PR toolkit

Putting your project in the spotlight

DANSK KULTUR-INSTITUT
DANISH CULTURAL INSTITUTE

Interreg Baltic Sea Region

Co-funded by the European Union

CIRCULAR ECONOMY
Creative Circular Cities

Guidance on how to use this toolset

This PR toolkit is for anyone working in public relations and communications.

Its main goal is to showcase what was done in the CCC project in terms of communications, to transmit useful and inspiring material and also to provide practical advice. It's designed for everyday use: to inspire, guide and help replicate key success factors.

How to Use the PR Toolkit:

- Explore the toolkit to discover inspiring examples and practical "how-to" guides
- Use provided checklists to support your daily communication tasks
- Use the key messages, visuals and get inspiration from what was done
- Adapt the tools to fit your local context and audience.
- Keep the toolkit updated to ensure it stays fresh and relevant.

Creative circular cities: Key messages

Key messages are used to communicate the most important information clearly and consistently. They help the audience quickly understand and remember the main points.

“Creative circular cities” key messages can be found here:
https://canva.link/4zu9jnw5o9xmtmb

Overall communication messages can be found here:
https://docs.google.com/document/d/1G8dffTESIr8n0GNriWjUpDaXo1XmmujUKSEvLERGjqg/edit?usp=sharing

Creative circular cities: model presentations

Ready to use presentations explaining the project, the interaction between the creative and cultural sector industries, circular economy and theinvolved stakeholders. These templates can be used for workshops and meetings with the co-creation arena and other stakeholders.

- **What is Creative Circular Cities project?**
- **Creative and cultural actors (CCSI) and the circular economy**
- **Roles and responsibilities of CCSI and CE stakeholders**

Presentations can downloaded here:
https://www.creativecircularcities.com/pr-toolset/

Creative circular cities: infographics

To help visually communicate about key circular economy concepts that are at the heart of Creative circular cities, a set of visual infographics were developed. They can be used in presentations or as posters. They cover following themes:

- Overconsumption
- Repair
- Circularity
- Rethink your habits
- Reuse

They can be found and downloaded here:
https://www.creativecircularcities.com/pr-toolset/

Creative circular cities: explanatory videos

- **“Creative circular cities” project explanatory movie** depicts the integrated approach to CCSI-driven circular transition at local level and the interplay of different actors on the production & consumption side:

  https://youtu.be/TeZDfIpY0Q8

- **Pilot cities success story movies:**

  Aarhus: https://www.youtube.com/watch?v=FrWQsn1FVLs

  Gdynia: https://www.youtube.com/watch?v=6Qz7-MpjxNI

  Kiel: https://www.youtube.com/watch?v=BfzIn-KAx6c

  Riga: https://youtu.be/ayTng3bkPOo?si=6GpEEGKgWhG4IEM1

  Tallinn: https://www.youtube.com/watch?v=RU3XIjZHgGc

  Turku :

A generic script to guide the video production: 6 SUCCESS STORIES - CCC VIDEO SCRIPT.docx

Creative circular cities: how?

PLACEHOLDER: Inspiring example of one (generic) local PR campaign defining communication goals, tools, and measures.

How to do a PR campaign?

How to find a PR campaign idea?

The best campaign ideas come themselves. If you feel that you want to do a PR campaign, then you usually have a very good reason for it and it's evident, ex "A unique makers-space opens in Kiel"

- **What's the event that you want to communicate about?** Launch, opening, milestone, problem, unique event, challenge?

- **What's the WOW, unique factor in this?** What's the full story? Who's involved?

Double check your angle or idea with:
- "So what?"
- "What if…": What if the campaign had to fit on a billboard? Be a TikTok trend? Be told by a child?

1. Set a clear goal

Start with what and why you want to achieve:

- Give visibility to the event?
- Shape public opinion?
- Show the outcome of your project?

