

**Interreg
Europe**



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Project Training Days

Day 3: Communication

28 September 2023

Interreg Europe training days for 1st call projects
Lille, France

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Introduction to the communication training

28 September 2023

Interreg Europe Project training days
Lille, France

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Meet the communication team



Irma Astrauskaitė-Denis

Head of Unit - Communication and
Contact Points



Petra Polášková

Senior Communication & Evaluation
Officer



Miia Itänen

Senior Communication Officer



Julie Patenaude

Communication Officer



Joséphine Mazy

Senior Communication Assistant



Louise Oualid

Communication intern

Agenda of the day

09:00-09:30	Welcome and opening		
09:30-10:45	<p>Group 1</p> <p>Tools for effective project communication (Flex 4 / R-1)</p>	<p>Group 2</p> <p>What's your story? (Workplace 1)</p>	<p>Group 3</p> <p>Share & learn (Verrière)</p>
10:45-11:15	Coffee break		
11:15-12:30	<p>Group 1</p> <p>Share & learn (Verrière)</p>	<p>Group 2</p> <p>Tools for effective project communication (Flex 4 / R-1)</p>	<p>Group 3</p> <p>What's your story? (Workplace 1)</p>
12:30-14:00	Lunch break		
14:00-15:15	<p>Group 1</p> <p>What's your story? (Workplace 1)</p>	<p>Group 2</p> <p>Share & learn (Verrière)</p>	<p>Group 3</p> <p>Tools for effective project communication (Flex 4 / R-1)</p>
15:15-16:00	Closing and conclusion		

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Tools for effective project communication

Communication Unit | Interreg Europe secretariat

28 September 2023

Communication
requirements, website and
visuals

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Content

1. Communication **requirements and principles**
2. **Website:** engage your audience
3. **Social media:** good practices
4. More information

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1

- Communication
requirements

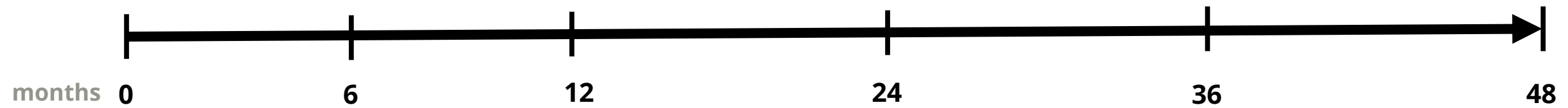


Communication **timeline**

https://miro.com/app/board/uXjVMhLxXjg=?share_link_id=274973225327

Communication timeline

All the time



Once



Communication toolkit

All the time

Project visual



Copyrights



Project website

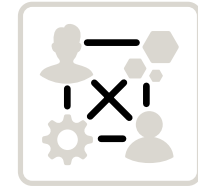


Project presentation



Participate in programme events

Community



EU support mentioned



months



Communication - HR

Project image/ photo



Project poster

Info on institutional websites + social media



Video 1



Plaques/ billboards



Video 2



Project dissemination event

Once



Harmonised project communication

One brand for all Interreg programmes

⇒ **Main project visual**

- Templates in individual project toolkits

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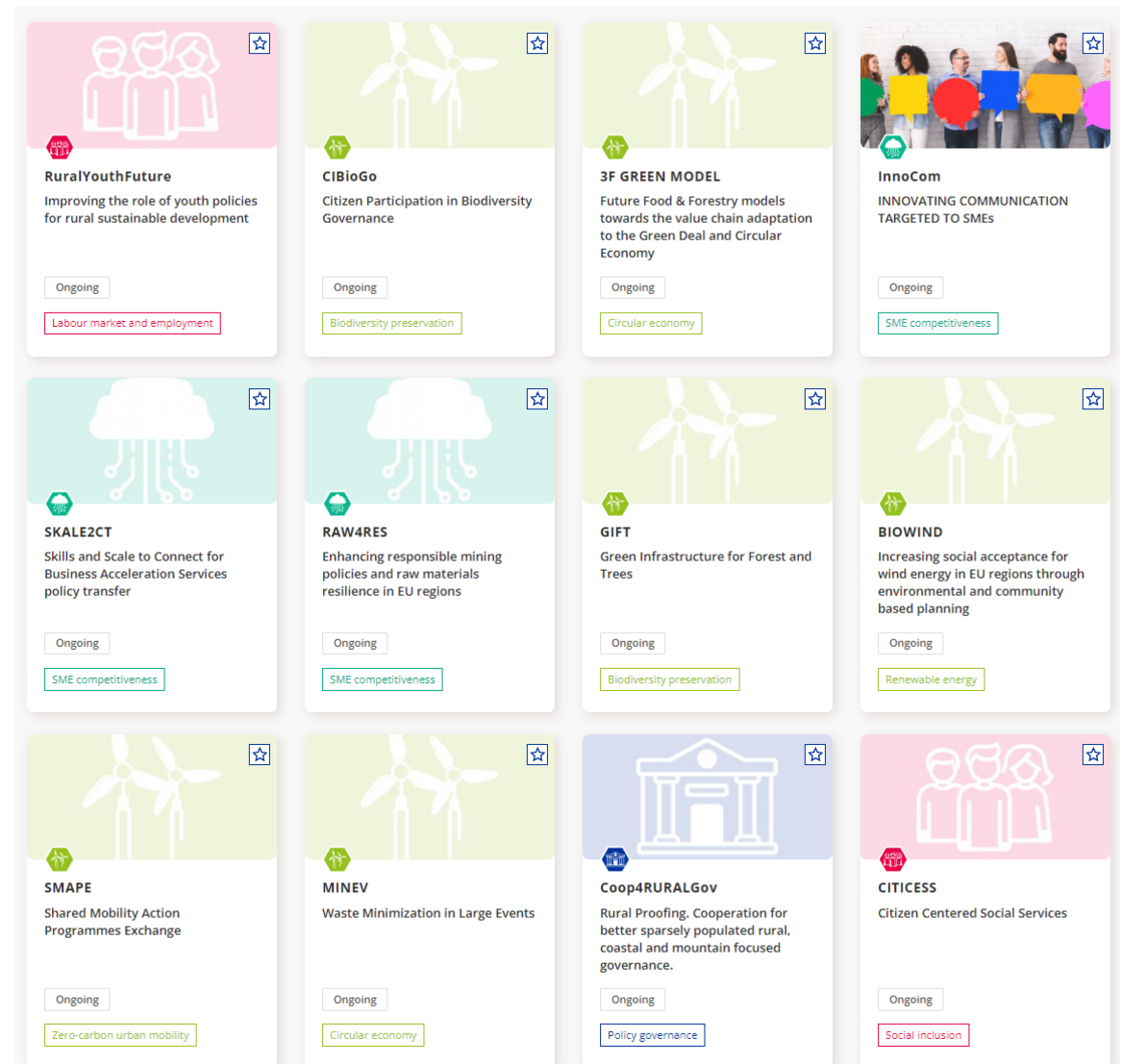
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Sample Project

Use on **all communication material** for the public or participants in project activities

Integrated project communication

- **Project websites** hosted by the programme
 - Your project visible in the search
 - We will promote your key news & events (contact us)



Required activities

- **Partners' websites and social media**

Short project description (aims and results) and the EU financial support

- **Project website updates**

Images, videos, publications, etc., free to use by the programme and the European Commission

Updating your website

- At least **once every six months**
- High-quality **visual** content
- Your **activities**
- Focus on **achievements**
- Write in **English**

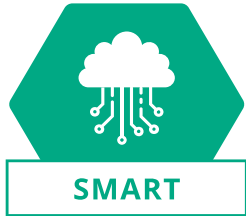


Copyright

Royalty-free, non-exclusive and **irrevocable license** for your image, and that any preexisting **rights** attached to it must be **granted** to the **EU** institutions, and our **programme** on demand.



