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Communication Actions

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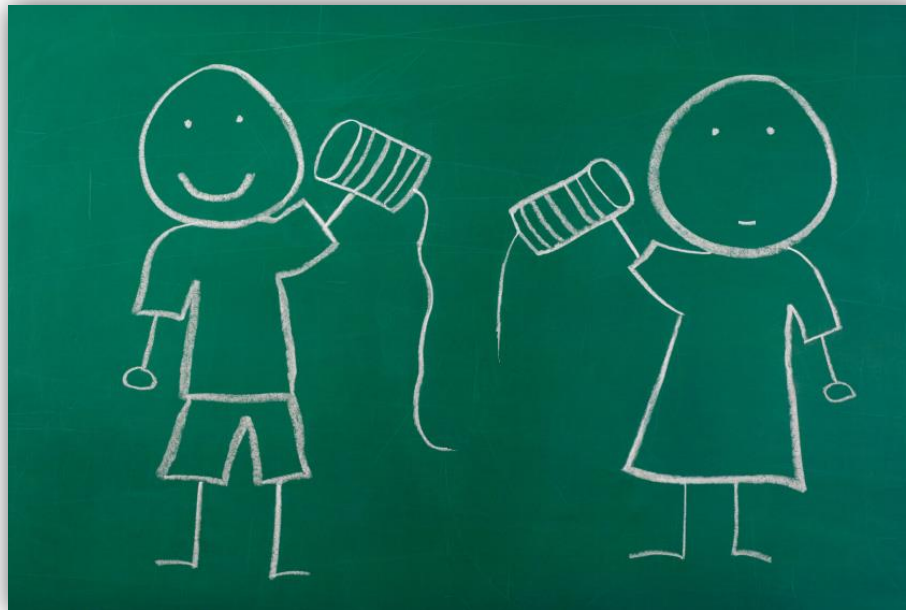
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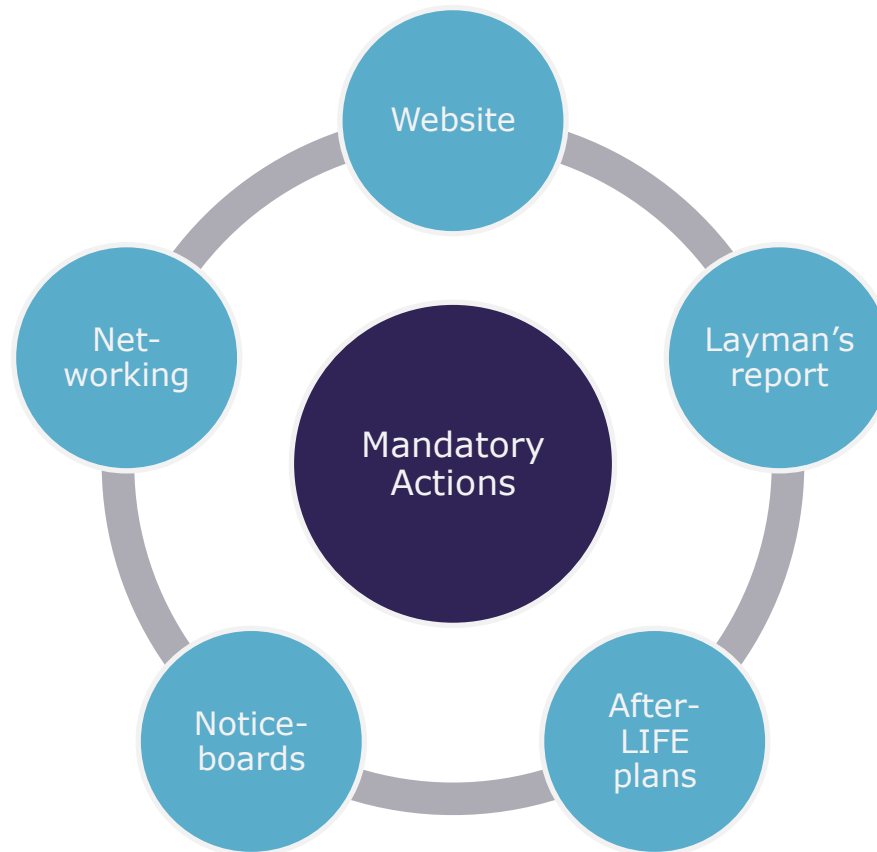
Why are Communication Actions important?