A campaign has to be

- **specific:** it has to be about something very special that you want to tell to your audience
- **relevant:** it has to be interesting to your audience AND media

🎯 2. Audience

Define who you want to reach for this campaign and adapt your channels accordingly:

- **Demographics** (age, location, income)
- **Psychographics** (interests, values, habits)
- **Where they get their info** (TV, social media, news outlets, etc.)

💡 3. Key Messages

Develop 2–3 core messages you want the audience to remember.

They should be:

- Clear and concise
- Emotionally resonant
- Consistent across all channels

📣 4. Choose and mix your channels

Decide how to reach your audience:

- Media outreach (TV, radio, online news)
- Press releases
- Social media
- Events
- Newsletter
- Partnerships
- Blog posts or op-eds

📰 5. Build Your Media List

- Create a list of relevant journalists, bloggers, influencers, or outlets that cover your topic.
- Reach out to your media list with tailored pitches:
  - Why should their audience care?
  - Why is now the time to cover this?
  - Contact journalists that you know

› See slide xx “How to write a press release?”

🧰 6. Create Campaign Materials

Prepare what you'll send, share, publish:

- Media announcement, press release
- Media kit (bios, photos, fact sheets)
- Social media content
- Email/newsletter text (for partners, decision-makers)

📅 7. Identify friends and relays

- **Map out relays** - other project partners, NGOs, government agencies, creatives, etc. - who could be your partners in the campaign:
- Key partner(s): to be quoted in the press release and share to their channels
- Like-minded organisations with who you have collaborated: to ask to share on social media

📅 8. Plan the Timeline

- Map out what happens and goes live or out when
- Soft launch / teaser?
- Main launch date?
- Follow-up content?
- Ongoing engagement or wrap-up?

Make sure dates align with relevant events or news cycles.

📝 How to Write a Great Press Release

1. Clear, attention-grabbing headline

Your headline should summarize the story and spark interest.

- ✅ Example: *“Local Tech Startup Secures $5M in Seed Funding to Expand AI Solutions”*
- ❌ Don’t be vague or too salesy: *“Amazing Opportunity You Can’t Miss!”*

2. Dateline + Lead Paragraph

- City, date *selon* local language customs
- The first paragraph should answer the 5 Ws: Who, What, When, Where, Why (and sometimes How).
- Keep it concise—this is your hook.

📝 How to Write a Great Press Release

3. Body paragraphs (Details + quotes)

Give supporting information in a logical flow:

- Expand on the story: project features, partnerships, event details, etc.
- Include **quotes** from key figures (managers, project partners. Quotes should sound natural, spoken language, sharp and insightful

4. Boilerplate

- A short “About” paragraph at the end with background info about the organisation, ex: Founded in 2022, XYZ Company is a fintech startup dedicated to making budgeting tools accessible and engaging for young adults. Learn more at [website].

📝 How to Write a Great Press Release

5. Media Contact Info

At the bottom, include:

- Name
- Title
- Email
- Phone
- Website or press kit link

✅ Bonus Tips

- Keep it to 1 page if possible.
- Write in third person, like a journalist would. **Make it as ready as possible for publication in the media**
- Avoid jargon or hype—stick to facts and storytelling.
- Include relevant links (product page, images, etc.)

🧩 Simple Press Release Template

[Headline – Big news that hooks the Reader]

[CITY, Date] —

[First paragraph: Who/What/When/Where/Why in 2–3 sentences.]

[Second paragraph: Background info, why this matters.]

[Third paragraph: Quote from a key person – CEO, expert, etc.]

[Fourth paragraph: More detail, call to action, or additional quote.]

###

About [Company Name]

[1-2 sentence description of your company/org.]

Media Contact

- [Full Name]
- [Title]
- [Email]
- [Phone Number]
- [Website]

Practical tips: content, tools, tricks

Partnerships

Do as much as you can with other people, organisations and make them talk about what you do > double visibility

1. Identify the right partners

- Look for aligned values, goals and complimentary audiences
- Choose organisations or individuals, that share your values and complement your message.

