

## Stakeholder Communications

- 1 - For each stakeholder/objective decide how best to fulfill the need (Involve? Collaborate? Monitor? Inform?) Determine what each stakeholder or group needs to know, the best manner in which to deliver the information and how often they need an update.
- 2 - First, plan and implement any communication options that are mandatory for the project, such as activity reports, final reports, Events and other EU communication obligations...
- 3 - Gather as much proof (visual, testimonial, facts & figures) as you can of your project's value from the partners and other internal stakeholders, and decide which will be useful to each stakeholder. Some can be used as they are, some will require some design or editing.
- 4 - Prioritize! Focus on the stakeholders who can really make a difference, and on the communication actions that provide the highest value for the least effort from the project team. Some of the "high effort" actions may still be worthwhile...
- 5 - Put together a workplan. You will need to assign frequencies, due dates, and a responsible person for each communication action.

### Example of stakeholder plan

Stakeholder(s)	Message/Purpose	Type	Delivery Method	Delivery Frequency	Who Responsible?
Interreg Programme Hierarchy Partners	We have accomplished our objectives X Y Z	Mandatory	Activity Report	6 months	Project Manager
Chamber of Commerce of Bled (thematic expert/communications team)	Our EU project created jobs and opportunities for small businesses	Informational	promotional material, Facts, figures, photos... email?	Contact once and follow up with communications	Partner in Bled
Mayor of Bled	We are organising our project event in your town, can you help us raise awareness with local population ?	Engaging	Handwritten letter	Call office after sending letter	Partner in Bled > leverage from

### Example of a communications workplan

Persons responsible	Stakeholder	Message/purpose	Means of contact	June	July	Aug	Sept	Oct	Nov	Dec
Project Manager	Regional representation	be invited as guest speaker at event	telephone/email	X	X					
Project Manager	National Representation (name?)	Get the topic on the agenda of next meeting	letter/email	X			X	X		
Project Communications officer	DG Regio (database)	Get nominated for Regiostars awards	website	X			X			
Project Communications officer	Energy think tank (name?)	Contribute results of project to discussion	email/website		X		X		X	
Partner region A (communications person?)	Regional Authority (EU funding dept)	give testimony of benefits of project & interreg cooperation for sector X in newsletter	email/personal	X		X		X		X
Partner region B	Regional Chamber of commerce	Get more participants from private sector in next event	email/newsletter/website/brochure		X		X			

## Find your project stakeholders!

“Internal”	Within the Programme	Within the Project	Within your own organisation
	Programme Communication officers (Magali, Eloy...)	Communication people of each partner organisation	Communication department, your hierarchy, other departments
“External”	At EU level	In your Country	In your Region
	<p><b>European Parliament</b> (MEPs, Committees, Delegations)</p> <p><b>European Commission</b> (Relevant DGs information services + publication office)</p> <p><b>Permanent Representations</b> (of participating countries)</p> <p><b>Committee of Regions</b> (Commissions, information services)</p> <p><b>Regional Offices</b></p> <p><b>Think Tanks</b> (thematic)</p> <p>...</p>	<p><b>EU Commission Offices in Member States</b></p> <p><b>National Government</b> (Relevant Ministries)</p> <p><b>National Parliament</b> (Elected officials, Committees...)</p> <p><b>Private sector</b> (thematic companies, Chambers of Commerce, professional associations etc.)</p> <p>+</p> <p>National Associations</p> <p>NGOs, Think Tanks, Industry representatives...</p>	<p><b>Regional Authority</b> (relevant departments including EU affairs &amp; thematic)</p> <p><b>Thematic interest groups</b></p> <p><b>Other Interreg projects</b></p> <p><b>Policy makers</b></p> <p><b>Regional Media</b></p> <p><b>Beneficiaries</b> (event participants etc. people who have witnessed positive effects of project)</p> <p>...</p>