



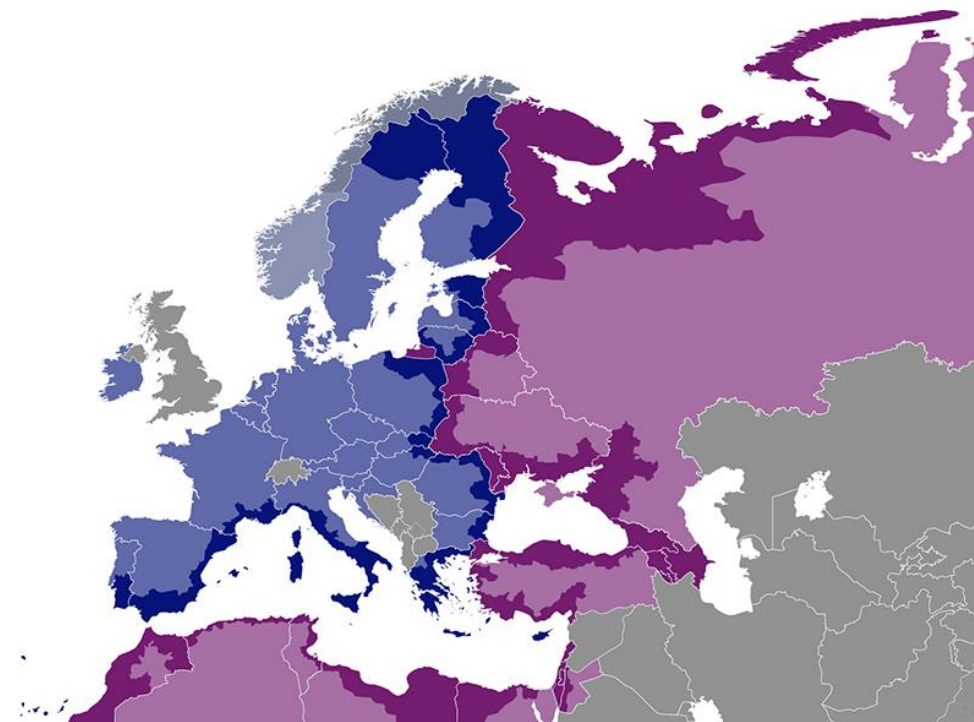
TESIM

Technical support to the implementation
and management of ENI CBC programmes

Writing to grab attention

Training for MSB beneficiaries

23 February 2021

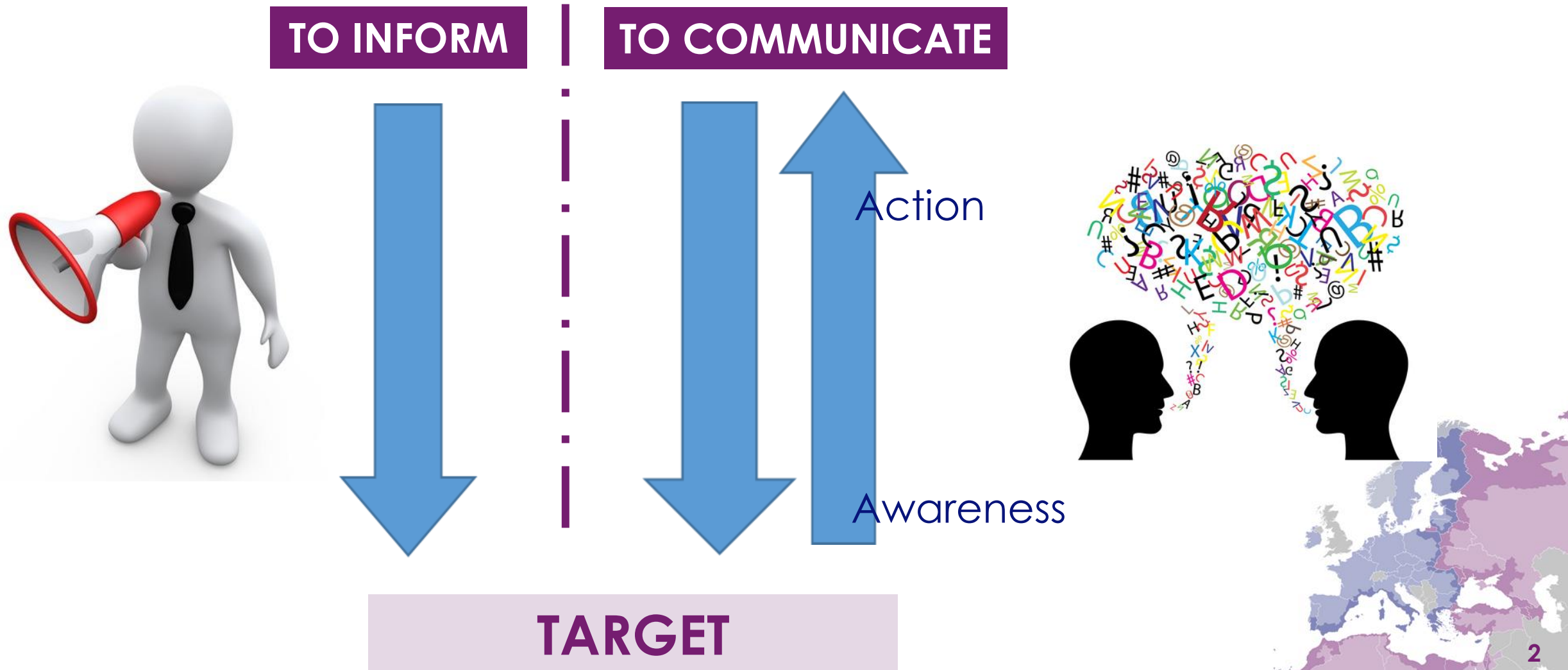


A project funded by the European Union



Implemented by a consortium led by





The type of message depends on the **desired effect** you want to achieve:

1. AWARENESS MESSAGE

- It contains the elements to increase knowledge about a subject, to raise the level of understanding and appropriation.

2. ACTION MESSAGE

- It's the invitation to act: click, come, join, give, help, take part etc.

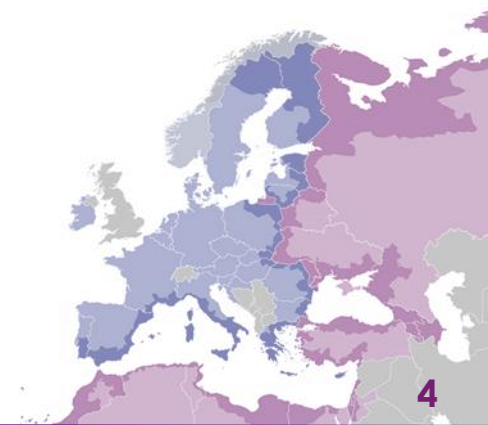


AWARNESS MESSAGE

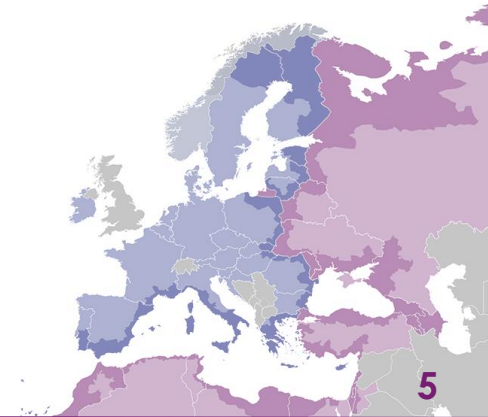
More than 62 million of debris are floating in the Mediterranean. Over 70% of marine waste is settled on the seabed, to which beach waste must be added. Marine litter impacts vital economic sectors, from tourism to fishing. Our project will tackle marine debris in 5 pilot areas of the Mediterranean, promoting an effective participatory approach.

ACTION MESSAGE

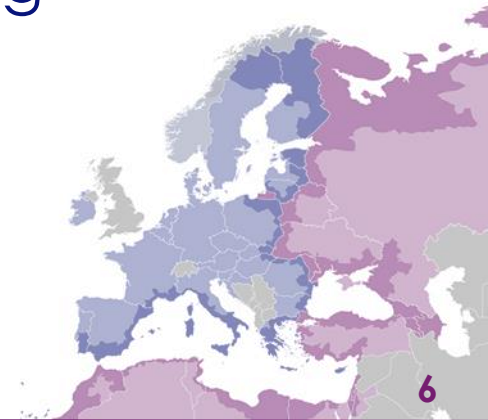
Let's keep the beaches clean!
Join our clean-up campaign in Constanta, Romania on 21 May!
Together we can make a difference!



