

ΕΛΛΗΝΙΚΗ ΑΝΑΠΤΥΞΙΑΚΗ ΤΡΑΠΕΖΑ



HELLENIC DEVELOPMENT BANK

Communication to end beneficiaries

EMGN Communication Academy 2024
22 October, Cairo



EURO-MEDITERRANEAN GUARANTEE NETWORK

HDB: Mission & Vision



Mission

To facilitate access to finance for enterprises, create value for our shareholders and employees, and generate a positive economic, social, and environmental impact.

100% owned by
Hellenic Republic.

National Promotional
Institution authorized
in providing leverage



Vision

Be a leading development institution that progressively amends market gaps and serves enterprises' needs to succeed while fostering a fair, inclusive, and sustainable environment.

Established in 2003 with
its main goal to promote
the sustainable and
holistic development of
the Greek economy

Group of companies with
62% in Hellenic
Development Bank of
Investments (HDBI)

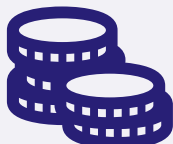
Key figures since 2019

58,500
New loans

€ 11.2 bn.
Approved
loans

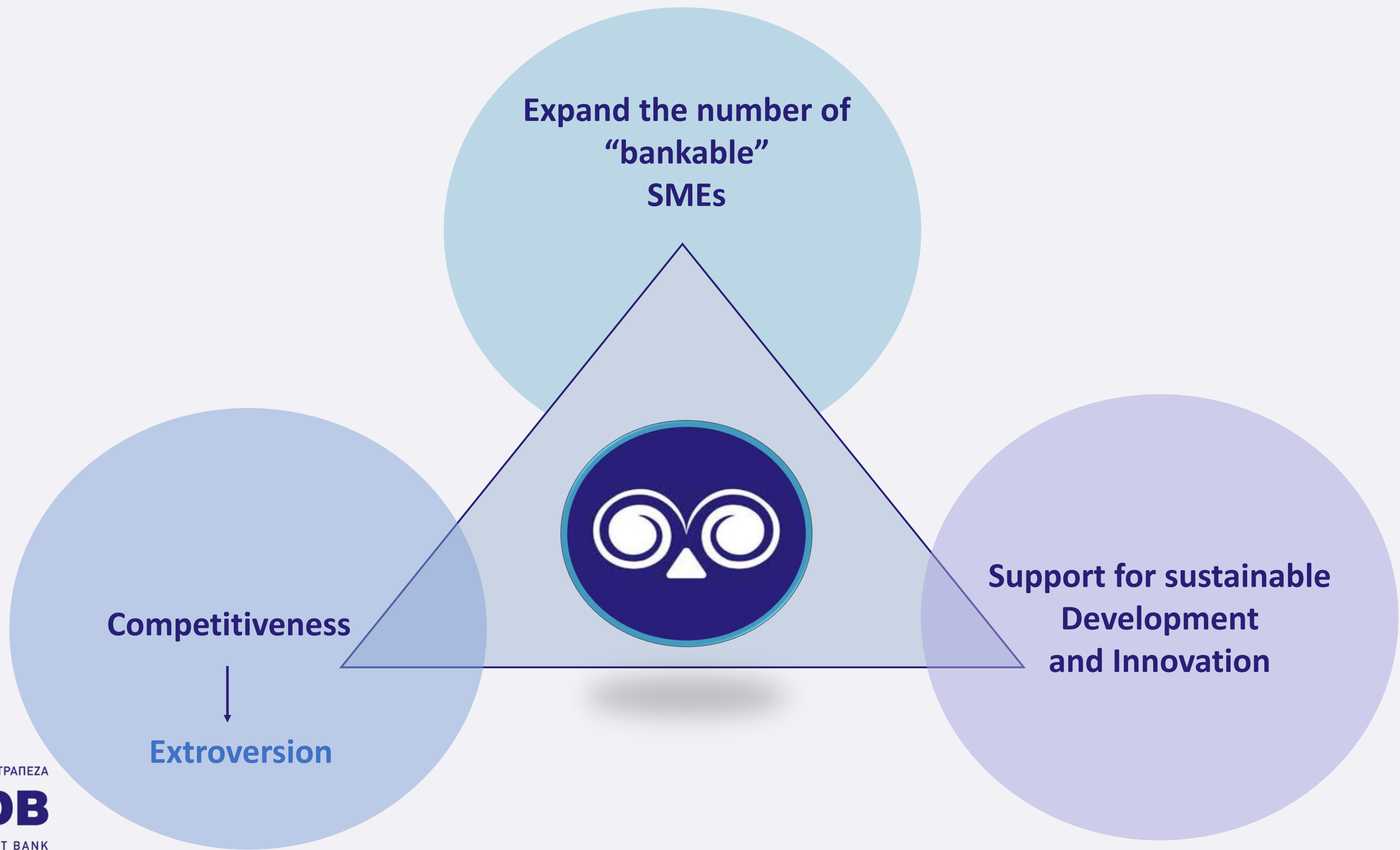
75%
up to 10
employees

81%
up to €2 million
turnover



GDP Contribution: € 8.5 bn.

HDB Strategic Axes



Mission of the Communications' Directorate

The **mission of the Communications' Directorate** is the planning and implementation of the company's external and internal communication as well as the development/empowerment of its relations in Greece and internationally (within the market and the wider external environment).

- ✓ By building a **strong brand** and **corporate culture** that can be communicated dynamically to the market
- ✓ By creating communication actions to **promote** products or services with the aim of increasing **absorption** and acquiring new customers/end beneficiaries
- ✓ By building relations of **trust**
- ✓ By strengthening the **identity** and **position** of the brand in the market

Communication Plan based on a Strategy

First, you need a **proper communication** plan to deliver cohesive messages to **target audiences**.

It should be used as a basis both internally and externally to ensure you are sharing **clear, accurate information** with employees and end beneficiaries.

Knowing how to develop and implement a communication strategy and plan can help deliver **consistent messaging** that aligns with the organization's brand and mission.

Identify the target audience and beneficiaries

Before starting communicating with beneficiaries, we need to know

