



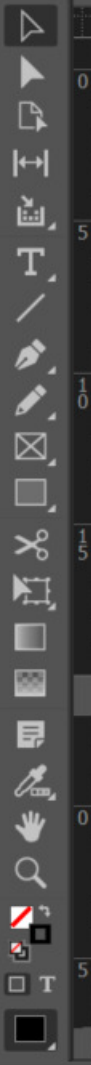
Ari Brozinski

(practical) Tips for effective internal communication



X: 38,7 cm W: Y: 18,45 cm H:

leaflet_local_10_kopioniini.indd @ 50%



Interreg 
2 Seas Mers Zeeën

ERDF: 4341 m
Coastline: Coastal areas of Belgium, England, France and the Netherlands
Priority: P1 Technological and social innovation
 P2 Low carbon technologies
 P3 Adaptation to Climate Change
 P4 Resource efficient economy
Project: 26
Website: www.interregias.eu
Contact: Kathleen McCauson - Project Officer, k.mccauson@interreg-2seas.eu or contact@interreg2seas.eu



The overall objective of Interreg 2 Seas 2014-2020 is to develop an innovative, knowledge and research based, sustainable and inclusive 2 Seas area, where natural resources are protected and the green economy is promoted.

Projects can be post-financed for up to 40% of their total project budget. Projects are also encouraged to take into account the two 2 Seas cross-cutting themes: "support to SMEs" and the "Maritime dimension".

Interreg 2 Seas supports public organisations, organisations that fall within public law (e.g. universities), private organisations and not-for-profit organisations. A 2 Seas project must have at least two organisations from 2 different Member States of the Programme area and at least one UK partner.

A good Interreg 2 Seas project contains a distinct cross-border dimension that is illustrated by a clear benefit for both the partners and the Programme area, is well-structured and clearly identifies the change it wants to achieve, demonstrates a demand-driven character and is based on a common territorial need, strategically fits with one of the seven Specific Objectives of the Programme, brings together resources, knowledge and good practice to achieve innovative outputs and results.

There are currently 2 calls undergoing, which are at different stages of the application process. For call 1, the first step will be open from the 1 August until the 27 October 2017. Step 2 will then be open on 2 February 2018 until 2 May 2018.



Project MIREG EU
Programme priority Priority 2.b. Develop activities to prevent and cope with natural, technological and human risks and to guarantee the quality of the environment
Duration: 01.01.2012 - 30.09.2014
Total budget: €3 094 018
ERDF: €1 547 409

To provide safety in the 2 Seas area, the fire brigades from the four member states decided to cooperate and establish a cross-border Maritime Incident Response Group (MIREG EU). These maritime incident response groups (MIREGs) in Belgium, France and the Netherlands were created, using the existing knowledge and skills of the MIREG team in England. They now are a specialised group of firefighters using a common set of procedures for firefighting and incident response, on passenger ships and cargo vessels.

After the end of the project, the MIREG continued to train together. They organised an exercise in October 2016: "with nearly 500 firefighters, including observers from 15 EU and neighbouring countries, and the deployment of five ships and other helicopters, this was one of the largest maritime incident response exercises ever held in European waters."

Project MIT-CERTIFIED
Specific Objectives: 2.1. Adoption of low carbon technologies
Duration: 01.09.2016 - 31.12.2019
Total budget: €9 284 497
ERDF: €5 070 818

This project brings together stakeholders across the 2 Seas region to demonstrate the first internationally recognised certified tidal power technologies for both floating and dam integrated systems. They expected to increase the adoption of tidal power project ways in the 2 Seas region and beyond by making these technologies innovative and therefore bankable. They want to make the sector more attractive for investors.

Therefore the project will develop seven marine and verified international standards and three certification schemes for wave and tidal technologies. They will do three certification pilots on different existing devices: submerged (in the UK), dam-integrated, floating (in the Netherlands), as well as four scale tests under controlled conditions in France. The partners will also develop a new floating platform with a capacity of 500kW over the Lake of Wight that will assess their international quality standards.



Interreg 
Atlantic Area
 (Coastal Areas - Interreg 2014-2020)

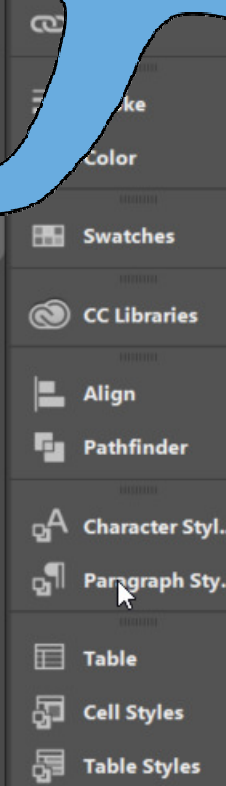
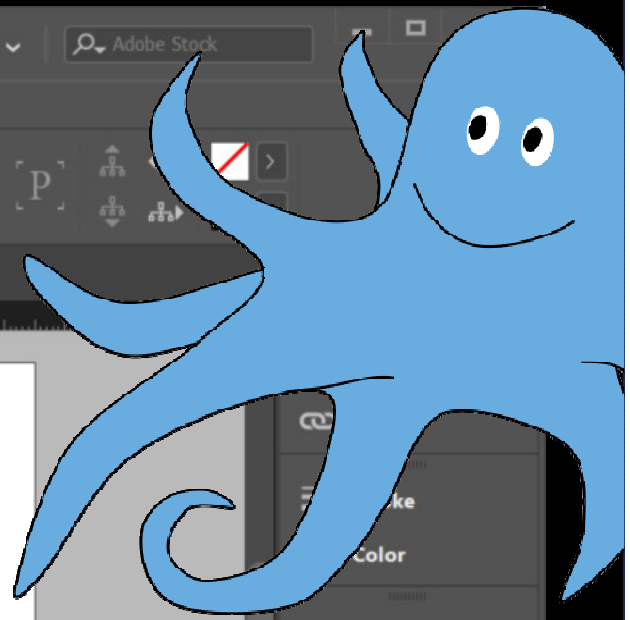
ERDF: €140 m
Coastline: Portugal, Spain, France, United Kingdom and Ireland
Priority: P1 Innovation in competitiveness
 P2 Resource Efficiency
 P3 Territorial Skills
 P4 Sustainability, natural and cultural assets

