



# EUROREGION BALTIC

Information and Communication Strategy

1 July 2003



Project part-financed by the European Union (European Regional Development Fund) within The BSR INTERREG III B Neighbourhood Programme.

## **INTRODUCTION**

One of the more important expected results of the Seagull project is an Information and Communication strategy for Euroregion Baltic (ERB).

The main objective for the Seagull project is to develop and anchor a long-term strategy and a Joint Transnational Development Programme (JTDP). Ability to inform and communicate with all ERB members, their local authorities and other interested parties in the member regions is crucial in fulfilling this objective.

In the ERB statutes it is also stated, that realising the aims of the ERB cooperation includes organising information channels and supporting media development to provide all the Parties with current information.

We have chosen to concentrate on the future in this strategy, namely on tasks and priorities in information and communication that we think are necessary in order to fulfil the aims of the Euroregion Baltic cooperation.

## **EUROREGION BALTIC (ERB) wants to**

- improve life conditions of the people inhabiting the area of ERB
- promote mutual contacts
- tighten bonds among local communities
- eliminate historical prejudices
- plan activities aimed at providing social, economic and environmental sustainable development of the whole ERB
- promote actions aiming at close cooperation between regional and local authorities

## **To realize these aims we have elaborated an information and communication strategy with the following objectives**

- To assure constantly updated and easily accessible information about ERB with main focus on our common website
- To steadily increase the visibility of ERB internally in our regions as well as externally in our countries and Europe
- To assure timely well prepared and well informed and communicated meetings and other activities
- To assure a high quality, target oriented, short and precise communications between the ERB partners and in our communications with external partners
- To assure that concrete results and benefits of the ERB co-operation are communicated internally in our regions and to external relevant partners
- To elaborate and implement a more concrete strategy for our lobbying activities

## **Our target groups are**

The formal ERB structures

- The Presidency, Council and Executive Board
- The Main and National Secretariats
- The permanent Working Groups

- Project Secretariats and project partners in projects initiated or implemented on the basis of formal ERB decisions
- Regional and local authorities, as well as other local partners in the ERB regions, which forms the basis for the representatives in the formal ERB bodies

Other target groups in our regions are

- Media
- Regional and local actors in international cooperation
- Political parties and representative bodies like chambers and associations within the private business and NGO sectors
- Youth, schools and universities

Outside the ERB regions target groups are

- Media including newsletters and magazines related to international and cross-border cooperation
- National governments, embassies and consulates
- National associations of regions and municipalities
- Baltic Sea and Nordic organisations, such as the Council of Baltic Sea States (CBSS), Baltic Sea States Sub regional Cooperation (BSSSC) and Nordic Council of Ministers
- The European Union institutions, such as the Council, Commission, Parliament, Committee of the Regions and the Economic and Social Committee
- European interregional organisations such as Conference of Peripheral and Maritime Regions (CPMR), Association of Border Regions (AEBR), and associations for regional and local authorities

## Priority actions for 2003-2004 are

- 1) To improve the internal information and communication within the formal ERB structures, by
  - a. Upgrading and updating the ERB website, including for administrative communications.  
Implementation: Step by step during 2003-2004  
Responsible: Webmaster  
Cooperation: Head secretariat, national secretariats
  - b. Improvement of using modern communication tools.  
Access to and use of videoconferences.  
Implementation: 2003, one video conference with the national secretariats, 2004 one video conference with the board  
Responsible: Head secretariat  
Cooperation: National secretariats
  - c. Translation of main communications into all 6 ERB languages  
Implementation: 2004  
Responsible: National secretariats
  - d. Improving the information and communications in preparing meetings in the formal ERB bodies, including a more precise procedure for agenda, background material and recommendations for decisions to be taken  
Implementation: 2003  
Responsible: Head secretariat  
Cooperation: National secretariats
- 2) To improve the information within the ERB member regions, by
  - a. Improving the visibility and accessibility of the main and the national ERB secretariats, including promotional leaflet and linking the ERB website to the websites of the member regions  
Implementation: 2003-2004  
Responsible: Head secretariat, Web-master  
Cooperation: National secretariats

- b. Increasing the number of information activities targeting local and regional political bodies, other relevant target groups and the public in general, including taking part in local events such as fairs and using other opportunities to promote ERB through leaflets, exhibition stands etc.  
Implementation: 2003-2004  
Responsible: Board, Head secretariat  
Cooperation: National secretariats, Council members
  
- c. Production of information packages to schools, in order to increase the knowledge about the ERB cooperation, the ERB regions, the common history, nature, culture etc.  
Implementation: 2004  
Responsible: Head secretariat  
Cooperation: National secretariats
  
- d. Promotion of funding opportunities (EU, Nordic, national etc.) in order to increase more concrete cooperation activities for specific target groups, such as youth, business life, NGO's etc.  
Implementation: 2004  
Responsible: Board, Head secretariat  
Cooperation: National secretariats
  
- e. Increasing the visibility of ERB by using Media and magazines  
Implementation: 2003-2004  
Responsible: Board, Head secretariat  
Cooperation: National secretariats

3) To improve the information and lobbying activities outside the ERB area, by

- a. Improving the ERB visibility and profile to key bodies at European, Nordic and national levels, including production of promotional material and increased communication on ERB resolutions and other decisions  
Implementation: 2003-2004  
Responsible: Board, Head secretariat  
Cooperation: Council members, national secretariats
  
- b. Improving the ERB lobbying function, based on identified and decided priorities  
Implementation: 2003-2004  
Responsible: Board, Head secretariat  
Cooperation: Council members, National secretariats

- c. Participation in events of European and interregional organisations, such as annual meetings, fairs and thematic conferences of specific ERB interest  
Implementation: 2003-2004  
Responsible: Chairman, Head secretariat  
Cooperation: Board
  
- d. Organising conferences and other bigger events, including use of well-known speakers  
Implementation: 2003-2004  
Responsible: Head secretariat, Board  
Cooperation: National secretariats
  
- e. Increasing the visibility of ERB and its concrete activities, studies etc. through media, newsletters and scientific magazines etc.  
Implementation: 2003-2004  
Responsible: Head secretariat  
Cooperation: National secretariats

## **FOLLOW UP**

This strategy and its priorities shall be followed up, and the results of the information and communication activities evaluated each year by the Board and Council. Implementation of some of the proposed measures will of course continue even after 2004.