

Interreg

CENTRAL EUROPE



European Union
European Regional
Development Fund

REIF

TAKING
COOPERATION
FORWARD



Kick-off meeting
Szczecin, 15th May 2019



WP Communication



REIF | KIP | MARTINA ANTUNOVIĆ

Part 1 -
Importance of
communication

Part 2 -
Objectives and
planned results

Part 3 - Partners
activities and
deliverables

Part 4 - First
tasks

Part 5 - Closing
remarks



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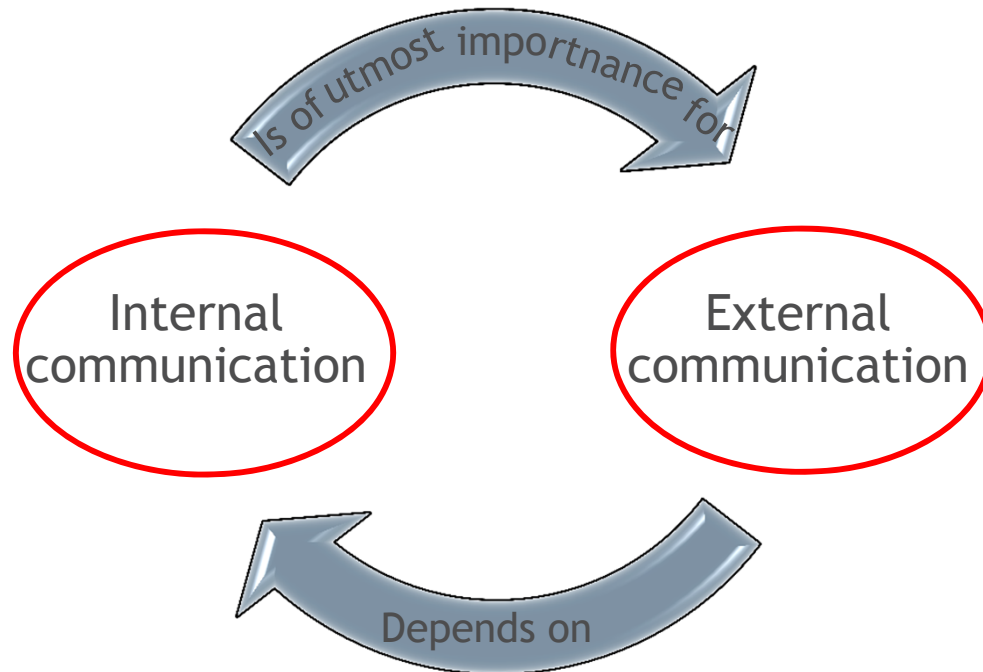
Communication -the success of a project depends on the efficiency of its communication network

Goal ➡ to achieve the change aimed through the implementation of the thematic activities

What we need to do? ➡ To engage the identified target groups and stakeholders



TYPES OF COMMUNICATION



We need to know what is happening in the project to be able to communicate it with stakeholders and target groups!

Please, send me all information you can about your activities, and I will convert them to be appropriate for general public!



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MAIN OBJECTIVES



1. To influence attitude and behaviour of national and transnational actors in the field of rail freight transport, as well as to board support among relevant public institutions and business representatives
2. To raise awareness and increase knowledge of project partner staff and external experts elaborating regional studies



PLANNED RESULTS

Communication result indicator	Measurement unit	Target	Explanations
Unique visits to the project website	Nr. of stakeholders	500	Up to 500 unique visits <u>per month</u> are expected
Participants at project events in WPC	Nr. of stakeholders	554	1 Transfer Conference C.4.1 around 100 participants 1 Policy Conference, D.T.3.4.1, around 70 participants 14 Regional Advisory Board Meetings, T.3.2 100 participants 21 Regional Capacity Building Workshops, T.3.1 84 participants 7 National Stakeholder seminars C.5.2 150 participants 1 conference event at C.5.1 50 participants
WP C Event participants satisfied with information provided	Percentage of stakeholder satisfied	80	post-event online and paper-based survey
Joint communication activities implemented with external stakeholders	Number of Communication activities	43	1 conference event at C.5.1 at transport logistic fair Munich 14 Regional Advisory Board Meetings T.3.2 21 Regional Capacity Building Workshops T.3.1 7 National Stakeholder seminars C.5.2

