



# Communicating about Baltic Sea Region Cooperation

**UBC Communications Seminar  
15–16 April 2015, Turku**

**#ubcturku**

**Live streaming: <https://www.youtube.com/user/ubcenvcom>**



**Thursday 16 April**

**9.05–11.30 Theme 4:**

**Social media as a tool for getting our  
messages known**

**Minna Valtari, CEO / Someco**



**Thursday 16 April**

**11.30–12.45 Workshop 1:  
Developing UBC's external communications**

**Introduction & Learning Cafe**

# Workshop 1: Developing UBC's external communications



- **Intro 11.30–11.50 / Irene Pendolin, UBC Communications Manager**
- **Learning Café 11.50–12.30**
  - Dividing into two groups that circulate between two learning café tables.
  - Each group will spend 20 minutes in each table.
  - At the end of the session, there is a summary of the learning café tables where the table's moderator(s) will present the results of the tables.
- **Table 1: Website and newsletter & media work and contacting**
  - Moderators: Anna Sośnicka & Irene Pendolin / UBC Secretariat
- **Table 2: Baltic Cities Bulletin & social media**
  - Moderator: Kornelia Bednarczyk / UBC Secretariat
- **Summary 12.30–12.45**



# Intro: UBC brand 1

Based on UBC's Communications and Marketing Strategy

- **UBC's brand promise and core message**
  - *"Union of the Baltic Cities is the leading network in Northern Europe, working to foster sustainable, smart and safe cities"*
  - Positioning to trends of urbanisation and macro-regional development
- **Target audiences**
  - Stakeholders: politicians, civil servants, youth groups
  - Actors: EU, national government officials
  - Strategic partners: e.g. BaltMet, BDF, CBSS, city networks
- **Core values and themes**
  - Values: UBC is reliable, friendly, professional, future oriented
  - Themes, to be prioritized and used in all communications and marketing about our work (UBC Secretariat, Commissions, Member Cities)  
**The Sustainable City – The Smart City – The Safe City**



# Intro: UBC brand – Aims

- **Internal strengthening**
  - **Raising awareness and cooperation in member cities**
    - Over one third of the member cities (37) have nominated a representative to UBC Communications Network → **These members are in a key role in their cities in in internal brand strengthening**
- **External strengthening**
  - Establish UBC as a credible, future-oriented and relevant, leading Baltic Sea Region network, and a preferred partner in thematic issues
  - **Lobbying:** Help the UBC member cities to further their policy-advocacy goals in national government and the EU by leveraging UBC's role as a major northern European network of 100 member cities.
  - **Marketing the BSR:** Promote and market the Baltic Sea Region as a dynamic, competitive, prosperous and safe region.
  - Brand focuses and themes defined in connection with the new UBC Strategy (2015–) → will define communicational and other measures in the forthcoming strategy period.

# Intro: External communications


## – channels in use now 1



- [www.ubc.net](http://www.ubc.net)

- Developing UBC website and web services is a significant process affecting how UBC serves its members and the overall UBC brand

- **Social media – Facebook**

- 14 April: 453 

- All UBC actors (Board members, Commissions' members, city representatives) who are in Facebook are encouraged to:
  - Like UBC in Facebook, as well as like the Commissions and other member cities pages
  - Invite others (UBC actors and stakeholders) to like UBC in FB
  - Like and share UBC posts

# Intro: External communications

## – channels in use now 2



- **Baltic Cities Bulletin**
  - Circulation: approx. 3700
  - Member Cities, Commissions
  - Developing the Baltic Cities Bulletin into a more modern marketing tool for UBC's external as well as internal communications?
- **Press conferences at**
  - UBC General Conferences
  - Board meetings
  - other UBC events



# Intro: Future plans and possibilities – to be discussed in Learning Café 2



*Suggested in Comm. strategy: Shift from print to web tools (cloud services) and social media → more interactive, dialogue-based and cost-effective communication*

- **Active media work: contacts in the Baltic Sea Region, press releases → Collaborations with the member cities & mutual benefit of the media work?**
  - UBC's XIII General Conference 27–30 October, Gdynia, Poland
    - Communications seminar will be part of the programme
    - Attract a wide participation from the UBC member cities, Commissions and stakeholders
    - Introduce the new UBC commissions to UBC members and stakeholders
    - Attract BSR media participation and interest to the conference
- **Creating and updating contacts on city and EU levels, creating specific contact lists for different target groups, especially EU policy-makers and national policy-makers – in cooperation with the member cities?**

