

EuropeAid/133051/C/SER/multi
Contract number : 2012/308-311

TRACECA Maritime Safety and Security II

Beneficiary Countries: Armenia, Azerbaijan, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Tajikistan,
Turkmenistan, Ukraine, Uzbekistan



Report

Training on Communicating the EU-Ukraine assistance in the changing environment

18-19 March 2014

This project is funded by

The European Union

A project implemented by

The NTU Consortium



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	Name	Date
Written by:	Anzhela Markova	3 April 2014
Approved by:	Albert Bergonzo	6 April 2014

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Summary

Name of the Expert:	Anzhela Markova
Event start date:	18 March 2014
Event end date:	19 March 2014
Objective:	Training on Communicating the EU-Ukraine assistance in the changing environment organised by the Delegation of the European Union to Ukraine for the EU funded projects located in Ukraine
Main activities:	Participation in the training on Communicating the EU-Ukraine assistance in the changing environment organised by the Delegation of the European Union to Ukraine for the EU funded projects located in Ukraine
Annexes (documents produced during the mission):	Agenda of Communication Training



Report:

Communication training for the EU funded projects in Ukraine “Communication the EU-Ukraine assistance in the changing environments” took place at the premises of the Delegation of the European Union to Ukraine on 18-19 March 2014 and was mainly aimed to develop and implement communications activities in view of the rapidly changing environment in the country. It was organized by the International Public organization “Internews-Ukraine”.

Day 1, 18 March 2014.

The participants of the training were welcomed by Mr. José Roman Leon Lora, First Counsellor, Head of Section "Economic Cooperation, Social and Regional Development" of the EU Delegation to Ukraine, who updated the audience on what the EU sees as priority areas of assistance in 2014. The main message was how to present the information on EU assistance activities in Ukraine taking into account the changing environment in light of the current political situation in Ukraine. Ukraine has announced the signing of the political part of the Association Agreement with the European Union as soon as possible and the economic part after the Presidential elections. In case of signing of the Association Agreement with Ukraine the European Union plans to continue and enhance the technical assistance to Ukraine and its support in civil service, development of small and medium enterprises and public administration reform.

Afterwards, Ms. Oleksandra Baklanova, the trainer, made an introduction to the goals and main topics of the training to be covered during two-day event. She has also welcomed the participants to introduce themselves and their projects they represented.

The trainer proposed to the participants to identify the difficulties in communication within their projects.

She explained that is the main task of communication in the changing environment is to change the perception of the target group (audience). Four elements of the communication’s strategy were presented: audience, messages, speakers and channels with the further description per each element.

The trainer explained the changes in the audience in Ukraine. New segments of the Ukrainian audience appeared.

The trainer made parallel between the situation in Georgia and Ukraine in light of the changes on institutional and cultural level.

In order to understand each element of the communication strategy the participants have done practical exercise by working in groups, where everybody can exchange his/her experience.



The trainer proposed the participants to make a model of the “audience” in the project; to divide this **audience** into segments for better understanding of the **audience**, its needs and expectations. After that, the participants should choose the **message** to be addressed to the **audience**, to choose **channels** of communication and to choose the best **speakers**, whom the **audience** will trust.

Day 2 19 March 2014.

Ms. Baklanova requested each participant to present Communication in projects, development of four elements: audience, messages, speakers and channels). Work in small groups. Discussions of problems and improvements.

With the reference to the TRCECAMAR II Project, the **audience** was represented by the beneficiary countries and other entities and divided into following segments: 1. Ministries, Maritime Administrations, Port Authorities, etc., 2. TRACECA Permanent Secretariat, National Secretaries, etc.; 3. European Commission, DEVCO, DG MOVE, EU Delegations, EU Delegations’ representatives, etc.; 4. Public organisations, NGO, etc. The **message** was mainly devoted to the main goals of the project within its ToR. The **channels** chosen were project reports, seminars, workshops, trainings, web site, press releases, etc. and the **speakers** represented by the Project Expert Team, EC representatives, short-term experts, guest speakers, lecturers, etc.

