

Seminar on Communicating Rural Development, Vilnius, 4 March 2014

# Communicating Beyond Borders: The CENTRAL EUROPE Programme 2014-2020

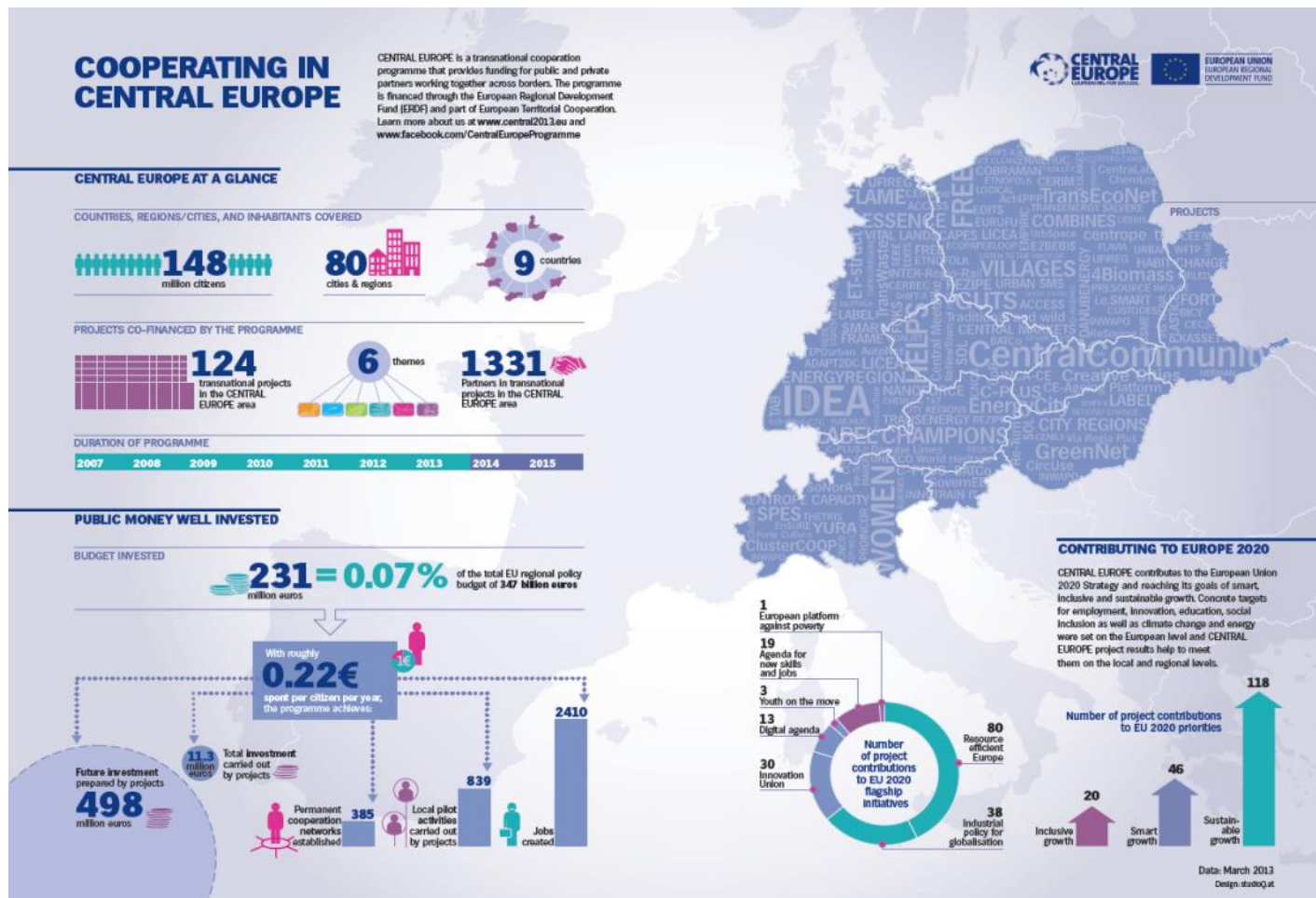
Frank Schneider, Head of Communication, CENTRAL EUROPE Programme



