W-Power project

Communications Strategy

WP C

W-Power

Empowering Women Entrepreneurs in sparsely populated Northern communities

WPC and the Communications Strategy

Communications WP includes all the communication and dissemination activities outside the project partnership, including Aps and regional stakeholders, other related EU-projects, Joint Secretariat and other NPA organs, as well as public.

The main aim is to involve key stakeholders to the project activities and transfer the knowledge of the project outcomes around the NPA region. Successful communication and dissemination also ensures the continuation and impressiveness of the project products and services. A communication and dissemination plan will be created in the beginning of the project and it will evaluated and developed further during the project lifetime.

Lapland University of Applied Sciences will lead the WPC activities, including the design of communication tools and activities. All project partners will participate in the actual operations. Budget and human resources are allocated for each partner organization to enable active participation to WPC. The partner´s role is emphasized especially in generating the local language versions of dissemination materials. Otherwise, English will be the main language for communication. Shared networks and skilled personnel in the project partnership will enable effective communication and dissemination, and thus ensure the viability and sustainability of the project outcomes.

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1. W-Power Project Mission Statement: the end goal the project wants to fulfill for the target audience

W-Power aims for equal growth and increase in the contribution of women to regional economy in sparsely populated Northern and Arctic communities, as women leaving the North is one of the main challenges to beat in the region. All project partner regions suffer from similar challenges caused by peripherality, which creates strong argument for transnational cooperation. Project makes a difference for rural businesses by providing transnational learning and capacity building possibilities, but also creating new business concepts and support mechanisms. W-Power creates new start-ups, helps to take the next step of maturity from start-up, and supports the growing phase of existing SMEs. In addition, business advisory bodies will get new tools for gender-sensitive coaching and diversity management.

W-Power works with women entrepreneurs in sparsely populated areas across Northern and Arctic communities, encouraging them to set-up, develop and grow their businesses. The project will achieve this through capacity building and providing opportunities for transnational learning as well as creating and piloting a gender-aware business support concept.

- **Empower. Network. Grow.**

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2. W-Power Project Communications Objectives

2.1 *Capacity building of women entrepreneurs by increasing knowledge*

The communication objective is to increase knowledge about place-based business opportunities, innovative business models, benefits of transnational networking and global markets as well as build the capacity of women entrepreneurs across the NPA region. Project communication relies strongly on frequent discussions among key stakeholders, project team, end-users and other key stakeholders.

2.2 *Improvement of gender-related business advisory services by changing behavior.*

The communication objective is to change behavior among business advisory bodies to consider offering gender-related business advisory services in their service palette. Clients are getting more diverse in relation to their background, knowledge and needs and thus getting these examples visible is crucial for changing the behavior and improving the quality of the advisory services.

2.3 *Encouragement for self-employment in sparsely populated communities by influencing attitude*

The communication objective is to influence attitude and encourage higher education students, researchers, housewives, immigrants and indigenous women, among others, to consider entrepreneurship as a possibility for self-employment in sparsely populated communities. Regional innovation workshops,

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transnational upskilling and networking, as well as gender-sensitive business coaching to motivate Women´s entrepre
neurial mindset.

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3. W-Power project Target Audience

3.1 Women interested in entrepreneurship

How to reach them? E.g. Unemployed women as Employment Agency customers at entrepreneurship coaching. Straight contacts and presentations at the coaching events or coorganis ing events with coaching organization. Housewives and other target audiences encaged in Mothers in Business network in Finland (local ja national). Straight contact and presentations at their monthly meetings.

3.2 Academic women incl. students interested in entrepre neurship

How to reach them? E.g. networks, straight contacts at universities: professors/teachers interested in commercializing their knowhow.

3.3 Women entrepreneurs willing to develop their business, expand and/or go international

How to reach them? E.g. women entrepreneurs through local and regional entrepreneurship associations. Presentations at their meetings, newsletters to contacts etc.

