



Numerical communications strategy

**Numerical Steering Group meeting
Toulouse 19th/20th September 2013**



Numerical communications strategy

Communications objectives:

- Raise awareness of the project
- Raise awareness of specific projects and how they will benefit waterway users/operators
- Highlight the impetus provided by Interreg funding
- Encourage feedback from interested parties
- **Demonstrate the benefits of working in partnership and sharing best practice from around Europe**



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Target audience:

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



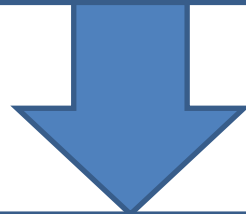
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Communications activities:

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



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Common activity:

- Launch press release
- Project website
- Common information on partner websites
- Social media
- E-newsletters



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Project-specific activity:

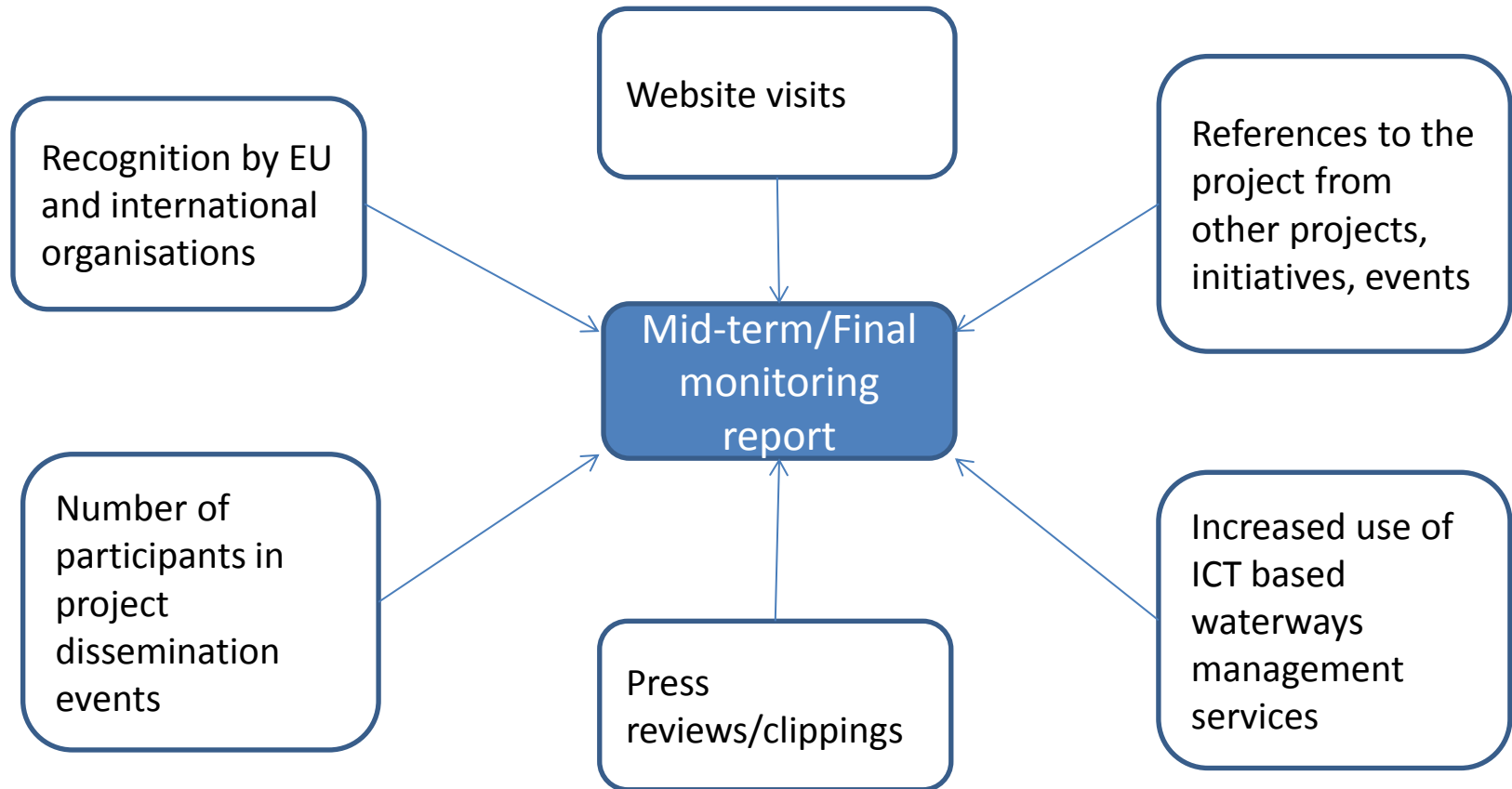
To help partners plan and deliver comms activities specific to their regional project a comms toolkit will be produced:

- Identifying target audiences
- Using key messages
- Acknowledging Interreg
- Branding
- Using comms tools – press releases, videos, events, social media, internal comms
- Evaluating effectiveness and feeding it back



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Evaluation:





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Challenges:

- Resources
- Language
- Coordination across a number of partners
- Importance of acknowledging Interreg correctly