Topic colour matters: main visual



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Sample Project

Topic colour matters: presentation



1

2

3

4

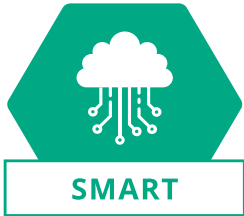
5

6

7

8

Topic colour matters: poster



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SCHOOL CHANCE

SCHOOL CHANCE aims at boosting the biomass as a key element of the transition to a low carbon economy at regional level.

SOCIAL

1.26 M EU Funding

Apr 2014 - Sep 2020

An interregional cooperation project for improving **social economy** policies

Project Partners

- Executive Forest Agency (EFA)
- Forest Sciences Centre of Catalonia (CFC-CES)
- Government of Catalonia - Directorate General of Forestry (ES)
- Regional Council of North Macedonia (FR)
- French Federation of forest municipalities (FF)
- Abruzzo Region - Rural Development and Fisheries Policies Department (IT)
- Latvian Forest Owners' Association (LV)
- Ministry of Agriculture of Republic of Latvia (LV)
- Regional Development Agency Centre (OC)
- Slovenia Forest Service (SI)

www.interreurope.eu/bio4eco

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DEBUTING

Developing Business Through Inclusiveness and Gender Awareness - New Cluster Competences

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SKYLA

Communication toolkit

It includes:

- Project branding guidelines
- Main project visual
- Project poster template
- Project plaque/billboard template
- Project Power Point template
- Project social media template

Available to download – email sent to lead partners

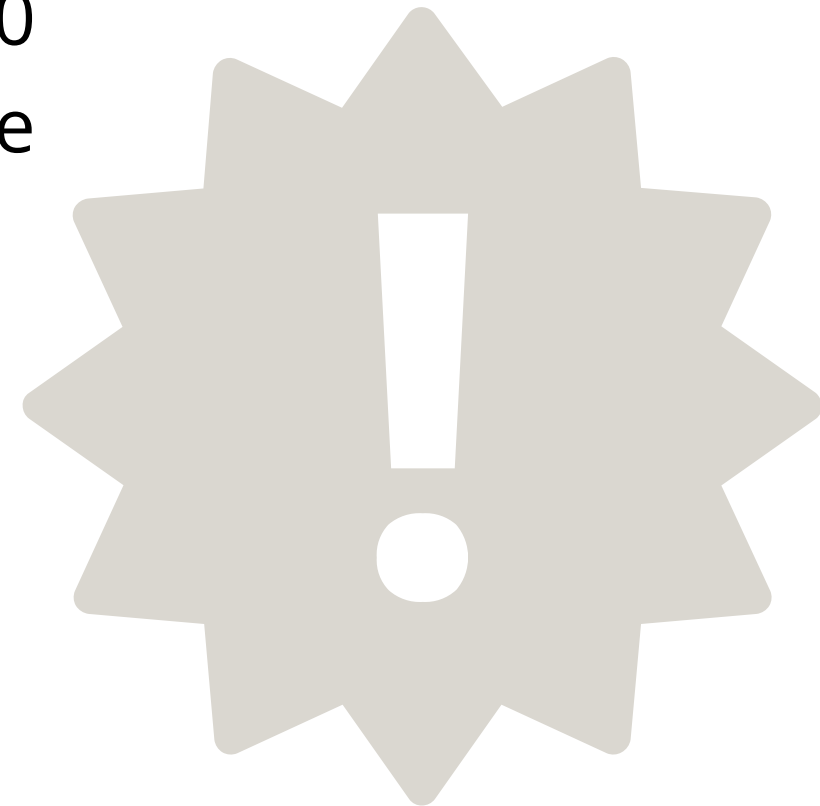
2.

Your website:

How to engage your
audience

Did you know?

The average web user has about 7-10 seconds to be engaged by a website before clicking away.



How do you **keep them online?**

- Know you audience
- Effective voice and tone
- Understand how people 'read' websites
- Make it visual



Your homepage

- Hook 'em in from the start
- Vary the sentence length
- Use short paragraphs, bullet points, & bold
- Use headers & sub-headers
- Insert images

The screenshot shows the homepage for the SPOTLOG project. At the top, there is a navigation bar with the Interreg Europe logo, the European Union flag, and the text 'Co-funded by the European Union'. A search bar and a user profile for 'Julie P. Project web admin' are also visible. Below the navigation bar is a green banner with the 'SPOTLOG' logo. The main content area features a large image of a green van with 'CO₂-neutral' written on its side, set against a background of trees and a blue sky. Below the image, there is a green icon of a van and the text 'GREEN Zero-carbon urban mobility'. The page is titled 'SPOTLOG Green and Socially resPOnsible ciTy Logistics InnovaTions'. On the left side, there is a sidebar with a 'Project summary' section, a 'Share' button, and social media icons for Twitter, Facebook, and LinkedIn. The main content area has a 'Project summary' section with a paragraph of text and a sub-section with more text.

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SPOTLOG

Home News & events Policy Instruments Contacts

Interreg Europe / Approved projects / SPOTLOG

Bookmark Share

CO₂-neutral




GREEN Zero-carbon urban mobility

Project summary

A few numbers

Last edited on 13 Jun 2023

Share

Find us on:   

Project summary

SPOTLOG's main vision is to involve local communities in creating socially responsible logistics systems, based wherever possible on zero-carbon modes, through the intelligent use of all available resources and taking advantage of the digitalisation of goods and passenger transport services. By focusing on low-density communities and medium-sized cities, SPOTLOG partners aim to improve regional policy instruments toward the European goals of inclusive and carbon-neutral mobility.

The cross-cutting approach of SPOTLOG is intended to address multiple practical and policy aspects related to last-mile logistics support and a comprehensive assessment of urban logistic impacts on society. Based on a multidisciplinary consortium with heterogeneous backgrounds, SPOTLOG partners will build a co-creation platform focused on:



CASPER

Project summary

A few numbers

Last edited on 18 Sep 2023



SMEOrigin

Project summary

What will this project change

A few numbers

Project summary

Rural shrinking is a sensitive topic, so public consultation is needed for putting it honestly on the political agenda.

Project summary

Dear #SMEOrigin website visitor,

do you have a favourite flavour from your region - **a flavour that can be found nowhere else in the world**? Yes, we all have them!

