



The LIFE OrgBalt communication platform and communication actions: an overview

Second Steering Group Meeting

15 July 2020, Latvian State Forest Research Institute “Silava”

Association Baltic Coasts

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EU LIFE Programme project

“Demonstration of climate change mitigation potential of nutrients rich organic soils in Baltic States and Finland”



Latvia University of Life Sciences and Technologies



LITHUANIAN RESEARCH CENTRE FOR AGRICULTURE AND FORESTRY



A2 - The LIFE OrgBalt communication platform 1/3

DELIVERABLES

A2/1 Plan for
awareness rising and
stakeholder
engagement plan

A2/2 Communication
strategy

A2/3 Replicability and
Transferability Plan

Internal Communication guidelines: in addition to the project's deliverables and milestones to provide all partners with a digest of the communication activities (objectives, responsibilities, LIFE communication requirements, communication channels).

A2 - The LIFE OrgBalt communication platform 2/3

A2/1 Plan for awareness rising and stakeholder engagement plan

- Identify the stakeholders to be included in the project
- Understand stakeholders' expectations
- Understand how to best involve them
- Build a base for the identification of the most effective communication channels

Stakeholder have been grouped in primary, secondary and third parties according to their level of participation, their interests and their influence in the project.

| Interest | Influence | | |
|----------|-----------|--|---|
| | | Low | High |
| | Low | <ul style="list-style-type: none">• Non-governmental organisations• Students, local inhabitants | <ul style="list-style-type: none">• Research/educational/advisory organisations• Competent EC authorities / other international organisations• State-owned enterprises / services• Local administrations |
| | High | <ul style="list-style-type: none">• Landowners, farmers, foresters• Business representatives | <ul style="list-style-type: none">• Governmental institutions/organisations |

