



The Communication Plan of Urb.Energy

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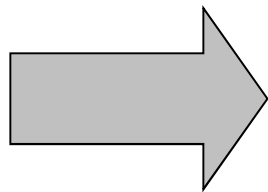
German Association for Housing, Urban and Spatial Development
(DV e.V).

Workshop of WP5 (financing) Tallinn/Rakvere – 05 November 2009

Background:

„In the new programming periode 2007-2013 the role of and the emphasis on communication and information is strengthened. Communication and Information plays an important role in the programme implementation and is a practical and efficient tool to improve the quality of the projects and programme management.“

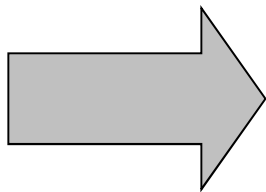
Programme Manual – Baltic Sea Region



The project needs to prepare a project specific communication plan.

The purpose of the project specific communication plan is to

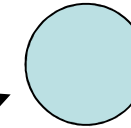
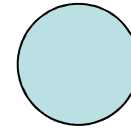
- plan information and communication activities;
- target the audience with information they are interested in;
- disseminate information about the project and its results.



Organization of internal and external communication

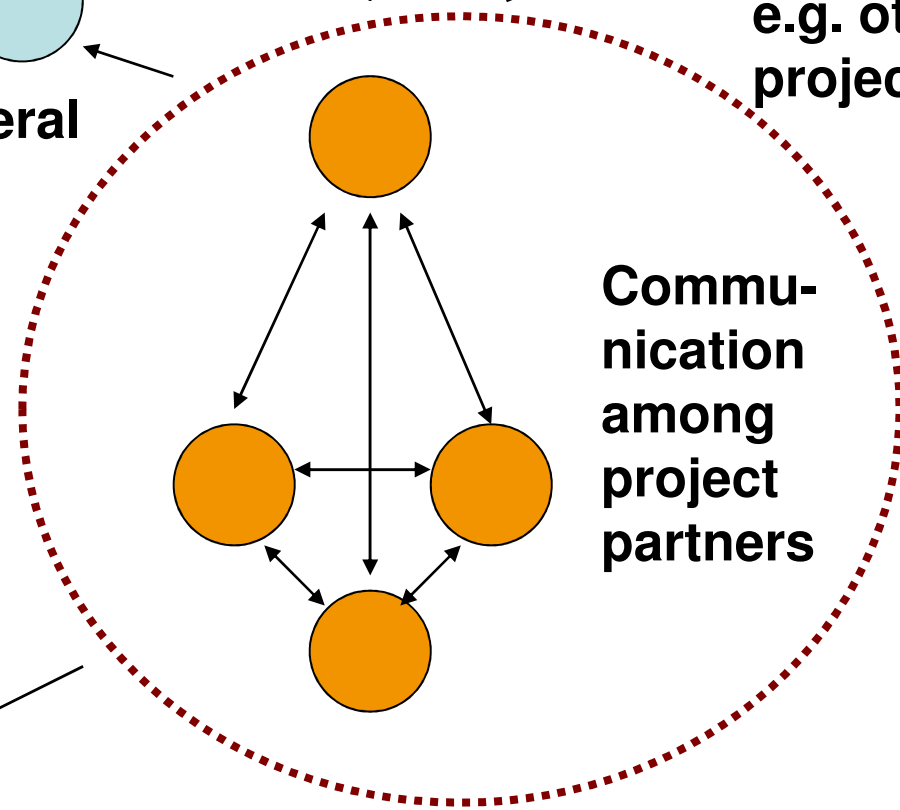
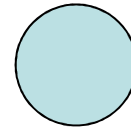
Communication to
international
stakeholders

e.g. EU



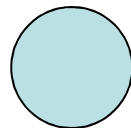
e.g. other
projects

e.g. general
public



Communi-
cation
among
project
partners

Communication to
national
stakeholders



- The communication plan, as well as any major amendments to it, is to be drawn by the Lead Partner
- It has to be submitted to the Joint Technical Secretariat of the Baltic Sea Region during the first reporting period

Current stage of the communication plan:

- **Submitted and approved by the Joint Technical Secretariat of the Baltic Sea Region**

Next steps:

- **Dissemination to the project partners**
- **Development of an communication manual on the base of the communication plan**