

An overview of the NFP GR updated Communications Strategy

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The revised CS has been drafted in line with:

...the relative regulatory framework:

1. the **Regulation** on the Implementation of the European Economic Area (EEA) Financial Mechanism 2014-2021;
2. the **Communication and Design Manual** of the EEA and Norway Grants 2014-2021;
3. the **Annex 3** of the Regulation.



as well as

...all the necessary steps that build up a Communication Strategy, such as:

- conducting a **SWOT** analysis
 - setting **goals** and objectives
 - defining **target-audiences**
 - finding out the most effective **channels** of communication
 - rebalancing **budget**
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The CS constitutes a so-called “living document”

...following the progress of the programming period, and it will be updated when necessary in order to deal with:

- (a) The changes at the **digital/technological level** (e.g. social media platforms updates, various online communication tools, etc.),
- (b) the **ever-changing communication landscape**, and
- (c) the initiatives needed to fulfill **emergent communication needs and target-audience’s expectations** (i.e., moments of great tumult, as the coronavirus outbreak, or times of great socio-economic stress).

Listening to the overall message:

“Working together for a green, competitive and inclusive Europe.”

the coronavirus
outbreak is a
challenge

...we need to **ensure** that the EEA
Grants programmes remain

positioned in their defined
business market, and

- to **focus** on the emergent

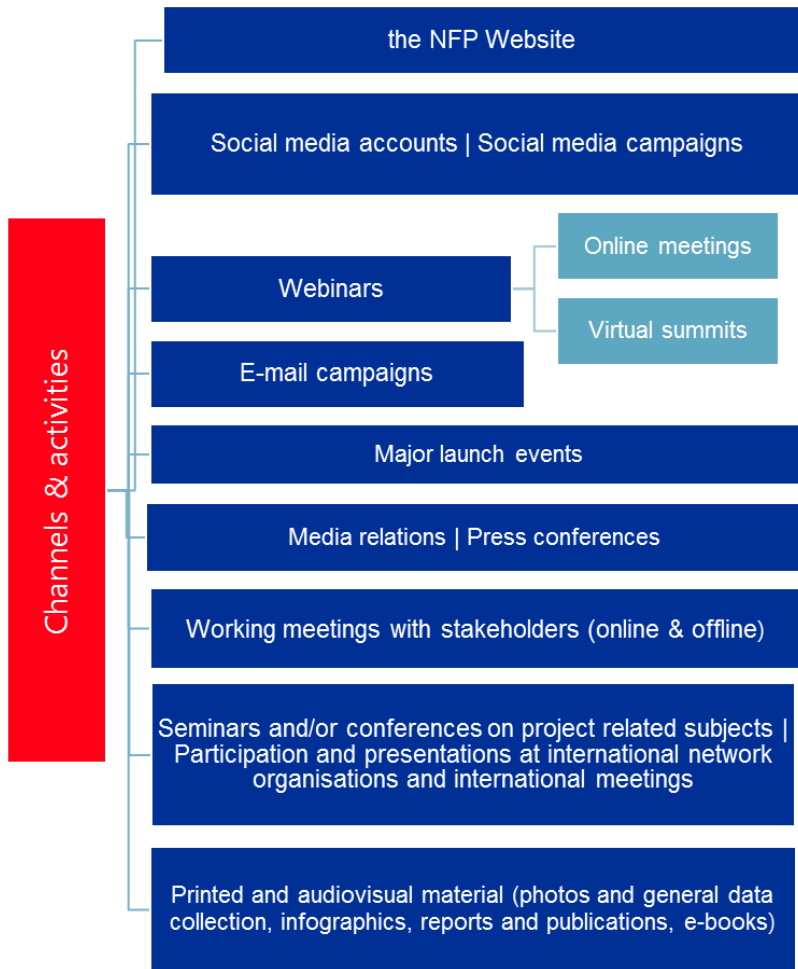
needs of our key targets in
the midst of this unprecedented
situation.

We've re-engineered our CS to remain relevant to and in tune with our audiences and avoid to run the risk of rapidly becoming out of synch.

To that end:

1. we have added **more digital tools** (e.g., e-mail campaigns), and
 2. we have introduced more effective **digital practices**
- that would give us the opportunity to react in **real time** and to respond quickly to any situation.



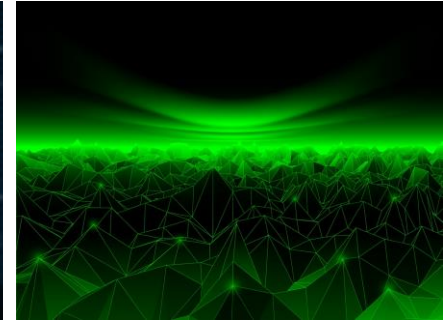


For all the above reasons, we've **reordered** the ranking of communication channels and actions, and assigned top priority to the **online** ones.

Furthermore, we've made a subtle distinction between an online communication (sub-) strategy and an offline one.

