

## Communicating as a partnership : from internal to external

With a stakeholder based approach, it is clear that although most of the information about the project can be produced by the Lead Partner (except maybe some translations), getting stakeholders to respond, act and generally support the project requires more specific, local and relevant engagement on behalf of the partnership.

**1 – Make sure you have a good collaboration system**, and that people are aware of the purpose and their fundamental role in increasing the impact and visibility of your project.

**2 – Define a workflow and a reporting system** based on:

What is common to the partnership

- information about the project's objectives, processes, results
- EU communication obligations

What is specific to each partner of the project

- proximity with certain stakeholders
- linguistic & cultural issues

Here is an example of how to structure the different aspects of communications within a partnership. It was made with "Coggle" an online mindmapping tool which is completely free. For more detail you can use the planning template.



### Do

- ✓ Increase the impact of the project by engaging with the right stakeholders
- ✓ Regularly report on communications
- ✓ Involve partners in stakeholder mapping/planning
- ✓ Discuss together what will benefit the project's impact
- ✓ Make sure partners can easily pool and access communications resources

### Don't

- ✗ Assume that your partners know what you are doing!