# Communicating Rural Development

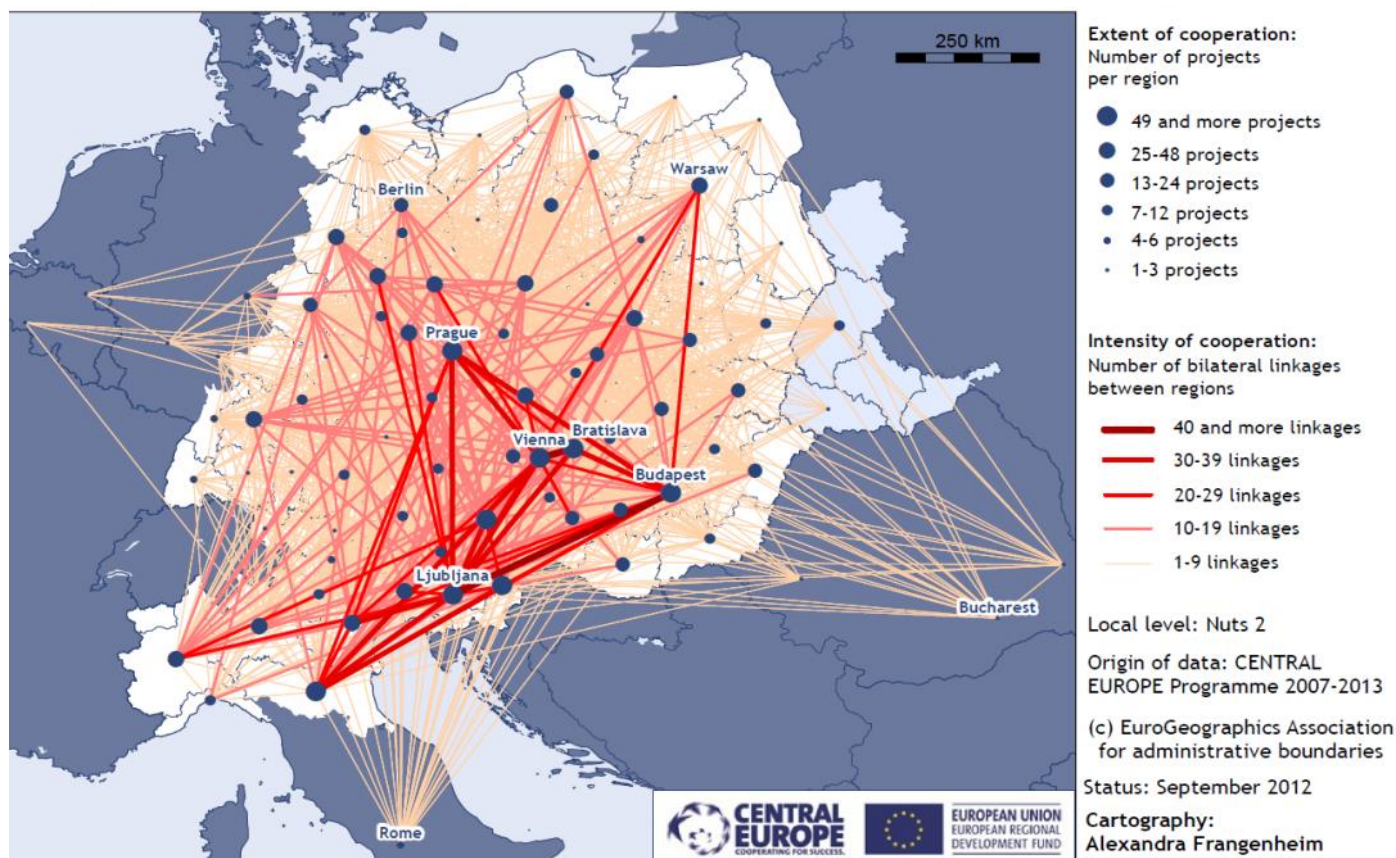
PEOPLE. PROJECTS. IDEAS.

