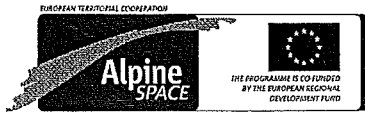


Exercise 1: Communications Aims

Communications aim	Is it achievable	Does it link with your project's overall objectives
1	Yes/No	Yes/No
2.	Yes/No	Yes/No

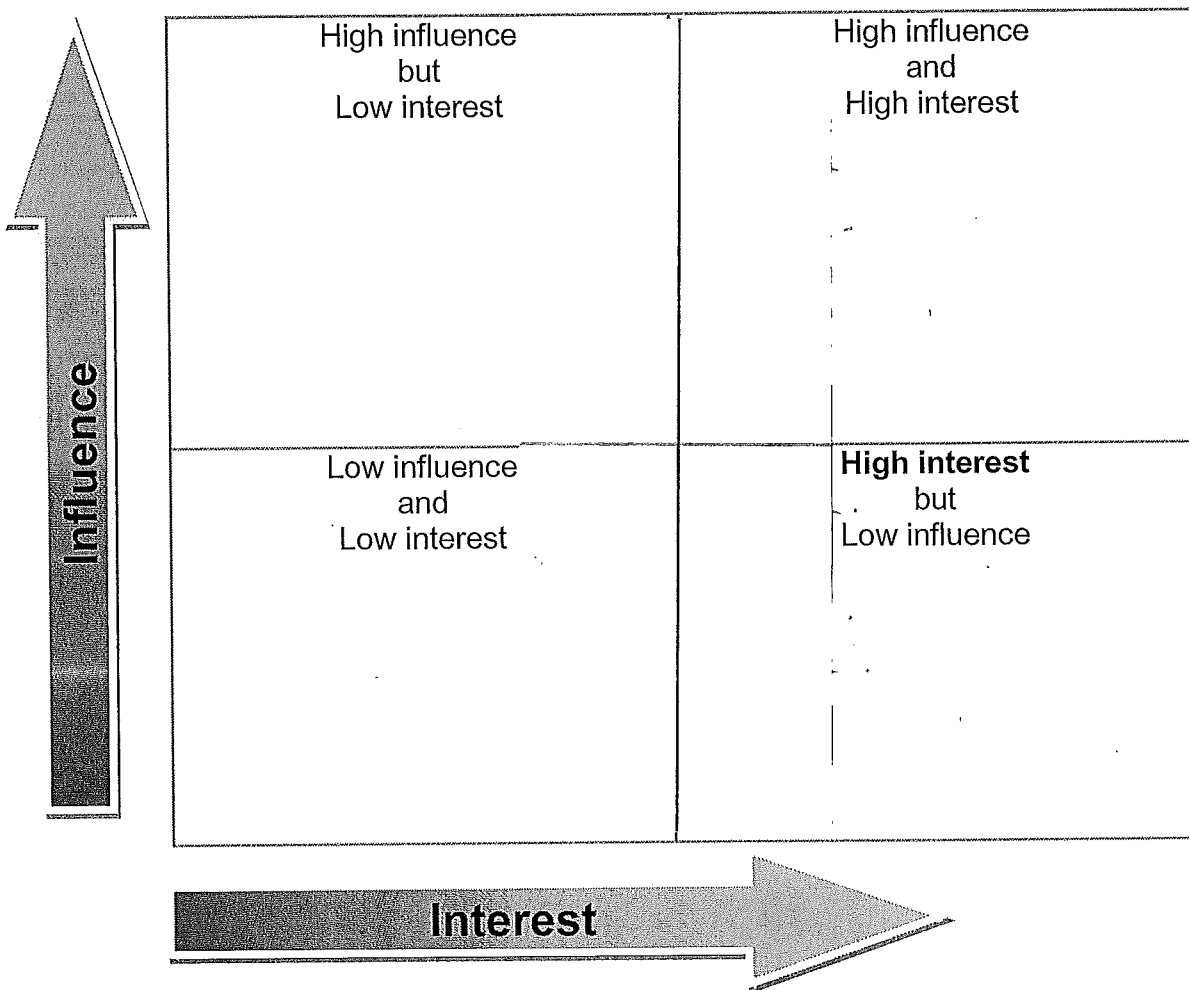


Exercise 2: Stakeholders

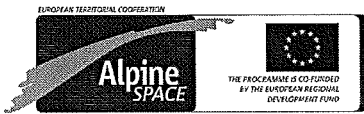
List all stakeholders that are important for your project. Try to be as specific as possible.

Exercise 3: The Stakeholder Influence - Interest Grid

A good way to create a stakeholder map is the **Influence/Interest Grid (I/I Grid)**, which shows us at a glance which categories of stakeholder demand priority attention in your project.