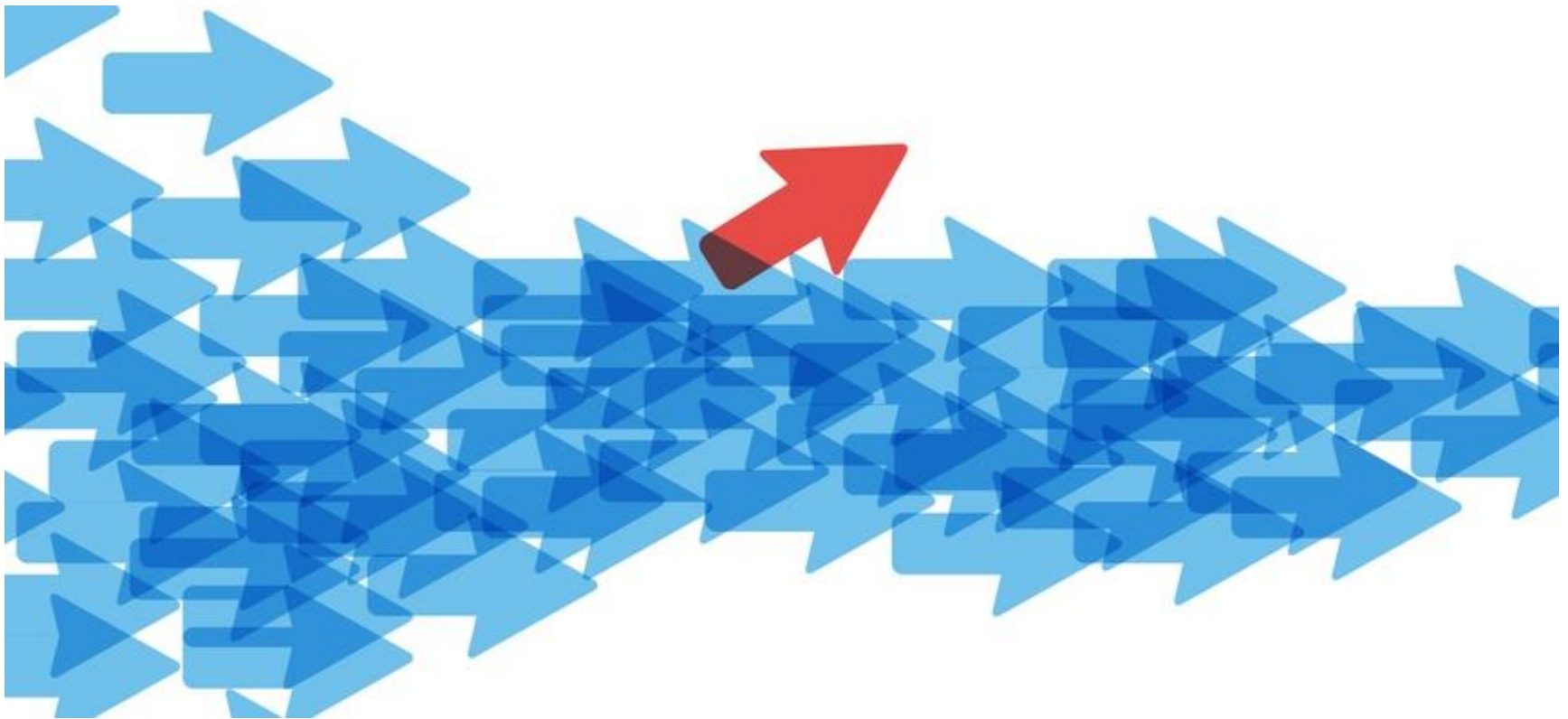
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Mandatory Communication Actions



If you want to make a difference...