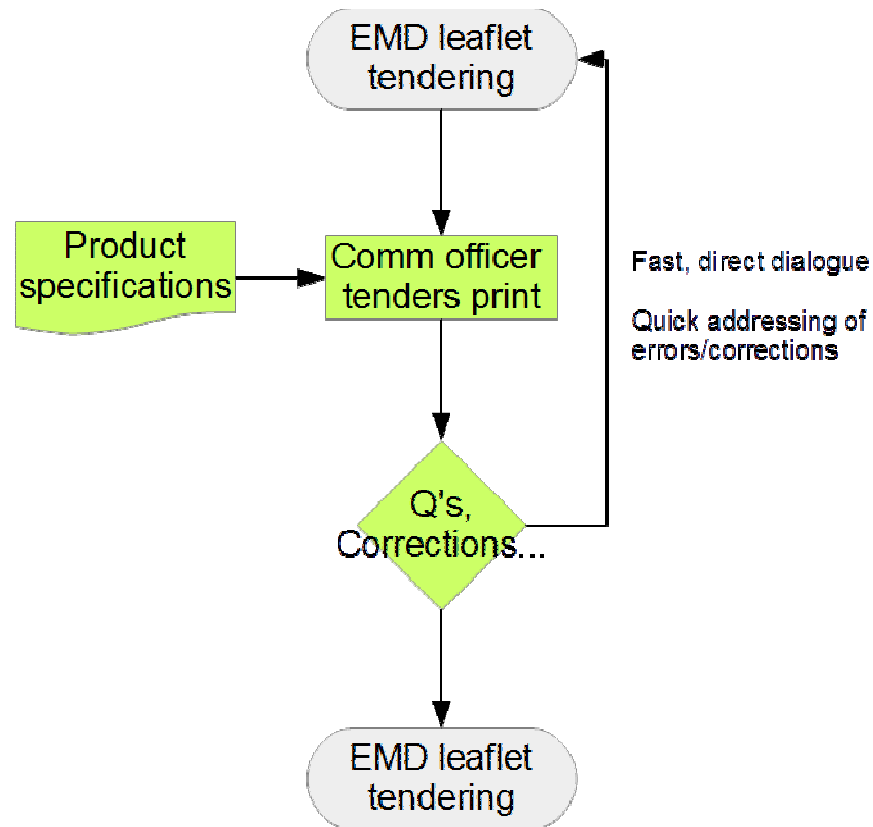
The Atlantic Area programme intends to contribute to the achievement of economic, social and territorial cohesion of 37 Atlantic regions of five countries. The primary features defining this area are its environmental heritage and maritime dimension, together with a territorial development common pattern.

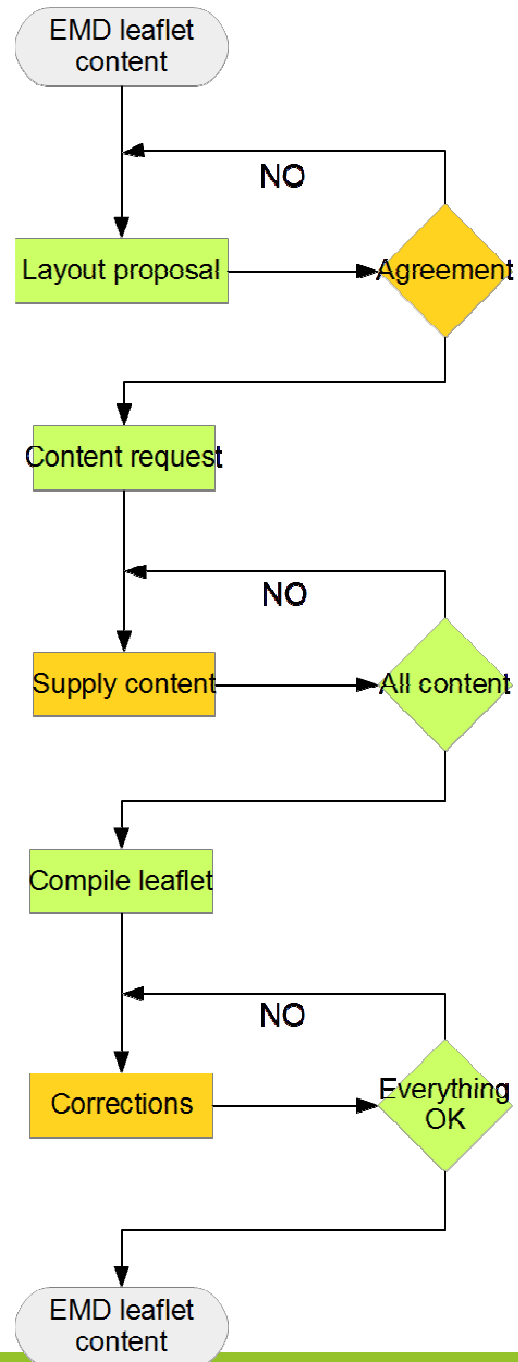
This programme aims to achieve significant and tangible progress of these regions, pre-

Project ARCOPOPOL

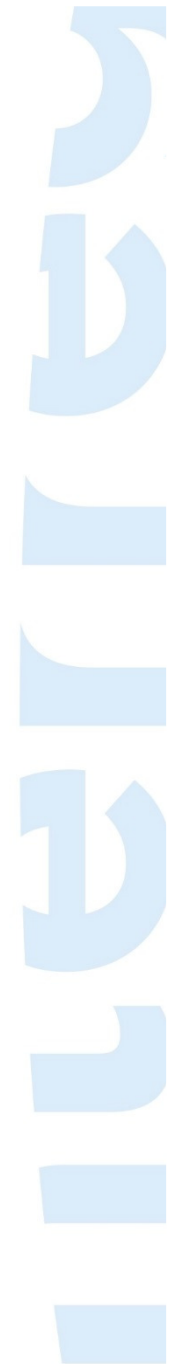
[Redacted content]







