



CENTRUM BALTICUM

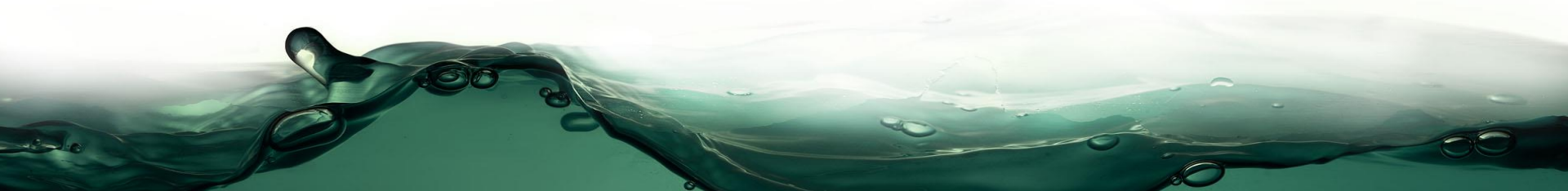
Making the most of the Baltic Sea Region



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Centrum Balticum and EUSBSR

- Cooperation with the MFA of Finland since 2014
- The aim is to support the MFA in communicating the EUSBSR nationally and strengthen stakeholder participation in Finland
- Internet portal, material in Finnish, social media, events
- Upcoming events:
 - stakeholder meeting in Oulu for northern actors 15.12.2015 / May 2016 in Turku
 - Preparation of an international communications project

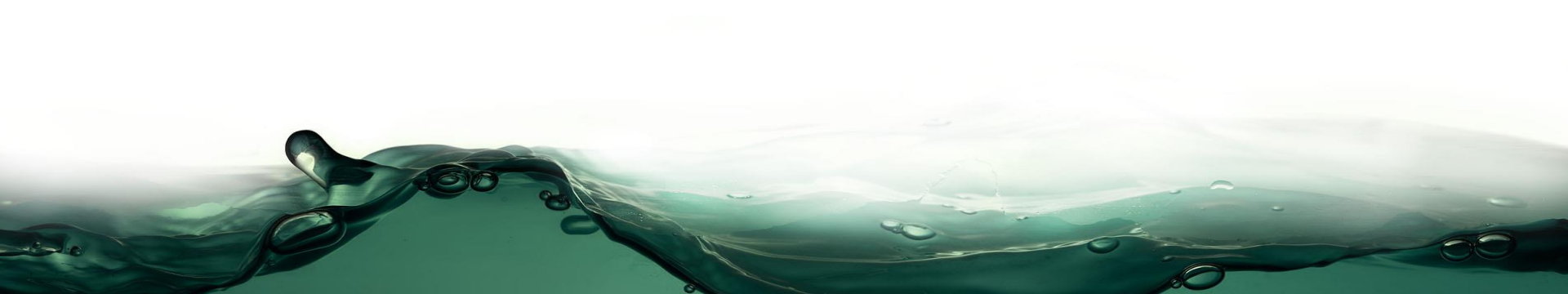


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WHY?

The need to communicate the Strategy on a national level, on a national language.

→ What is the use of the Strategy, if we do not know about its aims and possibilities it offers us?

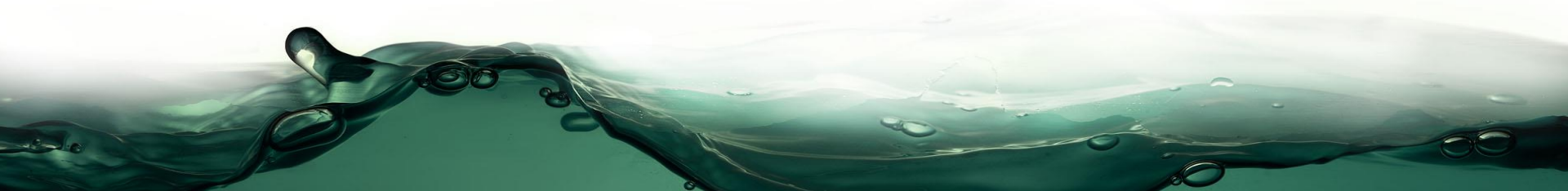


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MAJOR CHALLENGES AND SOLUTIONS

1. *How to make the STRATEGY attractive to wider audience?*

- Terminology is confusing → plain language
- THE WORD "Strategy"

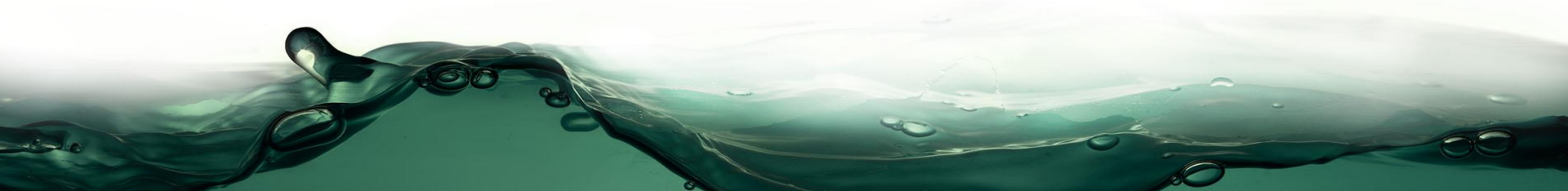


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MAJOR CHALLENGES AND SOLUTIONS

