



# **Numericanal Communications Strategy**

## **Updated and including post project Roll-out activities**

**WP5A17**



## Numerical communications strategy

---

### **Communications objectives:**

- Raise awareness of the project within the EU
- Raise awareness of specific projects, i.e. Common Model Report and how they will benefit waterway users/operators
- Highlight the impetus provided by Interreg funding
- Encourage feedback from interested parties
- Emphasise importance of Interreg involvement
- Demonstrate the benefits of working in partnership and sharing best practice from around Europe
- Dissemination of project results and evaluation



# Numerical communications strategy

---

## Target audience

- ICT companies
- Waterway management authorities – other navigation authorities
- Boating organisations
- Policy makers – governments
- Governance bodies
- Local communities
- R&D institutions
- Internal audiences



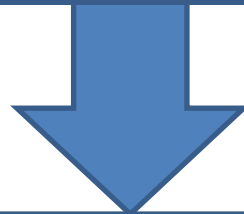
# Numerical communications strategy

## Communications activities:

Communications will be divided into two categories:

### **Common activity**

Coordinated centrally by CRT and covers the over-arching Numerical project



### **Project-specific activity**

Delivered by partners guided by a communications toolkit



## Numerical communications strategy

---

### **Common activity:**

- Press releases
- Project website
- Common information on partner websites
- Social media (Twitter)
- E-newsletters
- Speaking at Conferences and Events



## Numerical communications strategy

---

### **Project-specific activity:**

To help partners plan and deliver comms activities specific to their regional project a comms toolkit will be produced:

- Identifying target audiences (via Engagement / Stakeholder Plan)
- Using key messages
- Acknowledging Interreg
- Branding
- Using comms tools – press releases, videos, events, social media, internal comms
- Evaluating effectiveness and feeding it back



# Numerical communications strategy

## Post Project Specific Activity (WP5A17)

- Final project press release to be disseminated by lead partner and all project partners (refer to Engagement / stakeholder plan)
- Continuation of project website (including regular maintenance)
  - host full project results
  - Host project evaluations
- Establishment of Virtual Knowledge Platform on Numerical website (to support international waterway authorities)





## Numerical communications strategy

### **Post Project Specific Activity (WP5A17) cont.**

- Speaking at appropriate Conferences and Events E.g. World Canal Conf 2016)
- Increased profile on CRT / Partner websites
- Regular press releases
- Continuation of Social Media
- Promotion of Evaluation
- NIWE Technical Group







## Numerical communications strategy

### **Post Project Actions WP5A17 OUTPUT1 (CONT)**

- Partners need to send copies of the Numerical Final Report(s) to their stakeholders within 3 months of the end of the project
- LP to prepare a post project information pack that can be sent out explaining the work and results of the project
- Partners to use the 'Network of Inland Waterways Europe' (NIWE) network as a forum for airing new technical issues and ideas





# Numerical communications strategy

## Challenges:

- Resources
- Language
- Coordination across a number of partners
- Importance of acknowledging Interreg correctly
- Enthusiasm from press outlets
- Keeping content interesting and up to date
- Ensuring key information is not lost from press releases





# Numerical communications strategy

## Evaluation:

