

MultiRoofs

Multifunctional Roofscapes for smart, green and just urban densification

Priority 4: Innovation and resilience

BE | IE | NL | FR | DE



Image: MultiRoofs consortium

1

INSPIRE

WHAT CHALLENGE ARE WE ADDRESSING?

A Brussels-based communication team could not capture local realities and technical progress across 14 partners in five countries, especially before tangible project results were available.



2

ENGAGE

WHAT WAS OUR COMMUNICATION ACTIVITY?

We created a three-step contribution system: build simple channels, build trust, then turn partner expertise into bottom-up external stories. Partners share raw material; the communication team shapes and publishes it.

**AUDIENCE**

14 partner organisations, especially one consortium communication contact per organisation or city

**CHANNELS & TOOLS**

Monthly communication working group • MS Teams • emails • Power Automate • MultiRoofs channels • accessible & user-friendly communication kit

**RESOURCES**

Two-person communication team • partner expertise • templates from Interreg NWE • external supplier

**TIMEFRAME**

Set up in the early project phase; 1-hour monthly meetings and reminders; ongoing

3

CREATE IMPACT

WHAT WAS THE IMPACT?

Partners increasingly contributed stories, photos and technical input, giving us enough content to communicate regularly to external audiences.

- A steady content flow keeps our social media channels active and visible.
- Fresh stories and updates are published regularly on the project website.
- Partner contributions enable an engaging ambassador video campaign.

HINTS & TIPS

WHAT WERE THE KEY SUCCESS FACTORS?

- simple asks
- consistent rhythm
- personal and proactive follow-up
- communication style
- use of AI assistants (automation)
- project-lead support

RE:HOME

Smart technologies for personalized home care for neurological pediatric patients

Priority 5: Inclusive society

BE | NL | FR | DE



Image: © RE:HOME project

1

INSPIRE

WHAT CHALLENGE ARE WE ADDRESSING?

The RE:HOME project aims to develop a robotic-assisted walking aid for children with cerebral palsy. The project wants to bridge the gap between innovative healthcare and the general public and young patients with cerebral palsy who need it most.



2

ENGAGE

WHAT WAS OUR COMMUNICATION ACTIVITY?

We fitted the daughter of one of our researchers with our robotic walking aid, just to see how it would function when a child wears the walking aid. She started having fun with it. The video we made of her went viral.

**AUDIENCE**
At first children, then...the science community and general public.

**CHANNELS & TOOLS**
A smartphone (no editing)
LinkedIn

**RESOURCES**
0 euro

**TIMEFRAME**
March 2024

3

CREATE IMPACT

WHAT WAS THE IMPACT?

- Impressive view stats:
 - 14,799 view starts and 8870 actual views
 - 2510,9 minutes viewed (for a 56s video)
 - 276 likes and 492 follow-up clicks (3,3%)
- Significant increase in followers
- Algorithm promoted all future posts
- A (future) spot on the children’s news & regular news

HINTS & TIPS

WHAT WERE THE KEY SUCCESS FACTORS?

- Spontaneity
- Fun
- Outside of the box



Visit the project website to learn more:
re-home.nweurope.eu

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SOCIAL MEDIA
 [RE:HOME](#)  [Thomas More Mobilab & Care Research Group](#)

 [RE:HOME : Interreg NWE](#)



Care-Peat

Restoring the carbon storage capacity of peatlands

Priority 2 (2014-2020):
Low carbon

BE | IE | NL | FR | UK



© Hans von Sonntag

1



INSPIRE

WHAT CHALLENGE ARE WE ADDRESSING?

Our primary challenge was to get out of our bubble and expand the reach of our final conference far beyond our immediate network. To maximise the project's long-term impact, we needed to involve and share knowledge with different sectors and regions in Europe.



2



ENGAGE

WHAT WAS OUR COMMUNICATION ACTIVITY?

Care-Peat organised "Power to the Peatlands" in Antwerp (BE), Europe's largest symposium focused on the science, management, and policy of peatland restoration. It acts as a collaborative platform to share knowledge and practical solutions.



AUDIENCE

Nature managers, NGO's, scientists, policymakers, public authorities and land managers



CHANNELS & TOOLS

Website project & event
Newsletter
Social media



RESOURCES

140.000 EURO



TIMEFRAME

Event: 19-21 September 2023
Preparations: approx. 1 year earlier
Save the date: 8 December 2022

3

CREATE IMPACT

WHAT WAS THE IMPACT?

