



EUSBSR EU STRATEGY FOR THE BALTIC SEA REGION

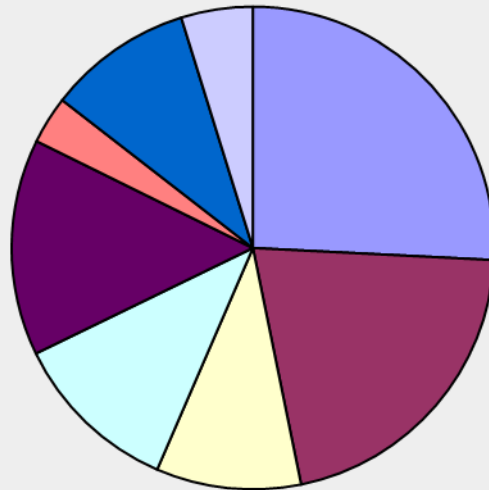


Results of the communication survey

Background information

- 63 answers altogether

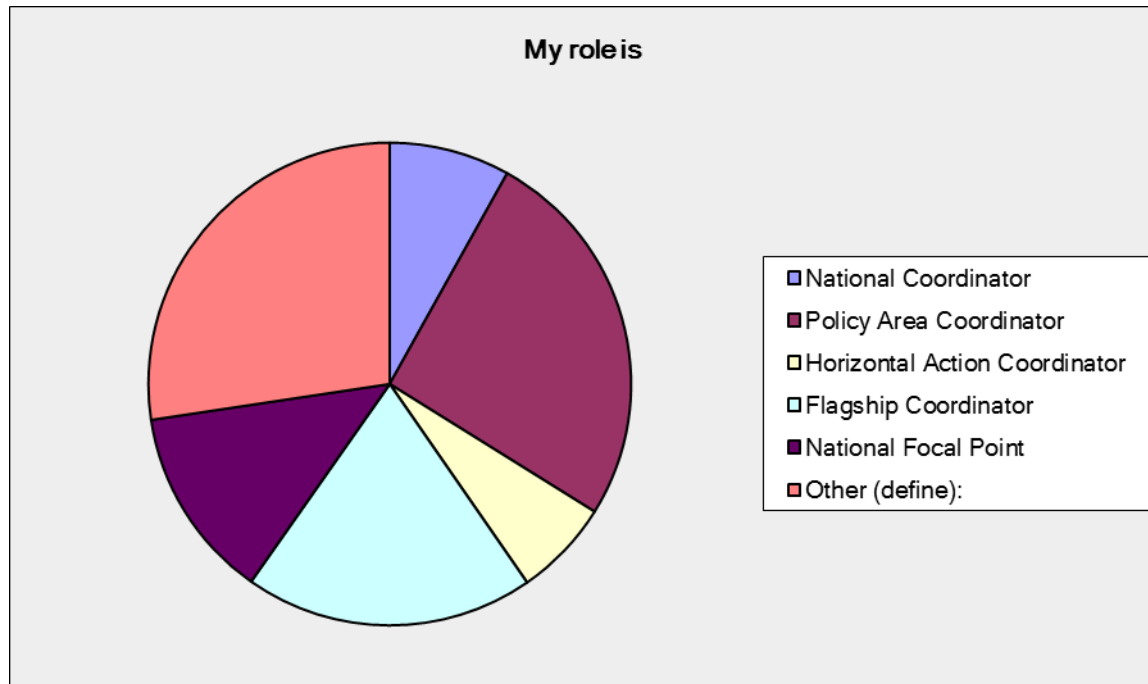
I work in



Finland
Sweden
Denmark
Poland
Germany
Estonia
Latvia
Lithuania

Finland	25,8%
Sweden	21,0%
Denmark	9,7%
Poland	11,3%
Germany	14,5%
Estonia	3,2%
Latvia	9,7%
Lithuania	4,8%