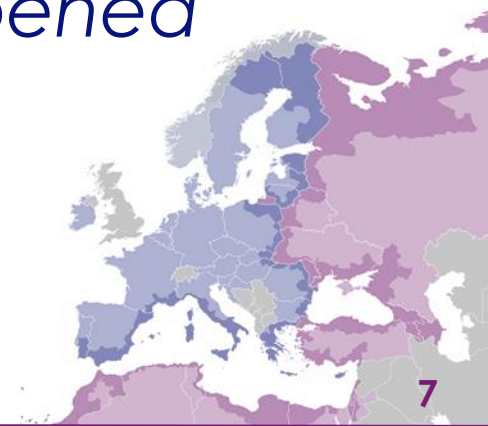
- ❑ You **read**/listen to/look at what grabs your attention
- ❑ How do you grab the attention of your targets? Using their **language** to talk about what is of **interest for them**
- ❑ Cooperation deals with interesting « stuff »: **health, jobs, environment, education, families, youth...**
- ❑ Address your target in a way to **engage it**



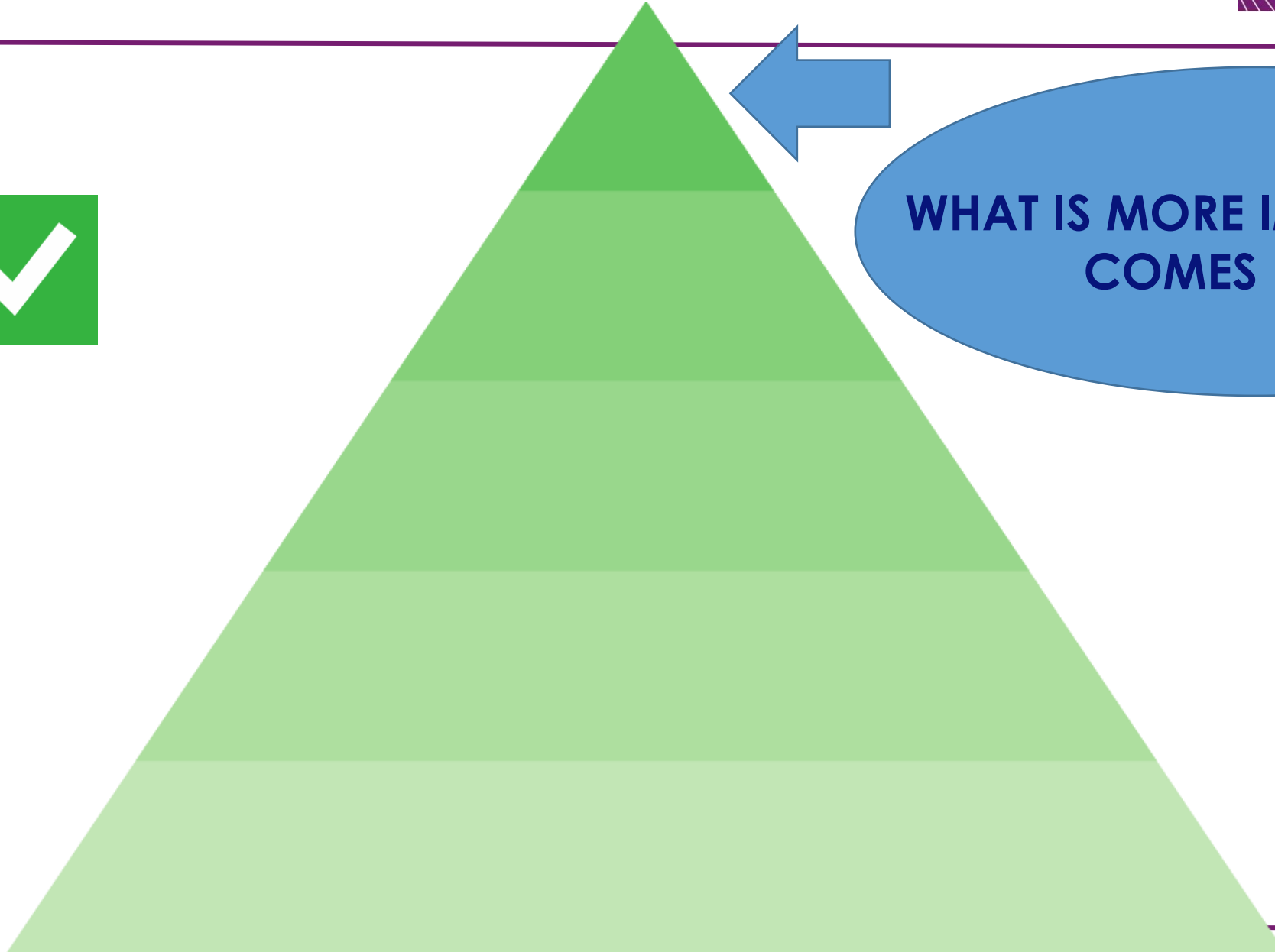
- If you want to engage your audience, never ever use the **TERMS OF REFERENCE**, or the technical offer, to build your communication
- Overall objectives, specific objectives etc.... Are good for project management, not for communication purposes
- Always write thinking you are telling a story, with a beginning and an end, a problem and its solution