who they are

where they are

what they want

what are the prospects

How

Conducting **research and segmentation to identify the different groups** of people that benefit (age, gender, location, income, education, culture, language, and interests).

Understand challenges, goals, motivations, expectations, and behaviors to **tailor** the messages.

The end beneficiaries are the specific individuals or communities who **directly receive the products**.

There are various **methods** to identify your target audience and beneficiaries, such as stakeholder analysis, market research, surveys, interviews, focus groups, or observation.

Define communication goals and objectives

Once we have identified the target audience and beneficiaries, we need to define the

**communication
goals**

objectives

**growth potential
of the businesses**

The communication goals are the **outcome** we want to achieve through the communication, such as **raising awareness, informing, persuading, mobilizing or educating.**

The communication objectives are the **specific, measurable, achievable, relevant, and time-bound** actions we will take to reach our communication goals, such as creating a website, sending newsletters, hosting / attending events, or conducting surveys.

The **growth potential** relates to the prospects. Who are the end beneficiaries, where they want to go, where they can go but also where they should go.

Define the appropriate communication channels and tools



Choose **communication channels** and **tools**

The **communication channels** are the mediums or platforms we use to deliver our messages, such as:

- ☐ print
- ☐ media radio
- ☐ TV
- ☐ online
- ☐ social media
- ☐ face-to-face.

The communication **tools** are the specific formats or methods we use to create and share our messages, such as:

- ☐ conferences, forums
- ☐ brochures
- ☐ podcasts
- ☐ videos
- ☐ blogs
- ☐ presentations.

The communication channels and tools should be based on the target audience and beneficiaries' **characteristics, preferences, accessibility, and engagement level.**

Develop communication messages and materials

The Communication messages are the **key** points or information we want to convey to the target audience and beneficiaries, such as

- ❖ mission,
- ❖ vision,
- ❖ scope,
- ❖ positioning,
- ❖ identity
- ❖ values,
- ❖ benefits,
- ❖ impact.