A2 - The LIFE OrgBalt communication platform 3/3

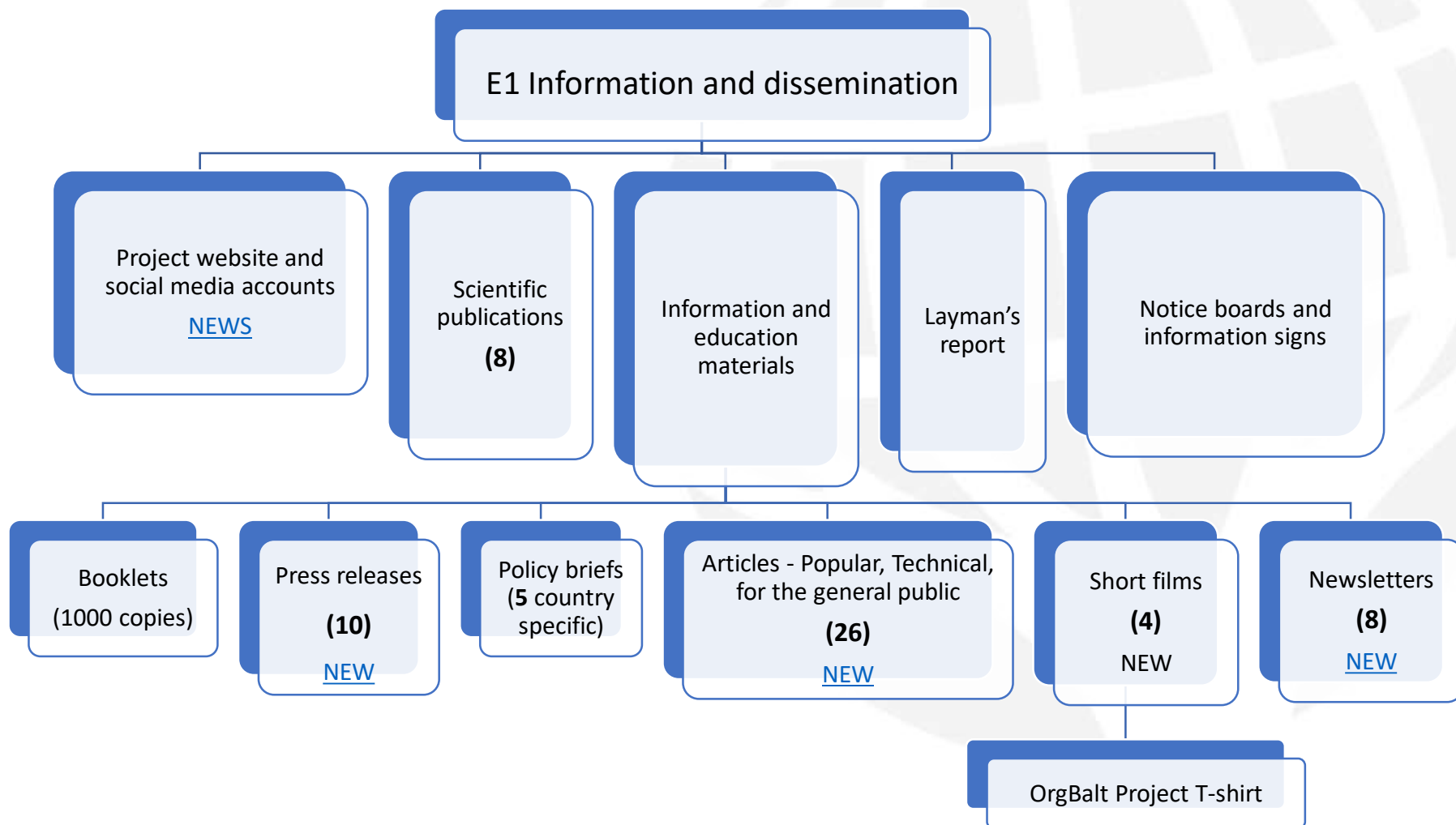
A2/2 Communication strategy

- Provide a qualitative analysis of the actions to be taken to contribute to the achievement of the project communication objectives
- Provide identified stakeholders with qualitative information about the project
- Determine which are the best way to deliver information and the most effective communication activities and channels to be used throughout the different phases of the project
- Develop a timeline of the communication activities to be implemented

A2/3 Replicability and Transferability Plan

- Multiply the impact of the Project results during its implementation and replicate and transfer its findings after its end, in order to reach a wider audience and implement its results in further sites and regions, other than the Project demo sites
- Communication and dissemination activities play an important role in ensuring the replicability and transferability of the Project

E - The LIFE OrgBalt communication actions



LIFE OrgBalt website and social networks traffic analysis

- **Time period:** 01.08.2019 - 13.07.2020
- **Users:** the number of actual people who have visited the OrgBalt website
- **Sessions:** the number of single visits to the OrgBalt website
- **Pageviews:** the total number of pages viewed within the OrgBalt website
- **Bounce rate:** a single-page session on the website – % of people who enter the website and then leave

What do these data tell us?

- **Users are interested**
- Spend a fair amount of time on the site
- The majority (70%) entered the site and viewed other pages before leaving



| Metrics | Value |
|--------------------------|--------|
| Users | 649 |
| Sessions | 1 195 |
| Pageviews | 4 380 |
| Average session duration | 3'55'' |
| Bounce rate | 30,79% |

OrgBalt Facebook: 62 followers – key target 200

OrgBalt Twitter: 10 followers (low popularity in LV) – key target 200



*Demonstration of climate change mitigation measures in nutrients rich
drained organic soils in Baltic States and Finland*

LIFE18CCM/LV/001158

www.orgbalt.eu

The objective of LIFE OrgBalt is to demonstrate climate change mitigation potential by managing nutrient rich organic soils on agricultural and forest lands in a Cool Temperate Moist climate zone.

The project "Demonstration of climate change mitigation potential of nutrients rich organic soils in Baltic States and Finland" (LIFE OrgBalt, LIFE18 CCM/LV/001158) has received funding from the LIFE Programme of the European Union and the State Regional Development Agency of Latvia.

The project is implemented by eight partners from five EU Member States - Latvia, Lithuania, Estonia, Finland and Germany



Latvia University
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Information and education materials

Next issue – 9/20

How to subscribe?