NACAO

Aims of the project

The Nature-based Carbon offsets, NACAO, project aims at being an accelerator for regional governments with competences on climate change **approaching the offsetting of carbon emissions**, in this case **by developing nature-based solutions and policies** contributing to the offsetting of emissions through them.

During the NACAO project, **regional governments** with competences on environment and climate change from Spain, Italy, France, Germany, Poland and Finland **will share green and blue carbon solutions in force aiming at:**

- preservation
- restoration
- and improvement of natural sites.


Natural sites can act as carbon sinks and compensate greenhouse gas emissions. Examples of suitable sites are


- forests
- wetlands
- mires
- and other ecosystems.


Partner regions also share their experiences on carbon credits and emissions markets related to nature-based solutions, as well as policies supporting the project aims.

The ultimate aim is to **increase the partners' knowledge** and capacity to implement green and blue carbon initiatives and policies learnt during the cooperation. **That is how regions can truly contribute to the mitigation and adaptation to climate change.**

AccelerateGDT

 Learn how cluster policies are transforming regions by improving SMEs competitiveness

 Dive into the world of green technologies and sustainable practices.

 Explore success stories that showcase the real change we're creating.

 Get insights into our collaborative efforts with partners from all corners of Europe.

GREENHEALTH

Our partnership

Our partnership includes rich and diverse setting across all European regions, striving together to improve health and human well-being of the population through natural assets and protecting biodiversity at the same time!

Who we are

Lead Partner:

Autonomous Community of the Region of Murcia – General Directorate of the Natural Environment, (Spain)

Partners:

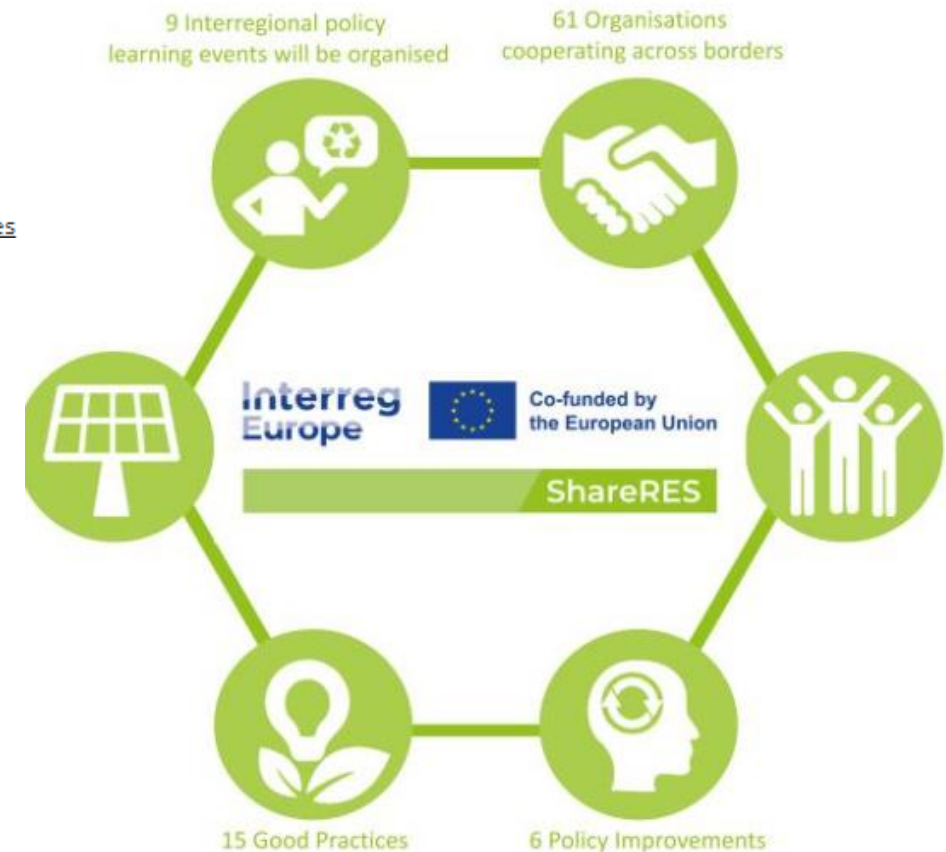
- Podkarpackie Region (Poland)
- Public Institution for the management of Protected Natural Areas of Dubrovnik-Neretva

As a result of the project, partner regions will have **developed knowledge, policies and practices on biobased circularity with a focus on biowaste management at the system and community levels**. In addition, **public awareness** will be increased from a larger perspective to support the sustainability change.



CITISYSTEM

[Oona Rouhiainen, LAB University of Applied Sciences](#)



Your **policy instruments**

- Simplify them
- Use plain English
- Don't write them for us!