Go beyond mandatory actions

Community Engagement

- Local events
- Festivals
- Guided visits
- Meetings with interest groups e.g. Local Authorities

Expert Engagement

- Seminars
- Workshops
- Conferences

Go beyond mandatory actions

Publicity material

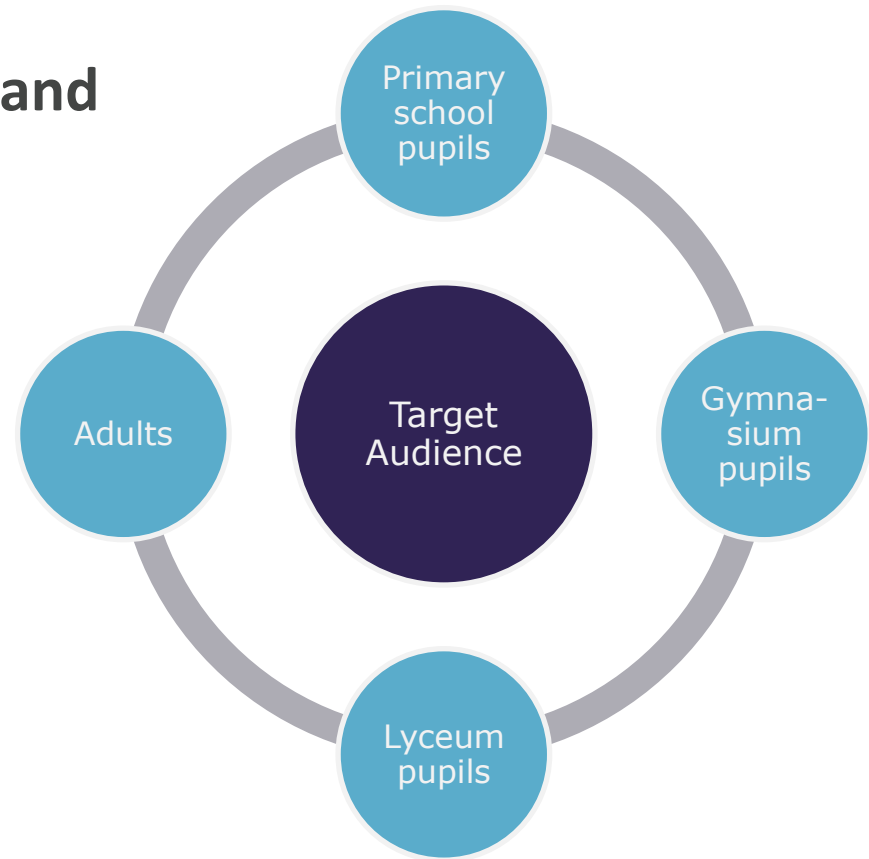
- Videos
- Posters
- Leaflets
- Articles

Public Relations

- Working with the media
- Use of social media
- Engagement with policymakers

Design your Communication Strategy

1. Define your target audience and segment it



Design your Communication Strategy

2. Define your Objectives

- How do you want your target audience to react?
- Is it a call to action, or about raising awareness? Or maybe both?
- Set SMART communication objectives (**S**pecific, **M**easurable, **A**chievable, **R**elevant, **T**ime-bound)
- Adapt your message and language to the target audience and the objective
- Different audience = different message



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Communication Case Study 1

Go to Workbook

How to store leftovers  

RECOMMENDED TIME INTERVAL FOR THE STORAGE OF DIFFERENT DISHES

TYPE OF DISH	STORABILITY IN THE REFRIGERATOR (0-4 °C)	STORABILITY IN THE FREEZER (-18 °C)	COMMENT
Broth Soups in general	1-2 days 2-3 days	2-3 months 4-6 months	Place meat and vegetables in different food containers.
Cooked meat Fried chicken Meat dishes	2-3 days 3-4 days	2-3 months 2-3 months	For faster cooling and easier reuse cut them up and place them in the form of several smaller pieces.
Stews Sauces and dishes with sauce/meat	2-3 days 1-2 days	4-6 months 2-3 months	Fat from the sauce may get separate, but we may get homogeneous consistency again after reheating.
Pasta with sauce Cooked pasta (itself)	1-2 days 3-4 days	1 month -	Freezing of cooked pasta is not recommended.
Pizza	2-3 days	3 months	-
Sandwiches	2-3 days	1 month	-
Hard-boiled egg Devilled eggs Dishes with egg	5-7 days 2-3 days 3-4 days	- - 1 month	Freezing of dishes of eggs is not recommended.
Salads with ham, chicken, tuna	3-4 days	-	Freezing is not recommended.
Casserole dishes	1-2 days	1 month	-
Cakes and pies	1-3 days	4-6 months	Depending on the type of cake, this time interval might be shorter – 1-2 days for whipped cream cakes.
Waffles, doughnuts	4-5 days	1 month	-

Remark in connection with cakes:
While an average cake may be cooled for 1-4 days, in case of buttercream or whipped cream cakes this time interval gets shorter: it is rather 1-2 days. Freezing of these products is not recommended due to their milk- and whipped cream content. Sponge cakes, other confectionary and pastry might be placed for several months without quality loss.