## The Programme 2007-2013: Facts and Figures

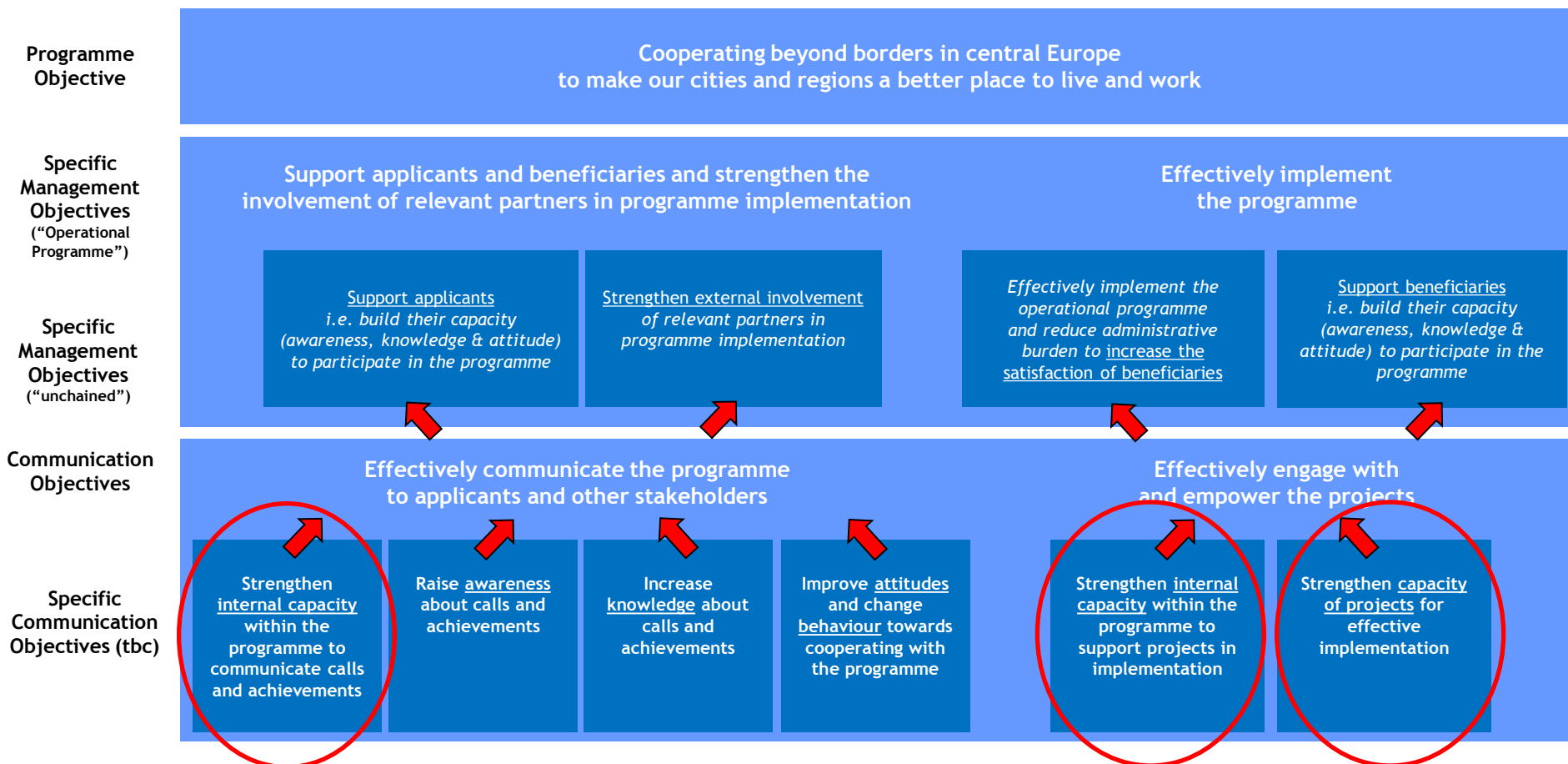


## The Programme 2007-2013: Transnational Cooperation

### Cooperation