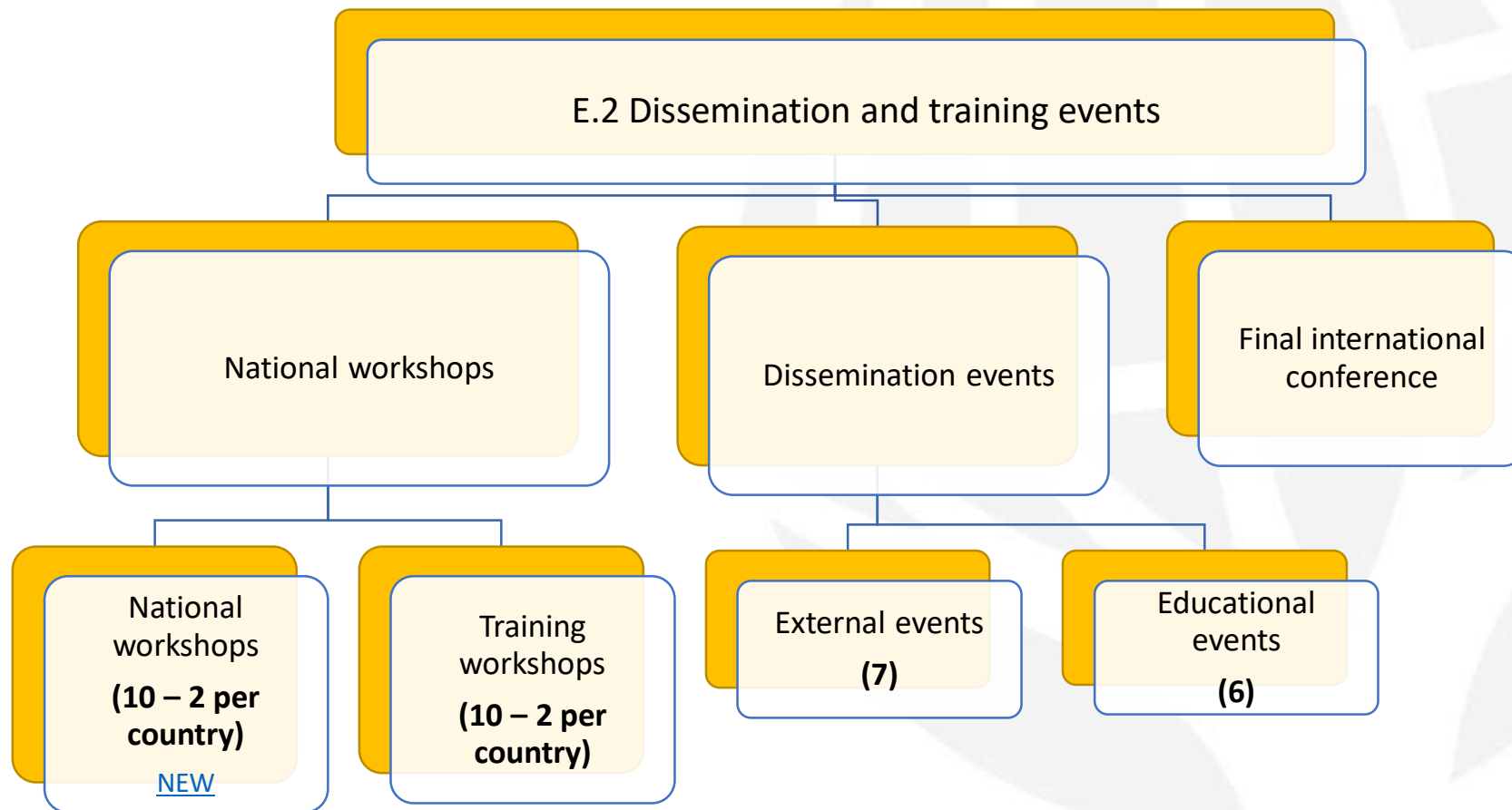
- Website
- Menti.com
- info@baltijaskrasti.lv



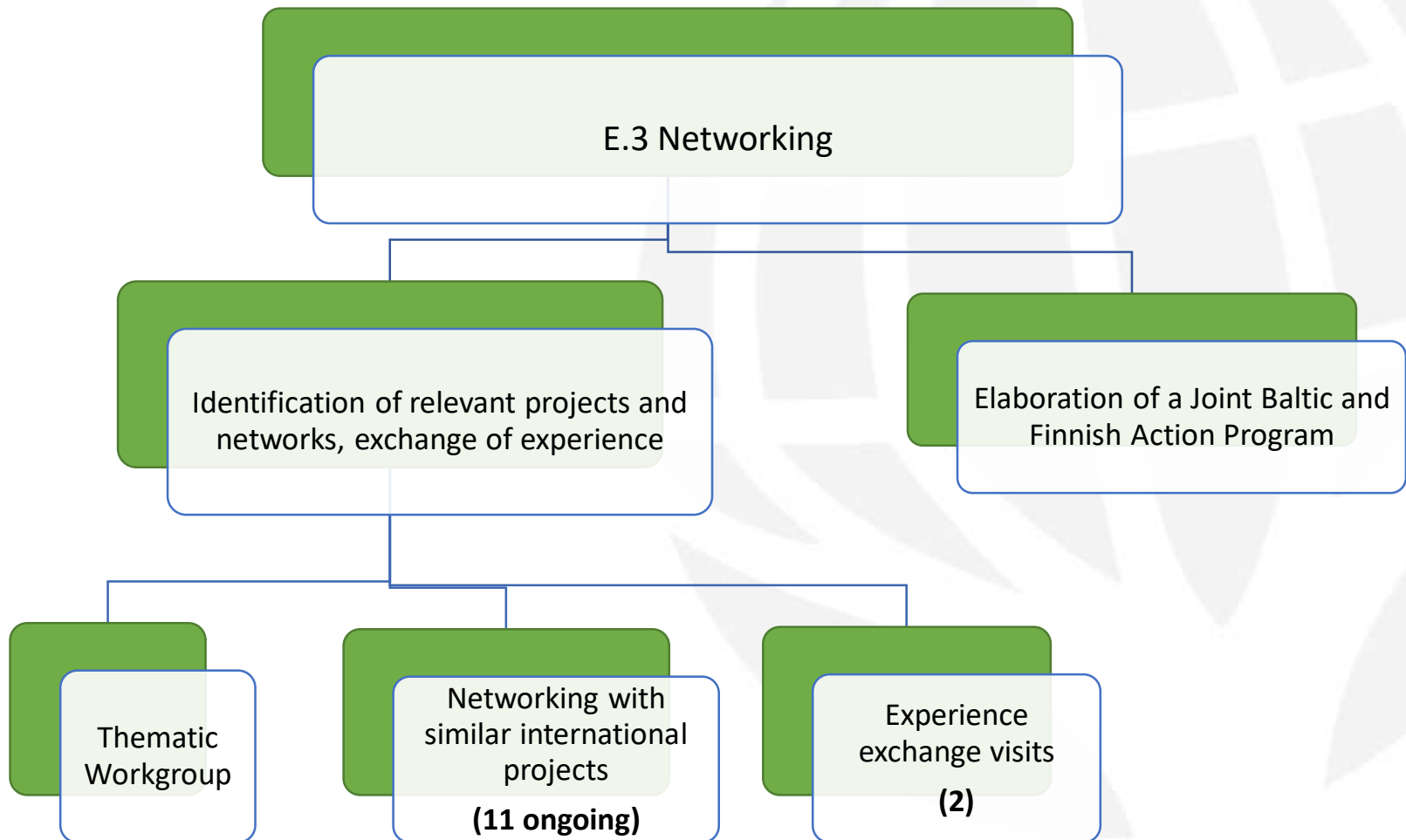
**LIFE OrgBalt
2nd Press release
coming soon!**