2. Co-Create engaging content, events

- Collaborate on content (joint blogs, webinars, social media takeovers).
- Cross-promote each other's content via newsletters, podcasts, and social media.
- Develop case studies featuring both partners, cities.
- Co-host virtual or in-person events, panels, or summits.

“Content is king” 1/2

1. Content creates engagement

- People engage with organisations and brands that provide valuable, emotional, entertaining, or educational content.
- High-quality content builds credibility and authority
- User-generated content (UGC) fosters community and trust.

2. Content fuels SEO & discoverability

- Search engines prioritize fresh, relevant, and keyword-optimized content.
- Blogs, videos, and social media posts help rank higher on Google.
- Evergreen content continues to bring in traffic over time.

“Content is king” 2/2

3. Content powers every channel

- A great piece of content can be repurposed across multiple platforms (blog → social post → video → podcast).
- Email campaigns, social media, and paid ads all rely on strong content to convert audiences.
- Without content, even the best-designed websites and campaigns will fail.

4. Content generates leads and connections

- Educational content (e.g., whitepapers, case studies) attracts high-intent buyers or partners.
- Social proof and storytelling influence (purchasing) decisions.
- Personalized content boosts conversion rates by addressing specific needs.

How to create sharp content? 1/3

1. **Prioritize Short-Form, Visual Content**
   - Videos (TikTok, Instagram Reels, YouTube Shorts)that grab attention fast.
   - Motion graphics and memes convey messages quickly and engagingly.
   - Interactive content (quizzes, polls, sliders) encourages participation and feeds algorythms.

2. **Storytelling with an Emotional Hook**
   - Start with an irresistible hook (e.g., a surprising stat or a bold claim).
   - Tell a relatable story—people remember stories more than facts.
   - Use user-generated content (real testimonials, community engagement).

How to create sharp content? 2/3

3. Personalization & Targeting

- Make sure that the right audience gets the most relevant message.
- Conversational marketing (chatbots, WhatsApp campaigns) creates direct engagement.

4. Optimize distribution

- Repurpose content across platforms (e.g., a long video into bite-sized clips).
- Cross-promotion with partners, networks, influencers, podcasts, and guest articles extends reach.

How to create sharp content? 3/3

5. Create a sense of exclusivity, urgency

- Live events & Q&A sessions make people feel connected and valued.
- Limited-time offers, countdowns, and “early access” tactics drive action.
- Private communities (WhatsApp, Telegram) deepen engagement.

6. Leverage Data & Real-Time Analytics

- Data will tell what works and what not
- A/B testing determines the most effective formats and messaging.

PR check-list 1/2

1. Messaging & Branding Materials

- Key Messages – Core messages and positioning statements.
- Company Boilerplate – A short, standard description of your company, project.
- Spokesperson Bios – Background information on key executives or representatives.
- Brand Style Guide – Logo usage, colors, fonts, and tone of voice.

2. Media Relations Resources

- Press Release Template – A standard format for company announcements.
- Media List – Contacts for journalists, bloggers, and influencers.
- Media Kit – High-quality images, company fact sheets, past press coverage.
- Crisis Communication Plan – Steps for handling negative press or crises.

PR check-list 2/2

3. Content & Digital Assets

- Social Media Guidelines – How to engage with the audience (themes, tone, etc).
- Social Media templates, image bank
- Blog & Thought Leadership: articles and opinion pieces.
- Case Study Templates – Showcase customer success stories.

4. Measurement & Analytics Tools

- PR Reporting doc – For tracking press mentions and outreach.
- Media Monitoring Tool – (e.g., Google Alerts, Meltwater) for tracking coverage.
- Key Performance Indicators (KPIs)

Video creation cheat-sheet

1. Preparation

- Write a script + think of extra shots you might need when editing
- Find an inspiring narrator or find a team member who can film you
- Clean your camera; find a place where you'll fix your phone (tripod, water bottle, wall)
- Have a microphone that connects to the phone
- Choose a good light situation, outside is excellent

2. Write a script (and stick to it)

Problem	*Example* Have you heard about the new waste incinerator in Bonn? The city of Bonn has initiated a public consultation to build one in the area of Wasserheim.
Journey - Explanation	Studies, however, show that incinerations are harmful for the environment and people. The recent biomonitoring done in Spain, Netherland and France indicates some worrisome outcomes.
Solution	We should stop burning waste and focus instead on circular economy and waste reduction.
Call to action	Read our latest report to find out more about the risks of waste incineration on human health.

