Interreg
North Sea Region
European Regional Development Fund

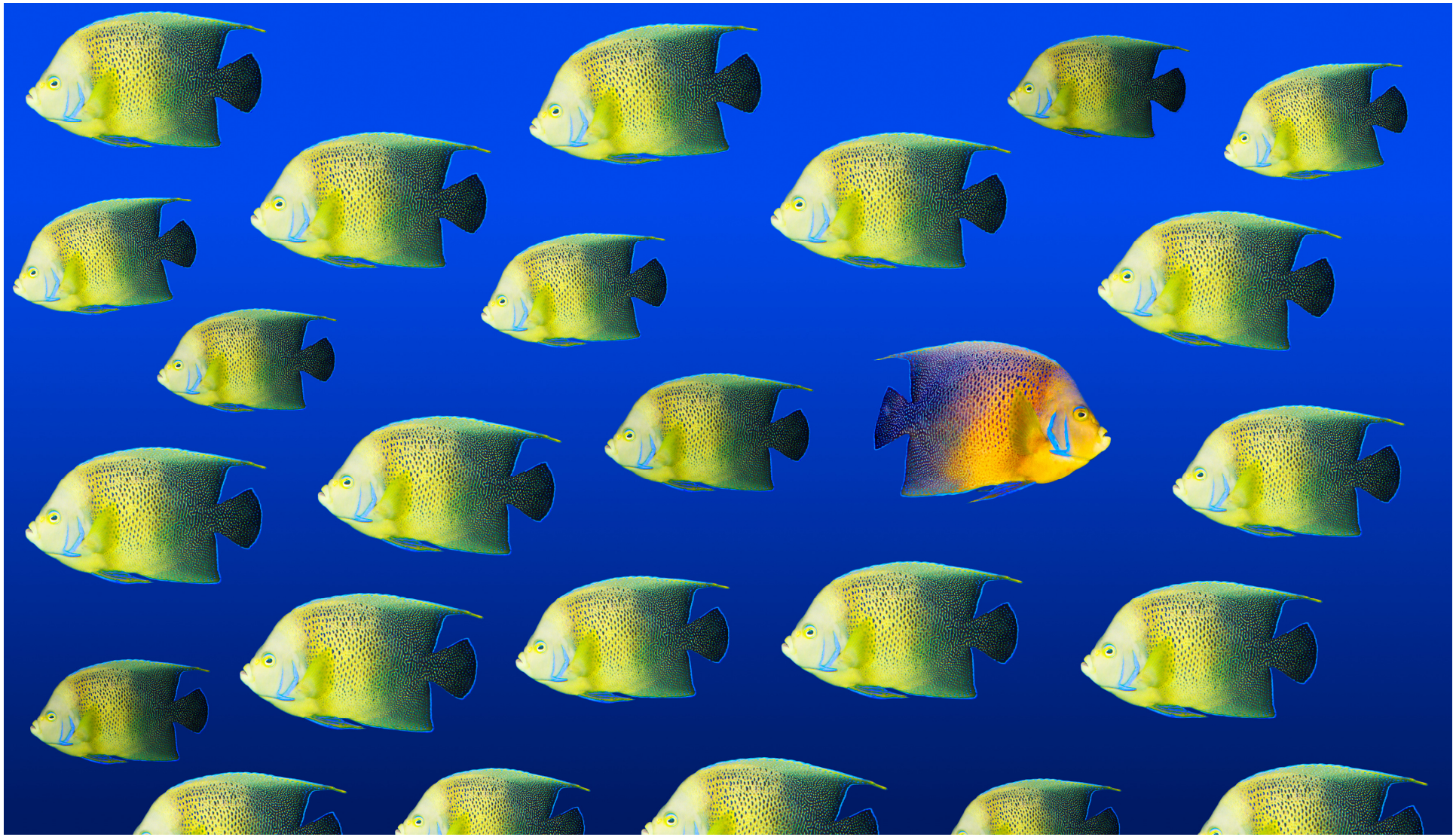
EUROPEAN UNION

Harness the power of COMMUNICATION

STEP 1 Why is your project important?

- What is the problem?
- What is the scale of the problem?
- How does your project address the problem?

What is your USP?



Who benefits and how much?

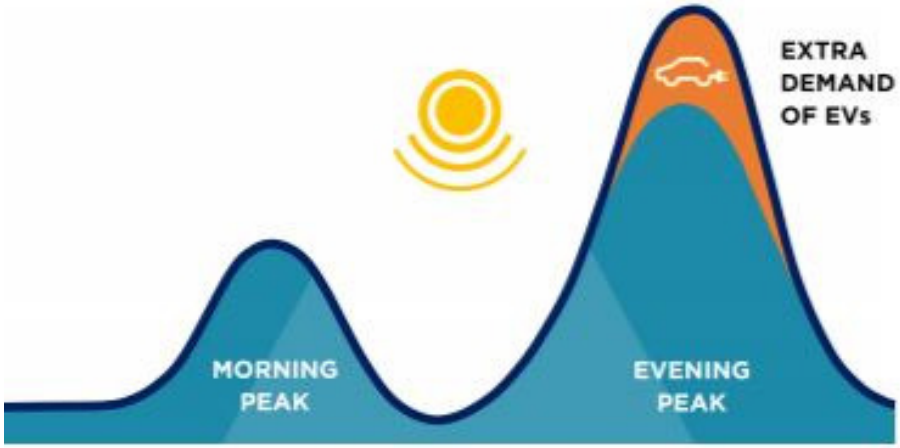
- Who or what will benefit from your results?
- How big are the benefits?