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ΠΕΡΙΒΑΛΛΟΝΤΟΣ

How to store leftovers



RECOMMENDED TIME INTERVAL FOR THE STORAGE OF DIFFERENT DISHES

TYPE OF DISH		STORABILITY IN THE REFRIGERATOR (0-3 °C)	STORABILITY IN THE FREEZER (-18 °C)	COMMENT
Broth		1-2 days	2-3 months	Place meat and vegetables in different food containers.
Soups in general		2-3 days	4-6 months	
Cooked meat		2-3 days	2-3 months	For faster cooling and easier reuse cut them up and place them in the form of several smaller pieces.
Fried chicken		3-4 days	4 months	
Meat dishes		3-4 days	2-3 months	
Stews		2-3 days	4-6 months	Fat from the sauce may get separate, but we may get homogeneous consistency again after reheating.
Sauces and dishes with sauce/meat		1-2 days	2-3 months	
Pasta with sauce		1-2 days	1 months	Freezing of cooked pasta is not recommended.
Cooked paste (itself)		3-4 days	-	
Pizza		2-3 days	3 months	-
Sandwiches		2-3 days	1 months	-
Hard-boiled egg		5-7 days	-	Freezing of dishes of eggs is not recommended.
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Design your Communication Strategy

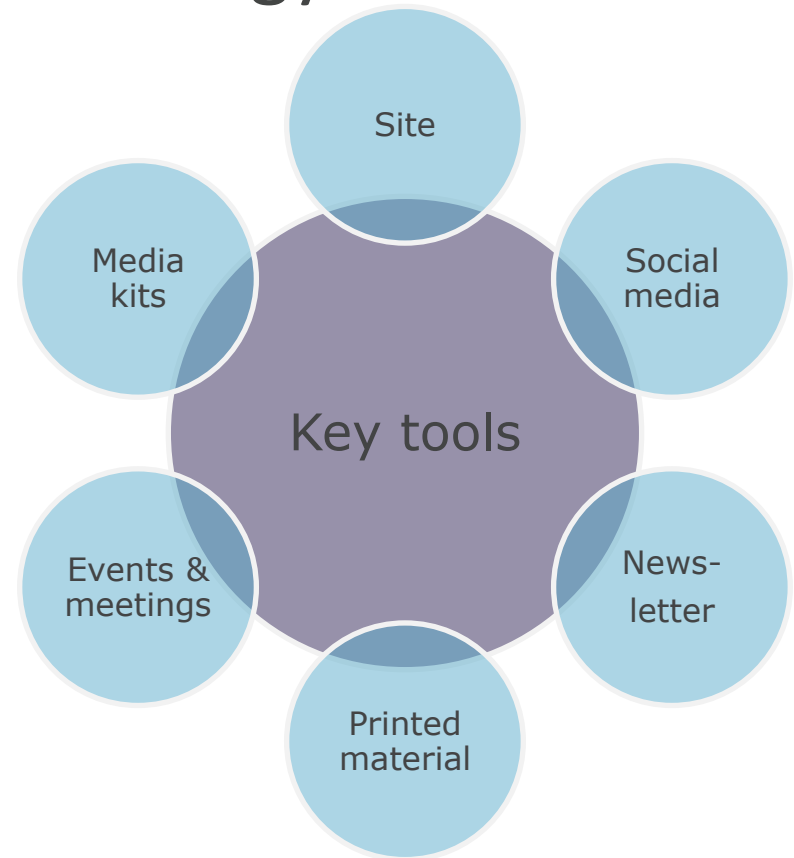
3. Communication channels & tools

- Adapt the channel to your audience and to the moment
- Adapt the channel to your objective
- Visualise your message e.g. photos, infographics, posters
- Be creative!