Background information



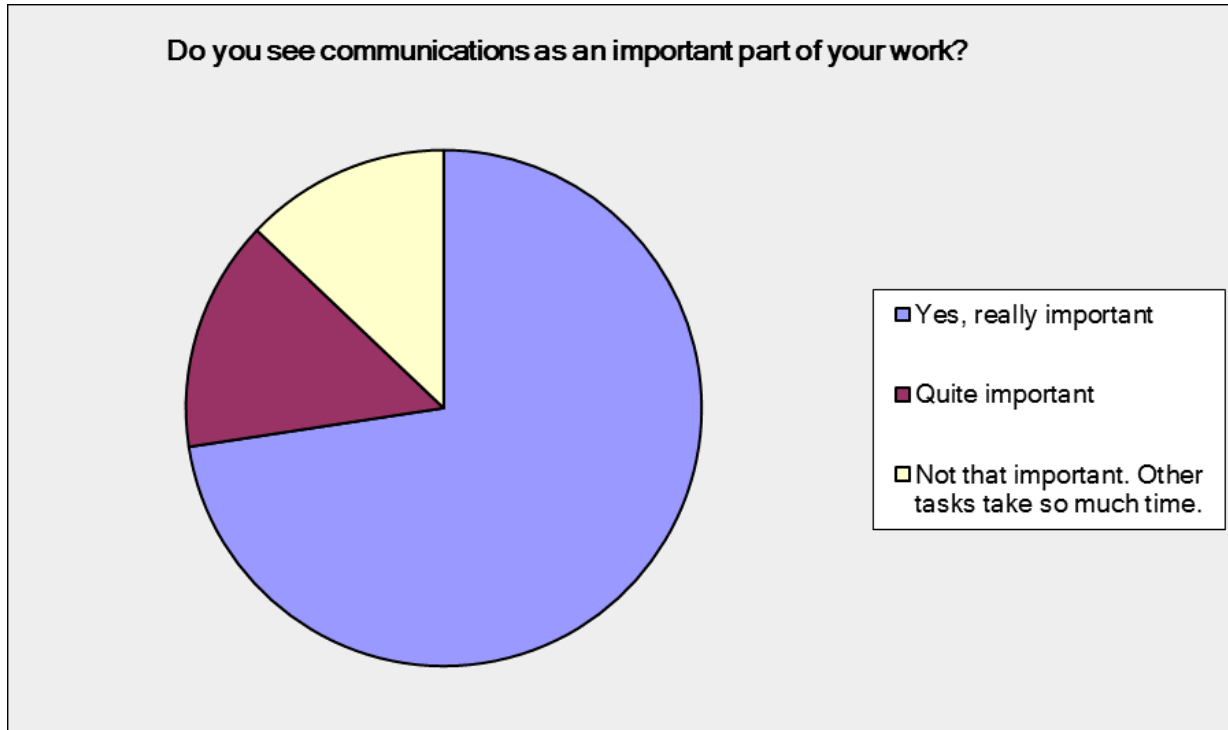
National Coordinator	8,1%
Policy Area Coordinator	25,8%
Horizontal Action Coordinator	6,5%
Flagship Coordinator	19,4%
National Focal Point	12,9%
Other (define):	27,4%

In numbers:

- 5 NCs
- 16 PACs
- 4 HACs
- 12 Flagship coordinators
- 17 Other (about 10/17 to be considered as Flagship coordinator; others include commission, NGO, ministry representatives)

Background information

- Most see communications as important part of their work



How would you describe your current EUSBSR related communications activity?

NCs / NFPs

- On the NC/NFP level communications is seen as directed to national stakeholders
 - National website (usually under MFA website)
 - Contacts with national stakeholders: distribution of information via mailinglists, sometimes events & meetings
- **To be noted:** very few answers from NCs and NFPs!
 - Later on mentioned that guidance for NFPs' responsibilities is needed: "What kind of communication is expected, what are the good channels and ways to do it?"

How would you describe your current EUSBSR related communications activity?

PACs & HACs

“Actually, I would say that my work is communication”

VS.

“Communication activities often end up in the bottom of the to-do list”

- Some active & prioritizing communications: seem to have more people & resources available
 - Seems that there is a slight trend of “investing” more in communications: at least in three PACs there is someone hired lately to focus on communications & some have launched or will launch a new website for the PA/HA
- Some very passive: no time, no resources even if communication would be seen important
- Question to think about: isn't coordination work often communications? In the survey communications seen mostly as something to “market” the EUSBSR to external stakeholders - but internal communications should be important, too.

How would you describe your current EUSBSR related communications activity?

Flagships

“As flagship project we are communicating EUSBSR relevant issues via targeted project communication. [--] We see us as both: multiplier and sender of messages related to EUSBSR.”

- Communication regular and active on project websites, social media, newsletters, videos, publications and seminars/other face-to-face events. Usually separate communication manager/team.
 - Funding programmes require this!
- Cooperation and contacts with PAC/HAC mentioned in many answers
- EUSBSR related communications mostly seen as taking part in EUSBSR Annual Forums
 - Is this the only way how EUSBSR brings added value to a Flagship communications?
- The target audience in some cases seen larger / different from EUSBSR context: e.g. worldwide

Main audiences

88,80 % see policy makers on a national, regional and local level as important or very important audience

50 % see relevant partners, beneficiaries, NGOs with a real connection to the region as important or very important

45,16 % see researchers and students as important or very important

Least important audience is the general public

Channels

Most used and most effective channels are face-to-face stakeholder meetings, events and conferences - especially the Annual Forum

Among the most used channels are websites (86,21 % using) - 52 % see website communications as effective or very effective