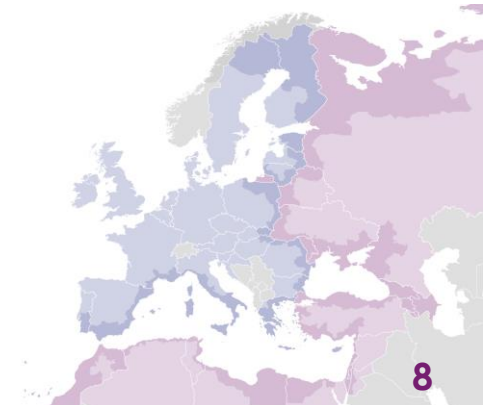
- **WHAT:** what is the achievement ? *The result*
- **WHY:** why are we doing it? *The reason*
- **WHO:** who is the main guy of the story? *Who is involved*
- **WHERE:** where does this happens? *The place*
- **WHEN:** when does it happens? *The time*
- **HOW:** how did we manage to do it? *How it happened*



The communication pyramid



**WHAT IS MORE IMPORTANT
COMES FIRST**





TITLE

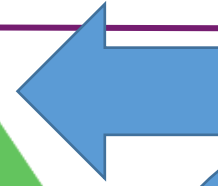
LEAD (intro):

What, where,
who, when, why, how

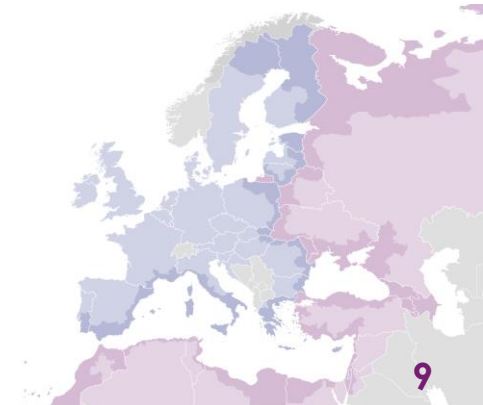
BODY

BODY: Quotes

BODY: Statistics



**THE SOLUTION
TO THE PROBLEM**



How a title should **not** be:

- **Full of jargon:** « EU funded MEDSO and URMS II projects sign a memorandum of understanding »
- Full of **acronyms:** "EA finds that EDF spending do not benefit SMEs"
- **Incomprehensible:** "IFGO is co-organizing the Forum on Renewable Energy and Energy Efficiency 'Building Financing Partnerships'"
- **Long and boring** "XTP-EMW organized a regional workshop titled ""National Efficiency Action Plans (NEAPs)" on 20-21 January 2012 at hotel APC in Kiev, Ukraine »

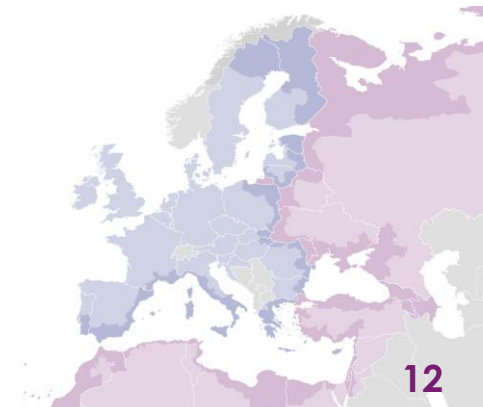


A title should:

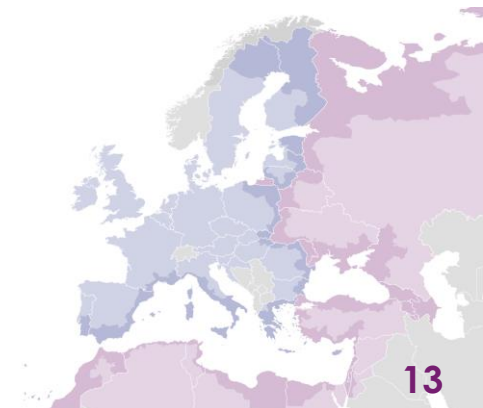
- Refer to the **WHAT (facts)**:
 - « *When Art is the key to vulnerable kids* »
 - « *Charging your electric car through your smartphone* »
- **Tell a story**:
 - « *Flippers and diving masks to enjoy the underwater museum of the Black sea* »
- **Be playful with words**: « *The new trade routes for old natural soap* »;
« *Whatever you throw into the sea will come back to you* »



“Cross-Border Business Opportunities Creation
Empowered
by Modern IT Technologies”



“Cross-Border Business Opportunities Creation
Empowered
by Modern IT Technologies”
Aquaculture!