The materials are the **tangible** or **digital products** that contain our messages, such as **flyers, posters, reports, or infographics**.



The 3 **Cs** of communication messages and materials

clear, concise, consistent.

The **visuals** should resonate with the target audience and beneficiaries.

We may need to use a mix of channels to ensure coverage and optimize our impact.

However, **avoid overloading** the beneficiaries with too many messages or using channels that they do not trust or access.

Implement the communication plan and activities

The communication plan is the **map** of a Communications' team!

It is a document that outlines the communication

- goals
- objectives
- channels
- tools
- messages
- materials
- budget
- timeline
- roles
- responsibilities



The communication **activities** are the **specific actions** of executing the communication plan, such as distributing, publishing, broadcasting, or presenting the communication materials.

The communication plan and activities should be implemented following the best practices and ethical standards.

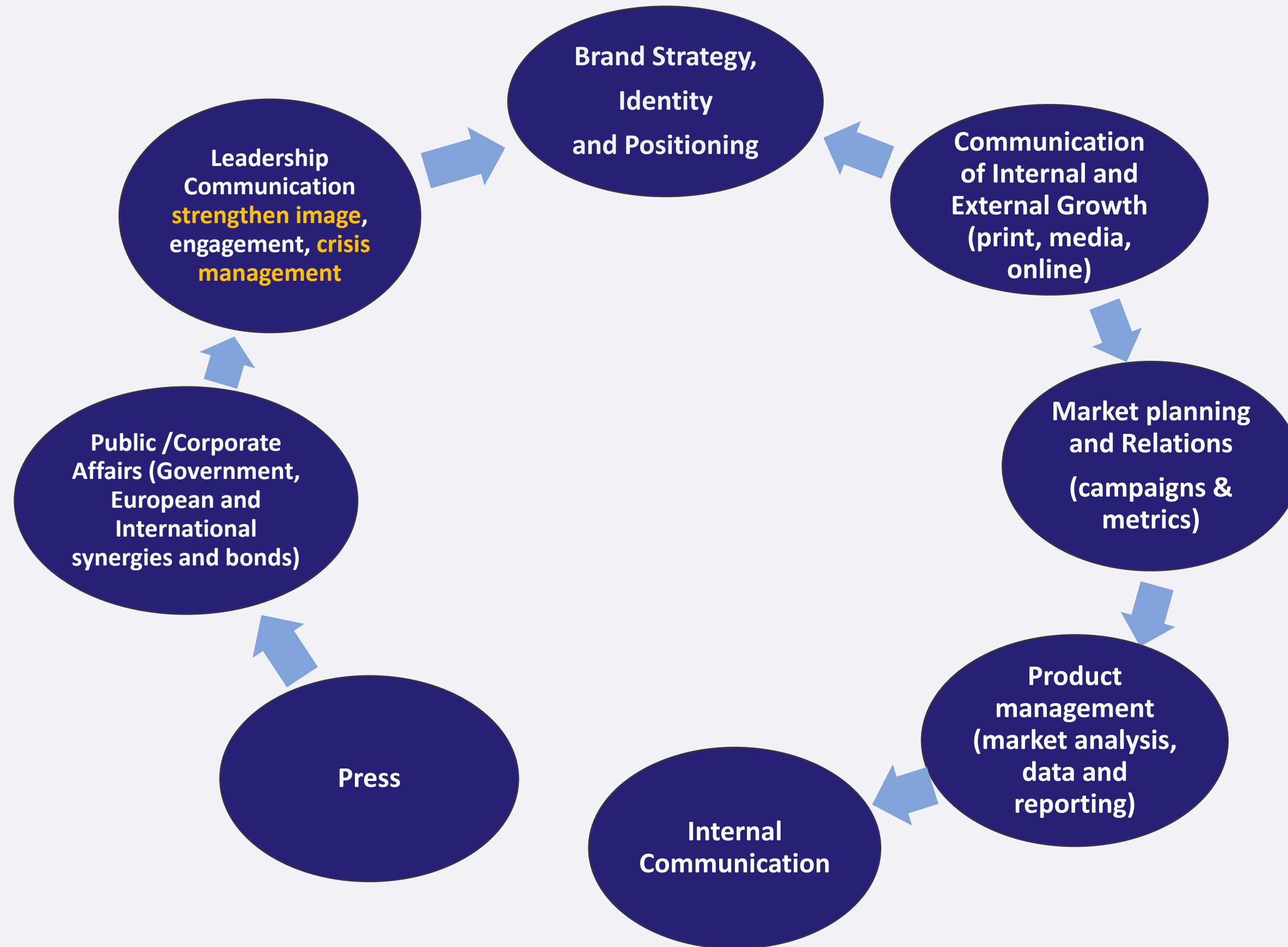
The Communication Plan must be aligned with
The General Data Protection Regulation (GDPR)