# Intro: Future plans and possibilities – to be discussed in Learning Café 1



*Suggested in Comm. strategy: Shift from print to web tools (cloud services) and social media → more interactive, dialogue-based and cost-effective communication*

- **Visual renewal 2015, web & print: UBC website, Bulletin etc.**
  - Before UBC visual renewal, no major resources should be spent on the visual outlook of the new commissions (web and print) – the new UBC look will encompass the commissions
  - In UBC's communications and marketing questions (including visuality and brand), commissions and cities are invited to contact Communications Manager Irene Pendolin: irene.pendolin@ubc.net / +358 40 848 6242.
- **External newsletter + extending activity in social media – Twitter, LinkedIn**
- **Renewing UBC website visually and technically: platform, tools, contents**
  - Independent platform?
  - Built on Drupal? – open source code system
  - Group of 3–5 to take part in UBC web working group (spring & autumn 2015)

# Intro: Future plans and possibilities – to be discussed in Learning Café 2



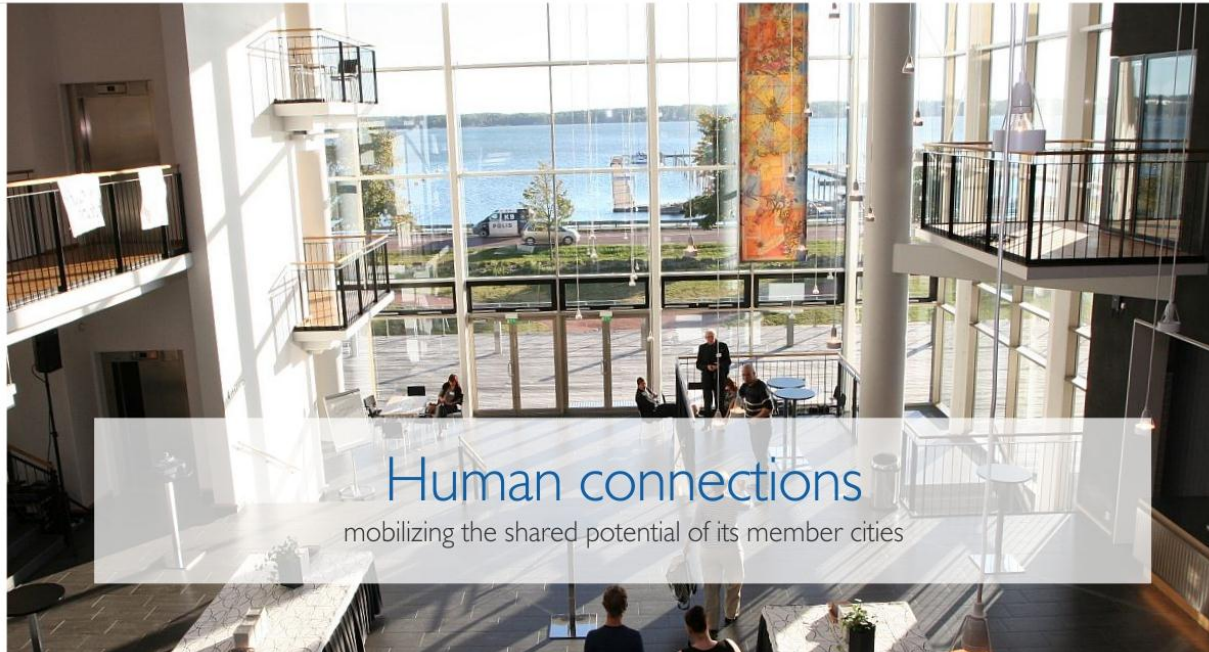
THE PAGE WILL BE DEVELOPED ON DRUPAL, WHICH IS AN OPEN SOURCE CONTENT MANAGEMENT PLATFORM POWERING **MILLIONS OF WEBSITES** AND APPLICATIONS.

Drupal is built, used, and supported by an active and diverse community of people around the world.  
Due to open source code, no licens fee exists.  
Drupal is used for example by: NASA, White House, MTV UK, YLE, City of Turku, Suomi24 etc.





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Human connections  
mobilizing the shared potential of its member cities

## WELCOME TO THE UBC WEBSERVICE

Union of the Baltic Cities is a voluntary, proactive network mobilizing the shared potential of its member cities for democratic, economic, social, cultural and environmentally sustainable development of the Baltic Sea Region.

Its aims and goals are stated in the UBC Statute and UBC Strategy.