3.4 Business advisories

How to reach them? Including these organizations in W-Power activities right in the beginning bringing their services closer to the project activities planning.

3.5 General public

The target audience includes e.g. municipal authorities and representatives as W-Power can make a difference by informing this audience of the potential hindrances and challenges women

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entrepreneurs might face concerning e.g. public transportation, taxation etc. Representatives will be invited to networking meetings and other events.

General information of the project will be collected to the W-Power mini website. The mini website will be linked to project partner organization official websites. Public will also be reached through social media as all the project events will be promoted through these channels such as Facebook. All project partner regions will have their own contact person responsible for updating local and regional information and events´ outputs to the Social Media channels of the project.

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4. Messages to reach W-Power project Target Audiences

Empower. Network. Grow.

4.1 *Message to women interested in entrepreneurship*
Together and networking, supporting each other. Learning environments and platforms, advice. Workshops. Start-up´s.

4.2 *Message to academic women including students interested in entrepreneurship*
Entrepreneurship is a potential way of self-employment. More working opportunities by entrepreneurship. Commercializing, making a product or service of one´s expertise. W-Power offers you networks and advice of e.g. financing options.

4.3 *Message to women entrepreneurs willing to develop, expand and/or go international*
W-Power offers a transnational network for concept testing, exchanging ideas and business experiences. Peer support.

4.4 *Message to Business Advisories*
W-Power is aiming to contribute to the growth of women entrepreneurship in communities. W-Power is willing to explore versatile options of developing gender related business advisory services together with business advisory organizations.

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5. W-Power project Communications Channels and Materials

A wide variety of promotional and branding material will be created for project communication and dissemination purposes. WPC leader will coordinate the design and production of materials in assistance with LP, but each partner organization contributes in the content creation and delivery. Special emphasis will be put on regional language versions.

5.1 Logo and branding

A logo and visual brand will be created for W-Power project. Visual brand will be used in all communicational materials throughout the project to improve the project visibility.

5.2 Project website (NPA miniWebsite)

WPC leader and LP will create a project website to the official NPA website template. Partners will contribute the website content, linkage to organizational pages and information provided by regional languages. LP and WPC leader will be responsible of the website updates required. Redirection to www.wpower.eu?

5.3 Online project presentation

Project online presentation will be created for communication, and updated throughout the project lifetime. PowerPoint and roll-up will be used. Regional language versions will be created when relevant. Always use NPA logos on first or last slide. NPA logos will be added to all pp slides. Logos of all pro

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ject organisations will also be included to project roll-up template.

5.4 Collection of project images and videos

Project meetings, events and actions will be filmed regularly and pictures and videos will be shared virtually. Picasa, Vimeo, YouTube and similar formats will be used for the picture and video share. Schedule: Period 1 platform for sharing, Period 6 ready collection.

5.5 Portfolio of promotional materials

A portfolio containing W-Power information and promotional products will be collated in the first project period, and updated during the project lifetime. For promotional deliverables, sustainable and environment friendly products will be prioritized (e.g. memory sticks, and biodegradable materials). T-Shirts for project team with EU-logos? Other products to be discussed.

5.6 Project poster

Project poster (minimum size A3) based on NPA template will be created to be displayed in public in each partner organization at a location readily visible to the public, such as an entrance area of a building and in every public event implemented during the W-Power project. Also the financial support from the European Union to be distinguished. Regional language versions will be created when relevant. All partners/organizations visible.

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5.7 *Social Media platforms*

Relevant social media applications will be implemented for both internal and external project communication and dissemination. Tools and updating responsibilities will be defined in more details in the project management and communications plans. Minimum two tools to be established.

Why social media as a communications channel for W-Power project? We wish to inform our target audience of our events as well as offer them every day platforms for discussion and networking, sharing information and ideas as well as media presentations.