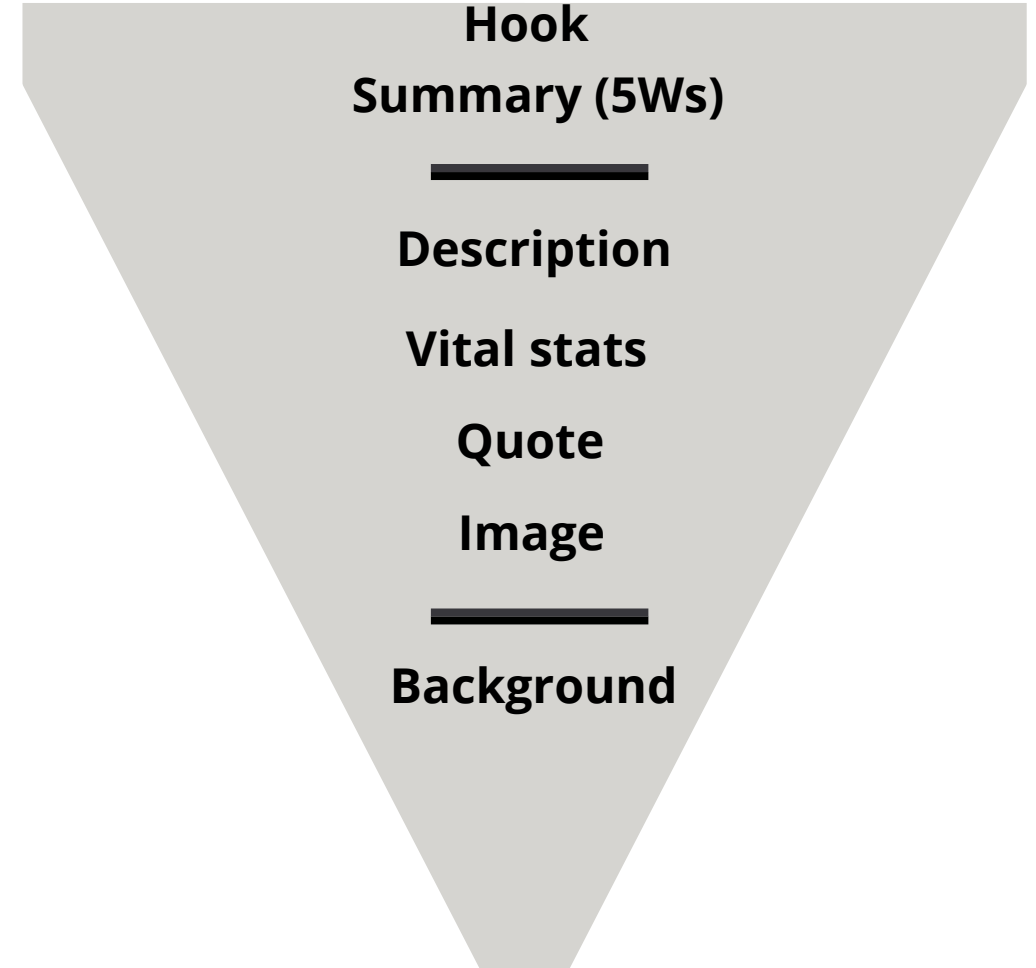
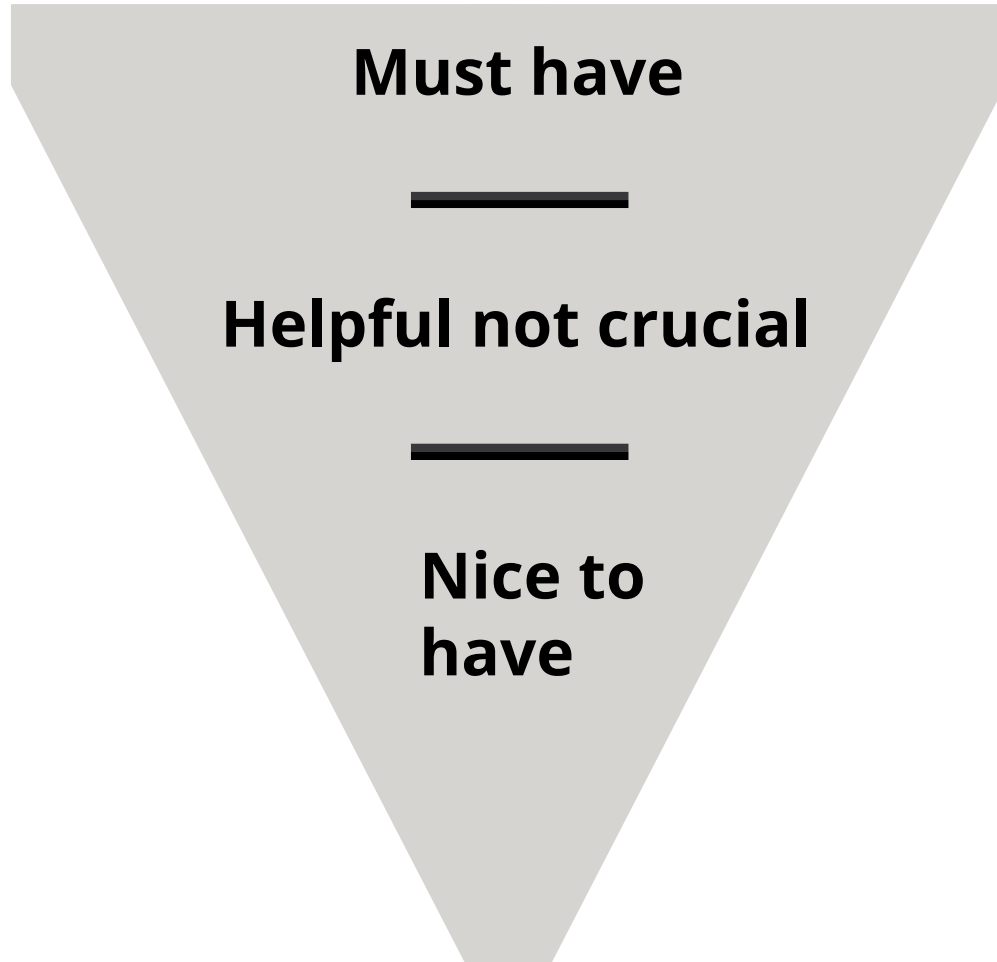
Please describe the main features of this policy instrument (e.g. objective, characteristics, priority or measure addressed).

For the 2021 to 2027 programming period the Operational Programme raises 14 Actions distributed in only 2 Political Objectives and 5 Specific Objectives. Within Policy objective 1 (A smarter Europe, and Specific objective 1.1 (Enhancing R&I capacities), the region faces the following challenges:

- Promote and consolidate R&D&I actions, fostering research into innovation and growing competitiveness, including the improvement of infrastructures for the development of activities in this field.
- Encourage structural changes in the business fabric aimed at the development of innovation applied to production processes, especially in the field of SMEs.
- Encourage the use of advanced technologies, reinforcing their applicability in the productive fabric (innovation of processes and resources), as well as the creation of effective channels for the transfer of knowledge.

The central concept of aforementioned policy includes measures focused on the promotion of results linked to the needs of the productive sector, encouraging greater private sector participation in R&D&I. In this respect, the regional operational program explicitly covers the incentive to promote effective collaboration between research groups and private companies. This is materialised in the form of a multiannual line of aid so that joint projects between the private sector and public research centres in the region can be carried out over a minimum of two years.

Your news articles: **the pyramid**



Your news articles: **storytelling**



Petra Polášková



Joséphine Mazy

Your news: focus on **achievements**

RESULTS

Your news articles: **varied content**

- Quotes
- Documents
- Images
- Videos
- Links
- Headers & sub-headers



SECON

SECON report reveals insights into Social Economy Policies

In a significant stride towards understanding and enhancing the social economy landscape, SECON partners worked in the first semester in documenting and analysing the relevant Social Economy Policies of their Regions. This comprehensive report delves into the intricate fabric of social economy policies within the SECON regions, shedding light on various dimensions including barriers, enabling factors, and the policy frameworks.

The cornerstone of the report lies in its investigation of the existing context for social economy entities. The report encapsulates the main characteristics, barriers, and enabling factors influencing the dynamic social economy ecosystem.

Key Report Highlights:


Chapter 1: National Policy Frameworks

The report opens with an insightful exploration of the national policy frameworks of the SECON project countries concerning social economy. Delving into the core, the chapter dissects the main policy instruments that underpin the social economy. Additionally, it

Methodology:

The report was crafted through a combination of desk research involving s documents at both national and regional levels. Furthermore, the report d interviews with seasoned experts in the domain of social economy, as well who actively contribute to shaping social economy development policies.

With its comprehensive approach and well-rounded methodology, this rep valuable resource for policymakers, stakeholders, and researchers invested social economy development.

 [Read the Report here](#)

Tags

Economy

Regional policy

Social enterprise

Transition

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UrbanCOOP

On the 19th and 20th of April 2023, UrbanCOOP partners met together in Turin for the project kick-off meeting.

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DEBUTING

The Region of Emilia-Romagna, Italy, doubles resources, allocating 7.2 million euros to support 239 new projects with grants up to 80 000 euros per project, and a total investment of 21 million euros to support companies run by women.



