



EUSBSR EU STRATEGY FOR THE BALTIC SEA REGION

Communicating macro-regional strategies

Kirsi Ahlman, Deputy Director
Centrum Balticum Foundation, Finland

EU macroregional strategies conference on media and
communication - know thy neighbour
22 Sept 2017, Slovenia

Communication Strategy for the EUSBSR

WHEN?


In December 2015

WHY?

- Need for more coordinated and coherent communications of the EUSBSR

WHAT?

- Among other things introduced a set of communication activities for the next 2-3 years



YOU MAY SAY
I'M A DREAMER BUT
**I BELIEVE IN
MACRO-REGIONAL
STRATEGIES!**

“A strategy, even a great one, doesn’t implement itself”

– Jeroen De Flander

Strategy Execution Quotes at jeroen-de-flander.com



Communication point of the EUSBSR

Overall objectives:

- to build a sustainable network of communicators
- to identify the best practices for EUSBSR communications
- to bridge gaps between internal and external communications

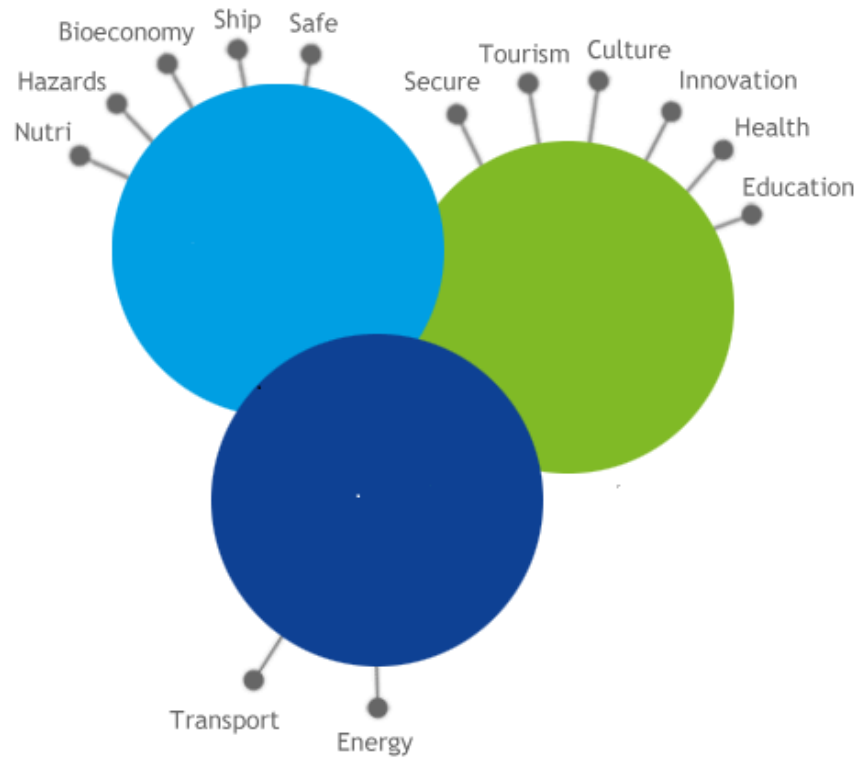
More coordinated internal communications will contribute to the improvement of external communications

Stakeholders have a responsibility to communicate their activities!

If you look at the next picture and think of it as an organisation structure...

What if department Energy does not know what department Ship is doing? The flow of information between key stakeholders is essential and needs to be supported. That is the only way to know what are the overall developments and results of this organization (ie. in macro-regional strategies'framework)

EU macroregional strategies conference on media and communication - know thy neighbour



Spatial Planning	Neighbours	Capacity	Climate
------------------	------------	----------	---------

EU macroregional strategies conference on media and communication -
know thy neighbour





EUSBSR
EU STRATEGY
FOR THE BALTIC
SEA REGION