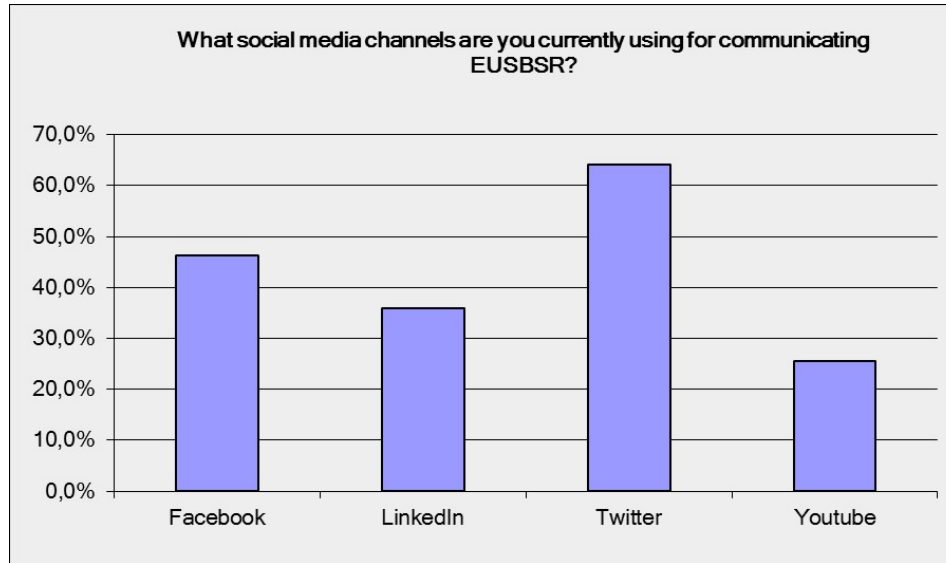
Social media used by 55 % - seen effective or very effective by 42,31 %

Reports or policy papers used by 78,69 % - seen effective or very effective by 42,31 %

Least effective channels: advertising, posters and podcasts (which are not used by many either)

Interesting: using well-known ambassadors as spokesperson used only by 38,33 % but seen affective by 74,28 %!

Channels: social media



- 39 answers, 23 skipped
- Twitter: 25
- Facebook: 18
- LinkedIn: 14
- Youtube 10
- Something else (e.g. Mailchimp, Vimeo, blogs, Instagram): 12

Why do you use/don't you use social media in EUSBSR related communications?

Not using:

- Not relevant for target audience
- No project results yet
- Lack of resources (seen very time consuming)
- Lack of knowledge
- "I'm using as minimal time as possible for EUSBSR"
- "I don't like the style & the short message format"
- Channels blocked by the Ministry/institution
- "Social media is for simpler material than EUSBSR substance"

Using:

- Easy way to reach stakeholders (existing & new)
- "Fastest tool to reach biggest number of interested audiences"
- "It is where our audience is"
- Cheap, easy, fast, interactive (even direct dialogue)
- To make EUSBSR visible : "if not mentioned, not seen"
- Building community
- Following others – getting information
- Videos make complex things understandable
- Many influencers are present on Twitter

What kind of communications tools and help do you feel you need the most?

NCs / NFPs

- Newsletter as a way to share information
- Financing & successful projects
- Projects/processes that can be used as success stories & information on how the results will be taken forward to policy level / next step
- Communication guidance & set of advice on how to communicate the EUSBSR
- Good practices/success stories "database"
- Visual materials: promotional brochure & video
- Help on the ground: organising promotional seminars
- Website x 2
- Using social media
- Guidance for National Focal Points: what is expected, what are the good ways to communicate?
- Addressing the bottleneck of dissemination of project results

What kind of communications tools and help do you feel you need the most?

PACs / HACs

“We need help in using those tools that can make the most impact with the least input”

- New website/developing the old x 4
- Social media x 3
- Developing communication plan/strategy (incl. Identifying target groups & audiences) x 2
- Developing interesting presentations/slides x 2
- Reaching out to private sector
- Elevator pitch for EUSBSR
- Wikipedia article for EUSBSR
- Infographics
- Videos
- Brochures
- Developing stories & clear messages to reach different target groups
- Meetings with stakeholders
- Financial & time resources

What kind of communications tools and help do you feel you need the most?

Flagships

“Using EUSBSR as platform to get messages to relevant stakeholders especially at national and European level”

- Direct (=face-to-face) communication/dialogue opportunities/platforms with target groups (esp. policy makers) x 5
- Using storytelling and journalistic approaches x 2
- Social media
- Developing communications strategy
- Using “ambassadors” or spokespersons
- Contacts in different media and journalists (on pan-Ballic level) x 2
- Tools and hints based on practical experience, there is theoretical knowledge already
- Tools to reach policy makers



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