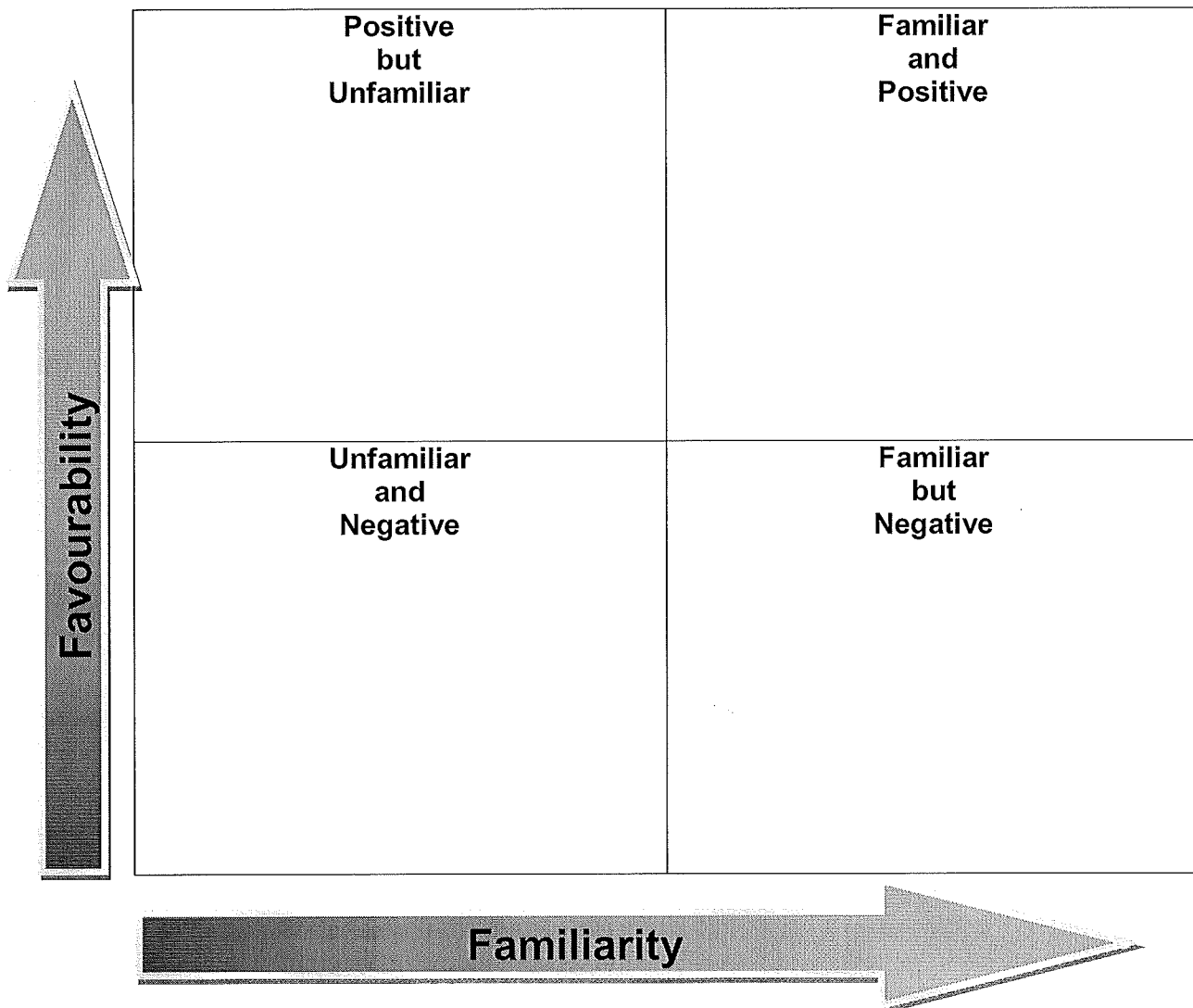


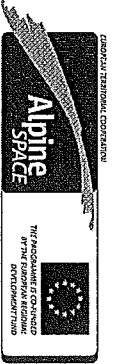
We use this grid by inserting the names of groups and significant individuals in the four quadrants: those who have considerable influence but not much interest in your project go in the top-left quadrant; those with both influence and interest go in the top-right; those with less influence and less interest go in the lower-left, and those with a lot of interest but little influence go in the lower-right. There should be between five and ten names in each quadrant. Priorities for your INTERREG project are those in the upper-right quadrant.



Exercise 4: The Familiarity - Favourability Grid

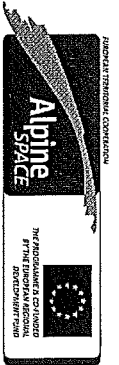
Map your key stakeholders for your project on the Familiarity/Favourability Grid. How favourable are they towards your project? How familiar are they with your project? The Familiarity/Favourability Chart helps define communication priorities. Stakeholders with low familiarity need to be informed. Stakeholders with low favourability need to be convinced. The Familiarity/Favourability Grid is also an excellent progress evaluation tool. Over time, if a strategy is working, stakeholder groups should move upwards in familiarity and favourability.





Exercise 5: The Message - Audience Matrix

Stakeholder audience	Think now	Should think	Basic message	Proof



Exercise 6: Measurement

Communications aims	KPIs	How will you measure it?	Frequency