GDPR has **double** impact on corporate communication:

- Information and policies are required under GDPR for the entire organization
- The communication department itself must be GDPR compliant, especially in relation to storing and processing stakeholder/beneficiaries' information

The example of HDB: Communication Functions



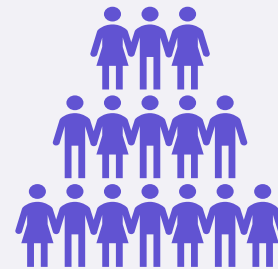
The importance of Feedback

Communication is about bringing the future - Today



Listen and  respond

Communication is **not** a one-way street



It is key to listen and respond to our beneficiaries and **encourage their feedback and participation.**

Trust and **Support** are **key** to improve services and outcomes

There are various methods to collect and analyze feedback, such as **surveys, polls, interviews, focus groups, reviews, comments, ratings, or complaints.**

It is important to **acknowledge** and **thank** the beneficiaries for their feedback and show them how we are using it to make changes or improvements.

Be ready to answer their questions, address their concerns, or resolve their issues in a **timely** and **respectful** manner.

Get feedback from staff and partners on the communication strategy and practices

Monitor and evaluate



Monitor and evaluate the **communication results** and **impact**

The communication **results** are the outputs or outcomes of the communication activities, such as

- ✓ the number of people reached
- ✓ the level of awareness
- ✓ the target of coverage and/or frequency
- ✓ the change in attitudes
- ✓ the feedback received.

The communication **impact** is the effect or contribution of the communication results to the **program's** goals and objectives, such as the increase in awareness and absorption, the improvement in satisfaction, or the enhancement in quality to match the needs of the SMEs and businesses' market.

Evaluate and improve with **Strategy**
using indicators, methods, tools and data sources



The communication strategy is a **living document**! It must be updated on a regular basis to ensure its **relevance**.

Monitor and measure the effectiveness of the communication efforts and **their impact on the beneficiaries and goals**.

Indicators and tools to measure: Reach, engagement, conversion, satisfaction, loyalty, or advocacy.

Example of HDB:
Customer Satisfaction
74%

Testimonials

Testimonials and Success stories identify:

why the end
beneficiary likes and
appreciates the
development bank

what the
development bank
did well/create
value

why the end
beneficiary would
recommend the
development bank



Research shows **72% of customers** say positive reviews and testimonials make them trust a business more, and **88% of consumers** trust online reviews as much as personal recommendations.

Success stories and testimonials are powerful tools for a **value-based approach**.

They show how our programs/financial instruments help real businesses solve problems (eg. financial) or achieve better results.

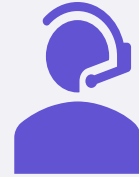
They provide **social proof, credibility**, and **trust**, as well as **emotional appeal, inspiration** and most of all the **potential aspect**.

They also help overcome objections and reduce risk by demonstrating the benefits and outcomes of our “solutions” in **real-life scenarios**.

Create testimonials

Ask existing end beneficiaries for feedback and permission to use their stories. **Be aware of GDPR!**

- ✓ **Surveys, interviews, reviews, or referrals.**
- ✓ **Third-party platforms, such as case study websites, industry publications, or social media, to find and showcase customer stories.**



Stories must be **relevant, specific, authentic and highlight the value and impact of what you offer.**

Key elements of a successful success story: **Clear** and **straightforward** structure that narrates how an end beneficiary progressed from a problem to a solution and then to a result OR from a good positioning to growth.