Online communication strategy

1. the creation of a **new website** as this is one of the most important tools for delivering content to our audiences, and it represents the digital identity of the NFP
2. the incorporation of **social media platforms** in our day-to-day practice, and **social media campaigns** to achieve our communication goals

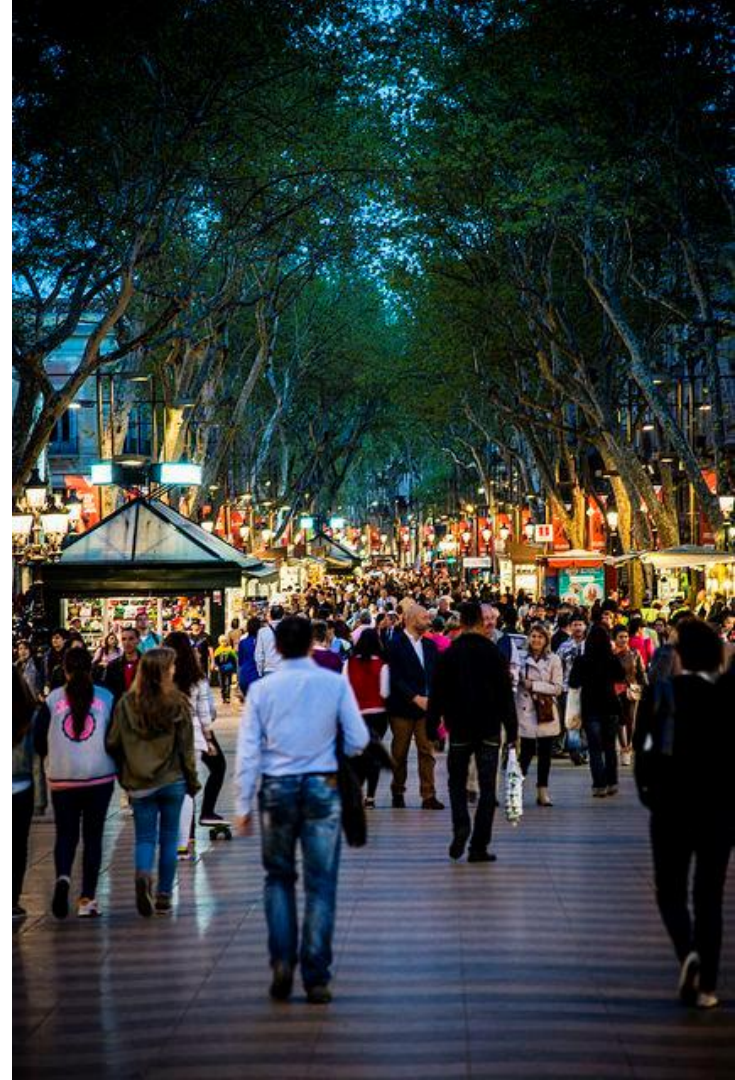


Facebook dominates in the B2C space, and also grabs the most important slot in the B2B market, while Twitter declines. On the other hand, the use of **LinkedIn** increases as a more powerful tool for bringing together companies and people who work in a common industry.

Campaigns differ from everyday social media efforts because of their increased focus, targeting and measurability.

Offline communication strategy

- Events provide the opportunity to show the **real impact** of the programmes on the lives of the beneficiaries, while it gives the attendees **real**, hands-on time with the programmes.
- To facilitate a well-established relationship with **the media** and journalists covering respective topics, media packages of promotional material will be created.



Public relations are not advertising but, as a discipline, represent the art of gaining publicity, of influencing public opinion, of eliminating prejudice and establishing a good reputation.

In any case, while organising events that require physical presence **we** should also take into consideration **online communication actions**.



Evaluation

“You can’t manage what you
can’t measure.”

We’ve compiled tables applying
output, outcome and impact
indicators to **all** the media channels
and activities:

- website
 - social media platforms |
campaigns
 - webinars
 - e-mail campaigns
 - major events, conferences,
print media, etc.
-

Increase conversion rate, optimize content for search engines, increase website traffic, maximize the impact of the NFP's social media communication strategy, generate traffic, promote the NFP's and community members' content, etc.

The budget

☞ It is of high importance to bear in mind that in order to deal with emergent situations the NFP will determine when to **switch** between the online and the offline communication tools to achieve the desired communication results.

	Proposed internal allocation of Communication Activities Budget	
Communication activities	EEA Grants contribution (in euros)	Share of ttl budget
Website	20,000	8%
Social media platforms & Social media campaigns	25,000	10%
Webinars, online meetings, virtual summits	60,000	24%
E-mail campaigns	10,000	4%
Online communications activities	115,000	
Major launch events (offline)	80,000	32%
Conferences Seminars on project related subjects	20,500	8%
Media relations Press conferences	10,000	4%
Printed and audiovisual material productions promotional material	20,000	8%
Offline communications activities	130,500	
Evaluation costs	5,000	2%
Total proposed	250,500	100%

#thank_you_all

#eeaGrantsGR

#eeaGrantsCommunity

#WorkingTogether

Iceland 
Liechtenstein
Norway grants