AccelerateGDT

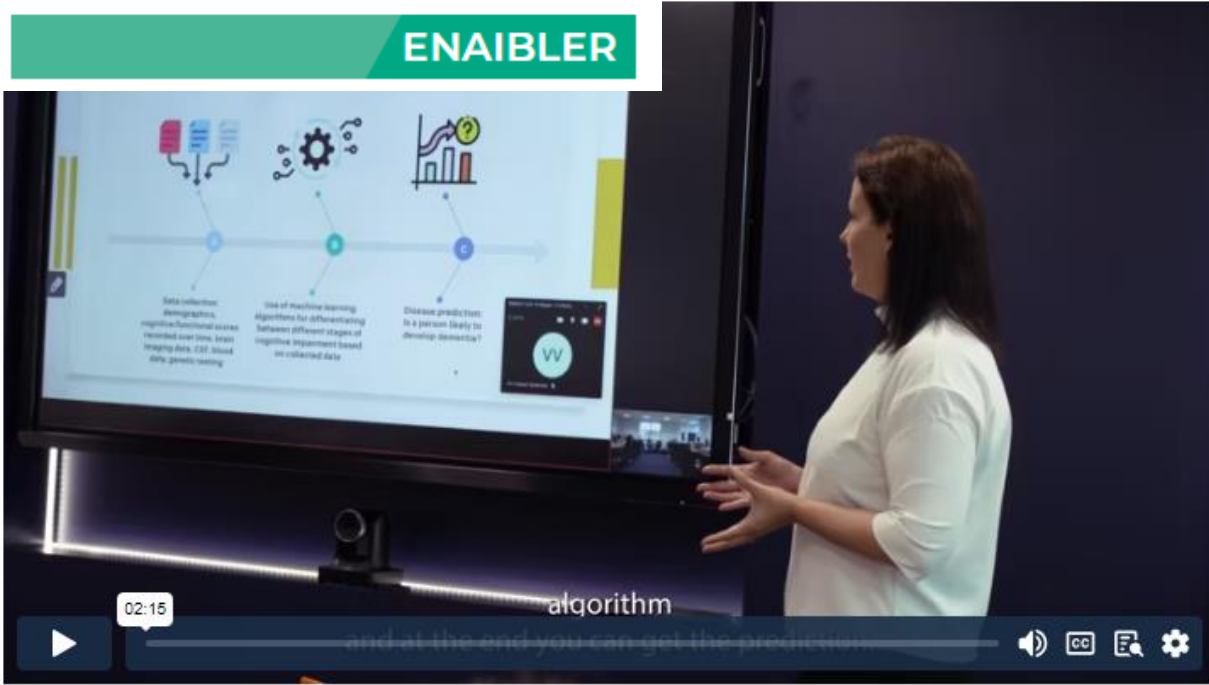
During the first day of the workshop, the project partners presented their good practices, which they are utilizing to address the challenges of the **green and digital transformation** in their regions and intensified the exchange with a world café-format group work. As a

participant, John Hobbs, Senior Lecturer at MTU, notes: "What really inspires me about Duisburg is the networking of the ecosystem. The engagement with policymakers and stakeholders is also evident. It's great to see the role the DBI is playing in the transformation of the region in cooperation with all partners from industry, science and politics".

About the project:

ACCELERATE GDT is an Interreg Europe-funded project on a mission to reinvent national and regional cluster policies, aiming to support the twin green and digital transitions and enhance SME competitiveness.

ENABLER



UNLOCK

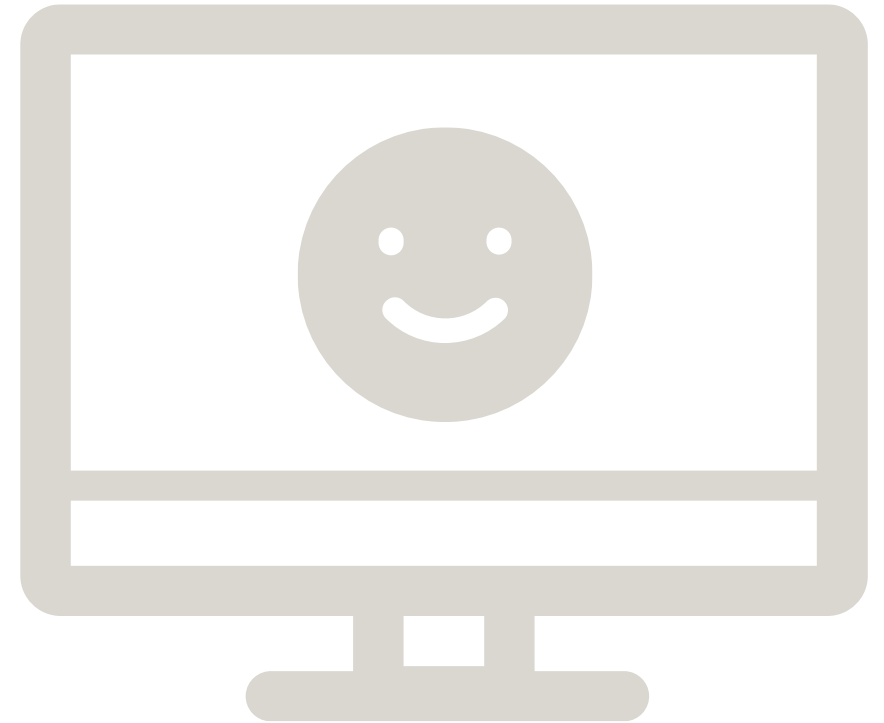


Write in **Plain English**

- Active verbs
- Mix long & short sentences
- One idea per sentence + one related point
- Avoid nominalisations (e.g. decision vs decide)
- Use the words people use every day
- Edit your work – be ruthless!



The more accessible
you make the website,
the **easier** it will be **for**
everyone.



Accessible **links**

- The text of your link should be unique and easy to speak out loud.
- It should be obvious what you will get if you click on it.
- Avoid: click here, more, read more, next step

Share your project idea on our website **to find partners**. Let people know what you're working on and see if they want to team up.

Or search our community for people with similar interests as you. **Get in touch** with them to find out if they want to form a partnership.



Accessible **font size**

- Text should be easy to read for everyone
- Font type & size is already built into the website's code
- Clear all formatting when copy & pasting



Find **help** and **tips**

- Inside the web editing tool
- User manual
- Training videos (Youtube)
- Writing for the web
- Help centre (coming soon)

A button with a blue information icon (i) and the text "Help and tips" in a blue, sans-serif font, set against a white rounded rectangle with a light blue shadow.