For more information on the UBC structure and activities contact the UBC Secretariat.

News	Contact	Events	Publications	Links
UBC BBQ Championship, Youth Rock Bands, Moto Fest at Dolina Charlotty				
Successful business cluster's development within cleantech for sustainable cities				
Building Urban Safety through Citizens Participation project meeting				
<a href="#">Read more</a>				

# Intro: Future plans and possibilities – to be discussed in Learning Café 2



OVER 40% OF THE INTERNET USERS USE A MOBILE DEVICE.

We will design and create a fully responsive web site that scales to all devices.

We will redesign the user interface so that it will be much easier to find information from the page.

The new and modern web site is expected to have a very long life cycle.



# Intro: Future plans and possibilities – to be discussed in Learning Café 2



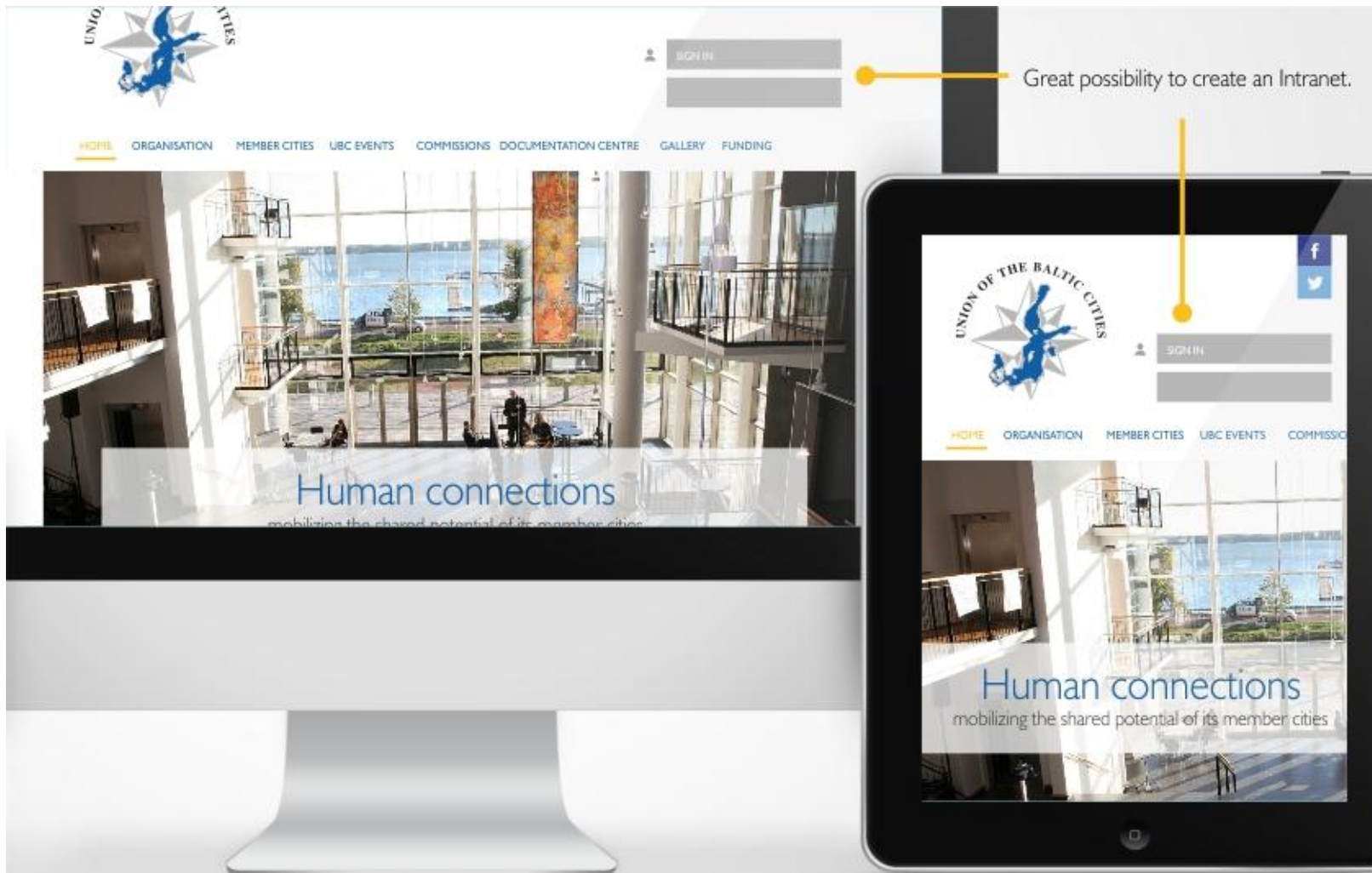
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# Workshop 1: Developing UBC's external communications