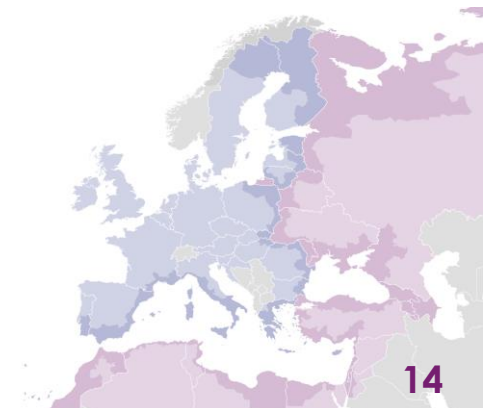


Project title: where is the «what» here?

The pyramid structure already in project title:

SUPER

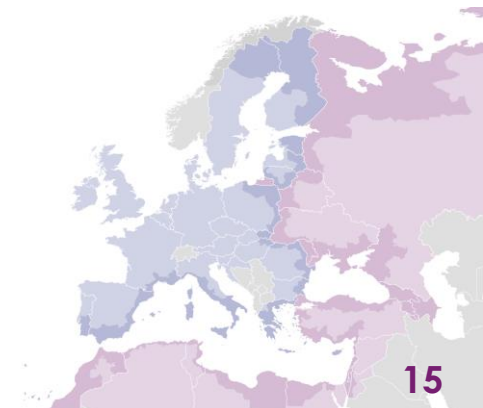
Sustainability **U**nder **P**ressure: **E**nvironmental **R**esilience in natural and cultural heritage areas with intensive recreation



How to grab attention with the headline

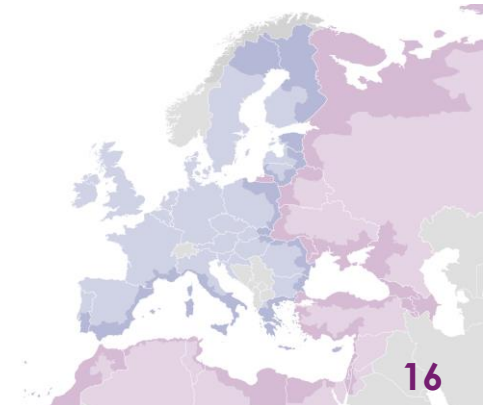
Which one do you prefer?

- The SUPER project presents visitors' survey results
- SUPER project: tourists spend an average of 2.6 days visiting Koli area



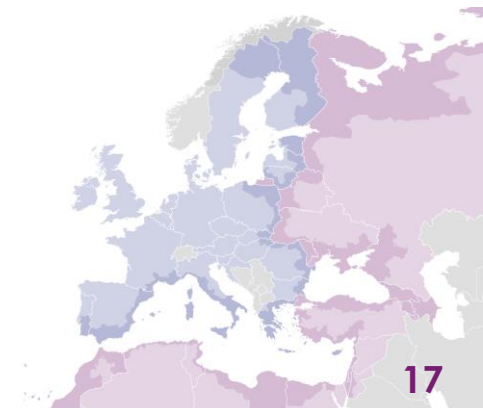
Which one do you prefer?

- First youth project in the film incubator
- Kids producing videos to promote paintings of the Fine Arts Museum



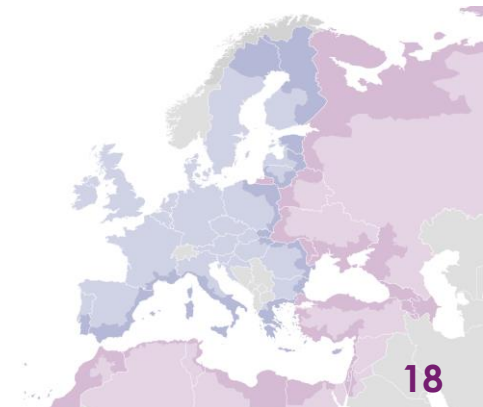
An intro should **NOT** :

- Use the **project jargon**
- **Waste space** with names, places, acronyms, names of committees, irrelevant details, reference to official documents etc
- **Be longer** than ONE paragraph
- Keep the most important information **for the end**
- **Talk to project staff** or stakeholders
- **Say it all**



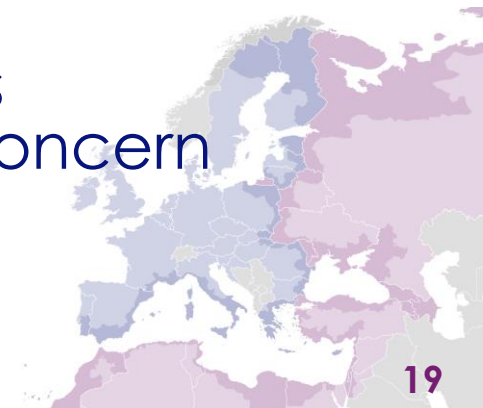
An intro should tell :

- **Who** was involved (your project, other partners)
- **What** happened, your story
- **Where** the place
- **When** the time
- **Why** the reason it took place
- **How** did it evolve, occur



Project “DeConcrete: Eco-Efficient Arctic Technologies Cooperation” is a member of Kolarctic family being on-stream of cross-border cooperation for developing the Arctic region. It is a result of the third call for proposals for the Kolarctic Cross Border Cooperation Program “Zeta CBC 2014-2020”. The project was developed by a consortium of organizations covering the entire value chain in de-concrete work.

