

Bridging the gap between project management and communication

Training for lead beneficiaries – capitalization projects
Barcelona, 24 November 2021

We care about communication



- Ensure **transparency and accountability** on the use of EU funds to taxpayers and the citizens of partner countries
- Demonstrate value for money
- **Highlight your work and results achieved (limited audience will read project reports)**
- **Raise the visibility of the organisations and people involved**
- Raise interest of media, institutions, the general public
- Showcase the magnitude of Euro-Mediterranean cooperation

The power of communication



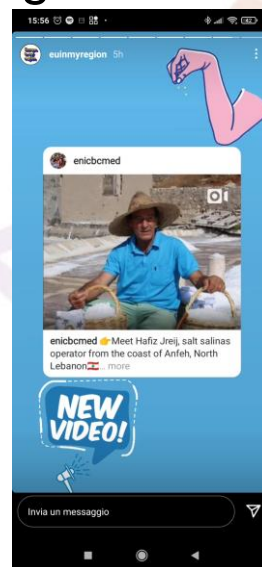
Impactful communication brings great rewards to internal cohesion of project partnerships

We always put our projects first!!!

Participation in major events/celebrations



Links with EU delegations in Partner Countries, EU Commission, Union for the Mediterranean, EU Neighbours: always looking for great projects to be showcased



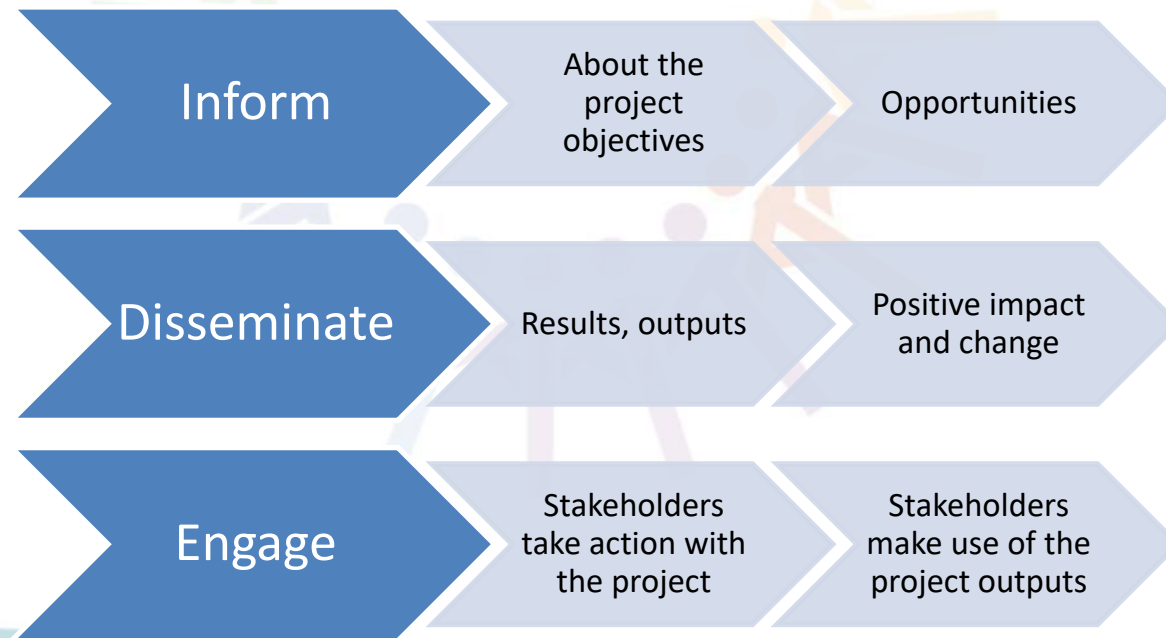
The story of Hafiz Jreij, salt producer of Lebanon



Consistent communication for success

Communication not a simple add-on, mandatory element, or 'WP2'

BUT a **key, transversal, strategic** pillar contributing to the success of the project together with sound technical and financial management



The challenges (from our experience)

- Sometimes **limited internal communication** between project manager and communication manager (especially when dedicated work package is not carried out by lead beneficiary)
- Communication **not always perceived as strategic** activity in the project implementation
- Communication manager needs **more up-to-date information** from coordinator concerning key highlights of project implementation
- Important and **strategic vision and guidance** for communication activities also needed from project manager

Why are we together today?

- Establish a **smooth cooperation** between the project coordinators and communication manager
- Share a **common vision**
- Deliver **projects for the better**