links and projects in the CENTRAL EUROPE Programme

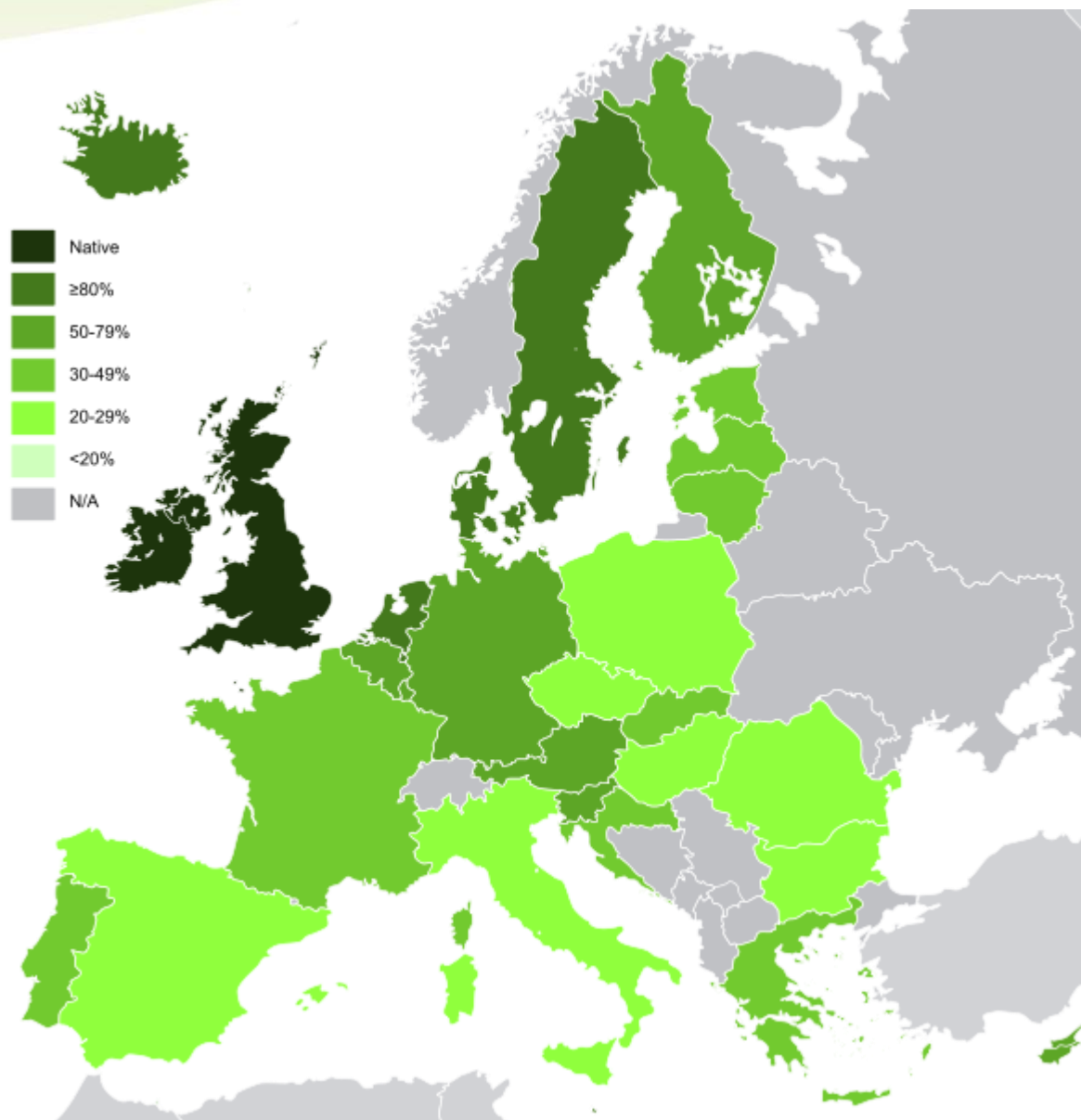


## Programme Communication 2014-2020: A Sneak Preview