Concrete is the second most-consumed artificial material in the construction industry. There are acute problems of re-using large volumes of reinforced concrete waste and organization of technological and economical methods for their recycling. Environmental issues and eco-efficient approaches of wastes handling, reducing the contamination (dust) are of special concern as well. These issues are very relevant to the North Calotte.



Increasing the level of competency, methodological support and interest on conservation and sustainable development of historic settlements with wooden buildings

which translates into

The aim is to preserve the wooden architecture and the unique cultural environment of Delta. This will be done by improving professional teaching methods and by involving local people in the protection of their native wooden houses and villages.



Turn this text into a grabbing project description

The Gamma project produces river joint water assets effective management

which translates into

Project partners are elaborating a common procedure to calculate nutrients load in the Gamma river, as well as a joint index to establish the quality of the water

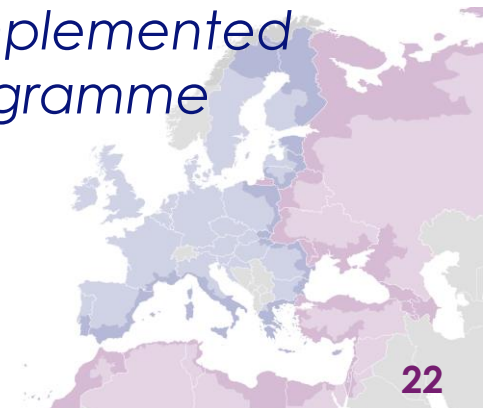


The SUPER project presents visitors' survey results

In Koli National Park, a visitor survey was undertaken to understand visitor needs and pressures. The study explored the park's visitor segments, the scale of visits, as well as mapping visitors' experiences about the park's management and needs. Altogether 750 responses were received, most of which were collected during the busiest summer months. It was an activity implemented by the SUPER project.

SUPER: tourists spend an average of 2.6 days visiting Koli area

Visitors are mostly aged 45-54, they are families of 2 to 5 people, they spend 4 hours visiting the park : these are among the main features of a natural resources survey undertaken during the summer to understand visitors' needs in Koli National Park. The survey was carried out by the SUPER project, implemented within the ENI CBC Zeta programme



□ QUOTES

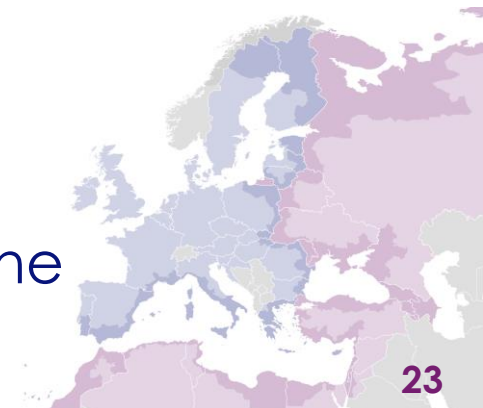
- They are very important to make your text human, real, lively. You put there an interesting statement from the top-person in the organisation, but also a concrete sentence from a beneficiary

□ DATA

- Numbers are convincing and always make an impression: use them (but not too much)

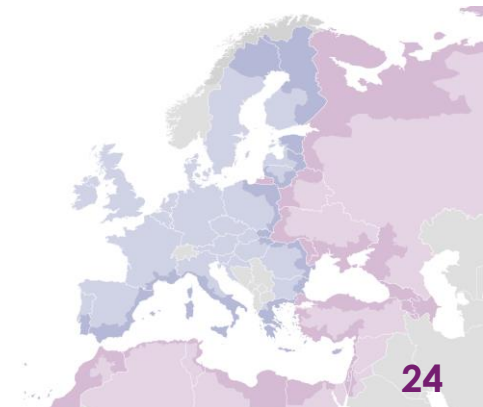
□ LINKS and background info

- Contact details, website or social media etc, mobile phone



HOW DO YOU BUILD A STORY?