- united **over 500 delegates** from 40 countries, establishing itself as Europe's largest collaborative platform
- produced **conference Declaration**, a unified joint statement that directly influenced and supported the political negotiations for the European Nature Restoration Regulation
- secured **permanent legacy** beyond initial project funding by launching a follow-up conference in 2026



HINTS & TIPS

WHAT WERE THE KEY SUCCESS FACTORS?

- Connect and collaborate with other (European) projects and organisations
- Link your event to an independent brand identity
- Synchronise your event with important legislative cycles



Visit the project website to learn more:
vb.nweurope.eu/care-peat

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SOCIAL MEDIA

[Interreg Care-Peat](#)

[Care-Peat](#)



Green SKHy

Green Skills and Knowledge
for Hydrogen

Priority 2: Energy transition

BE | LU | NL | CH | FR | DE



Image: © Green SKHy project

1

INSPIRE

WHAT CHALLENGE ARE WE ADDRESSING?

The hydrogen sector faces a critical skills gap, a lack of career attractiveness, along with significant geographical barriers.



Visit the project website to learn more:
greenskhy.nweurope.eu

2

ENGAGE

WHAT WAS OUR COMMUNICATION ACTIVITY?

Since 2024, four **“European Hydrogen Career Days”** were organised in France (Strasbourg & Belfort) and in the Netherlands (Arnhem) bringing together companies from the hydrogen sectors on the one hand, and students and job seekers on the other hand.

**AUDIENCE**

Students and PhD students
Job seekers
High school pupils
Companies

**CHANNELS & TOOLS**

- One exhibition hall (or a very large hall) with tables and electricity
- A major publicity campaign in the run-up to the event

**RESOURCES**

- 50-100k€ budget per event
- One conference room

**TIMEFRAME**

Four full-day events over the course of 3 years.

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SOCIAL MEDIA
 [Green SKHy - A transnational initiative for hydrogen skills](#)

 [Green SKHy](#)

3

CREATE IMPACT

WHAT WAS THE IMPACT?

- 600+ students, job seekers and pupils attended these four events in total and were informed about hydrogen career opportunities
- 100+ companies and hydrogen stakeholders from all North-West Europe, including many associated organisations, hold a stand and had the opportunity to present their action in the field of hydrogen
- Dozens of job interviews and numerous job and internship vacancies filled during and after the event

HINTS & TIPS

WHAT WERE THE KEY SUCCESS FACTORS?

- Make the event widely accessible to a large range of participants
- Include (dynamic) keynote speakers and interactive activities (ex. World Café)
- Create an interactive and hands-on experience by showcasing demos, vehicles, and physical objects.
- Incorporate a transnational dimension via companies & participants from NWE

AquaCOM

Aquathermal Heating
and Cooling for Energy
Communities

Priority 2: Energy transition

BE | IE | NL | FR | DE



Image: © Ecopower

1

INSPIRE

WHAT CHALLENGE ARE WE ADDRESSING?

Because aquathermal energy is quite niche, it is difficult to engage beyond specialist audiences. It is perceived as an expensive technology, unaffordable for small-scale, citizen-led projects and complex to install and procure.





Visit the project website to learn more:
aquacom.nweurope.eu

2

ENGAGE

WHAT WAS OUR COMMUNICATION ACTIVITY?

Multi-channel coverage of the entire construction process of an aquathermal energy system in the historic water mill of Rotselaar, Belgium, also home to a co-housing community. We captured key moments from start to completion of the works, when the installation began benefiting its end users.

AUDIENCE

- Energy communities
- EU, national and local policy-makers
- Industry

CHANNELS & TOOLS

- Website
- Social media
- Media
- Videos and webinars
- Open days and events

RESOURCES

- Staff allocation
- Subscription to free tier Canva
- Video production (5.5k€/video)
- Open days and events catering (1k€)
- Leaflets/roll-up/posters printing (300€)

TIMEFRAME

The campaign started in August 2024 and had its peak from October 2025 to April 2026.

3

CREATE IMPACT

WHAT WAS THE IMPACT?

