



EXPERT IN PROJECT COMMUNICATION AND BALTIC SEA COOPERATION



CENTRUM BALTICUM: EXPERT IN BALTIC SEA COOPERATION

- ✓ Experienced in diverse cooperation projects in the Baltic Sea Region
- ✓ Specialised in the communication, management, and governance of projects
- ✓ Supporting the implementation and development of the EU Strategy for the Baltic Sea Region
- ✓ Strong networks both in Finland and the EU



EFFECTIVE COMMUNICATION IN MARITIME PROJECTS





COMMUNICATION MANAGEMENT IN CLEAN SHIPPING PROJECTS

- ✓ Comprehensive planning, initiation, maintenance, and development of communication activities
- ✓ Websites
- ✓ Social media
- ✓ Events
- ✓ Publications
- ✓ Networks



The ECOPRODIGI project developed the eco-efficiency of the maritime industry through digitalisation:

- ✓ 27 project partners: strong representation of the private sector
- ✓ Project budget: 4,2 M euros
- ✓ Extension project: EXOPRODIGI

Centrum Balticum was responsible for the external communication:

- ✓ Organisation and communication of events for the projects' target audiences
- ✓ Communication of the projects' results with diversified content
- ✓ Supporting the communication activities of project partners





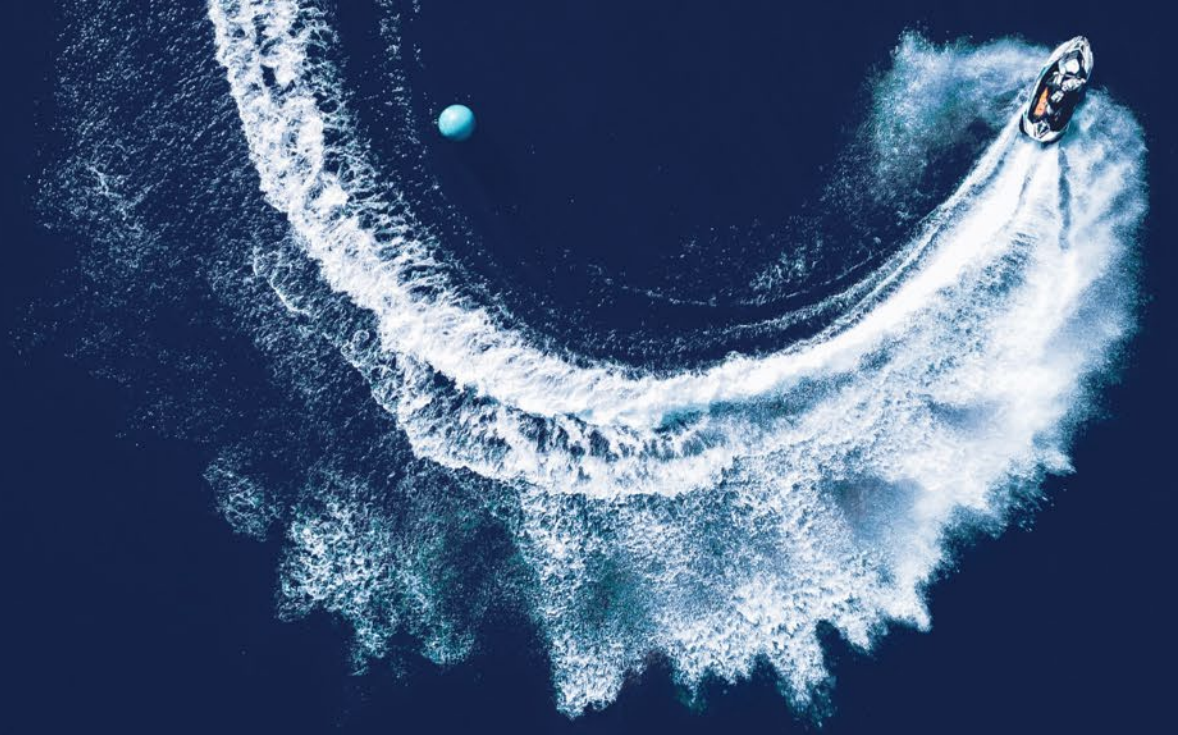
The CSHIPP project platform enhanced the development of clean shipping by creating connections between clean shipping projects and actors in the Baltic Sea region:

- ✓ 14 partner organisations: seven EU funded projects represented
- ✓ 13 associated partners

Centrum Balticum managed external communications and stakeholder engagement:

- ✓ Establishment of communication channels
- ✓ Creation of various content for both the project's and its partners' channels
- ✓ Organisation and communication of different events and workshops





LEADING THE COMMUNICATION POINT OF THE EU STRATEGY FOR THE BALTIC SEA REGION

The Let's Communicate! project is responsible for the communication of the EU Strategy for the Baltic Sea Region

Centrum Balticum has been the lead partner since 2016

The tasks of the project include:

- ✓ Maintaining the Strategy's communication channels
- ✓ Developing external and internal communication
- ✓ Stakeholder engagement



The responsibilities of the project include supporting and implementing the communication of the EUSBSR Annual Forum

STAKEHOLDER ENGAGEMENT WITHIN THE FRAMEWORK OF THE EU STRATEGY FOR THE BALTIC SEA REGION



As the lead partner of the Let's Communicate! project, Centrum Balticum has a central role in the core of the Strategy:

- ✓ Supporting the Strategy's National Coordinators and Policy Area Coordinators in the implementation of the Strategy
- ✓ Developing the governance of the Strategy
- ✓ Fostering the dialogue between the Strategy's actors and strengthening the Strategy's institutional memory

MULTI-CHANNEL COMMUNICATION CAMPAIGNS



BUILDING A COMPREHENSIVE COMMUNICATION MIX

- ✓ Identifying target audiences and engaging stakeholders
- ✓ Targeting messages in various communication channels

- ✓ Diverse content:
 - Videos
 - Infographics
 - Expert interviews
 - Websites





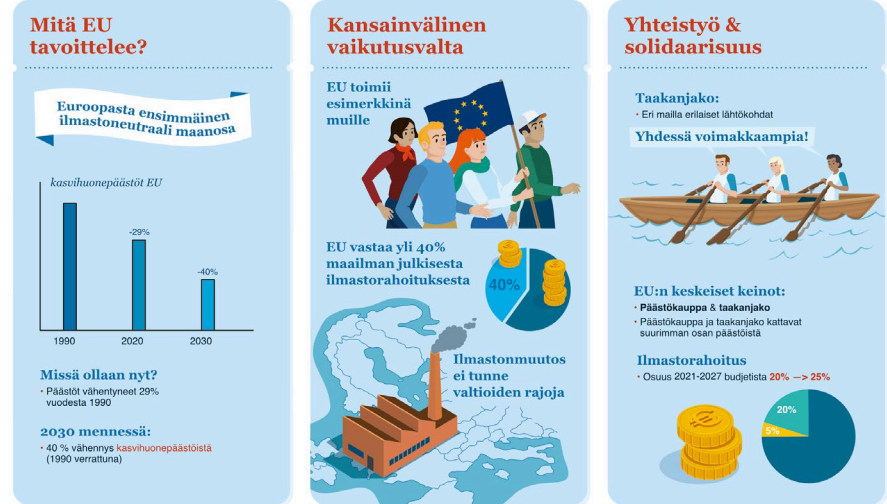
In the Cohesion through EUSBSR campaign we communicated the effects of EU cohesion policy in the Baltic Sea Region:

- ✓ With funding from the European Commission
- ✓ In collaboration with five different projects
- ✓ Targeting the stakeholders of the EU Strategy for the Baltic Sea Region
- ✓ Main content comprising videos

In another campaign we communicated how EU climate policy strives to mitigate climate change and facilitate the adaptation to it in the Baltic Sea Region:

- ✓ The campaign was in Finnish, targeting the public in Finland
- ✓ Our existing networks were utilised in the realisation
- ✓ To reach the target audience we produced diverse content, including videos and infographics

Miksi EU on vaikuttava ilmastotoimija?





INTERESTED IN COOPERATION?

CENTRUM BALTICUM AS A PROJECT PARTNER

- ✓ A trustworthy and effective communications specialist
- ✓ Ability to manage both communication activities and the governance and coordination of projects
- ✓ Extensive experience in international project cooperation and strong networks
- ✓ Our small and flexible organisation enables fast and agile responses

CONTACT
US!



www.centrumbalticum.org