



SMART COMMUNICATION FOR ADRION

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2007 – 2013 APPROACH

- Not all project fully implemented communication activities
- More focus on deliverables than on audiences
- Some project had difficulties in reaching general/specific public and target groups
- Project communication equal to project duration
- Soft results

PROGRAMME PERSPECTIVE

JOINT BRANDING INITIATIVE

- Joint actions on EU level

Harmonised logo

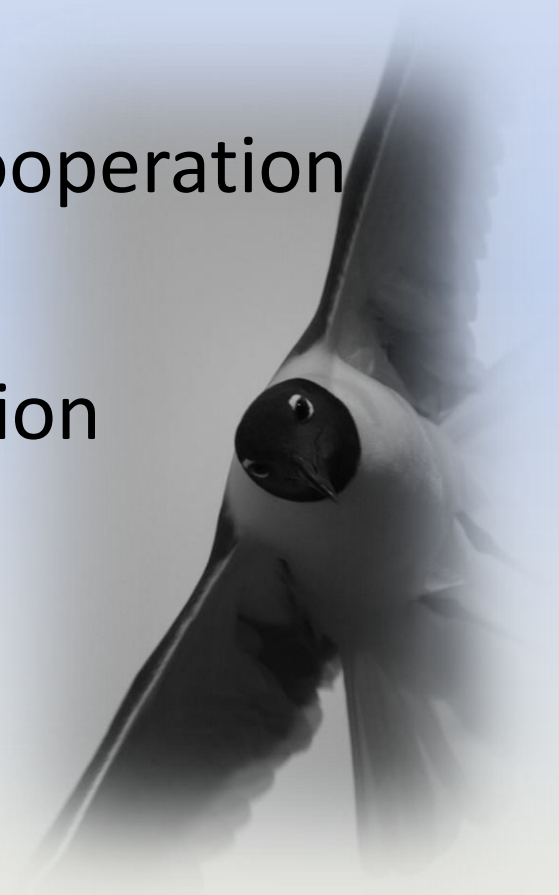


