

HERICOAST 1st Communication Workshop REPORT

Thursday, 23th of June 2016
16:00 to 17:00



VENUE: Verftet, Ny-Hellesund

The list of participants together with their signatures is in Annex 1 to this report.

1st PART DEDICATED TO COMMUNICATION REQUIREMENTS

The workshop started with an explanation on basic requirements on project communication according with programme manual and the information provided by the communication program team. In particular, about the following aspects:

Presentation template to be used for all presentations along the project lifetime.

Visual profile, project logos and guidance on their use provided by the programme.

Project poster and website to be provided by the program in the coming weeks. Rules for the production and use for such communication material were explained and also the tasks related for the 1st semester.

Communication requirements

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23 June 2016 | 1st Communication workshop in Ny-Hellesund, Kristiansand

2nd PART DEDICATED TO THE REGIONAL STAKEHOLDERS STRATEGY

The objective of the workshop was to explain the partners the template to engage regional stakeholders previously sent to them paying specific attention to some aspects of it and to answer the doubts if any.

The strategy comprises five steps or processes which are explained briefly in the template and include some examples.

Steps to design your strategy

1 Defining communication objectives

2 Identification and analysis of stakeholders

3 Stakeholders groups managements

4 Evaluating strategy success

5 Exploitation of results

Special attention in the 1st step was on how to define an objective, what an objective is that an objective needs to be SMART, that is

- S - specific:** target a specific area for improvement
- M- measurable:** quantify and indicator of progress
- A- attainable:** state what results can realistically be achieved within given constraints
- R- relevant:** refers to the importance of choosing goals that matter.
- T- timed-bound:** specify when the result can be achieved

How to define an objective?

Definition

- **OBJECTIVE**
a specific result that project partners want to achieve within a given time frame and with available resources



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The 2nd step highlighted the importance of stakeholders mapping

Stakeholders mapping

1. List your stakeholders

- Local, regional politicians
- People from NGOs
- Private companies
- Specific groups from general public
- Etc.

2. Analyse them



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It was explained the need to list first the stakeholders and to know their interest and their influence in the topic. Also, the possible tools to be used for that purpose, surveys, workshops, phone conversations, etc was discussed.

After that, it was explained how to insert the stakeholders in any of the spaces of the chart. The importance of the key group was stressed because they are the one who have more influence and more interest. Furthermore it was also emphasised that the partners should try to convince those included in the 'keep satisfied' group due to they have influence so it's necessary to increase their interest.

Finally, in order to evaluate the success in engaging the stakeholders, for every objective the outcome achieved will be measured and compared to the target established. It's recommended to use numbers than ambiguous statements.



Evaluating success

From every objective

Outcome achieved

How do you know? (measure method)

Target established



Final conclusions.

As conclusion of the workshop and according to the application form, partners agreed to have ready their regional stakeholders strategy based on the template in October the 1st to be discussed in the 2nd event in Tulcea County .

Annex 1: List of ParticipantsAUST-AGDER
FYLKESKOMMUNEVest-Agder
county councilEuropean Union
European Regional
Development Fund

communication workshop 23/06/2016

List of participants

Name	Institution
Aadne Gunnar Sollid	Aust-Agder County Council
Adolfo Fabrizio Colagiovanni	Molise region
Alana Greene	Donegal County Council
Alexa Valentina	Tulcea County Council
Berit Eide Johnsen	University of Agder
Berit Gregersen	Aust-Agder County Council
Bjarne Sørensen	Vest-Agder County Council
Bjørn Vikøyr	County Governor of Aust- & Vest-Agder
Claire McCallan	Donegal County Council
Costea Persida	Tulcea County Council
Cristina Escudero	Regional government of Castilla & Leon
Dag Hundstad	University of Agder
Dirk Gotzmann	Civilscape
Gunnar Knudsen	Aust-Agder County Council
Hans Christian Lund	Vest-Agder County Council
Ines Amorim	University of Porto
Inge Eikeland	Farsund municipality
Ingvild Paulsen	Aust-Agder County Council
Ioana Comsa	CERAHES Association
Ivana Mustillo	Molise region
Jon-Olav Strand	Aust-Agder County Council
Kim Bredesen	
Knut Baar	Lindesnes Lighthouse Museum
Kåre Kristiansen	Vest-Agder County Council
Laura Cuevas Ortiz	Regional government of Castilla & Leon
Leire Arizabalaga	Leartibai Development Agency & Azaro Foundation
Linde Egberts	Vrije Universiteit Amsterdam
Martin Due-Tønnessen	Tvedestrand municipality
Mette Guldberg	The Fisheries and Maritime Museum Esbjerg
Michael Pye	
Michele Macchiagodena	Molise region
Milena Rosa	Molise region
Morten Sørensen	GRID-Arendal
Nekane Irusta	Leartibai Development Agency
Peder Johan Pedersen	
Rune Holbek	Vest-Agder County Council
Sølvi Haraldstad Christensen	Arendal municipality
Vranceanu Gheorgita	Tulcea County Council
Yvonne Willumsen	Vest-Agder County Council
Åse Bitustøl	Directorate for Cultural Heritage
Torstein Olsson	Civilscape

1st Communication Workshop ends at 17.00h