Structure:

1. Describe the beneficiary's background, context and challenge
2. Explain how the financial tools helped the end beneficiary to overcome a challenge and reach their goal
3. Quantify and qualify the advantages and outcomes of the program used for the end beneficiary
4. Add a quote to make the stories more persuasive

Use and measure the impact of testimonials



- **Use success stories** and testimonials in a **value-based strategy** aiming at increasing awareness, attract and educate, generate interest and curiosity in what we offer.
- Include them in marketing materials like website, social media, or email campaigns; in presentations, proposals, or demos; or even negotiations.
- Sharing positive beneficiaries' feedback on social media will help you build **trust** with the social audience.



- To ensure that the success stories and testimonials are effective and have a lasting impact, it is essential to **measure and analyze their performance and results**.
- Examples of Metrics and methods:
 - Obtain feedback from end beneficiaries on how the success stories and testimonials impacted their decision-making process and perception of our solution,
 - Track and compare the conversion rates of prospects who were exposed to the success stories and testimonials versus those who were not.

HDB's testimonials

Visit our website www.hdb.gr
Dedicated page for testimonials www.hdb.gr/hdb-testimonials

and a Corporate video
with pictures from
real businesses

#HDB_Testimonials | Kri-kri Milk Industry





Konstantinos Sarmadakis
CFO
Kri-Kri Milk Industry SA



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Watch on  YouTube

#HDB_Testimonials | Olympia Electronics SA





Dimitrios Lakasas
CEO
Olympia Electronics



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#HDB_Testimonials | Marpessa Hotel & Spa Agrinio





Konstantinos Pistiolas
Owner
Marpessa Hotel & Spa Agrinio



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#HDB_Testimonials | ΖΑΓΟΡΙΝ - Αγροτικός Συνεταιρισμός Ζαγοράς Πηλίου





Dionisios Valassas
General Manager
Agricultural Cooperative Union
of Zagora-Pilio



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ESG Tracker by HDB: Δημιουργήστε δωρεάν αναφορά για την επιχείρησή σας



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#HDB_Testimonials



#EUinmyregion
ΟΙ ΕΠΙΧΕΙΡΗΜΑΤΙΕΣ ΜΙΛΟΥΝ ΓΙΑ ΕΜΑΣ!



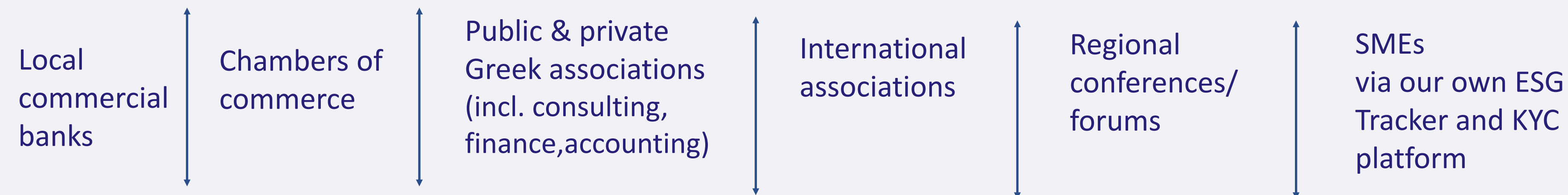
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After all, what we do is...Creating a successful ecosystem!

It is not just a communication plan!

It is about creating an ecosystem for our end beneficiaries!

HDB Ecosystem



HDB Ecosystem



- ✓ We encourage feedback and listen to the needs from end beneficiaries in our ecosystem.

This ecosystem is a dynamic network of interconnected actors. The stronger they become, the more value they create and the more solid and powerful the ecosystem becomes!

Thank you for your attention!

#HelpDoingBusiness

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Ελληνική Αναπτυξιακή Τράπεζα-HDB



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