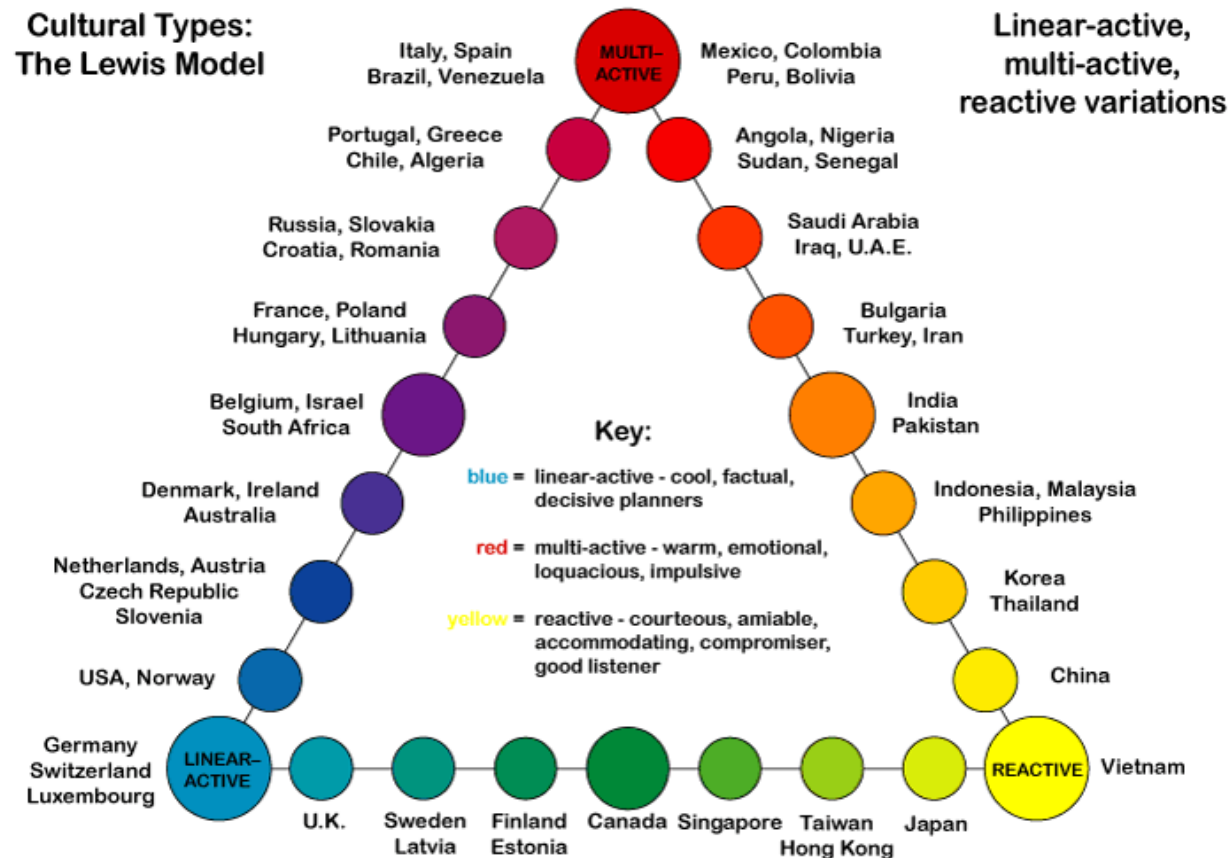
## The Challenge: 8 Languages

The programme  
is run in English  
but without  
translation much  
information is likely  
to be lost