- Increased awareness in our network and beyond, driven by social media and media coverage.
- AquaCOM Early Adopter Energy Communities benefit from lessons learnt.
- Local policy-makers are more receptive to AQE initiatives: funding, provision and regulation.
- Raised interest among technology suppliers.

HINTS & TIPS

WHAT WERE THE KEY SUCCESS FACTORS?

- Collaboration with project partners' communication teams.
- Media reach: press tour organised by Ecopower, which has an established network of media contacts.
- Parallel work at policy level: contacting local and regional policy-makers.
- Visually attractive stock of images.
- Well-documenting the whole process.

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SOCIAL MEDIA
 #AquaCOM  #AquaCOM  #AquaCOM

 #AquaCOM



Cool Neighbourhoods

Increasing neighbourhood liveability in North-West Europe

Priority 1: Climate and environment

BE | LU | NL | FR

Designing events for exchange and collaboration

Event

Municipalities

Policymakers



Cool Neighbourhoods mid-term event, Middelburg, March 2026 © Cool Neighbourhoods project

1

INSPIRE

WHAT CHALLENGE ARE WE ADDRESSING?

How can a one-day conference move beyond dissemination to create meaningful knowledge exchange, collaboration and opportunities for continued cooperation?



Visit the project website to learn more:
coolneighbourhoods.nweurope.eu

2

ENGAGE

WHAT WAS OUR COMMUNICATION ACTIVITY?

The mid-term event brought together two Interreg programmes and four projects through a structured engagement methodology, combining presentations with peer learning, interactive posters and networking.

- **AUDIENCE**
- Cities & regions
 - Interreg projects
 - Researchers & practitioners
 - Policymakers

- **CHANNELS & TOOLS**
- Welcome & connect
 - Collaboration Café
 - Knowledge exchange zone
 - Lunch & learn
 - Connect & continue

- **RESOURCES**
- Joint planning
 - Interactive posters
 - Facilitators
 - Collaboration spaces

- **TIMEFRAME**
- **Before** – Joint planning & promotion
 - **During** – Engagement & knowledge exchange
 - **Beyond** – Continued collaboration

CONTACT

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SOCIAL MEDIA

 [Cool Neighbourhoods](#)

3

CREATE IMPACT

WHAT WAS THE IMPACT?

The engagement methodology transformed a one-day conference into a collaborative learning environment, strengthening knowledge exchange, building new relationships and creating opportunities for future cooperation across Interreg programmes and projects.

-  Collaboration strengthened
-  Knowledge shared
-  Future partnerships created
-  Methodology replication
-  Capacity building enhanced

HINTS & TIPS

WHAT WERE THE KEY SUCCESS FACTORS?

- ✓ Plan interaction before the event
- ✓ Use posters to prompt discussion
- ✓ Give networking a clear purpose
- ✓ Capture follow-up opportunities
- ✓ Review what participants found useful
- ✓ Confirm longer-term outcomes

Replicable approach: plan the exchange, facilitate discussion and capture follow-up. Resources to confirm: staff time, preparation, facilitation and any additional costs.

CIRCULAR SHIFT

Accelerating the SHIFT to CIRCULAR economy

Priority 3: Circular economy

BE | DE | FR | IE | NL



Image: © CIRCULAR SHIFT project

1 INSPIRE

WHAT CHALLENGE ARE WE ADDRESSING?

Public buyers and their suppliers lack understanding on how to include circular economy principles in their public procurement procedures.

Many don't know how to start working together to achieve their circular economy goals.



2 ENGAGE

WHAT WAS OUR COMMUNICATION ACTIVITY?

CIRCULAR SHIFT organised 2 webinars about collaboration across value chains in the public procurement of ICT, phones, and textiles. The webinars presented findings of a recent report investigating barriers to circular procurement, and featured speakers from various stages of the value chain.



AUDIENCE

112 participants from 18 countries for two webinars



RESOURCES

For each webinar a total of 50-80 person-hours distributed across the staff of several partners. The main areas of activities are: webinar preparation (10-15 hours), communication and promotion (8-12 hours) delivery (3-5 hours) and post-webinar activities (8-12 hours).



CHANNELS & TOOLS

Both webinars were hosted on Teams, recorded and uploaded to watch back on our website. A summary report was also published on our website.



TIMEFRAME

The webinars lasted 90 minutes. The promotion began one month before and summaries were sent right after.