Group emails with files, phone calls, back and forth



From the previous example

- Communication is easy when you're sitting next to each other
- Not so, when there's a country in-between
 - (working) culture differences
 - Varying organisational structures
 - Miscommunication can happen easily
 - People don't read their emails.
- Things take time



Causes for challenges in internal communication

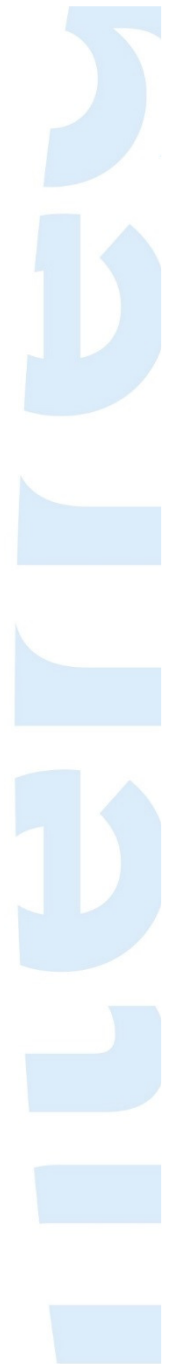
- I know it, everyone else should/must know it as well
- I have told everyone already
- The bureaucracy is too complicated
- Is data or information transferred
- The message you are sending is wrongly understood
- We are too busy!
- I said it once, no need to repeat
- If I need your opinion, I'll tell it to you.



Some things may seem obvious to us

Benefits of good internal comm

- Transparency
- Partner engagement
- Shared common vision
- Division of responsibilities is easier
- Keeping everyone „on the same page“
- Dialogue instead of broadcasting
- Ability to approach varying situations/challenges proactively
- Reduction of overhead (Smarter decision-making on all levels, reduced need for micro-managing)
- Reduced day-to-day conflict between team members
- Agreements are kept (things are made on time)



Channels for internal communication

- Digital
 - Email
 - **Intranet**
 - Webcasts
 - Blogs
 - **Skype**
 - InSoMe (Yammer, BaseCamp)
 - **Internal newsletter (e.g. for eMS at the JS)**
 - **File sharing platforms**
 - **Project and task management tools**
- Traditional
 - **Communication plan**
 - Memos
 - Posters
 - Graphical guides
- Real-life
 - Steering group meetings, team meetings, conferences/events



Template for a Project

The Guide for project communication is made by the Joint Secretariat of the Central Baltic Programme 2014-2020 to provide instructions and guidelines for the communication activities of your project.

29.11.2016: In the table of Annex I, the row regarding equipment has been updated

Download: [Guide for project communication_291116.pdf](#) (pdf, 275.95 KB)
Date added: Friday, 13 May, 2016
Date modified: Tuesday, 29 November, 2016

Template for a Project Communication plan

The template can be used by projects for developing a communication plan for the project. The template is a model that the project can freely adjust to its own needs.

The projects are not required to submit a communication plan to the Joint Secretariat but can ask for support for developing and implementing the plan.

Download: [Template for the communication plan.docx](#) (docx, 127.46 KB)
Date added: Tuesday, 8 December, 2015
Date modified: Tuesday, 8 December, 2015

Template for A3 Poster to be Displayed by All Project Partners

All project partner organizations are to display in their premises at least one information poster (minimum size A3) informing (updated 12.2016).

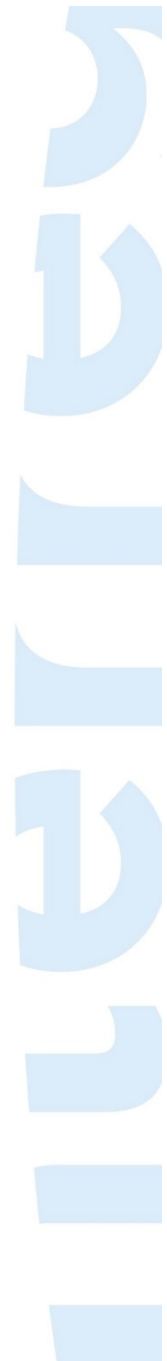
Download: [CB A3 poster template.doc](#) (doc, 218.5 KB)

Guide for Project Communication

The Guide for project communication is made by the Joint Secretariat of the Central Baltic Programme 2014-2020 to provide instructions and guidelines for the communication activities of your project.

29.11.2016: In the table of Annex I, the row regarding

Download: [Guide for project communication_291116.pdf](#) (pdf, 275.95 KB)
Date added: Friday, 13 May, 2016
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Template for a Project Communication plan

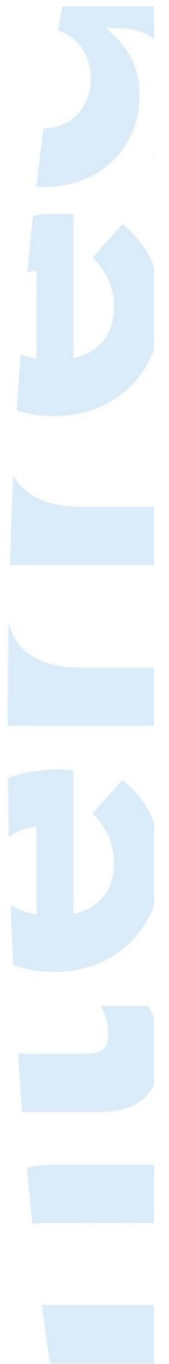
- A template to structurise project communication
- Not required but you can ask for support for dev and implementation of plan
- Contains chapters for
 - Communication objectives
 - Target groups
 - Strategy and measures to be taken
 - Work plan
 - Responsibilities for implementation
 - Evaluation
 - Budget

Table 1. Target group communication needs

Target group	What do they need to know?	How to identify the need?
Project partners	Understand their own role in implementing the project well How to succeed in project communication	Day-to-day contact within the team. Feedback and evaluation process.
General public	The benefits of the project and European cooperation	Media, social media Eurobarometer surveys
Etc.		