Top banner



Insert an image into your website's main banner and make your project stand out from the rest

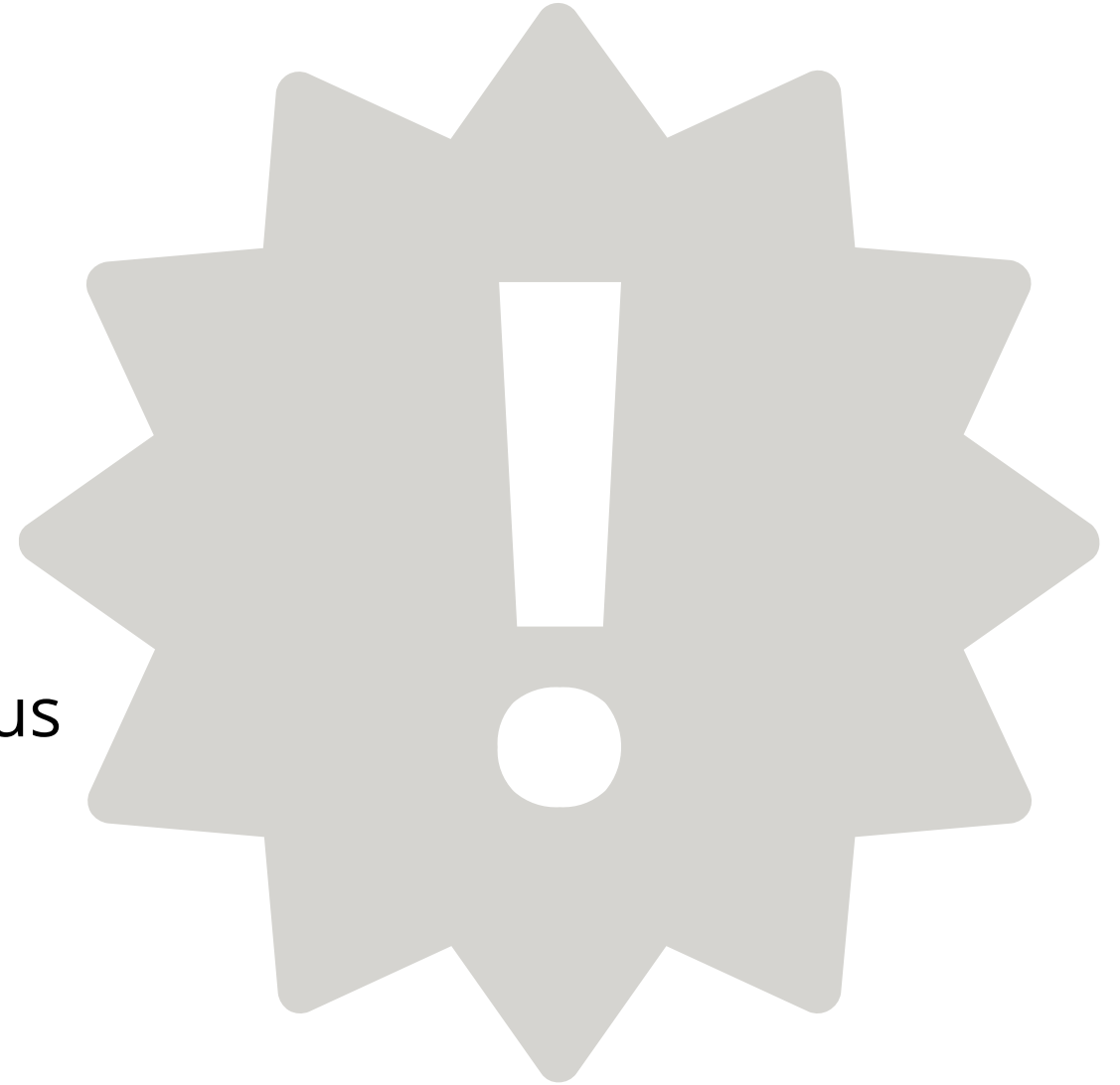
To insert an image

1. Click 'Add media'
2. Choose an image file from your computer (.png, .gif, .jpg, .jpeg, .svg)
3. Image name: name your file so that you can find it easier later
4. Alternative text: describe what is in the image. This helps people with accessibility issues. It also helps Google index your images and can increase the visibility of your website.
5. Credit: Write the name of the person or company who owns the image and the URL to their website (if relevant)
6. Confirm that you have the right to use this image and grant Interreg Europe and the European Union the right to reuse it for communication purposes

Newest web features

- Library
- Extra pages
- Good practices
- Promote your news or event with us

Pilot actions coming next



3

- **Social media:** good practices

Banners and avatars

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CARES



CARES - Remote Health for Silver Europe

17 likes • 24 followers

Message Like

Search



EMBRACER

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Follow



interreg Europe Co-funded by the European Union AccelerateGDT

Following

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DEBUTING



Following



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GREENHEALTH

interreg Europe Co-funded by the European Union GREENHEALTH

Following

Templates for your posts



Variety in your posts



Add a **little fun** in your **posts**



SMAPE PROJECT @smape_project · Aug 16

🌍🚗 Even on holidays, SMAPE is on the move! 🚀

Teamed up with @Autodelen_net, we hosted a crucial meeting on #SharedMobility with top minds from 7 European countries.

☀️🌱 Dive into the future of carsharing and micro-mobility, no matter the season:

interregeurope.eu/smape/news-and...



...



Interreg Europe @interregeurope · Sep 21

Promote

...

Celebrate 🌟 #CooperationDay with us!
Witness the strength of collaboration across borders! 🌐

More interregional cooperation is coming as our program is expanding to **7** new countries!

Do you want to learn more?

👉 Join our #EURRegionsWeek info session : bit.ly/3r6v6fX



More **help** and **tips**

- Match your post to the channel
- Respect channel frequency for best results (less is more)
- Look at your analytics to improve your results
- Tag us and each other!



Q & A



4. More **information**



Upcoming **events**

9-12 October: EU Regions Week, Brussels

24 October: Policy Learning Platform

webinar on Cultural initiatives as levers for
social cohesion

November: Online community networking
events



Contact us for help

Send your questions to your communication officer.

Include:

- Policy Officer
- Finance Officer
- Lead partner



Help us improve

1. Feedback on **what you expect after events**

<https://interregeurope.eu/policy-learning-platform/news/what-do-you-expect-after-our-events>

2. Comment on our website: **Help centre**

Email j.patenaude@interregeurope.eu

3. **Community** engagement: your input needed

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Communication
requirements, website and
visuals



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What's your story?