**LIFE OrgBalt 1st article for the general public
September 2020**


E - The LIFE OrgBalt communication actions



E - The LIFE OrgBalt communication actions



Communication tools



- Emails
- Contacts
- Automations
- Reports
 - Email Reports
 - Automation Reports
 - All Test Reports
 - Complaint Reports
 - Survey Reports
 - Poll Reports
- Landing Pages


| Subject Line | Sent | Recipients |
|---------------------------|--------------------|----------------|
| LIFE OrgBalt FIN_03072020 | Sent: Jul 03, 2020 | Recipients: 3 |
| LIFE OrgBalt ENG_03_07 | Sent: Jul 03, 2020 | Recipients: 1 |
| LIFE OrgBalt EE | Sent: May 18, 2020 | Recipients: 17 |
| LIFE OrgBalt LT | Sent: May 18, 2020 | Recipients: 15 |
| LIFE OrgBalt ENG_15_05 | Sent: May 15, 2020 | Recipients: 2 |
| LIFE OrgBalt DE | Sent: May 11, 2020 | Recipients: 28 |
| LIFE OrgBalt ENG | Sent: May 11, 2020 | Recipients: 11 |
| LIFE OrgBalt | Sent: May 11, 2020 | Recipients: 82 |

EMAIL REPORTS

Sent: Jul 03, 2020, 11:15 AM
Subject Line: LIFE OrgBalt ENG_03_07

3 Total Recipients
2 Open
0 Click
0 Bounce
0 Unsubscribe

66.67% OPEN RATE



Over 170 Emails were sent to interested stakeholders.

EVALUATION QUESTIONNAIRE



Mentimeter

LIFE OrgBalt
LIFE OrgBalt First Finland National Workshop
June 11, 2020
Evaluation Questionnaire



Next



Mentimeter

Please rate your event experience.

The workshop met my expectations Skip



The obtained information and experience were sufficient and will be useful in my work Skip



The workshop objectives were clear to me Skip



The content was well organized and easy to follow Skip



The difficulty level of this workshop was appropriate Skip



The workshop activities stimulated discussions Skip



The speakers were competent and well prepared Skip



The workshop practical organization was sufficient Skip



Submit

Evaluation questionnaire: format and results



Mentimeter

How would you improve this workshop?
(Check all that apply.)

You may choose multiple options.

☐ Provide better information before the workshop

☐ Clarify the workshop objectives.

☐ Improve the workshop organization

☐ Improve the content and the presentations of the workshop

☐ Nothing to improve. I was satisfied with the workshop.

Submit



Mentimeter

Are you interested in receiving other informative materials from LIFE OrgBalt project or e-mail updates about this project?

☐ YES

☐ NO

Submit



Mentimeter

What was the most / least valuable aspect of this workshop?

Short answers are recommended. You have 250 characters left.

250

Submit

Thank you!



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