Project and task management Meistertask

- Good for keeping track on various projects, big or small
- Free to use
- Division of responsibilities
- Tracking of completion
- Very easy to re-organise

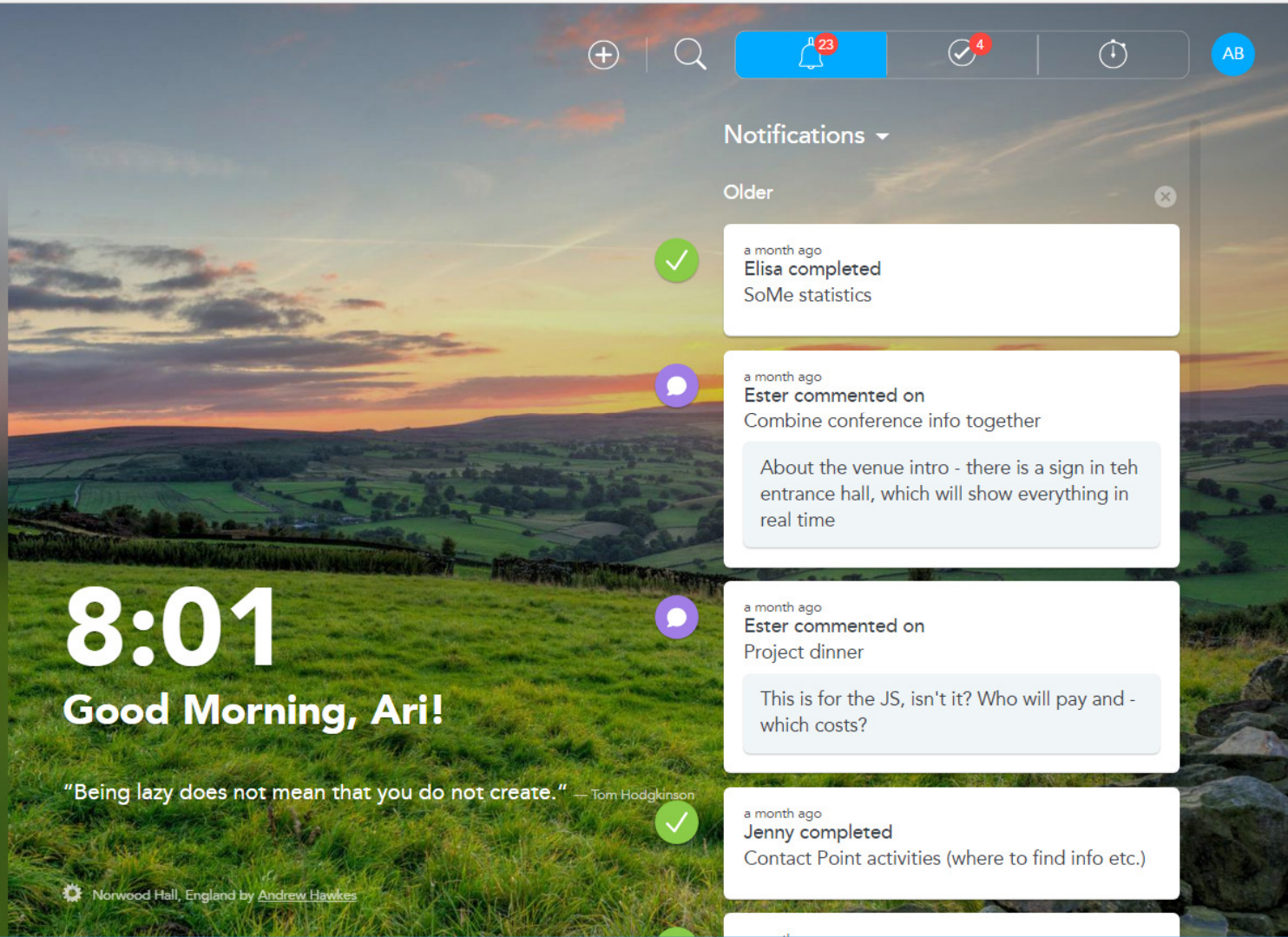




Projects

- 🚀 Together around the C... 13
- 🚀 AE17 & ECD17 prep 4
- 🚀 Annual overview of co... 6
- 🚀 Info Team shared tasks 1
- 🚀 Let us be active! projec... 2
- 🚀 News ideas for the web..
- 🚀 Work plan 2018
- 🚀 Work plan 2016

+ Create New Project



8:01
Good Morning, Ari!

"Being lazy does not mean that you do not create." — Tom Hodgkinson

Norwood Hall, England by Andrew Hawkes

Notifications

Older

✓ a month ago
Elisa completed
SoMe statistics

💬 a month ago
Ester commented on
Combine conference info together
About the venue intro - there is a sign in teh entrance hall, which will show everything in real time

💬 a month ago
Ester commented on
Project dinner
This is for the JS, isn't it? Who will pay and - which costs?

✓ a month ago
Jenny completed
Contact Point activities (where to find info etc.)

