

EUSBSR PA Secure

Communication Strategy

1. Communication objectives

The Communication strategy in line with the overall EUSBSR communication objectives, aims **to strengthen the position of the PA Secure as coordinators of the joint actions** within the civil contingency and law enforcement communities of the Baltic Sea Region, **to raise awareness** among all levels – from policy level to general public - about the work PA Secure does and about the impact it has on the participating countries. The ultimate objective of this Communication strategy is to **clearly show the added value of transnational cooperation through joint actions to address macro-regional challenges**, pooled resources and exchange of information/best practices and to **lower the entry barriers to joining common efforts**.

The following key factors are crucial for the effectiveness of the Communication strategy:

- Increasing high level political support for priorities and actions within PA Secure
- Creating a sense of community among national agencies and institutions
- Demonstrating positive changes, related to the joint actions within the Policy Area
- Increasing information flow among the countries, agencies, institutions and professionals
- Increasing ownership of the Policy Area within the BSR countries
- Selecting and supporting individuals, who would champion different relevant issues and actions

2. Target audiences definitions

PA Secure identifies three main groups of the target audiences:

Internal audience

- PA Secure Steering Group
- CBSS Civil Protection Network (CPN)
- CBSS/MSB management
- CBSS/MSB colleagues directly involved with PA Secure
- Project/issue “champions”

External professional audience

- Relevant UN agencies: such as UNDRR

- EU Commission (relevant DGs: ECHO, REGIO, etc.)
- EUSBSR – other Pas, BSP, NC Group
- Regional networks
- Policy makers at national level
- Relevant national agencies and institutions
- Academia/educators
- Individual experts in relevant fields

External general audience

- Media/journalists
- Students/youth
- General public

3. Key messages

Internal audience

“PA Secure is an effective catalyzer for joint actions”

“We know all the key players and possess crucial knowledge to connect different actors in winning constellations”

“PA Secure efforts result in a constant flow of value-added joint actions/projects which contribute to the EUSBSR policy goals, CBSS/MSB priorities”

External professional audience

“PA Secure is an effective one stop solution for starting a joint action”

“There is a great amount of professional expertise in the region that can be easily accessed”

“PA Secure has a direct access to the policy level; therefore with our help you can influence policies implementation”

“Addressing common problems together has a clear added value”

“We help BSR countries to align their national interests with funding sources’ priorities, brining money where they are needed the most, for example in training, making cities and towns more resilient to climate change or protecting the region from dangerous chemicals incidents.”

“We multiply even small amounts of seed money for coordinating cooperation in the region by converting small-scale projects into large Interreg or EU-funded projects on security”

External general audience

“We have common problems in the region which can be addressed better by joint actions”

“We connect civil security professionals to make the Baltic Sea Region a safer place to live.”

“We bring fire fighters, rescue services, border and coastal guards, police and volunteers from different countries around the same table for a dialogue.”

“Our goal is to build trust and long-term working relationships, to create a network of civil security professionals, who would not hesitate to contact each other if a crisis comes.”

“Countries in BSR region joining their efforts to make the region safer”

4. Main channels and tools

Due to the very technical nature of the information that is demanded by the professionals, this strategy proposes to communicate to the external general audience through CBSS.org and MSB.se, while catering the needs of the professional audiences through BSR-secure.eu.

Special attention should be paid to the visibility of the projects’ results, giving credit to the partners through all available channels, especially social media and newsletters.

Internal audience

Main channels and tools for delivering the messages to the internal audience are:

- Meetings
- Emails
- Reports
- Presentations
- Newsletters



- BSR-secure.eu
- Facebook/twitter

External professional audience

- Events: conferences, workshops, seminar
- Presentations
- Leaflets
- Publications
- BSR-secure.eu
- Facebook/Twitter

External general audience

- CBSS/MSB website
- Press-releases
- Articles/interviews/publications in media
- Facebook/Twitter

5. Communication plan according to communication tools/channels

WEB/Facebook/Twitter

Channel	Task	Actions needed	Timeframe	Responsible
CBSS.org	Updating information on PA Secure/Projects	Brainstorming in PA Secure team/producing new content	Once a month	Safe and Secure Region team at CBSS
		Updating relevant pages	Ongoing/on demand	
		Collecting visual materials from projects	Ongoing	
		Collecting personal "stories", "interviews" from the projects	Ongoing	
Bsr-secure.eu	Updating PA Secure home-page (About us, What is PA Secure?, Steering Group, etc.)	Brainstorming in PA Secure /consultations with MSB	Aug-Oct 2022	Safe and Secure Region team at CBSS/support MSB
		Producing new content	Ongoing	
		Updating home-page	Ongoing	
		Uploading PA Secure Rules of Procedures, members list, order of Presidencies	May 2022	
PA Secure FB	Constant "smart" updating to gain visitors (80% - informational within the field, 20% -PA Secure updates)	The same day updates on news/events	Ongoing	Safe and Secure Region team at CBSS/support MSB
		Relevant informational posts – generated by the unit	At least once every 2 weeks	
		Tagging/befriending relevant organisations/experts	Ongoing	
PA Secure Twitter	Constant updates (the same rule as Facebook)	The same day updates on news/events	Ongoing	Safe and Secure Region team at CBSS/support MSB
		Tagging/following relevant organisations/people	Ongoing	
EUSBSR Website/ BSP	Updating on ongoing PA Secure work	Drafting and submitting blogposts and news itemson EUSBSR webpage	Mid 2022- Dec 2022, at least 2 a year	Safe and Secure Region team at CBSS/support MSB

Emails/Presentations/Newsletters

Channel	Task	Actions needed	Timeframe
All	Harmonizing PA Secure visuals according to relevant guidelines	Review of the guidelines	Jan-Apr 2022
		Inventory of all PA Secure communication products	Jan-Apr 2022
		Editing according to guidelines	Aug-Sept 2022, ongoing
PPT presentations	Harmonising PA Secure PPTs	Inventory of the presentations	March 2017
		Creating PPT templates	March-April 2017
		Updating PPTs	March-April 2017
Leaflet	PA Secure leaflet update	Producing new content/submitting to CBSS comms unit	Dec 2022
Poster	Creating a poster according to the Interreg rules	Reviewing visibility rules	Apr 2022
Newsletters	Quarterly	Updating the template (news, events calendar, project info, publications, etc.)	First part of 2022
		Spring newsletter	March 2022
		Summer newsletter	June 2022
		Autumn newsletter	September 2022
		End of year newsletter	December 2022