## The Challenge: 9 Cultures

Communication is planned centrally but without understanding national cultural contexts we run the risk of not reaching our stakeholders in a proper way



## The Approach: Involve, Engage, Empower - The Colleagues



Build the capacity of all staff of the Joint Secretariat (JS) to communicate to stakeholders:

- Communication defined as a horizontal task across the joint secretariat
- Development of programme messages by all staff (steered by communication unit)
- Internal training and consultations for all staff to ensure consistency (done by the communication unit)
- Transnational trainings and events for stakeholders involves all staff
- Transnational publications for stakeholders involve all staff

## The Approach: Involve, Engage, Empower - The Contact Points

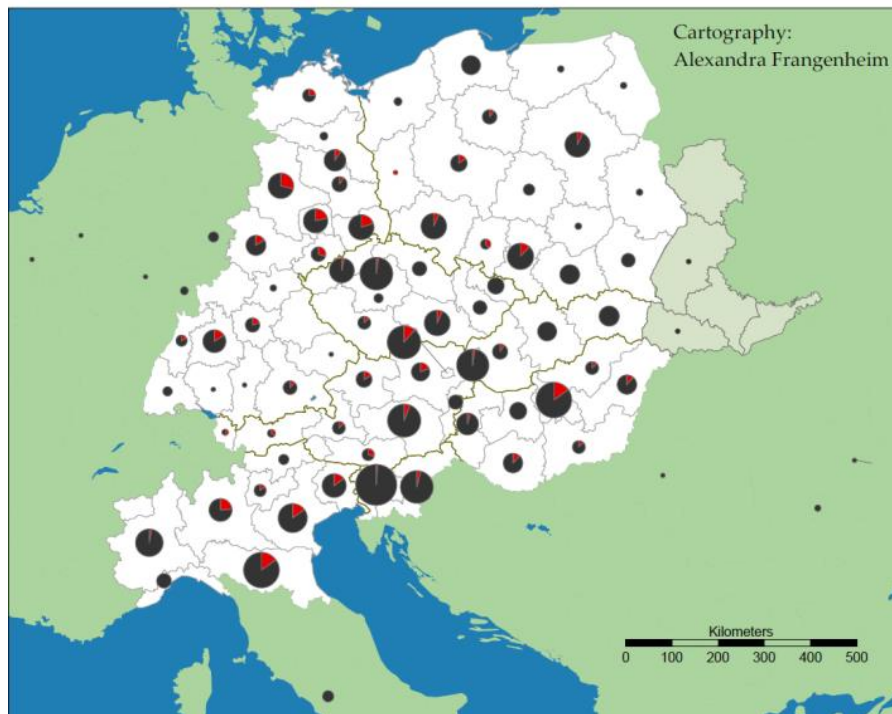


Build the capacity of the contact point network to communicate to (national) stakeholders:

- National adaptations of the programme communication strategy to be developed
- Training and consultations for network to ensure consistency (by communication unit)
- Provision of corporate design templates (by communication unit)
- Contact point websites integrated in programme web portal
- National events coordinated with JS
- National publications coordinated with JS



## The Approach: Engage, Involve, Empower - The Projects



Build the capacity of projects to communicate to (regional/local) stakeholders:

- Project communication strategies have to be approved by the programme
- Training and consultations by programme
- Provision of corporate design templates and a communication handbook
- Project websites integrated in programme web portal
- Integration of programme messages into project activities (if possible)

## CENTRAL EUROPE Programme

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