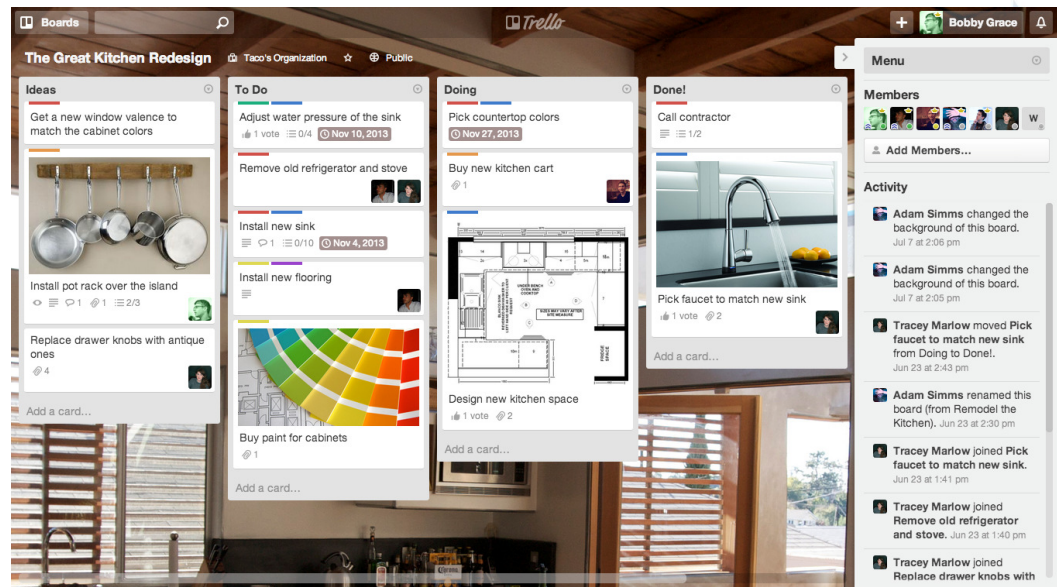
February 1 March 7 April 8 May

Task board with columns for February, March, April, and May. Tasks include: 'Create timetable for realisation', 'Finish Contact Point/project relations in DropBox', 'Write video script', 'Update list of questions for projects/individuals', 'Create contact procedure', 'Conduct interviews + photos for exhibition', 'Do filming', 'Interview with an elderly person that has benefitted from Let Us Be Active!', 'Filming of Project Let Us Be Active in Riga (call center)', 'Job Shadowing in Riga back-to-back with the interview at the Riga Call Center', 'add stories page to database.centralbalti', 'Edit stories into a single entity', 'Edit video', 'Centrally collect stories in one place (DropBox)'.

Vertical sidebar on the right containing user avatars and names: Ari 13, Unassigned 6, NF, Nino 2, and a plus sign button.