3 CREATE IMPACT

WHAT WAS THE IMPACT?

- Both webinars drew significant audiences, bringing many new people to our project's mailing list.
- Public and private workers from many countries learned about innovative public procurement procedures that place circular economy at the centre.
- Exchange with the audience helped us better understand the concerns and challenges faced in circular procurement of ICT, phones and textiles.



HINTS & TIPS

WHAT WERE THE KEY SUCCESS FACTORS?

The key selling point of both webinars was the promise of a diverse cast of speakers – from different stages of the procurement value chain (buyers, suppliers, and middlemen) – and from different countries (BE, DE, FR, IE).

This sealed broad interest from many organisations and countries despite being the first public showcase of Circular Shift.



Check out the webinars

Visit the project website to learn more:
circularshift.nweurope.eu

CONTACT

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SOCIAL MEDIA

 [Circular Shift — Interreg NWE](#)



SIMONE

Systemic Innovations with Multiple performance evaluated in ON-farm Experimentations

Priority 4: Innovation and resilience

BE | IE | NL | CH | FR | DE

Social media

General public

Researchers

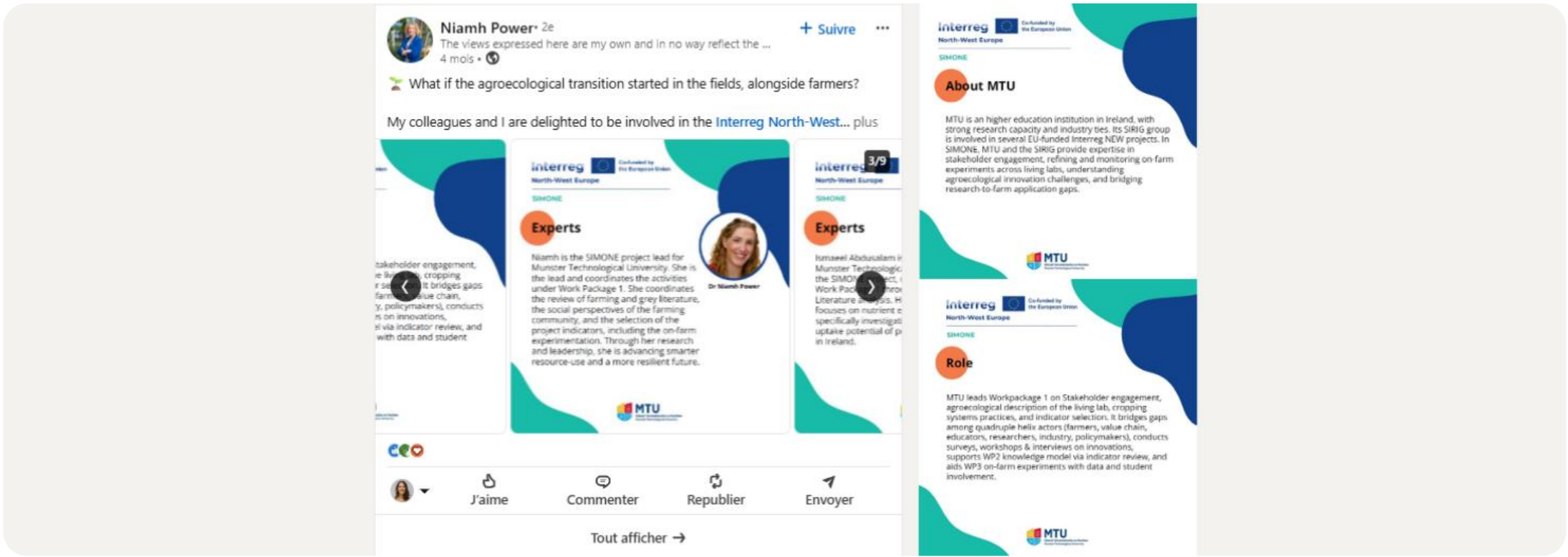


Image: Arvalis via canva.com

1

INSPIRE

WHAT CHALLENGE ARE WE ADDRESSING?

- Keeping project communication lively throughout the year, especially during quieter phases.
- Getting the general audience to know better the partners' collaborators involved in the project.



2

ENGAGE

WHAT WAS OUR COMMUNICATION ACTIVITY?