2. Different ways to understand the Strategy:

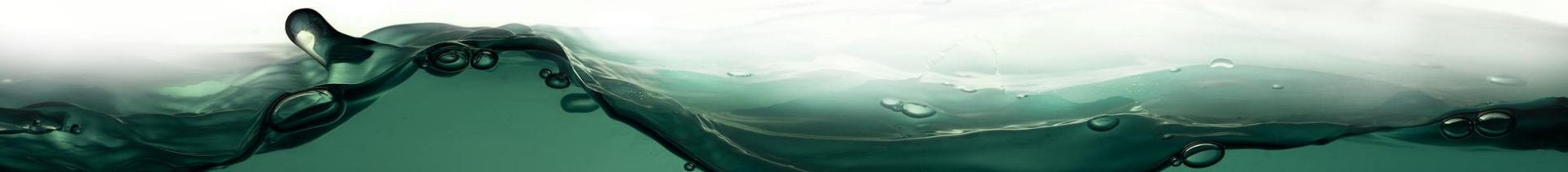
- Something implemented by the official stakeholders
OR
- Strategy is all around us – broader societal point of view



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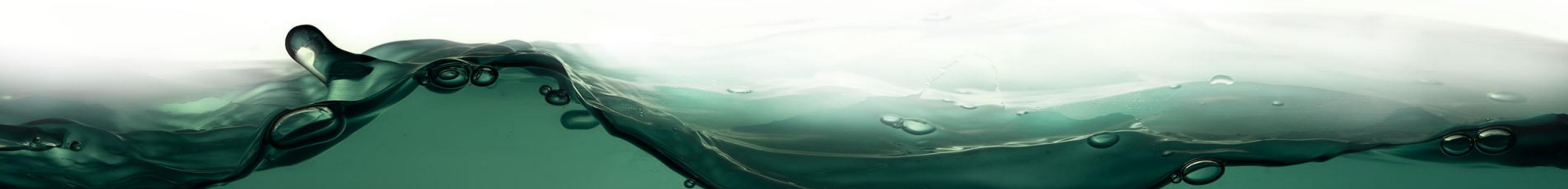
VICTORY!



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VICTORIES

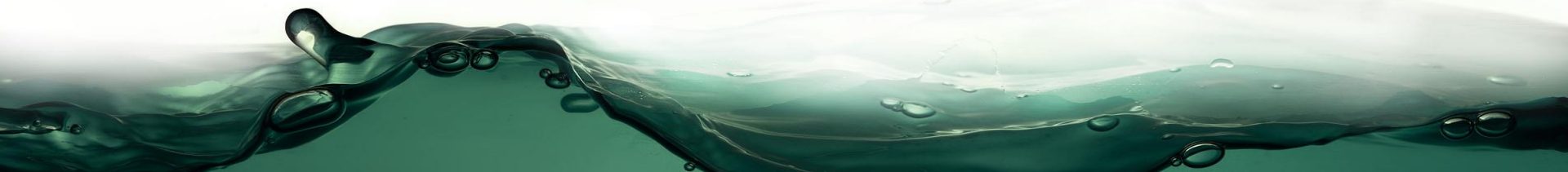
- Inclusion of Northern parts of Finland in the project
- Number of participants in meetings



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IN HINDSIGHT

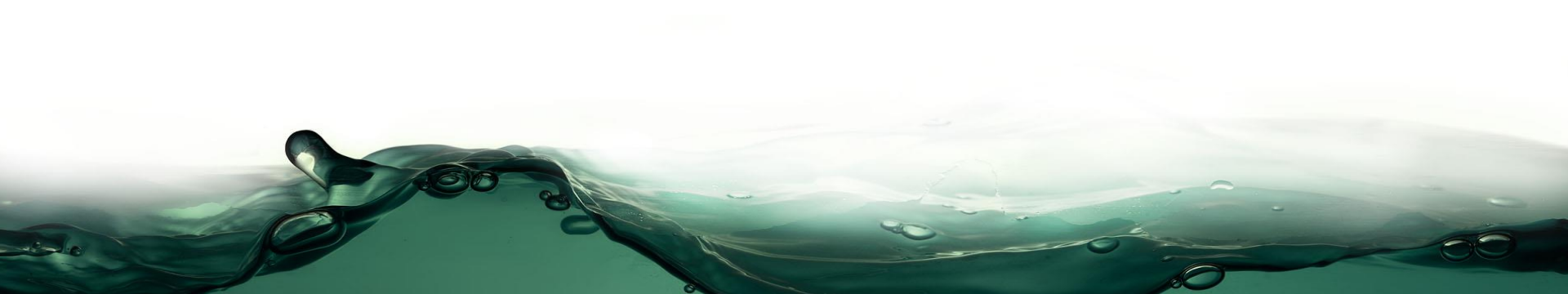
- Good planning pays off!
- If only, I had had the wider perspective myself...



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WHAT'S NEXT?

- Transnational project implementing the Communication Strategy of the EUSBSR
 - To standardize national EUSBSR communications
 - To make communications in English more efficient
 - Multilevel approach





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