

Input from Eastern Norway County Network to Let's Communicate 2 project work plan

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Description of activities in WP 2:

Group of activities 1

1. Continue the Norwegian web page on EUSBSR established under Let's Communicate 1 project. This page is part of the interreg.no page (owned by the Norwegian Ministry of Local Government and Modernisation).
2. Deliver material and input to the EUSBSR web page and Blog from a Norwegian perspective.
3. Targeted communication through meetings and via e-mail to identified persons in Norwegian Ministries, National Agencies and other actors most relevant to the PA/HA of the EUSBSR. Inform about EUSBSR and encourage active participation in PA/HA Steering Groups where relevant.
4. Work strategically to better include Norwegian Stakeholders on PA/HA mailing lists and in their internal communication. Cooperation with HA Neighbours in this work.

Group of activities 2

5. Continue the Norwegian web page on EUSBSR established under Let's Communicate 1 project (interreg.no). Promote information about EUSBSR for a Norwegian stakeholders and stories from BSR projects with Norwegian partners (EUSBSR flagships). Make more use of the weekly Newsletter from interreg.no when new articles are published on the site.
6. Targeted communication using social media - connected to the website interreg.no Highlight thematic areas of the EUSBSR (policy areas and horizontal areas) and promote these to a relevant group of stakeholders. Project stories will be used to communicate the topic and the BSR cooperation/EUSBSR in a broader perspective. Relevant stakeholders will be identified from existing databases and via thematic networks and platforms in Norway.

7. Norwegian Stakeholders that participated in the thematic seminars under Let's Communicate 1 project will be followed up with targeted information related to their topic of interest (culture, ship and safe and innovation).

Timeline:

Maintaining and developing the web-information and use of Newsletter will be a continuing work through the project period. 5000 euro is allocated for this purpose in the budget. Relevant articles can be forwarded to the EUSBSR web page.

Translation costs allocated in the budget are 550 euro.

Targeted campaigns using social media will be prepared and executed 4 – 5 times in the project period. 4500 euro is allocated for this purpose in the budget.

Relevant areas/topics for targeted communication will be identified during first part of the project period and executed during autumn 2019 and 2020.

Relevant stakeholders/contacts for targeted meetings in Norway will be mapped during 2019 and meetings will be executed in late autumn 2019 and during 2020.

Dialog will be opened with PA/HA's interested to involve Norwegian stakeholders as part of the revision process for the EUSBSR Action Plan in autumn 2019.

Meetings (face to face or via video) with the identified PA/HA will be organised as part of the project work in 2020.

Follow up towards PAs involved in the thematic seminars in Let's Communicate 1 project during spring 2019 – develop information material and targeted information to the participants at the seminars during autumn 2019 and in 2020.

Expected results:

Better awareness of the BSR cooperation options as well as results and impacts – highlighting stories and good practises. More active participation of Norwegian stakeholders in preparation of new projects and in networking platforms in the Baltic Sea Region.

Norwegian line Ministries and/or National Agencies actively involved in the work of PA/HA's under the EUSBSR. Especially in Steering Groups and Flagship processes.

Continued involvement of Norway in the Interreg Baltic Sea Region programme as an active partner preparing the 2021 – 2027 programme - facilitating Norwegian stakeholder's participation in concrete project activities post 2020.