We develop a monthly recurring 'Meet the Partner' storytelling format that keeps project communication active during quieter phases. Each post highlights one partner through a short profile, their role, expert team members and authentic quotes.

**AUDIENCE**

- Stakeholders in agriculture and research
- General LinkedIn audience interested in on-farm innovation

**RESOURCES**

- Communication officer (*coordination, writing, layout*)
- Approx. 2-3 hours per post

**CHANNELS & TOOLS**

- LinkedIn (*main channel*)
- Partner-provided photos + texts
- Short interviews or quote collection
- Consistent visual template

**TIMEFRAME**

- Monthly recurring format
- Spread out over a one-year period, as we are 10 partners

3

CREATE IMPACT

WHAT WAS THE IMPACT?

- Higher engagement:** Partners and followers engaged more actively with the posts, resulting in high interaction rates and more consistent visibility on LinkedIn.
- Stronger project identity:** The recurring storytelling format created recognisable content that partners were proud to share, strengthening the project's collective identity.
- Sustained communication during quiet phases:** The series kept communication alive even when no new results were available, preventing long periods of silence and maintaining audience interest.

HINTS & TIPS

WHAT WERE THE KEY SUCCESS FACTORS?

- Consistent storytelling:** The fixed format created recognisable, repeatable content
- Human-centred focus:** Highlighting people made the communication warmer, more relatable and more engaging.
- Ready-made communication format **stimulating partners' engagement** to repost through official channels



Visit the project website to learn more:
simone.nweurope.eu

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SOCIAL MEDIA

 [ArvalisTV](https://www.youtube.com/ArvalisTV)

ACCU

ACcelerate energy
CommUnities via local solar
energy storage and heat

Priority 2: Energy transition

BE | NL | FR



Image: Saksen Weimar Energy Community, © ACCU project

1



INSPIRE

WHAT CHALLENGE ARE WE ADDRESSING?

In Arnhem, the project is establishing a local energy community based on residential solar & heat storage, but first trust needs to be earned among various stakeholders and resident groups to align on a communal goal.



2



ENGAGE

WHAT WAS OUR COMMUNICATION ACTIVITY?

Reaching out to the various groups of local residents and facilitating discussions to build enthusiasm for the energy community concept and help align everyone around a shared communal goal.



AUDIENCE

Neighbourhood residents:
Homeowners & social housing renters



RESOURCES

- Arnhem municipal staff (3 employees)
- 2 neighbourhood large events/year (5k€/each)
- Posters, visual identity (10k€)
- Collaboration with energy cooperative REIJE and university TU Eindhoven



CHANNELS & TOOLS

- Newsletters & Website
- Local workshops
- Annual neighbourhood event



TIMEFRAME

Two neighbourhood events and six working group meetings per year during the four-year lifespan of the project.

3

CREATE IMPACT

WHAT WAS THE IMPACT?

- 100+ participants at neighbourhood events
- A core group of 25 residents co-creating the energy community in 4 themed working groups
- Initiative highlighted in local media:
 - National TV news
 - Print newspaper
 - Online journals



HINTS & TIPS

WHAT WERE THE KEY SUCCESS FACTORS?

- Free food! 🍕🍷🍰
- Activities for the children
- Energetic facilitators
- A good story with clear benefits
- Collaborating with local social initiatives



