathian Programme

Visual identity recommendations

- Branding of your events: make the Transgreen visual identity visible in the meeting room and in the photos
- Use Transgreen templates for word and ppt
- Use #transgreen when posting on social media (Facebook, Twitter)

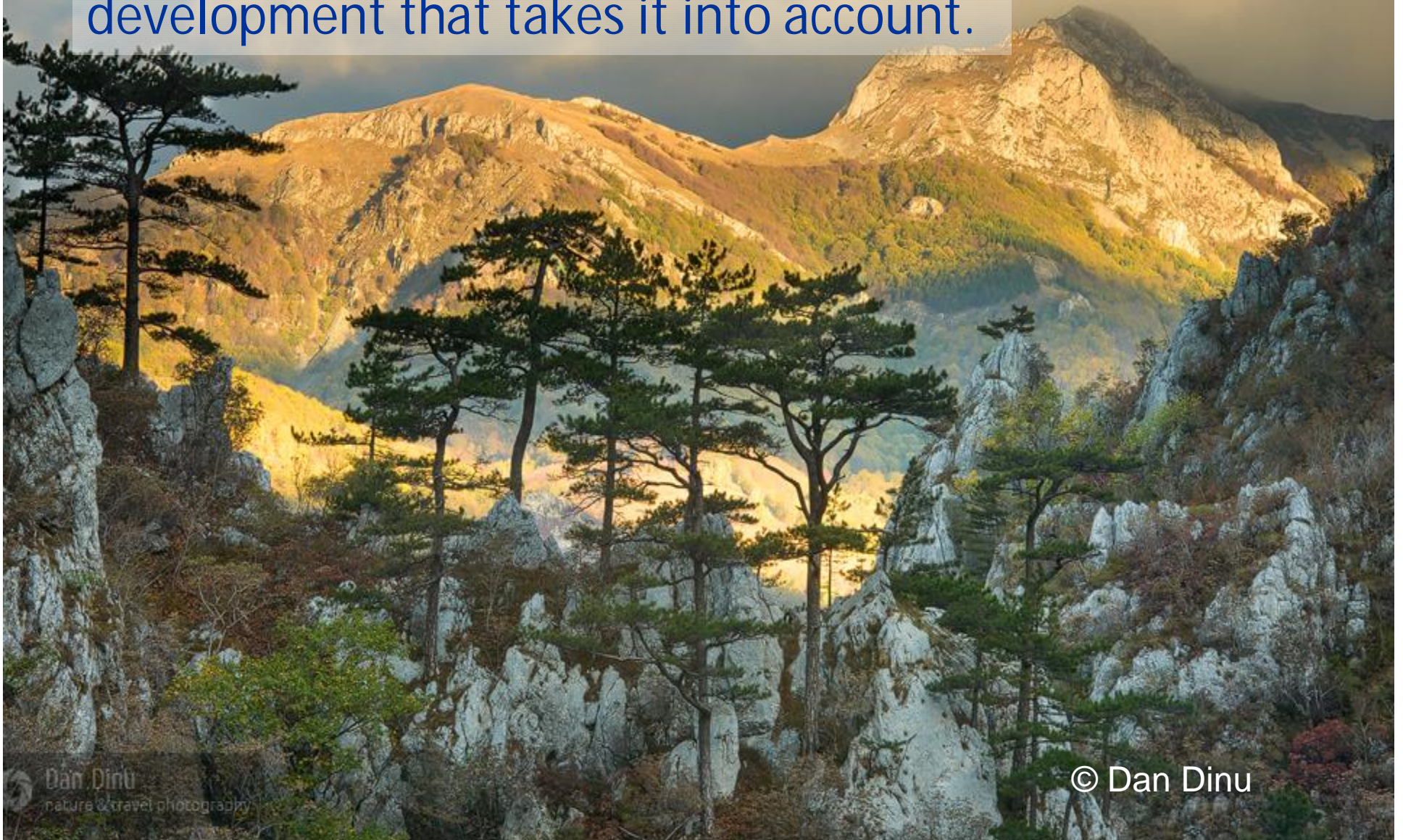
**may become #transgreen project after consultations within comms team.*

- Mention photo and illustration copyright
©Photographer name / organization (if he/she works for you)

Useful resources

- Consult the “Transgreen communication strategy” (starting April) and “DTP visual identity manual”, “DTP Communication toolkit” available here:
<http://www.interreg-danube.eu/relevant-documents/documents-for-project-implementation>
- When in doubt, ask the comms coordinator, who can also check with the donor

Transgreen is about shining a light on Carpathian biodiversity and fostering development that takes it into account.



Relevant communication for our stakeholders

- **Who? know your target groups well** (Who are the decision-makers? Who are the influencers? What arguments are they sensitive to? What do they already know?)
- **What? tell them your story from their angle** (select)
- **How? using the most appropriate communication tools and channels** (direct communication included)
- **Where & When? try to maintain a constant connection & try to reach them where they are** (events, communication channels) **at times where their attention is the most focused** (use communication opportunities eg. public debates)

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Tips for relevant communication

- Document your events and activities
- Don't forget about mass media
- Monthly updates necessary for the Transgreen website
- News and updates on your communication channels: website, newsletter, social media with #transgreen
- Keep in close contact with your communicator and announce her/him about your planned actions and what you have achieved eg. successful meeting, interesting data you found in the field, valuable contacts you made at an event etc It will help them plan and also pick up interesting stories.

Relevant communication for us & our stakeholders

Output: comms plan for each technical WP

- What needs to be communicated from the work in your WP?
- Who should know about these things?
- What do they know? Baseline.
- What should they know? Our message for them.
- Where can we find these people?
- When can we reach these people?
- Who can reach these people?

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How to connect?

Thank you!

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