1. PROBLEM
2. SOLUTION
3. PROOF

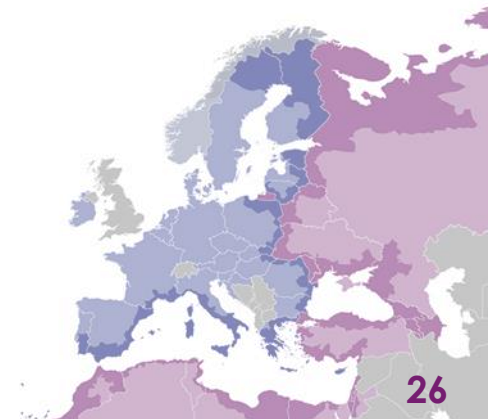


GENERAL PROBLEM

What is the **big problem**
the project is tackling?



- Millions of plastic debris are floating in the sea
- Border crossing between two countries is so difficult that makes life unbearable for citizens
- Vulnerable families have a hard time coping with life challenges



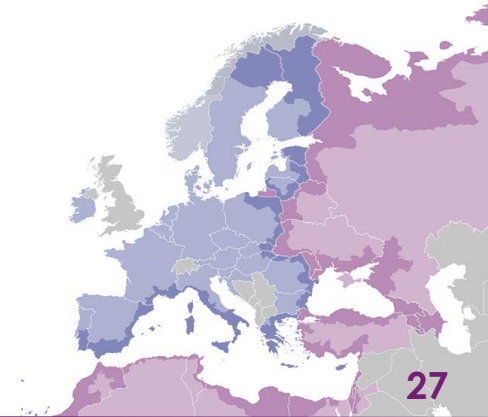


SPECIFIC PROBLEMS

How do they influence **people**?

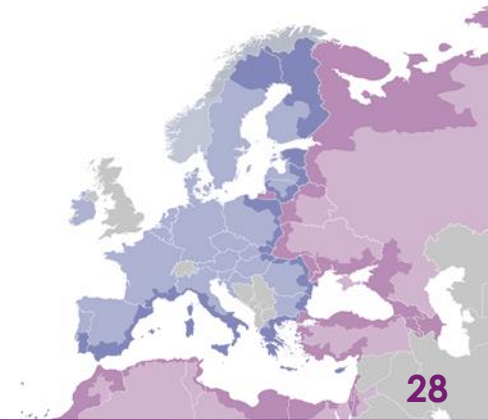
What **troubles** they cause?

Decline all the elements you can,
referring to **peoples' lives**



EX. MARINE LITTER

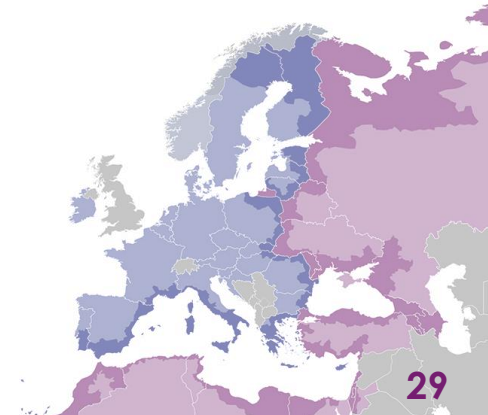
- A.1. Marine litter endangers aquatic organism (animals, plants)
- A.2 Marine litter threatens our health in the food chain
- A.3 Marine litter affects fishing
- A.4 Beach pollution affects tourism





THE SOLUTION

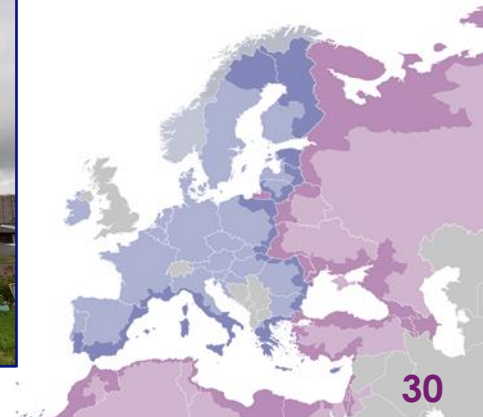
This is **the element**
the project is going to bring
to solve the problem



EXPECTATIONS

What is the **ideal thing** that could happen?

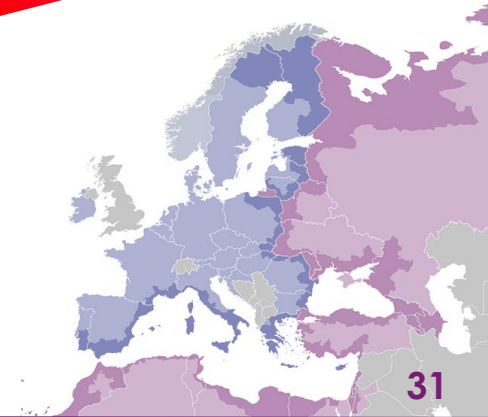
How could your solution help those **people** out?