Visit the project website to learn more:
accu.nweurope.eu

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SOCIAL MEDIA



ACCU_Interreg North-West Europe



OMELETTE

OptiMise and Extend hen Longevity to Expedite the Transition to susTainable Eggs

Priority 4: Innovation and resilience

BE | NL | CH | FR | DE

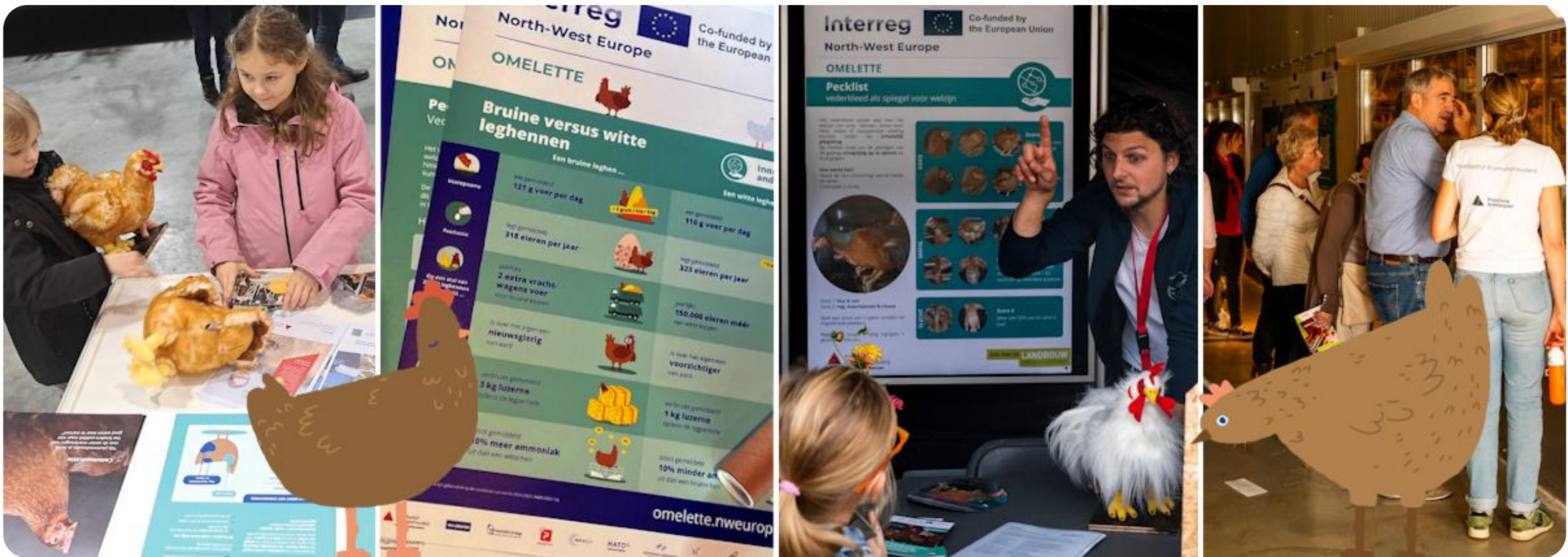


Image: Experimental Poultry Centre

1

INSPIRE

WHAT CHALLENGE ARE WE ADDRESSING?

Limited public awareness of egg production, restricted access to farms, and insufficient opportunities for farmers to engage directly with consumers, especially primary school children.





Visit the project website to learn more:
omelette.nweurope.eu

2

ENGAGE

WHAT WAS OUR COMMUNICATION ACTIVITY?

We developed educational posters and a practical toolbox to raise consumer awareness of the basic principles of laying hen management and to support poultry farmers in communicating with the public.

**AUDIENCE**

Consumers/general public, families and primary school children.

Poultry farmers as users of the communication toolbox.

**RESOURCES**

A designer and communication expert supported development of materials with input from farmers and AO, at a cost of about €20,000; farmers contributed their time.

**CHANNELS & TOOLS**

Agricultural fairs and bicycle tours, public events such as corn mazes, partner and AO social media channels and websites.

Tools include posters, experiments and educational materials.

**TIMEFRAME**

Material development: approx. 6 months.

Dissemination is ongoing, with additional events and farm tours for primary school children planned for 2026-2027.

CONTACT

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SOCIAL MEDIA

 [Proefbedrijf Pluimveehouderij](https://www.linkedin.com/company/proefbedrijf-pluimveehouderij/)

3

CREATE IMPACT

WHAT WAS THE IMPACT?

The campaign has so far reached more than 5000 consumers, including children. This has:

- Improved access to practical laying hen management information.
- Laid the foundation for a multilingual toolbox.
- Expanded outreach through events, social media, and websites.
- Strengthened farmer–consumer dialogue and understanding across the NWE region.

HINTS & TIPS

WHAT WERE THE KEY SUCCESS FACTORS?

- Keep it simple and focused:** clear visuals, strong identity, practical content.
- Co-create with users and experts:** involve AOs, poultry farmers, and communication specialists.
- Test, improve and refine** based on feedback.
- Reuse what works:** build on existing materials instead of starting from scratch.

Top tip: Keep the end user at the centre.