PLANNED RESULTS

Target groups	Description	Target value
Regional public authority	Regional authorities of the partner territories in charge of transport, economic affairs, funding & finance; port authorities	25
National public authority	National Ministries of Transport of the 6 partner states	6
Infrastructure and (public) service provider	National and regional railways, Railway Infrastructure Providers, Logistics Operators	25
Business support organisation	Chambers of commerce, Associations of Industries shall become members of the market player working groups (T.2 pilots) and the regional advisory boards (T.3) and support studies & analyses of T.1.	25
Local public authority	Cities, municipalities, counties where existing or planned logistics infrastructure is located	100
Large enterprises	Representatives of large enterprises with big goods flows shall become members of the market player working groups (T.2 pilots) and the regional advisory boards. (private rail operators and logistic companies not counted here).	40
TOTAL		221



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A.C.1 - START UP ACTIVITIES

D.C.1.1	Communication strategy	KIP	03/2019	05/2019
D.C.1.2	Documentation of participation to CE Communication Seminar	LP + KIP	06/2019	
D.C.1.3	Website set-up	KIP	06/2019	



A.C.2 - MEDIA RELATIONS

D.C.2.1	Documentation of published articles for expert journals and network newsletters	KIP + ALL PPs	12/2021
D.C.2.2	Documentation of articles and broadcasts published on local media and in local TV and radio	KIP + ALL PPs	12/2021
D.C.2.3	List of participating media representatives	KIP + ALL PPs	12/2021
D.C.2.4	Press releases, press information (Newspapers, TV, Radio) sent out	KIP + ALL PPs	12/2021



A.C.3 PUBLICATIONS



D.C.3.1	REIF Webvideo documentation	KIP + PA leaders	12/2021
D.C.3.2	Project brochure	KIP + ALL PPs	12/2020



A.C.4 PUBLIC EVENTS



D.C.4.1 Transfer conference documentation KIP+RER+LP 10/2021



A.C.5 TARGETED EVENTS

D.C.5.1	Participation to external national & international public events & conferences & programme events	KIP + ALL PPs	12/2021
D.C.5.2	Minutes National Stakeholder workshops	KIP + ALL PPs	12/2021



A.C.6 DIGITAL ACTIVITIES INCLUDING SOCIAL MEDIA AND MULTIMEDIA

D.C.6.1	Blogs and posts in social media	KIP + LP, ALL PPs	12/2021
D.C.6.2	Information on project on partners websites published	KIP + ALL PPs	12/2021
D.C.6.3	Transnational Competition: REIF Shift to regional rail - Award	KIP + ALL PPs	10/2021



A.C.7 PROMOTIONAL MATERIAL



D.C.7.1	Promotional material produced and spread to local and regional stakeholders and general public	KIP, ALL PPs	12/2020
D.C.7.2	Project poster	KIP, ALL PPs	06/2019



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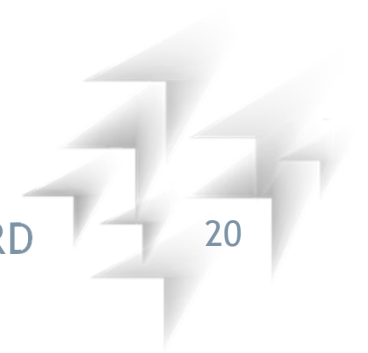
1. Appointment of 1 person responsible for all communication for every partner

Needed data:

INSTITUTION	NAME AND SURNAME	E-MAIL ADDRESS	TELEPHONE NUMBER	MOBILE PHONE NUMBER	APPS USED (VIBER, WHATSAPP...)	INSTITUTION ADDRESS (For delivering the goods)
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2. Communication kit and communication strategy
3. Partners logos in high quality - all partners need to send them to me
4. Partners institutional web pages - description of the project + links!
5. Setting the means of communication - Dropbox or Google Drive?
6. Follow our social media accounts!



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CLOSING REMARKS

Communication is 2 sided!

To achieve all expected results, we need to have a good internal communication!

Be sure to share all your work with communication manager!



THANK YOU FOR YOUR ATTENTION!



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Intermodal Transport Cluster
REIF



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