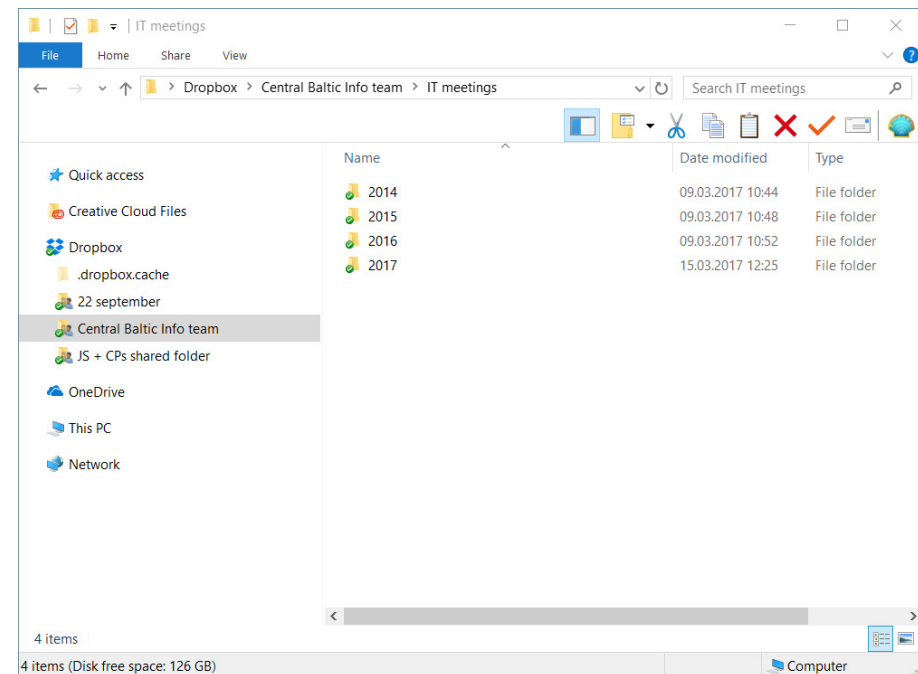
Alternatives for Meistertask

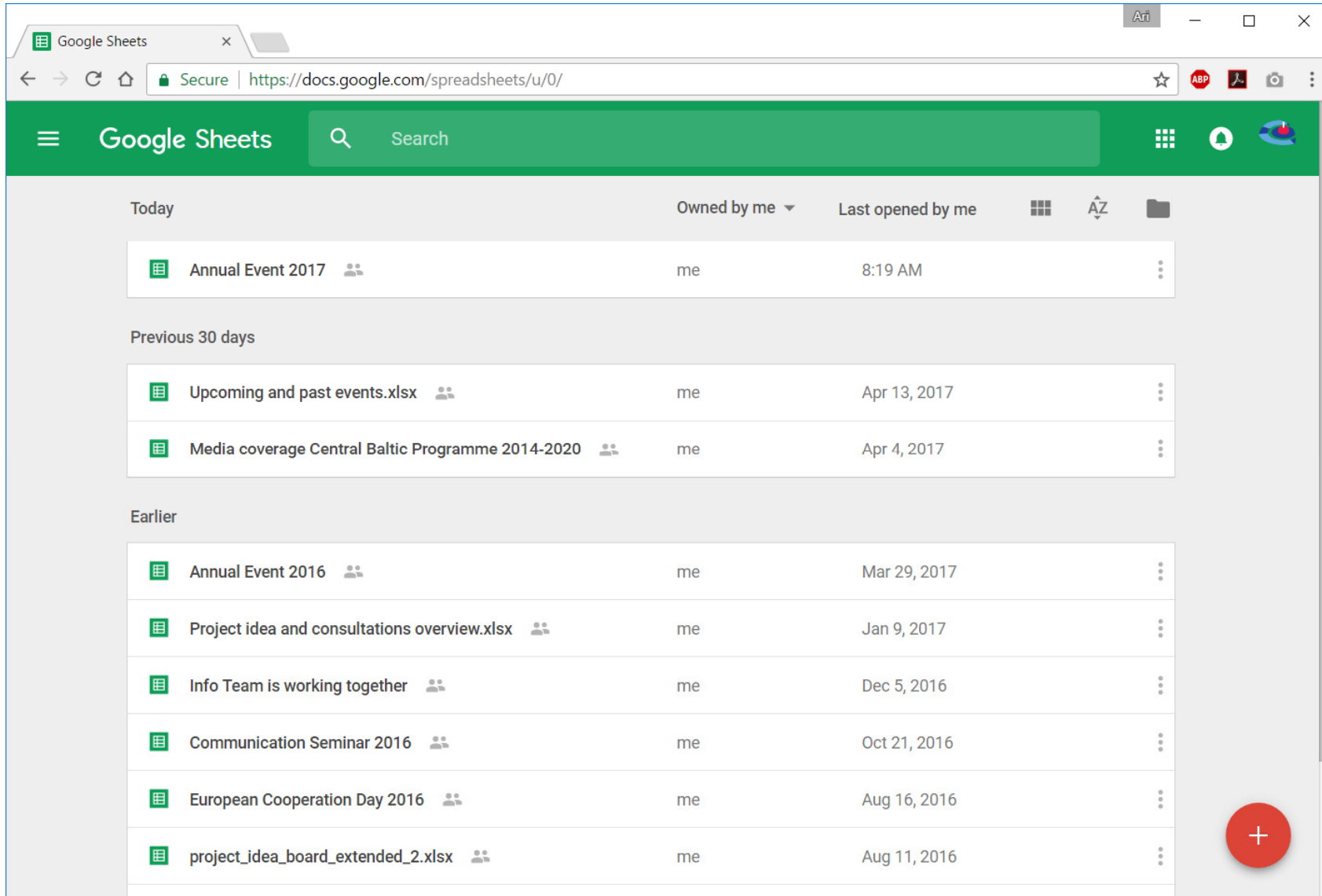
- Trello
 - <https://trello.com/>
- Blossom
 - <https://www.blossom.co/>
- Kantree
 - <https://kantree.io/>



File sharing (free)

- Services come and go
- Some become paid, others stay free
- Integrate as local drives
- DropBox
 - <https://www.dropbox.com>
 - 2GB
- OneDrive
 - <https://onedrive.live.com>
 - 5GB
- Google Drive
 - <https://drive.google.com>
 - 15GB
 - In-built documents





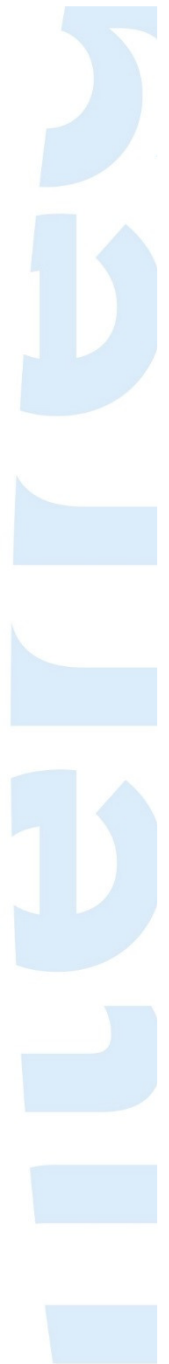
The screenshot shows a web browser window displaying the Google Sheets interface. The browser's address bar shows the URL <https://docs.google.com/spreadsheets/u/0/>. The Google Sheets header includes a search bar and navigation icons. The main content area displays a list of spreadsheets, categorized by time period: Today, Previous 30 days, and Earlier. Each spreadsheet entry includes a title, a share icon, the owner (me), and the last opened date. A red circular button with a white plus sign is visible in the bottom right corner of the spreadsheet list.

Spreadsheet Name	Owner	Last Opened
Annual Event 2017	me	8:19 AM
Previous 30 days		
Upcoming and past events.xlsx	me	Apr 13, 2017
Media coverage Central Baltic Programme 2014-2020	me	Apr 4, 2017
Earlier		
Annual Event 2016	me	Mar 29, 2017
Project idea and consultations overview.xlsx	me	Jan 9, 2017
Info Team is working together	me	Dec 5, 2016
Communication Seminar 2016	me	Oct 21, 2016
European Cooperation Day 2016	me	Aug 16, 2016
project_idea_board_extended_2.xlsx	me	Aug 11, 2016



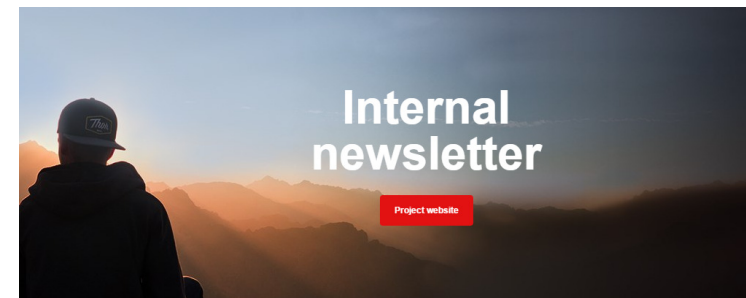
File sharing alternatives (paid)

- Amazon Cloud Drive
 - Unlimited storage
 - <https://www.amazon.com/clouddrive>
- SugarSync
 - <https://www.sugarsync.com/>



Newsletters

- Email!
 - Plain text
 - Custom HTML templates
 - <https://elements.envato.com/web-templates/email-templates>
 - <https://webdesign.tutsplus.com/articles/build-an-html-email-template-from-scratch--webdesign-12770>
- MailChimp
 - Multiple templates (for internal and external target groups)
 - Drag and drop construction of newsletters
 - Email lists
 - Review of campaign success (opens & clicks)
 - Free for up to 2k subscribers



Remember reporting!