Mr. Alim Aliev, the trainer, presented main approaches to communication. What we do? What we **do not** do? What is the synergy?

The trainer explained how to develop the planning of communication:

To elaborate a Plan; to exclude unnecessary points from the plan, see what points of the plan cooperate with each other – these points will enhance the effect of the plan and will remain in the plan; other points of the plan are valuable by themselves but do not create a synergy.

Another important presentation delivered by Mr. Aliev referred to the tools of implementing the communication strategy: press conferences, press releases, comments, media-events.

The trainer explained what to avoid in our work with media: sophisticated, meagre, not interesting information; unskilled speakers; no system approach; commercial cooperation with journalists, fraud.

The trainer presented tools for efficient work with media: comments, blogs, web pages, interviews, etc. The content shall be useful, interested and innovative. It shall be written in the way that your audience understands.

The trainer explained what materials shall be prepared to the media in the light of organising the events (press-conferences, briefings, round tables, debates, etc.)



Materials: press announce; press release, post release. When to deliver materials? Press announce should be disseminated to the media 10 days before the event, 2 days before the event the press announce should be disseminated second time. The day of the event, the journalists should have the press kit with press release. After the event, post release with photo and video should be disseminated.

At the end of the training Ms. Baklanova summarised the results of the event. The rest of the time was given for discussions with participants.

The training was important in light of possibility to apply most of communication tools to the TRACECAMAR II Project activities in line of the Communication strategy of the project.

Annex 1 Programme

Communicating the EU-Ukraine assistance in the changing environment

Date: **March 18-19, 2014**

Location: **EU Delegation to Ukraine (101 Volodymyrska Str.)**

Trainers: **Alexandra Baklanova, Alim Aliev**



Alexandra Baklanova is pro.mova managing partner.

Alexandra is an expert on Change Management, Strategy and Marketing/Communications. She specializes in EU complicated projects that require interdisciplinary competences. She is a part of The Nestor Group and The Univ Group (long-term vision for Ukraine and Lviv respectively).

Ms. Baklanova was on a team that founded kmbs (Kyiv Mohyla Business School), and was a head of one of the school's three businesses for the first five years.

Before this, Ms. Baklanova worked at SONY European headquarters in Germany. Earlier, she dedicated five years to an NGO work: created a local office of AIESEC international youth organization, and later became a vice-president of the organization in Ukraine.

In her free time, Alexandra is teaching at Kyiv Mohyla Business School, Lviv Business School and for numerous non-profit civic, cultural, human-rights and other positive-impact projects. She also taught to North-Western University doctoral students and St. Tomas University students (USA).

Alexandra Baklanova is a Supervisory board member at the School of Leadership and Management at the Ukrainian Catholic University (a school that provides a comprehensive MBA-like program for NGO leaders), Advisory Board member for the Bohdan Hawrylyshyn Foundation and for AIESEC in Ukraine.



Ms. Baklanova has higher education in International Economics and an MBA.

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As pro.mova's additional contribution, **Alim Aliev** will be present at parts of the training and will help to guide the participants during exercises where necessary. Alim is a media consultant and analyst at pro.mova, he deals with media relations on a daily basis. At pro.mova, Alim works with clients and helps them to build work with media. He delivers trainings in communication and media analytics for commercial and non-commercial organizations.