Project videos & storytelling

Communication Unit | Interreg Europe secretariat

28 September 2023

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Content

1. Why to tell a story - purpose
2. How to tell a story – key points
3. What's your project's story

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1

Purpose

Why to tell
a story

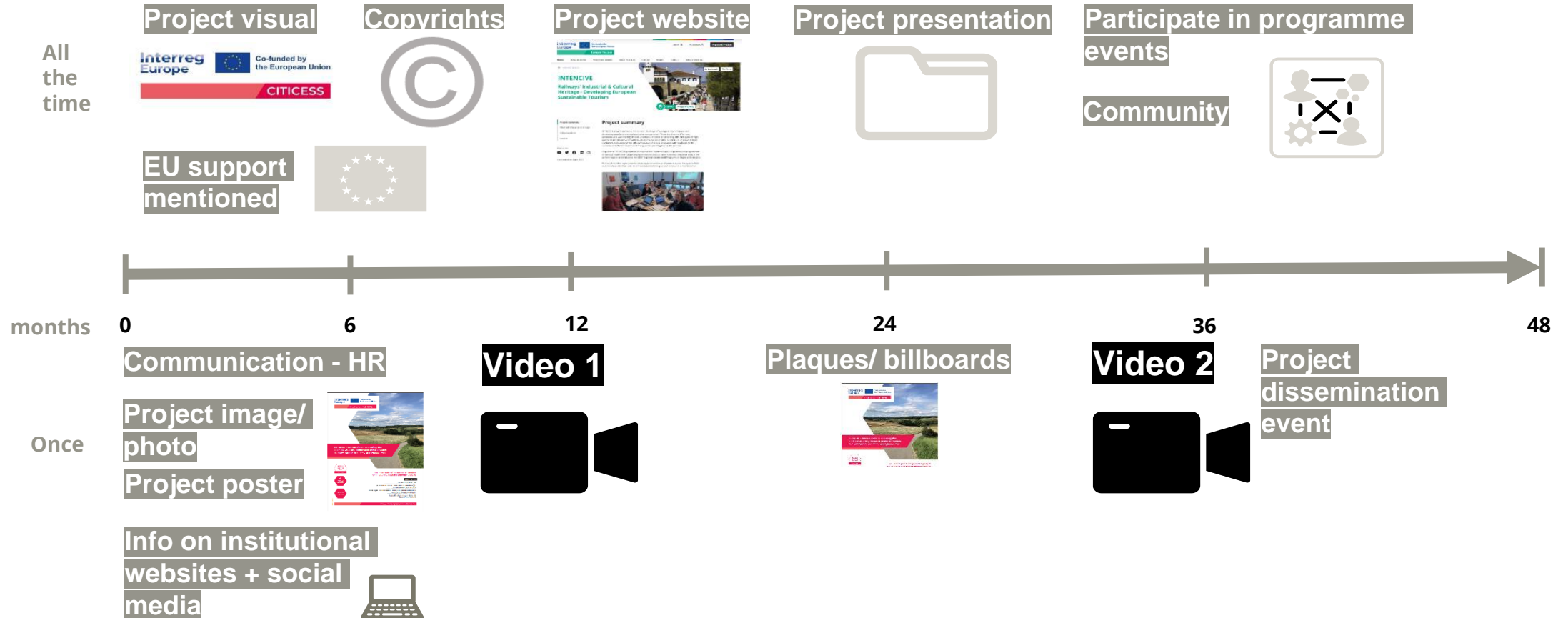


Stories = **engaging** communication

- **Hook** your audience
- Communicate in an **attractive** way
- Communicate in an **understandable** way
- Communicate in a **relevant** way
(about your contribution to the cohesion/ benefits of cooperation)

Why to tell a story: a requirement

Communication toolkit



Video 1: **Present the project**

Video 2: **Present the project's achievements**

- **Short** (up to 3 min)
- **Copyright-free** material used
- **Useful to all** project partners
- Not exceed costs of 5,000 euros

2. ● **Key points** How to tell a story

Story **example**

Grab a post-it

- Three **likes/ pluses**
- Three **dislikes/ minuses**

https://www.youtube.com/watch?v=DJUKK14s6_4

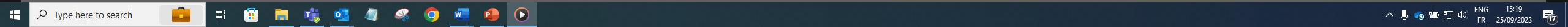


No one is left behind

00:00:02

00:04:36

INTERREG_RAISE_FINAL_SUBTITLES



ENG FR 15:19 25/09/2023

Story **example**

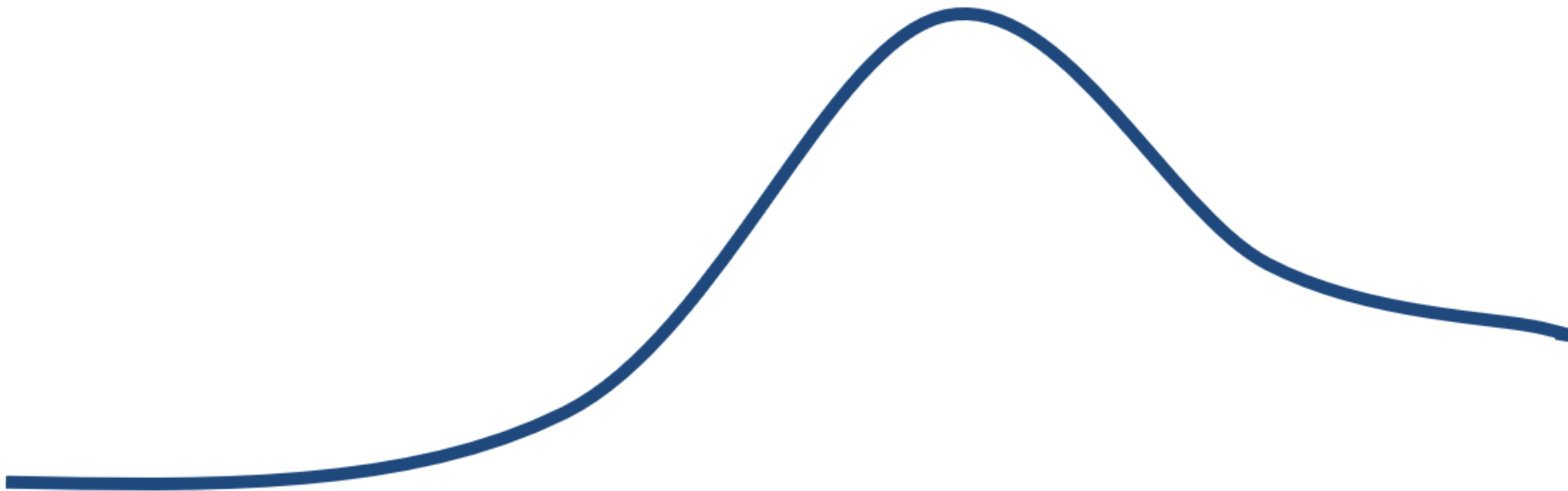
What are the **key story points**?



Storyline

Start => middle => end

Context => obstacles/ climax => resolution



Key story points

- **What** do you want to change?
- **Who** can help you?
- **How** can they help you?
 - How can the **project** help?
- What the **result** is?

Bring forward **numbers** (if you have them)

Remember also the **where** and **when** in a story

context/ starting point + **obstacle**

project partners/ regions = **hero(s)**

inspiration/ **climax** = aha moment

show inspiration/ role of partners

change (in policy)/ **resolution**

3

What's
**your project's
story**

Write your project's story

- Use the **key story points**
- Turn it into an example of what specific result your project will (you wish to) achieve in three years' time
- Min. **five** sentences
(touch on each key storytelling point)

Pick the **best story**

- **Share** your story with others around the table
- **Vote** for the one you like the most

More **inspiration**

- Fashion goes eco-friendly
<https://youtu.be/aOWbT3SsY0k>
- Greener trips for tourists
<https://youtu.be/DeBCgQ9mQS0>
- Historical cities shine
<https://youtu.be/JbWvpdpixdc>
- Nature comes to town
<https://youtu.be/jg0kiFHjkUE>

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Share & learn

World café

Communication Unit | Interreg Europe secretariat

28 September 2023

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Let's talk about project communication