HOW DOES IT WORK?

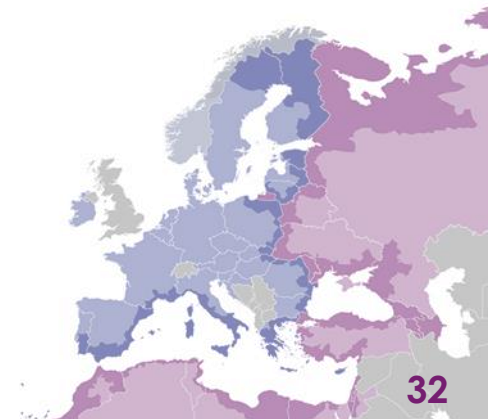
Description of how the project helps the people affected to overcome the problem (by **features**)

- A. Thanks to this, we could....
- B. And by doing this we manage to...



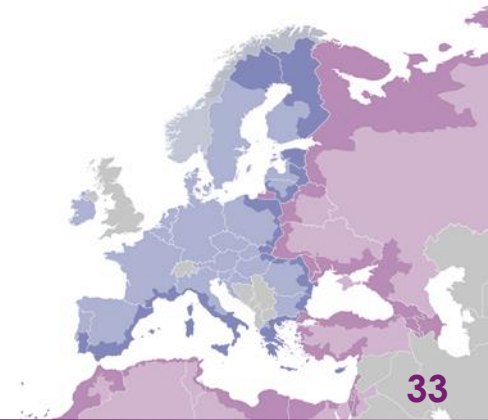
Marine litter is dangerous, and we should reduce it and eventually obliterate it

- So animals are not in danger anymore
- We eat healthy food
- Fisherman activities are not badly impacted
- Tourism is not scared off from beaches



By doing this, we could solve the problem:

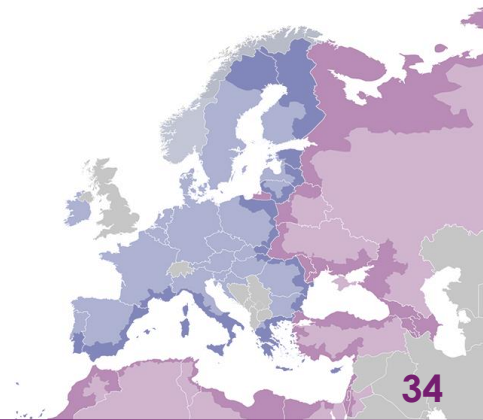
- Scientific research (sampling of water, positioning of floating devices for real-time data collection...)
- Monitoring centres/expeditions
- Tourist operators and bathing establishments workshops
- Fishermen involvement
- Youth awareness campaign
- Etc.





THE PROOF



This is how **people's life** is **changing** thanks to the project: the proof that the **solution is working**

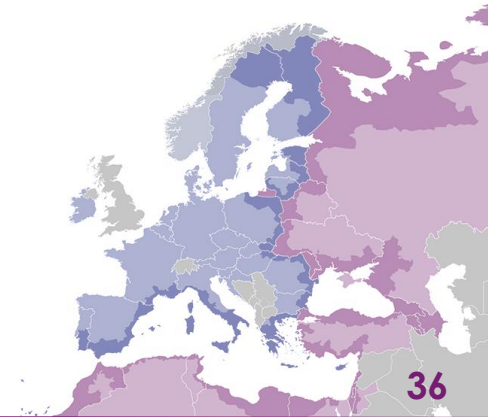


THE PROOF = RESULTS !

- ❖ Decrease of problems since project
- ❖ Increase of users
- ❖ Increase of job creation
- ❖ Increase of tourism flow
- ❖ New technologies applied beneficial for users
- ❖ More awareness of crucial issues (environment, heritage protection)
- ❖ More knowledge of human rights
- ❖ Decrease of death/disease
- ❖ Decrease of time/money needed for people to do the same thing
- ❖ New laws/regulations thanks to the project to benefit people...



All projects  **story**
Because they all  **results improving people's life**



COMMUNICATING COOPERATION: A SCHEME

1. We have done **this**, and **this (outputs/results)**

2. So we have **changed** people's life

3. Because this community had a problem

Sub-problem A Sub- problem B Sub- problem C

4. Which impacted on everyday life

5. So the project brought a solution

6. Thanks to this we could...

7. And by doing this we could...

8. Things are better now

RESULTS

PROBLEM

SOLUTION

OUTCOME

Take a look at some stories:
www.tesim-enicbc.eu

Thank you !