Harmonised Icons for Thematic Objectives



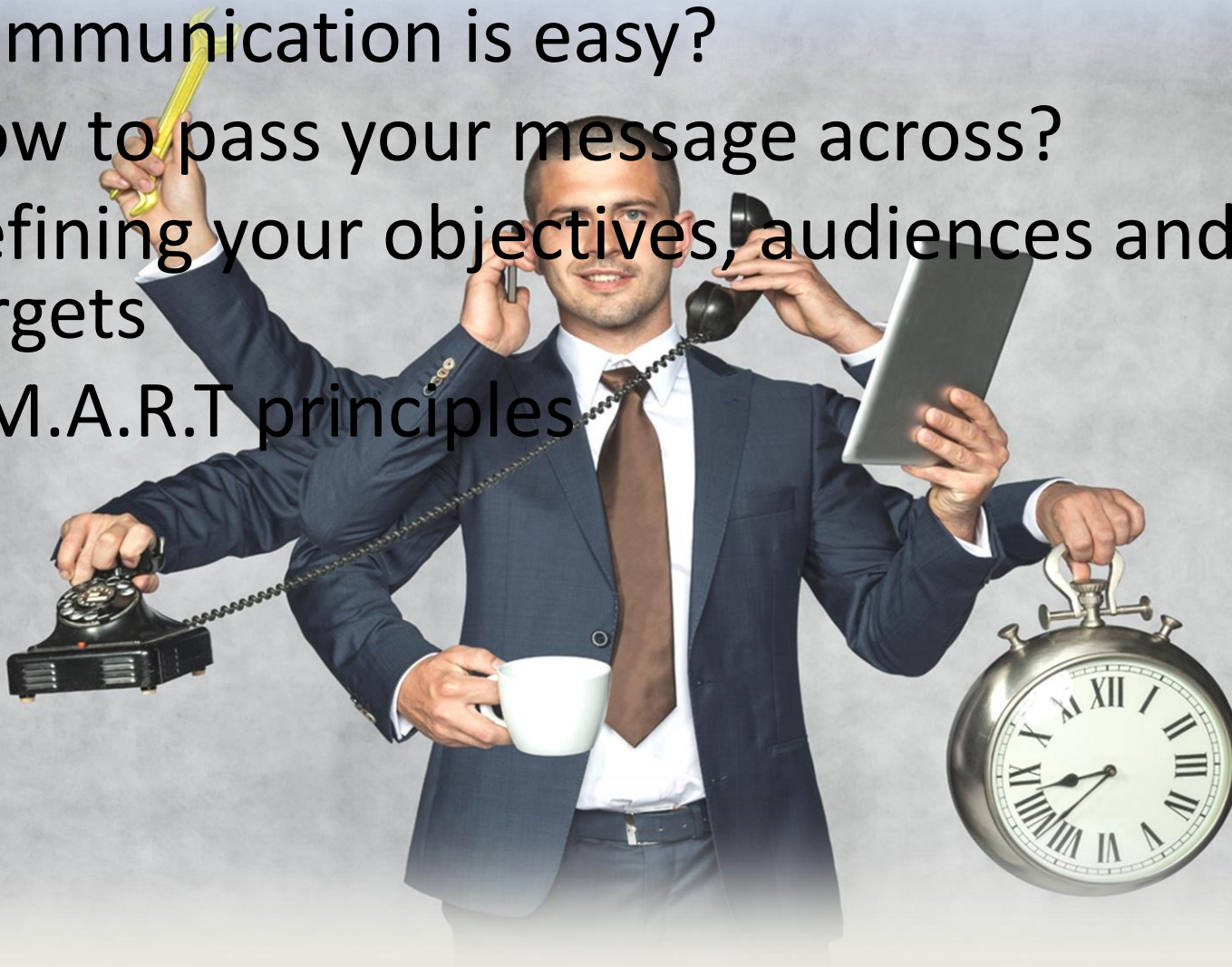
PROJECT PERSPECTIVE

- Greater involvement of public in sharing the project results
- Communicating transnational cooperation
- Fostering ETC objectives
- Cooperation for greater integration



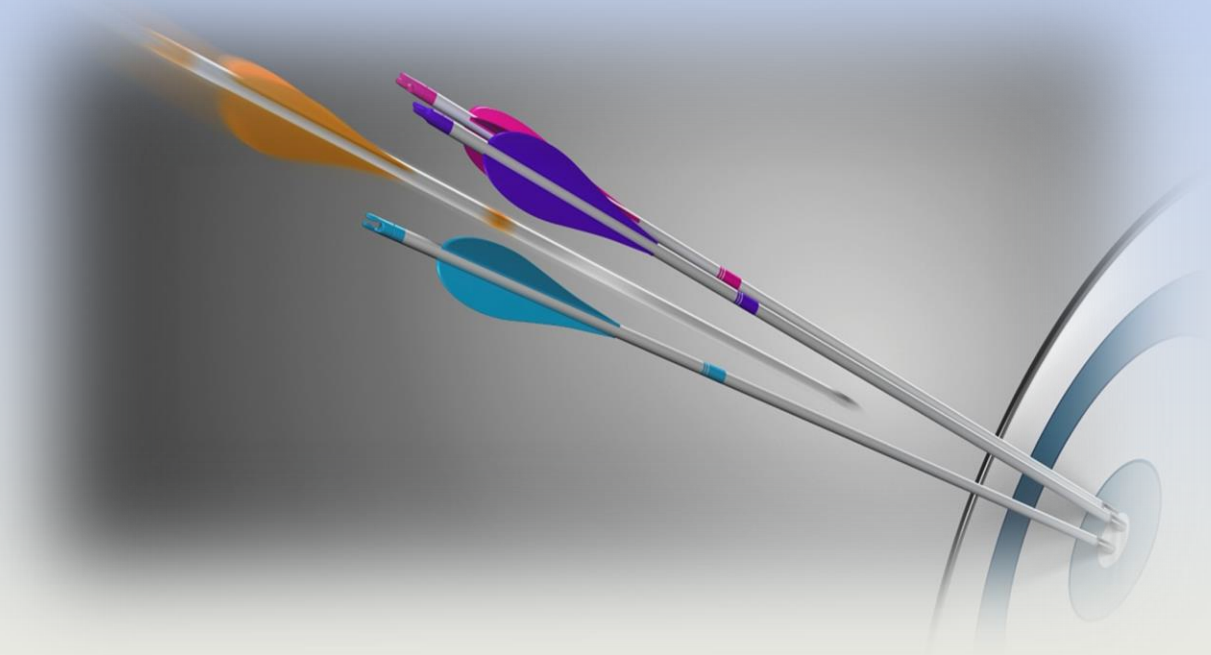
EFFECTIVE COMMUNICATION

- Communication is easy?
- How to pass your message across?
- Defining your objectives, audiences and targets
- S.M.A.R.T principles