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- **Summary 12.30–12.45**





**Thursday 16 April**

**14–15.45 Workshop 2:  
Developing UBC's internal communications**

**Introduction & Learning Cafe**

# Workshop 2: Developing UBC's internal communications



- **Intro 14–14.15 / Irene Pendolin, UBC Communications Manager**
- **Learning Café 14.15–15**
  - Dividing into three groups that circulate between three learning café tables.
  - Each group will spend 15 minutes in each table.
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  - **Table 1: How can Member Cities get the most out of UBC**
    - Moderator: Irene Pendolin / UBC Communications Manager
  - **Table 2: Intranet & internal newsletter**
    - Moderator: Anna Sośnicka / UBC Secretariat
  - **Table 3: Web tools – sharing and connecting**
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- **Summary 15–15.45**



# Intro: Internal communications

- **Target audiences**
  - Member Cities
    - Commissions – based on member cities' participation
- **Goal**
  - Support the internal exchange and diffusion of ideas, inspiration and best practice within the UBC network of cities – doing together, avoiding overlapping double work
  - Mutual benefit/added value for member cities
  - Sharing know-how
- **Channels in use now**
  - [www.ubc.net](http://www.ubc.net)
  - emails / mass posting
  - Facebook
    - UBC main page
    - Commissions' pages
  - Baltic Cities Bulletin

# Intro: New Channels

## – UBC Communications Network 1



### What?

- **Established in January 2015, alongside with the renewal process of UBC commissions**
- **Consists at the moment of 37 cities' communications representatives (see list of members in Excel) and UBC commissions' Communications Officers**
  - Most Commissions have yet to nominate a Comm. Officer
- **Coordinated by UBC's Communications Manager**
- **More member cities are encouraged to nominate their representatives!**

# Intro: New Channels

## – UBC Communications Network 2



### Why?

- **Although UBC has a contact person in each member city, they are most often specialists in other fields than communications and marketing.**
- **In many cities, many of the key actors (including city communications experts) are not aware of the city's membership in UBC – what their city does and has achieved in UBC and what the benefits of being a UBC member city are.**
- **In the rapidly changing communicational world, it is beneficial to have an international network of communications specialists in the Baltic Sea Region who can share their experiences and expertise.**

# Intro: New Channels

## – UBC Communications Network 3



### Aims

- **Improve communication between UBC and its member cities so that we can utilise all the potential and benefit that we can have of the cooperation within UBC and its member cities.**
- **Share best practices and tools and provide a network for consultation and cooperation.**
- **Make sure that the UBC member cities are able to receive the best benefit out of their membership, also in terms of communications and marketing.**
- **Each city can contribute to the Network with the resources and time that they are able to.**

# Intro: New Channels

## – UBC Communications Network 4



### Plans

- **UBC Communications Seminar 15–16 April 2015 in Turku**
  - 1<sup>st</sup> meeting of Network members
  - Establishing the work and planning cooperation, tools and activities for 2015→
- **Follow-up seminar/workshop in Dolina Charlotty, Poland, 10–12 June 2015**
  - In conjunction with UBC Executive Board meeting in Dolina Charlotty 10–14 June 2015 <http://www.ubc.net/documentation,58,3390.html>
  - Members of UBC web working group?
- **UBC's XIII General Conference 27–30 October 2015, Gdynia, Poland**
  - Communications seminar/workshop will be part of the programme
  - Attract a wide participation from the UBC member cities, commissions and stakeholders
  - Introduce the new UBC commissions to UBC members and stakeholders
  - Attract media participation and interest to the conference in the Baltic Sea Region.



# **Intro: Future plans and possibilities – to be discussed in Learning Cafe**

- **Visual renewal 2015: UBC website, Bulletin, newsletter system etc.)**
  - **Launching an internal newsletter**
  - **Possibility of creating UBC Intranet – sharing & connecting**
  - **Create a system to improve sharing and updating of information and list, to serve as a means of organising internal information prior to possible UBC intranet**
  - **Use of web tools, e.g. Google Docs, Dropbox, OwnCloud, Trello...**
    - file sharing, commenting, editing
- How to better utilise and share the information that we have in cities, commissions and UBC overall organisation and be up to date**





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# Thank you for seminar day 2!

**Comments, questions?**

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