Design your Communication Strategy

3. Communication channels & tools

- Examples of communication tools



Design your Communication Strategy

4. Evaluation

- Measure the results of your communication

Invitees Vs Attendees

Website visitation

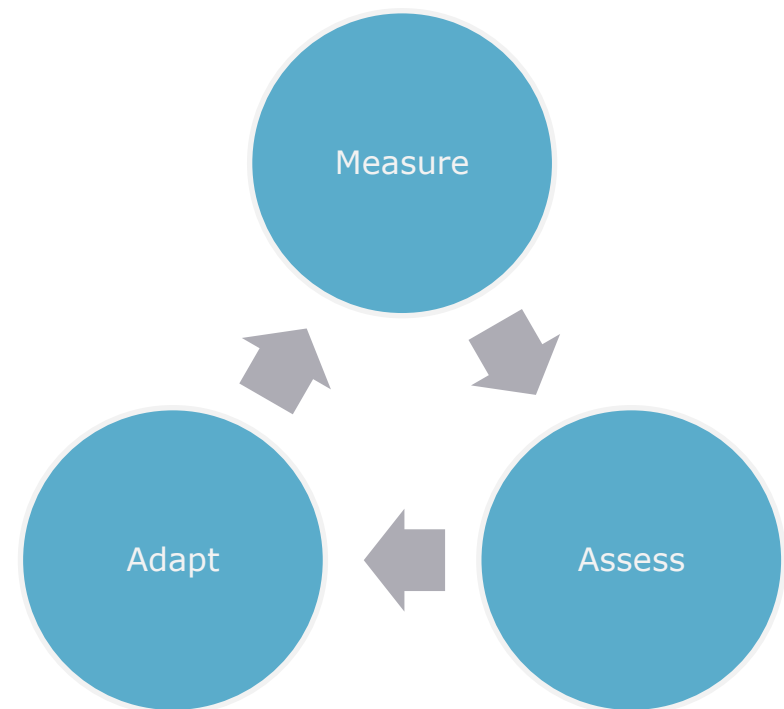
Social media followers

Media coverage

Design your Communication Strategy

4. Evaluation

- Identify weak points and lessons learnt
- Adapt your strategy if needed



Communication Case Study 2

Go to Workbook

Spot the mistake in the communication activity.

Communication Case Study 2

Advertisements in the daily press (newspapers). Eight different newspaper advertising messages will be created (months 1, 5, 8, 20, 26, 32, 44, 47) having a word length of 50 – 100 words and size 21 x 17 cm with at least 2 photos. The potential beneficiaries (NGO's, private companies, public authorities, etc.) will be the target. The advertisements will deal with a different issue of environment and climate change each time. The advertisements will be published in the Saturday's issue of the largest circulation newspaper.

Communication Case Study 3

Go to Workbook



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Communication Case Study 3

Spot the mistakes

External assistance costs	
Description	Cost
1 TV spot	8.000 €
1 Radio spot	1.000 €
2 Video Walls	500 €
Other costs	
Description	Cost
Airing time for the TV spot	6.000 €
Organisation of Open Day Fair for specific stakeholders & potential beneficiaries	500 €

← Low budget

What about the airing of the Radio spot and Video Walls?

← Low budget



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Get Inspired



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Examples of good communication actions

1. Coaching for changing behaviour

- Project: *LIFE - ClimAct (LIFE15 GIC/AT/000092) - DoppelPlus*
- Objective: Bring about changes in daily activities and everyday practices in favour of energy efficiency and mitigating climate change in low- income households.

Examples of good communication actions

1. Coaching for changing behaviour

- The DoppelPlus programme helps people with low-income contribute to the energy and climate strategy of the state of Tyrol, Austria, while at the same time improving their financial situation and quality of life.



<https://www.doppelplus.tirol/en/home/>

Examples of good communication actions

2. Interactive learning

- Project: *LIFE Forests-waterworlds - Ville Forests* (*LIFE13 NAT/DE/000147*)
- Objective: Increase the area of oak-hornbeam forest in western Germany (Ville Forests)

<https://www.villewaelder.de/de/>



Examples of good communication actions

2. Interactive learning

- Pupils from a local school were involved in helping to increase the area of oak-hornbeam forest in western Germany.
- The children filled trays with acorns and placed them in selected spruce stands for the Eurasian jay to collect and hide over winter.
- The pupils monitored their trays over the winter and the germination rate the following year.

Examples of good communication actions

2. Interactive learning

- Pupils learn about:
 - The flora and fauna of the area
 - Natural processes and cycles in forest ecosystems
 - Forest conservation
 - The importance of the oak for the project area and the native forests
- Pupils acquire crafting skills and learn about the different forest-related jobs

For better results...

Assign the communication actions to a specialist

- Hire a specialist or
- Include a communication agency / firm in your consortium





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Thank you!

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