Project partners have started to use W-Power partners Facebook group for internal communications before kickoff days in Rovaniemi, Finland. This FB -group will remain as our own internal communication channel. All partners are welcome to join. Public W-Power Facebook page will work as an external communications channel between project partners, stakehold ers and public interested in the project outcomes.

An Instagram account will be established for sharing pictures and videos in real time. LinkedIn and Twitter will work as professional networking channels between stakeholders and participants of the project.

W-Power seminars and events will be promoted on Facebook as Facebook events, on Instagram as events and these updates will be shared to LinkedIn and Twitter. The speakers and the organizations they represent will be introduced in advance to the potential participants and those interested in the event.

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5.8   *Press and media releases*

Press and media releases will be launched throughout the project lifetime. Minimum requirement will be two media releases in every project region connected to the regional project activities. Media releases will be supported by audio and visual material when relevant (pictures, video and podcasts).

5.9   *Newsletters*

Newsletters will be published in pdf format by e-mail and Social media as well as on W-Power mini website with required logos and W-Power visuals.

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6. W-Power project communications publishing frequency

As stated in the Inception paper, the aim is to act as an operational tool for the PM and as a future reference document for the implementation of the project and the level of support from the programme. The Inception paper also includes a timetable for Communications work package. Alongside this communications strategy the project will have a detailed timetable following the operational process of communications activities, channels and materials. This document is " the Communications Action Compilation" and will work as an every day instrument for communications officer.

W-Power project NPA miniwebsite works as a monthly communications and information channel. Project pictures and videos will be displayed on miniwebsite. Social Media feeds are an effective way to inform public of W-Power current events and news especially upcoming workshops, educational events and seminars. Press and media releases as well as newsletters will be published regularly, newsletters once a month and press releases as an official information delivery channel.

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7. W-Power Events (and Campaigns)

7.1   Transnational launch
Transnational launch event for all interested bodies will be arranged as part of the project kick-off meeting (M3 Lapland). Open invitation by press release.

Target audiences and public reached by Social Media, Facebook event shared by different local network organizations such as University of Lapland Tourism Research and Lapland Microen terprises Growth Network –project. Local and regional entrepreneurship associations were approached by e-mail invitations.

7.2   Regional conferences
Regional conferences for all interested bodies will be arranged as part of the project thematic seminars.
Conference 1: M9 Scotland
Conference 2: M15 Sweden
Conference 3: M21 Ireland
Conference 4: M27 Finland
Press releases will be launched alongside each event.

7.3   NPA Annual Conferences
Project and it´s results will be actively promoted in NPA Annual Conferences. Lead Partner will represent the project in each event alongside annual LP Seminar and other partners will participate in the Conference when relevant, especially when the event is in the region.

7.4   National dissemination events
Project outputs will be disseminated in relevant national events during the project lifetime, including national NPA meetings organized by NCPs. Project partners will integrate also public

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events suitable for dissemination, e.g. SLUSH, the Europe´s leading startup event (annually on Helsinki, FI) or Polar Bear Pitching (annually in Oulu, FI). National dissemination may occur outside the project region, e.g. regional or national capitals.

7.5   *Final conference*

Project final conference is to be held in Iceland. The meeting will include following sub-events:
Steering Group 6 (WPM)
Final dissemination conference (WPC)
Transnational stakeholder workshop 2: Evaluation (T1) – Benchmark (T2)
Open invitation by press release. Main aim of the event is to disseminate the projects outputs transnationally.

7.6   *Local networks and events*

Local networks will be contacted and informed frequently of the project events and happenings through e.g. newsletters and invitations to the events via e-mail.

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8. W-Power Project Communications Goals and Evaluation

The Management Work Package will evaluate W-Power Communications goals. Quantitative goals are number of activities and publications such as newsletters, press releases, feeds and visitors, Likes on Social Media etc. W-Power will monitor activities and feedback of feeds e.g. on Social media. Management Work Package will also monitor number of participants of each event.

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