Aliquam dignissim purus sit amet auctor elementum, dolor turpis vehicula massa, sit amet hendrerit magna purus quis felis. Integer orci augue, sollicitudin sit amet arcu vitae, rutrum aliquam ex. Nunc hendrerit, est a efficitur, fringilla, nisi arcu cursus neque, ac mollis urna nulla non nulla. Aliquam et est et ante feugiat volutpat. Maecenas id nisi viverra, gravida nunc vel ullamcorper nisi. Interdum et malesuada fames ac ante ipsum primis in faucibus. Donec nulla sem, accumsan non malesuada vitae, rhoncus ut libero. Vivamus in dignissim neque. Suspendisse potenti. Vivamus efficitur eros rhoncus, gravida erat ac, accumsan neque. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Donec auctor pharetra neque sit amet placerat. Quisque sit amet efficitur lacus.

Project meeting

Suspendisse condimentum lacinia turpis 20 June, sit amet scelerisque massa tempus ut,



Annual Event/European Cooperation Day 2017

[View this email in your browser](#)



Annual Event and European Cooperation Day 2017

Where our projects meet and where people meet our projects

Annual Event and European Cooperation Day 2017 is the best time to meet our projects and share their experiences and achievements. This year we are organizing the event in a special way, with a focus on the projects that are currently being implemented. The event will be held in a special way, with a focus on the projects that are currently being implemented. Register yourself to participate in the event.



Key Facts

- 10 September 2017
 - 11 September 2017
- Location: Aland - Mariehamn

Content Design Comments

Text

Boxed Text

Divider

Image

Image Group

Image Card

Image + Caption

Social Share

Social Follow

Button

Footer

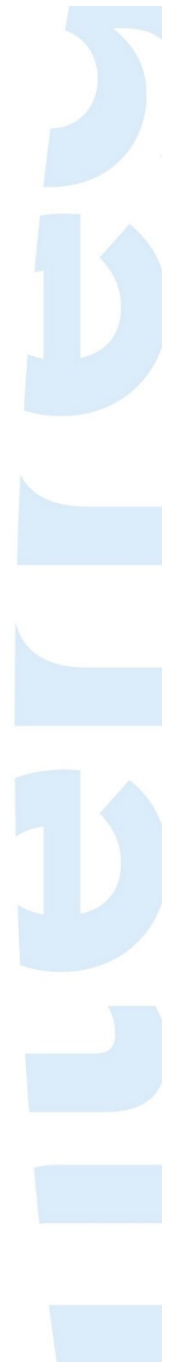
Code

Video

Need a refresher? [Take a quick tour.](#)

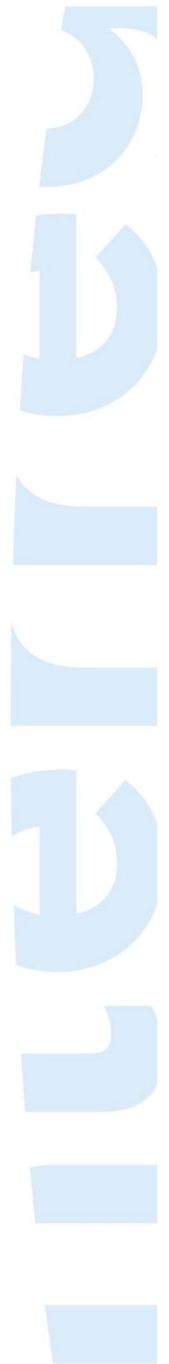
Skype

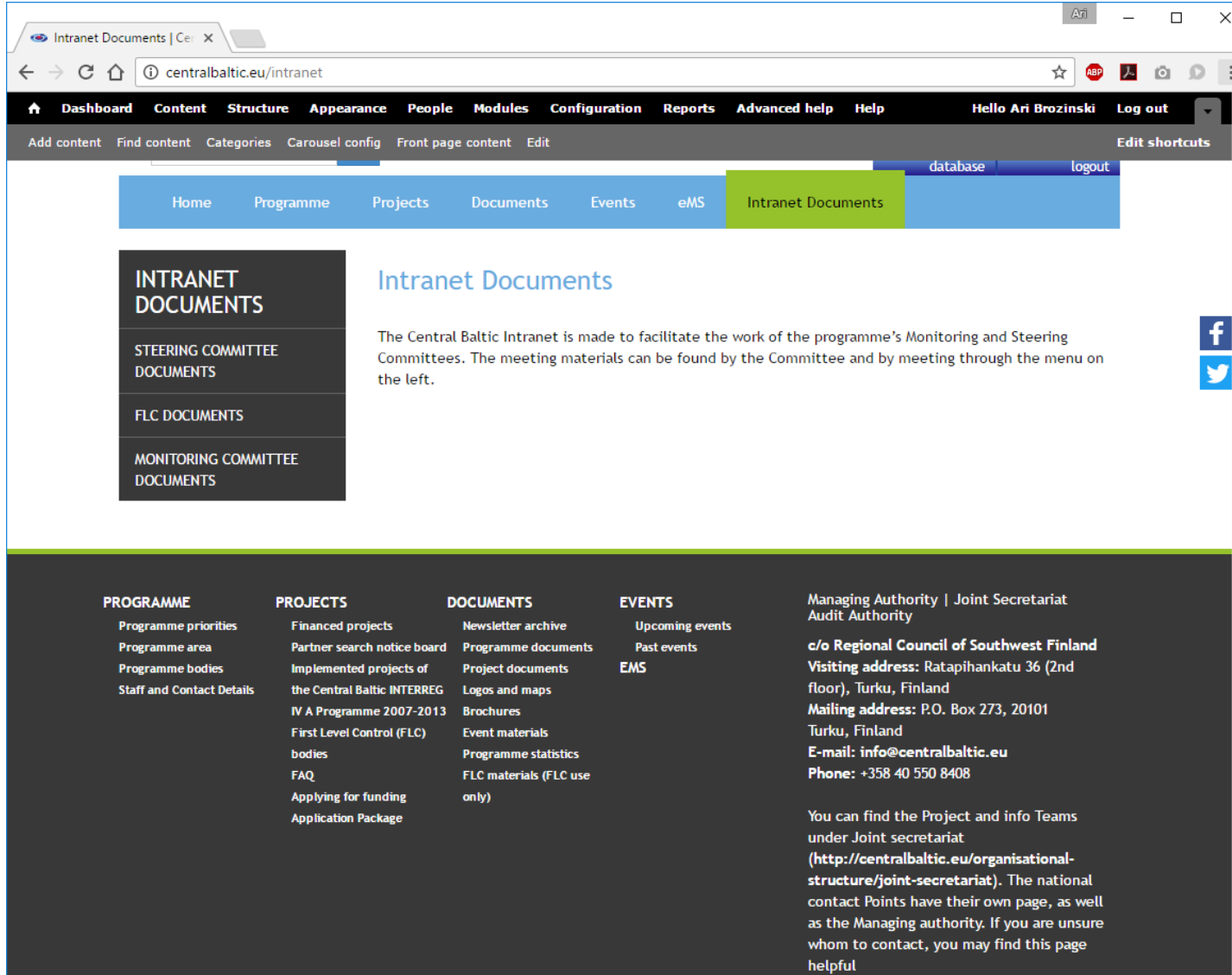
- We all know this but did you know that
 - You can have group meetings
 - You can share your screen as well
 - You can send files
- No Skype - no worries
 - Viber: <https://www.viber.com>
 - Talky (browser-based!)
 - <https://talky.io/>
 - Screen sharing (not on all browsers)
 - Mic/Cam/Chat