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Program

Day 1, March 18, 2014

Training session: Approaches and Strategies	Time	Presenter
Participants registration and welcome coffee	9:30 – 10:00	
Welcome Welcome word (by the EU Del representative or Internews);	10:00 – 10:40 5 min	Martti Lutsar
Introduction to EU-Ukraine Cooperation: updates on what the EU sees as priority areas of assistance in 2014	20 min	Jose Roman Leon Lora
Introduction to the training – goals and main topics to be covered; Getting acquainted with the participants	15 min	Trainer
Communicating in a changing environment. How does the change happening in the society affect the way we communicate our projects. Communications strategy: essentials of (a) development and (b) implementation. Understanding the four elements of communications strategy (audiences, messages, speakers, channels). Understanding the change happening in our society. What remains the same about our communications, and what is different now. How can it further evolve and how can we further manage it <i>by ourselves</i> in our projects. <i>The format of this and further learning sessions is a combination of short lectures and presentations by the trainer, joint moderated reflections on the participants' experience, joint and small group exercises, discussions, case studies, and participants' individual reflections.</i>	10:40-12:00 1 hour 20 min	Trainer
<i>Coffee break</i>	12:00 – 12:15 15 min	



<p>Understanding each element of the communication strategy Practical exercises(work in small groups and joint work), experience exchange, feedback</p>	<p>12:15 – 14:00 1 hour 45 min</p>	<p>Trainer</p>
<p style="text-align: center;"><i>Lunch (location TBC)</i></p>	<p>14:00 – 15:00 1 hour</p>	
<p>Putting all the 4 elements together & making it work Practical exercises on experience exchange: work in groups</p>	<p>15:00 – 16:45 1 hour 45 minutes</p>	<p>Trainer</p>
<p style="text-align: center;">Closing the day: Wrap-Up + Q&A</p>	<p>16:45 – 17:00 15 min</p>	<p>Trainer</p>
<p style="text-align: center;"><i>Informal: Coffee, informal Q&A, participants' individual questions, participants informal interaction</i></p>	<p>17:00 – 17:30 30 min</p>	<p>Trainer</p>



Day 2, March 19, 2014

Training session: Implementation and Tools	Time	Presenter
Welcome coffee, discussions, sharing the impressions and reflections from the day before	9:30 – 10:00 30 min	All
<p>The most important take-aways from the day before. Where do we take it further?</p> <p>Communicating the EU assistance: how do we do it in our projects:</p> <p>Communication planning in our projects: how do we develop the four elements of communication (audiences, messages, speakers, channels) <i>for our projects.</i></p> <p>Individual and team exercises in drafting communications for our projects, feedback, improvements (will be continued through the day).</p>	10:00 – 11:30 1 hour 30 min	Trainer
<i>Coffee break</i>	11:30 – 11:45 15 min	
<p>Using the right tools for implementing our communication strategies</p> <p>Which tools do we have? What each of them <i>can and cannot</i> help us with? (press-conferences, interviews, press-releases, comments, media-events etc)</p> <p>Exercises: choosing the right tools for the various communications tasks.</p> <p>Exercises: polishing our use of the main tools (working through the main mistakes and tips in using the communications tools/instruments).</p>	11:45 – 13:00 1 hour 15 min	Trainer
<i>Lunch</i> <i>(location TBC)</i>	13:00 – 14:00 1 hour	
<p>Continue the exercises: polishing our use of the main tools (working through the main mistakes and tips in using the communications tools/instruments) and practicing on our own projects.</p> <p>Learning to define the right <i>combination</i> of communication tools for implementing <i>our</i> communication strategies in <i>our</i> projects.</p>	14:00 – 15:30 1 hour 30 min	Trainer



Practicing in defining the right combinations (on exercises and our own projects).		
<i>Coffee break</i>	15:30 – 15:45 15 min	
Putting it all together: the communication strategy (which takes into account the change happening), and the right tools to implement our communication strategy. How to keep the big picture in mind at all times, while being meticulous in implementation. 'Zoom-In – Zoom-Out' exercises. How to count in the change, which will continue happening.	15:45 – 16:45 1 hour	
Wrap-Up + Q&A	16:45 – 17:00 1 hour	Trainer
<i>Informal: coffee, informal Q&A, participants' individual questions, participants informal interaction</i>	17:00 – 17:30 30 min	All + Trainer