

NSC Communication Activity Plan 2018-2019

The Communication Activity Plan serves as a guide of activities necessary for the CPMR North Sea Commission (NSC) to implement to achieve the overall purpose and aim of the Communication Strategy 2017-2019¹. The activity plan is revised yearly, and the strategy is revised every other year.

The aim of the NSC's communication strategy is to support the implementation of the North Sea Region 2020 strategy and other policy documents. This will be achieved by:

- **Member involvement:** Ensure that member regions are informed of the work done by the organization and that they are involved in relevant events and consultations,
- **Keeping a close contact with European policy makers and relevant stakeholders:** Make sure that relevant decision and policy makers at all levels are informed about NSC official strategies and policy positions,
- **Promoting projects and project results:** Communicate involvement in the North Sea region projects and the results and output.

For 2018-2019 following activities will be carried out:

Communication activities 2018-2019	
Activities	Target group(s)
1. Update list with the member regions' contact information regularly	- Member regions
2. Update list with external stakeholders' contact information regularly	- Regional stakeholders - National stakeholders - EU institutions
3. Continuously update the webpage (www.cpmr-northsea.org) and the Twitter account with news about the NSC, thematic groups, policy positions, NSC documents (as NSR 2020 strategy) as well as other relevant information pertaining the North Sea region	- Member regions - Regional stakeholders - CPMR - Non-members regions - National decision makers - EU institutions

¹ More information about the aim of the NSC communication, target groups and communication tools can be found in the NSC Communication Strategy 2017-2019.

<p>4. Send out a newsletter every two months, specifically after NSC executive committee meetings and the NSC annual business meeting</p>	<ul style="list-style-type: none"> - Members regions - CPMR - Regional stakeholders
<p>5. Keep member regions and regional stakeholders informed about the process of developing a post 2020 North Sea Region strategy</p>	<ul style="list-style-type: none"> - Member regions - Regional stakeholders
<p>6. Disseminate the brochure on added value of being a NSC member</p>	<ul style="list-style-type: none"> - Member regions - Potential member regions
<p>7. In cooperation with CPMR target non-member regions with information about the added value of being a NSC member and how to get involved in the NSC</p>	<ul style="list-style-type: none"> - Non-member regions
<p>8. Arrange and attend relevant meetings, events and workshops with stakeholders to inform about NSC activities, positions and good practice examples, e.g. European Maritime Day and European Commission events on energy cooperation and on blue growth</p>	<ul style="list-style-type: none"> - Regional stakeholders - Non-member regions - National decision makers - EU institutions
<p>9. Inform about NSC activities and policy positions in EU decision processes</p>	<ul style="list-style-type: none"> - Regional Brussels offices of members and non-members from the North Sea region
<p>10. Continuously inform CPMR about NSC activities, policy positions and other relevant information</p>	<ul style="list-style-type: none"> - CPMR
<p>11. Monitor and spread information about relevant calls for project cooperation</p>	<ul style="list-style-type: none"> - Member regions - Regional stakeholders
<p>12. Keep members of the European Parliament and the Committee of Regions from the North Sea region informed about NSC activities and policy positions</p>	<ul style="list-style-type: none"> - European Parliament - Committee of Regions