STEP 2
Think storytelling

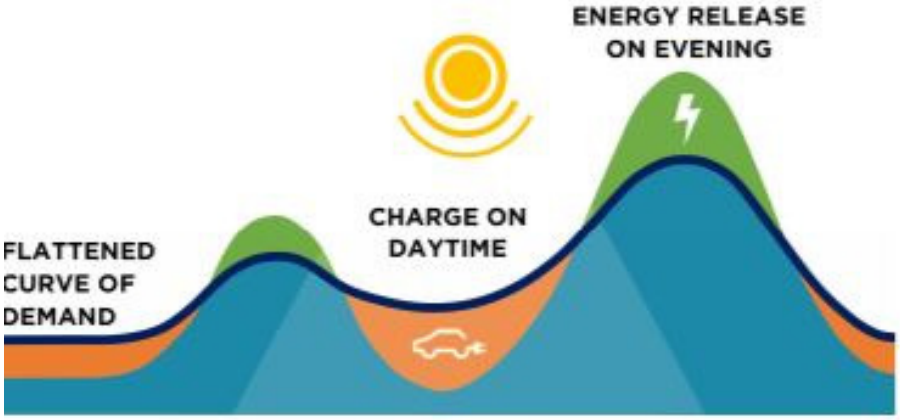
Classic story structure

Use the summary

Use the annex



(a) Without V2G



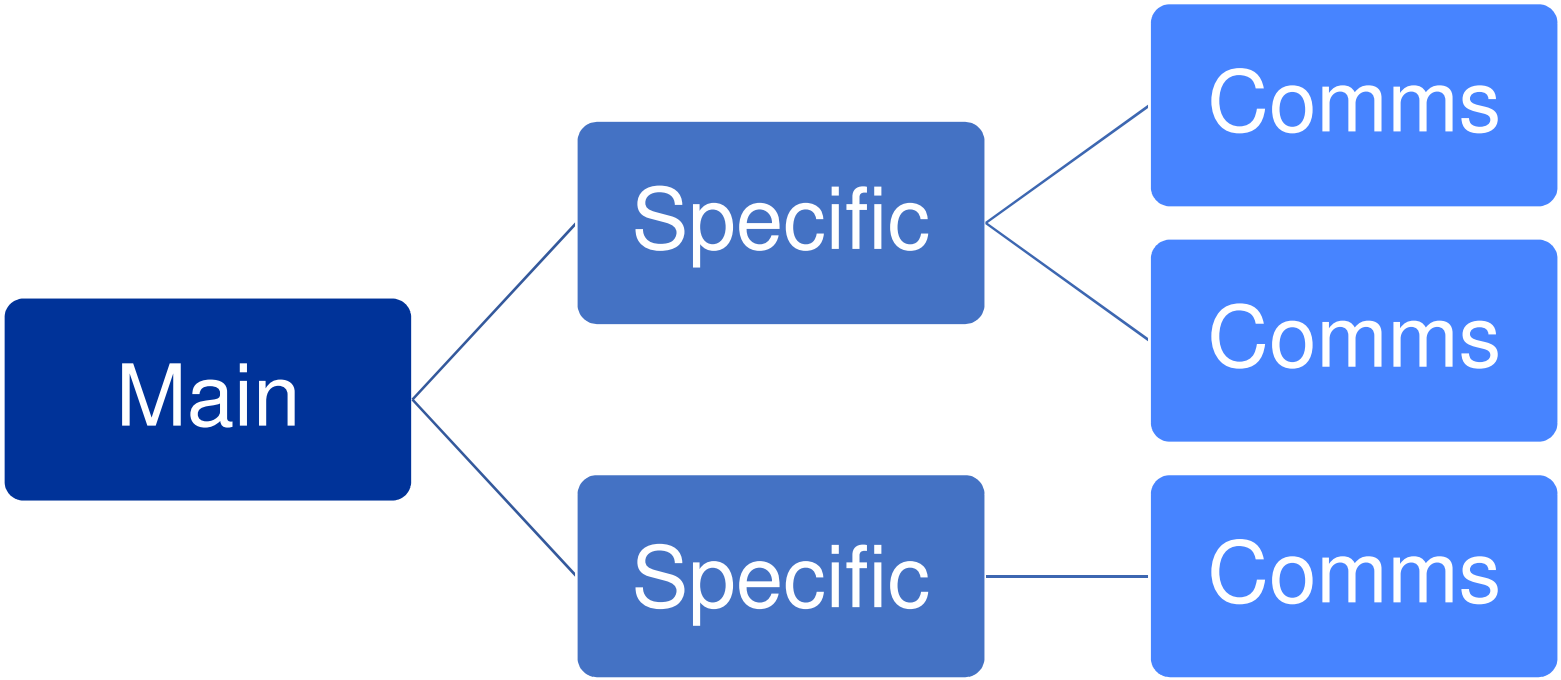
(b) With V2G

Figure 1: Advantages of Vehicle2Grid application.

From the application annex of SEEV4-City

STEP 3
Design your communication work package

Objectives



Define your target groups & choose effective tactics

Example: POWER cluster

FASZINATION OFFSHORE
WIND VOM MEER FÜR SAUBERE ENERGIE

Consider your need for digital platforms

Checklist

Does your application:

- Clearly state why your project is needed and what benefits it will create?
- Use storytelling techniques?
- Use visuals where appropriate?
- Set comms objectives aligned with project objectives?
- Include comms tactics designed for the target groups?

Questions?

Contact

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