STEER-NWE

Integrated transport solutions to steer NWE's just energy transition

Priority 2: Energy transition

BE | IE | LU | NL | FR | DE

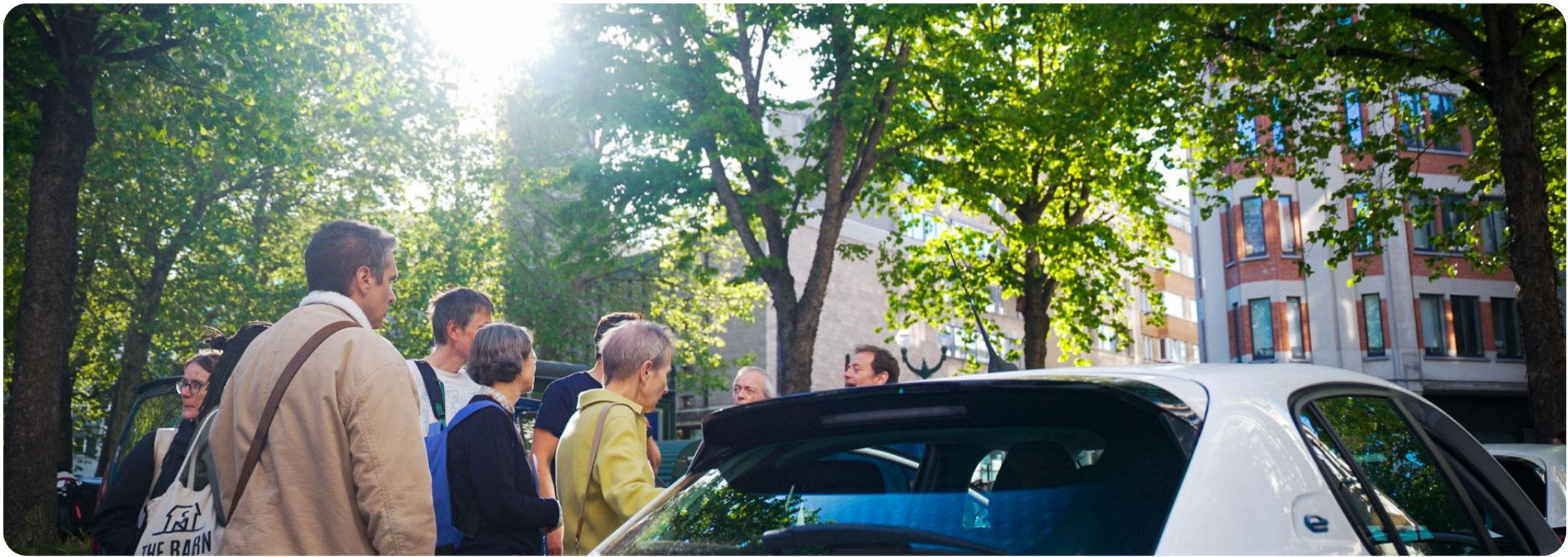


Image: © Quentin Colombier, Espaces Mobilities

1

INSPIRE

WHAT CHALLENGE ARE WE ADDRESSING?

Helping citizens and public authorities overcome practical and behavioural barriers to using electric carsharing.



2

ENGAGE

WHAT WAS OUR COMMUNICATION ACTIVITY?

We combined local information sessions, hands-on training, mobility coaching and a one-month e-carsharing trial to help citizens and civil servants understand and experience electric carsharing first-hand.

AUDIENCE

Citizens, local authorities and civil servants

CHANNELS & TOOLS

In-person info sessions and training, direct engagement via local partners

RESOURCES

€15.000

TIMEFRAME

Spring 2026 - ongoing

3

CREATE IMPACT

WHAT WAS THE IMPACT?

The community engagement activities successfully **identified key barriers to adoption**, including lack of nearby e-cars, fear of first use, uncertainty about how the service works, existing habits and unfamiliarity with automatic gearboxes.

Key outcomes:

- 364 people registered to the training sessions providing hands-on guidance on electric vehicles and demystifying shared mobility; 80 among them completed surveys
- Key barriers to e-carsharing were identified
- Participants gained confidence using e-carsharing

HINTS & TIPS

WHAT WERE THE KEY SUCCESS FACTORS?

Go beyond awareness by combining communication with opportunities to test the service.

Make it practical through demonstrations and coaching and meet people locally through trusted partners.