Intranet

- „true“ intranet is hard to realise in the project ecosphere
 - VPN connection
 - Granting permissions to non-organisation persons to internal networks
- Work-arounds
 - Use file sharing platforms with passwords
 - Isolated section on projet website





The screenshot shows a web browser window displaying the 'Intranet Documents' page. The browser address bar shows 'centralbaltic.eu/intranet'. The page features a navigation menu with options like 'Dashboard', 'Content', 'Structure', 'Appearance', 'People', 'Modules', 'Configuration', 'Reports', 'Advanced help', and 'Help'. A secondary menu includes 'Add content', 'Find content', 'Categories', 'Carousel config', 'Front page content', and 'Edit'. The main navigation bar highlights 'Intranet Documents' in green. On the left, a sidebar lists document categories: 'INTRANET DOCUMENTS', 'STEERING COMMITTEE DOCUMENTS', 'FLC DOCUMENTS', and 'MONITORING COMMITTEE DOCUMENTS'. The main content area is titled 'Intranet Documents' and contains a paragraph explaining the site's purpose. A footer section provides detailed information about the programme, projects, documents, and events, along with contact details for the Managing Authority and Joint Secretariat.

INTRANET DOCUMENTS

STEERING COMMITTEE DOCUMENTS

FLC DOCUMENTS

MONITORING COMMITTEE DOCUMENTS

Intranet Documents

The Central Baltic Intranet is made to facilitate the work of the programme's Monitoring and Steering Committees. The meeting materials can be found by the Committee and by meeting through the menu on the left.

PROGRAMME

- Programme priorities
- Programme area
- Programme bodies
- Staff and Contact Details

PROJECTS

- Financed projects
- Partner search notice board
- Implemented projects of the Central Baltic INTERREG IV A Programme 2007-2013
- First Level Control (FLC) bodies
- FAQ
- Applying for funding
- Application Package

DOCUMENTS

- Newsletter archive
- Programme documents
- Project documents
- Logos and maps
- Brochures
- Event materials
- Programme statistics
- FLC materials (FLC use only)

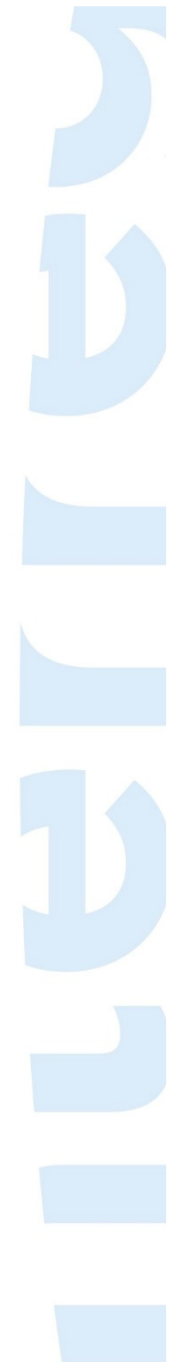
EVENTS

- Upcoming events
- Past events
- EMS

Managing Authority | Joint Secretariat
Audit Authority

c/o Regional Council of Southwest Finland
Visiting address: Ratapihankatu 36 (2nd floor), Turku, Finland
Mailing address: P.O. Box 273, 20101 Turku, Finland
E-mail: info@centralbaltic.eu
Phone: +358 40 550 8408

You can find the Project and info Teams under Joint secretariat (<http://centralbaltic.eu/organisational-structure/joint-secretariat>). The national contact Points have their own page, as well as the Managing authority. If you are unsure whom to contact, you may find this page helpful



Channels for internal communication

- What channels do you have?
 - Existing
 - Adding something new?
- Who are you targeting
 - Best channel for maximum efficiency
- What do they need to do/what do you want to achieve?
- Content
 - Consider media (sensitive v not?)
 - What action will follow as the result of your message
 - Engagement
- When is the best time to communicate?



True communication is dialogue