3. Production

- Ideally, narrate the text in one go to avoid production work/costs
- Length: approx 1 min
- Add subtitles in English and in your local language

In practice: tips and tricks

1. Use, reuse, recycle

- Use what others have: share each other's success as much as you can = use and share content
- Use and Reuse: There is no "too much" when it comes to sharing on social media
- Recycle: connect Instagram to Facebook, use same videos for different channels

2. Media

- Send ready made (!) press releases
- Work with your local media and get yourself to feature in the old school media

3. Be authentic

- Have a narrative = a REAL thing to say, problem to solve
- Be the ambassador of what you do
- Be human: life of Brian

In practice: tips and tricks

4. Partnerships

- Do as much as you can with other people, organisations and make them talk about what you do > double the visibility

5. Know your audience

- Who they are, where they are, what's interesting for them

6. Content is king

- Stick to your core themes
- Make it sharp

7. Personalize /target directly

Latest trends:

How hashtags work on each platform

- Instagram: Still useful, but focus on 3-5 highly relevant hashtags instead of spamming 30. The algorithm prioritizes content quality over hashtag volume.
- TikTok: Trending and niche hashtags help, but SEO-based captions (keywords in text) now matter more. Try #ForYou #FYP plus industry-specific hashtags.
- LinkedIn: Great for professional networking. Use 3-5 hashtags per post, mixing broad (e.g., #Marketing) with niche (e.g., #B2BContent).
- Twitter/X: Hashtags are still useful for trending topics and real-time conversations. One or two per post is ideal.
- Facebook: Hashtags don't help much—most content discovery comes from shares and groups.

Best Practices for Hashtags in 2024:

✅ Use a mix of broad and niche hashtags (e.g., #Marketing + #ContentStrategyTips).
✅ Follow trending and branded hashtags for industry engagement.
✅ Optimize for search—hashtags should match what people actually type into search bars.
✅ Don't overuse them—less is more (3-5 is best for most platforms).

📣 How’s PR campaign different from Communications campaign?

💼 **PR (Public Relations) Campaign**

Goal: Build and maintain a positive image and relationship with the public, media, and stakeholders.

Focus:

- Generating media coverage
- Thought leadership
- Influencing policy, decisions
- Crisis management
- Thought leadership

Tactics:

- Press releases, media pitches,
- press conferences
- Influencer or media partnerships
- Events for media/journalists
- Earned media (getting coverage without paying for it)

Audience: Mostly external – general public, decision-makers, specific audiences

📣 How’s PR campaign different from Communications campaign?

📢 Communications Campaign

Goal: Share a message clearly and effectively with a specific audience for a specific purpose: influence awareness, understanding, or behavior.

Focus:

- Clear messaging
- Strategic storytelling
- Internal and/or external communication
- Brand messaging
- Informational or persuasive objectives

Tactics:

- Press releases, media pitches,
- press conferences
- Influencer or media partnerships
- Events for media/journalists
- Earned media (getting coverage without paying for it)

Creative Circular Cities

Lead partner

Danish Cultural Institute

Project Manager

Charles Bourrier

ccc@danishculture.com

Website

interreg-baltic.eu/project/ccc/

Communication Manager

Andra Jakovica

aj@danishculture.com

DANSK KULTUR-INSTITUT
DANISH CULTURAL INSTITUTE

Interreg Baltic Sea Region

Co-funded by the European Union

CIRCULAR ECONOMY
Creative Circular Cities

"Creative Circular Cities" is co-funded by the EU's Interreg Baltic Sea Region Programme 2021-2027

Follow us!

Instagram

Linkedin

CCC