In this session.. you set the agenda

What communication issues would you like to discuss



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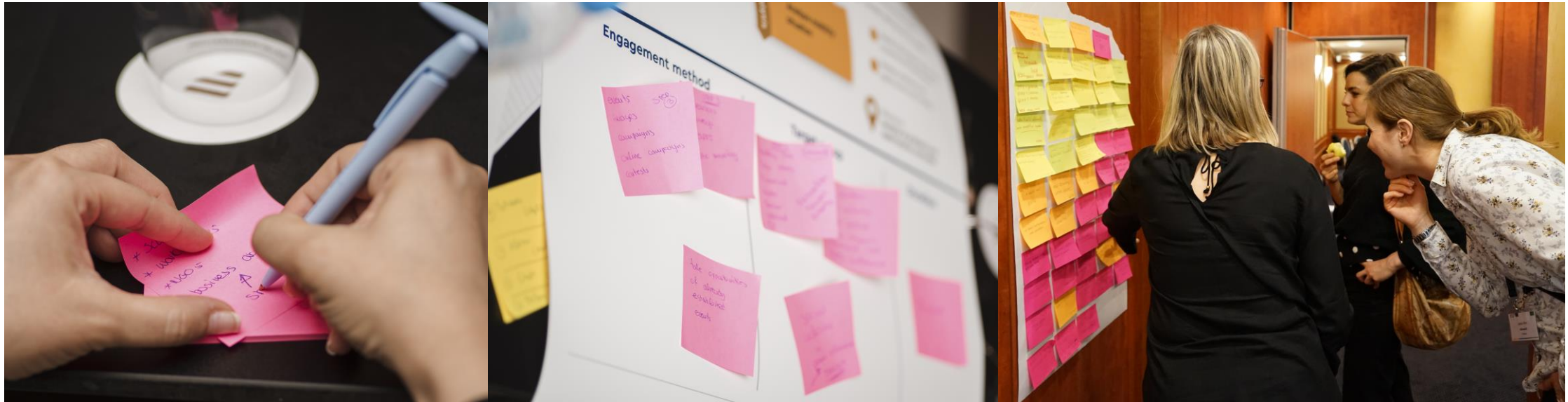
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Collecting questions and topics

- Take some post-its
- Note down **your ideas and questions** (one per post-it)



Next steps

1. Finding **common themes** and grouping ideas, issues and questions
2. Sharing **tips and experiences** in small groups
 - Three rounds, 15 min each
 - Use the available material and take notes
3. Taking stock of **highlights** and key take-aways

Suggested topics

- Communication/ collaboration tools
- Project events
- Communication activities/ campaigns
- Communication with partners
- AI tools & communication
- Social media
- Website
- Videos, photos & copyrights
- Newsletters
- Monitoring and evaluation
- Involving stakeholders
- Other (?)

**Ideas &
insights**



CREATE A YOUTUBE PAGE
PODCAST MIGHT BE A GOOD TOOL TO INTRODUCE PARTNERS
INTRODUCE PARTNERS & GOALS OF THE PROJECT

Target your audience

Collaboration between theme-related projects

2. Tailor your content to your audience on each network

do not wear black to PP when taking photos
temperature for...

socially.
AND CONCISE WRITING

Communicate simple, direct messages

the empty news?

ARTICLES RELATED TO THE PROJECT PUBLISHED BY INSTITUTIONS

THINGS

and events

ENGAGE STAKEHOLDERS IN SUPPORTING THE SCHEDULE OF THE PROJECT

Tag related projects!

Good examples on how to engage stakeholders outside the project partners group

Highlights
- You should create a planner to automatically remind your partners to communicate!
- You can you also podcasts as a different communication material

SOCIAL MEDIA ACCORDING TO THE AUDIENCE, CHOOSE THE RIGHT ONE FOR THE

OUTREACH ISSUES

Really connect with people
Post cards -> OR value up.
Need for buddy relationship with partners.
Build Trust.

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Keep it simple

IDEAS FOR TAKING INFORMATION FROM PARTNERS FOR WEBSITE

FOR WEBSITE

Someone already faced them!

Use of AI.
- Being more specific of from partners.
- Explaining what's in it for stakeholders from the beginning

MOTIVATION COOPERATION TIME

are good as online events to avoid travelling.

FOCUS ON THE AUDIENCE

Be Humane

AI - we are on project description to make more attractive.

Engaging with P/SH

Tips and inspirations to share with our project partner in charge of communication.
Innovative way to communicate the project!

near and consistent with your topic

Create a concrete content planning for project partners requesting them for input.

COLLEAGUES!

Approach Stakeholders in person

group / community for COM managers

TIPS FROM ANOTHER PARTICIPANT

Love AI

Be Humane

Give the opportunity to participants to collaborate / discuss

Idea Platform for Communication Managers of Lead Partners to share experiences, tips & ask questions

WE LEARN BY COPYING: EXAMPLES SUPER WELCOME!

Get ideas from everyone!

A lot of objectives and activities but more clear

Be Humane

JS is there to HELP US

Keep events short
Involve your partners in comm activities
Define an adequate comm strategy for each target group.

Be Humane

Be Humane

Be Humane

Be Humane



ARTICLES RELATED TO THE PROJECT PUBLISHED BY INSTITUTIONS

Highlights
- You should create a planner to automatically remember your partners to communicate!
- You can you also podcasts as a different communication material

MOTIVATION COOPERATION TIME

are good as online events to avoid travelling.

FOCUS ON THE AUDIENCE

IDEAS FOR TAKING INFORMATION FROM PARTNERS FOR WEBSITE CM

Create a concrete content planning for project partners requesting them for input.

SOCIAL MEDIA ACCORDING TO THE AUDIENCE, CHOOSE THE RIGHT ONE FOR THE TARGET GROUP TO BE ADDRESSED AND THE TOPIC YOU WANT TO SHOW

Collaborate with similar projects/topics to increase visibility.

do not wear black to PP when taking photo
templates for communication
prepare video in the way you can teach it

do not wear black to PP when taking photo

is a full time job, I need help!

Nobody reads Newsletters, hence be innovative
↳ Create Reels

A BETTER COMPREHENSION THE RULES A VIDEO

MANUALS & (involve partners)

ALLOW HIGHER BUDGETS FOR COMMUNICATION

AI Tool Leonardo
how to engage with local audience

Tip: Use ChatGPT for research basic work & news letter
Tip: Use the fastest easy language complete good types

SOCIAL MEDIA PRESENCE
Have frequency!
• 1 per week
• not specifically project related
• becoming a reliable source of info and in the project's d

Social is a full time job and you

Create tutorials where to find "Project documents" for your partners.

ORGANISE TRAINING DAYS FOR ALL PARTNER TO GET THEM MORE INVOLVED

CREATE A PROFILE OF THE PROJECT

WRITESONIC AIRTABLE MICROSOFT LISTS

Engagement from partners into the

Be Colour

Pause should see in others - see are less peo

A lot of digital and active but more clear

Be Human

Love AI

related to Stakeholder activities. (where possible)

AI INTEGRATION

VIDEO NARR

Summary will be published separately



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Thank you!

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Communication training day