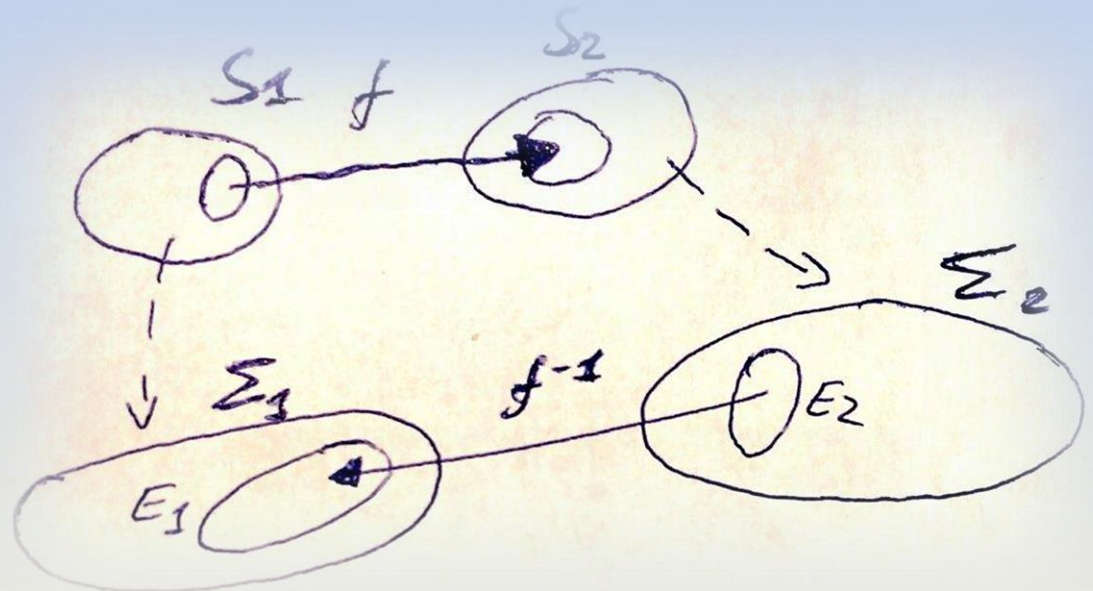
SPECIFIC

- **Be Specific**



MEASURABLE

- Set criteria to measure your communication progress
- Get the feedback and analyse it



ATTAINABLE

- Be realistic
- Look at your present communication



Results oriented

- Set criteria
- Analyze your communication based on response
- Adjust it



Time bound

- Follow your timeline
- It needs time and energy



SMART OBJECTIVE

Verb + measurable unit + date / time + cost

For example:

To develop a communication plan

To increase awareness of the public about air pollution by 10 %

By December 2016 at a cost of 50.000 €
(or not exceeding 80.000 €)



COMMUNICATION TOOLS

Events, conference, seminars, info days

Face-to-face

Newsletters

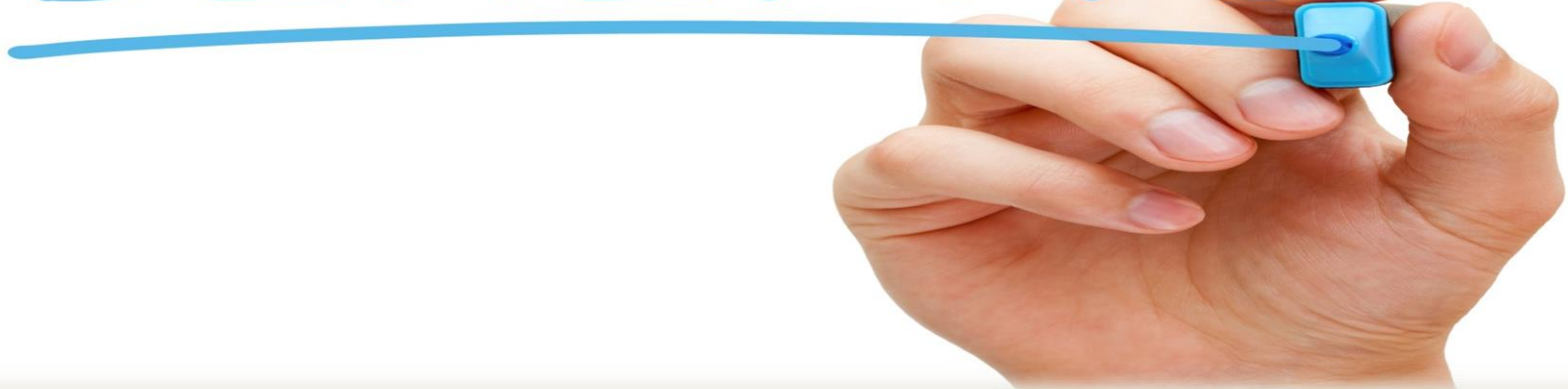
Website

TV/Video

Social media

- Meet your objectives
- Reach all your stakeholders
- Be consistent
- Get the feedback

BENEFITS



- Look out for a good news
- Building a win-win partnership with the media
- Getting your story in the media
- Addressing audiences through different communication tools
- Consistency is a key



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