



# Communicating LIFE's results: How to reach your audience effectively

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LIFE Communications Team



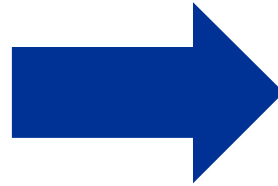
LIFE+ Platform Meeting 2014  
June 10-12, 2014 - Rovaniemi, Finland



## Roots of the matter

### LIFE BENEFICIARIES:

- Talented
- Expert
- Very motivated



**OFTEN GOOD RESULTS!**





## Roots of the matter

You are already providing a significant contribution to the protection of EU environment

**But you can do even more!**





## Why Communicate?

### At project level:

- Improve participation of relevant stakeholders
- Share knowledge and experience
- Achieve synergies with other projects
- Promote yourself and your product





## Why Communicate?

### At a wider level:

To convey to the outside world:

- Information and data collected
- Good (and bad!) experiences
- Best practices
- Results and achievements

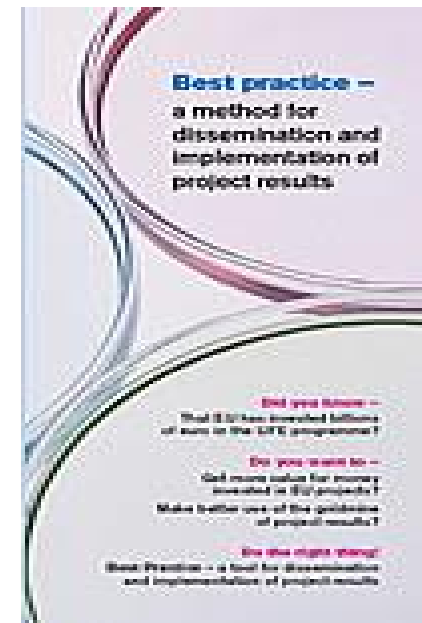




## Why Communicate?

### Overall:

- Avoid duplication of efforts  
(resources are limited: why should we do twice the same things?)
- Other people can benefit from your experience
- You can benefit from other people's experience





## Building a communication strategy

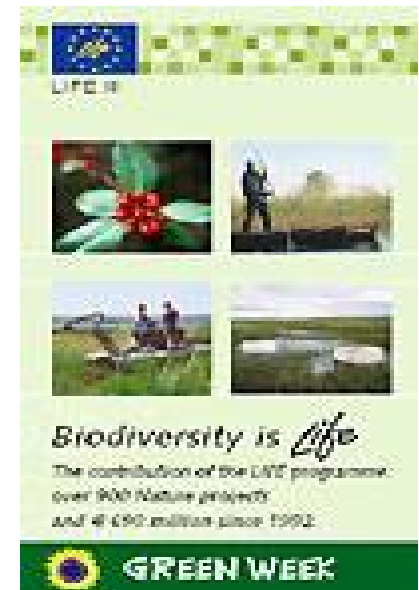
### Questions to answer before starting:

1. What?
2. Why?
3. To whom?

*The Message*

*The Aim*

*The Audience*





# Building a communication strategy

## 4. How? *The tools*

### **Traditional media**

(one way communication):

- Publications
- TV
- Radio
- Standard websites
- .....

### **Social media**

(enable dialogue):

- Facebook
- Twitter
- Blogs
- LinkedIn
- .....





## Building a communication strategy

Now you are ready to spread the world!



But do not forget to *monitor, evaluate, and adjust.*



# LIFE11 INF/ES/000665 - Activa Red Natura 2000

## Natura 2000: Connecting People with Biodiversity



**Coordinator:** Sociedad Española de Ornitología (SEO/BirdLife)

**Type of organisation:** NGO-Foundation

**Partners:** Agencia EFE, S.A.

**Duration:** 03.09.2012 to 02.03.2017

**Budget:** 2,155,453.00 € (1,075,801.00 € EU Contribution)

**Main aim:** to improve awareness of the Natura 2000 network in Spain and contribute to the appreciation of its maintenance

### The 'butterfly campaign':

Website: <http://www.natura2000day.eu>

Facebook: <https://www.facebook.com/ActivaNatura2000>

Twitter feed: <https://twitter.com/ActivaRedNatura/>





# Use the LIFE website

## Section on Communications Tools:

t/life/toolkit/comtools/index.ntm

| A to Z | About this site | Contact | FAQ | Sitemap | What's new? | Search | Legal notice



ENVIRONMENT  
LIFE Programme

European Commission > Environment > LIFE Programme

HOME | ABOUT LIFE | NEWS | FUNDING | PUBLICATIONS | TOOLKIT | CONTACT | SITE MAP



Home | Toolkit | Communication tools

### Communication tools

Good communication allows the sharing of results with other LIFE projects and specialists in the fields covered by LIFE. It also helps avoid the duplication of efforts and opens the door for synergies between initiatives.

This section contains:

- **Requirements:** Contractual obligations for communicating LIFE projects.
- **Resources:** Supporting documents to help project communication.
- **Featured communication products:** An assessment of some successful LIFE project communication tools.
- **Good examples**

Project administration  
LIFE+

Project administration  
LIFE

Communication tools

- Requirements
- Resources
- Featured communication products
- Good examples

FAQs

**Coordinators corner**

This section gives a voice to LIFE project coordinators.

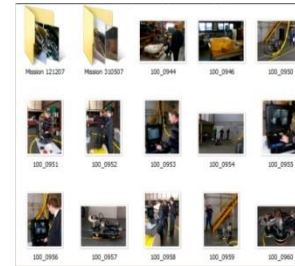
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## Use the LIFE Communications Team !

### Provide us with:

- News
- Info on meetings, conferences and events
- Awards the project has won, etc.
- Photos (with captions and credits)
- Videos or DVDs
- Guidelines and recommendations
- Technical reports, manuals, etc.



To be uploaded on the LIFE website,  
LIFE projects database and e-library

Email: [life-comm@astrale.org](mailto:life-comm@astrale.org)

Tel.: +32 (0)2 736.56.43





**Thank you for your attention!**

**Questions?**

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