Listen to participants and use their feedback to improve the pilot.



Visit the project website to learn more:
steer-nwe.europe.eu

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SOCIAL MEDIA
 [STEER-NWE](#)  [@STEER-NWE Project](#)



STEP4NAMs

Step up the use for new approach methodologies to replace animal testing

Priority 4: Innovation and resilience

DE | NL | FR | BE | IE | LU

Pilot promotionSMEsResearchers



Image: Lara Tank, created with canva.com

1

INSPIRE

WHAT CHALLENGE ARE WE ADDRESSING?

To accelerate uptake of New Approach Methodologies (NAMs) in NWE, STEP4NAMs aims to validate pilots demonstrating and strengthening the applicability of NAMs. SMEs in NWE were invited to participate and provide practical input to address industry needs.



2

ENGAGE

WHAT WAS OUR COMMUNICATION ACTIVITY?

A targeted communication campaign promoting the four STEP4NAMs pilot studies and encouraging SME participation was conducted. The campaign used tailored communication materials to raise awareness of the pilots, explain their value for industry and guide interested SMEs towards the application process.



AUDIENCE

- SMEs (NAM, MedTech, Biopharma)
- Research organisations
- CROs
- BSOs
- Regulatory stakeholders



CHANNELS & TOOLS

- Channels:** LinkedIn, project website, newsletter, partner networks
- Tools:** Pilot catalogue, supporting documents, application forms, podcast



RESOURCES

- Staff:** Communication & project managers (LP), Pilot partners
- Expertise:** Communication & design
- Budget:** In-house, no extra budget, no paid ads



TIMEFRAME

September – December 2025 (4 months)

3

CREATE IMPACT

WHAT WAS THE IMPACT?

The campaign successfully increased visibility of the STEP4NAMs pilot studies and generated strong interest from the target audience.

- Reached **20,000+ LinkedIn impressions** and gained **375 new followers**
- Generated **24 eligible applications** for the pilot studies
- Selected **8 pilot partners** to participate in the STEP4NAMs pilot programme



HINTS & TIPS

WHAT WERE THE KEY SUCCESS FACTORS?

- Clear benefits for SMEs (*validation, support, networking and visibility*)
- Consistent visual identity
- Pilot catalogue & user-friendly website
- Strong pilot partner collaboration
- Ready-to-use materials for partners
- Partner-amplified LinkedIn campaign (strong network effects)

Visit the project website to learn more:
step4nams.nweurope.eu/our-pilots

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SOCIAL MEDIA
 [STEP4NAMs](#)
 [STEP4NAMs](#)

ResiRiver

Creating Resilient River Systems by Mainstreaming and Upscaling NbS

Priority 1: Climate and environment

BE | FR | DE | IE | NL



Image: Gaby Ahnert

1

INSPIRE

WHAT CHALLENGE ARE WE ADDRESSING?

Because of our broad target audience, we need to make information substantial enough to interest those with knowledge on our topic, while also keeping it accessible for those who are not knowledgeable, but would like to learn more.



Visit the project website to learn more:
resiriver.nweurope.eu

2

ENGAGE

WHAT WAS OUR COMMUNICATION ACTIVITY?

We are continually collaborating with project partners to create content that contributes to our project goal: the Mainstreaming and Upscaling of Nature-based Solutions (NbS).



AUDIENCE

- Governments
- NGOs
- Scientific institutions
- Students



CHANNELS & TOOLS

- LinkedIn
- Interreg project website
- Newsletter
- YouTube
- Partners' channels



RESOURCES

Total external communication budget: €116.000



TIMEFRAME

2023 – 2028

CONTACT

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SOCIAL MEDIA

 [ResiRiver](#)

3

CREATE IMPACT

WHAT WAS THE IMPACT?

- Our communication channels grew organically over the past few years and continue to do so.
- An engagement rate of 21% on our LinkedIn posts in the past year.
 - 1,8k unique project website visitors in the past year.
 - Real life impact: French associated partner AEAP has decided that all the future flood risk management proposals in their river basin should be nature-based.

HINTS & TIPS

WHAT WERE THE KEY SUCCESS FACTORS?

- Following our **strategic communications plan** and having a solid basis.
- Letting each partner **appoint one person** as their communications contact.
- Having the project leader and communications team **work closely**, while distinguishing clear roles and tasks.