



European Union  
European Regional  
Development Fund

Communications Activities – 3<sup>rd</sup> and 4<sup>th</sup> Semesters  
Good practices!  
Notes from Mid Term Review

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Vadstena, 22 October 2018 SHARE

**COMMUNICATIONS:  
WHAT WAS THE PLAN?  
DID WE MEET TARGETS?**

# 3<sup>rd</sup> Semester Activities

## 1. Presentation of the project to local public

- *Plan* hold communications events in RO and UK.

*Achieved Yes*

- *Plan* Regular updates of the project website

*Achieved Yes*

- *Plan* Dissemination kit, containing the main issues dealt with project, will be prepared in national languages and in English.

*Achieved* **Kit prepared in English. National translations still to be uploaded to website in 4<sup>th</sup> semester.**

# 3<sup>rd</sup> Semester Results

## Earned media press mentions:

We are below target on this (only **CABO** was able to report earned media in the period).

## Sessions on website

Reported by google analytics. We achieved **1327**, well above target and a great improvement over our slow start .

# THIS SEMESTER: PLAN

# 4th Semester plan

## 1. **Presentation of project to local public.**

Local dissemination events and press conferences will be organised in occasion of the Interregional exchange meetings in SE and HR

## 2. **Regular updates of the project website.**

Each partner will contribute to **update the website** with data and information directly related to the project (i.e. meetings, outputs, events) and on the topics linked with the project. Regular use of **social networks** to inform stakeholders and the public about project related topics will continue.

# 4th Semester plan

## 3. Dissemination of project at national and transnational level

A specific dissemination kit, containing the main issues dealt with project, will be prepared in **national languages** and in English.

Download the English Dissemination Kit here:

**<https://tinyurl.com/ya6g6qrx>**

Deadline for translations: **30 November**

# GOOD PRACTICES DATABASE



# WHAT

An methodology, project, process or technique carried out under one of the programme's topics (i.e., not necessarily a **result** of the project, but in line with its work)

Proven **successful** with tangible results

Potential for learning and **inspiration, adaptation** in other regions.

**Policy oriented.**

<https://www.interregeurope.eu/policylearning/good-practices/>

Keyword search

Sustainable tourism

Themes

Research and innovation

SME competitiveness

Low-carbon economy

Environment and resource efficiency

Countries/regions

Select a country

Select a region

Search



**Andi Andezit. Education and networking through mascot character** 09/07/2018

Andi Andezit is a piece of andesitic rock with a great personality. He helps delivering information and values about Earth and Community all over the world.

sustainable tourism, Biodiversity...

**Location:** Vest, Romania (România)



**Volunteers for the Geopark and Geopark Ambassadors programs** 03/07/2018

Hateg UNESCO Geopark is using the energy and creativity of the community youth through the Volunteer and Ambassadors programs involving them in decision making

sustainable tourism, Entrepreneurship...

**Location:** Vest, Romania (România)



**Beam Parkland** 28/06/2018

Recreating flood protection in transforming area to include multi-functional public space to stimulate regeneration of a deprived area

sustainable tourism, green infrastructure...

**Location:** Bedfordshire and Hertfordshire, United Kingdom



**Protected area management and awareness through education** 18/05/2018

Using education and gamification as tools for management and awareness of special and protected areas

sustainable tourism, Biodiversity...

**Location:** Vest, Romania (România)



**Creation of "Showcase gardens" demonstrating the region's...** 16/05/2018

Regional Centre of Genetic Resources (ENRx), approached the "Gîtes de France" network about creating gardens showcasing our regional vegetable heritage.

sustainable tourism

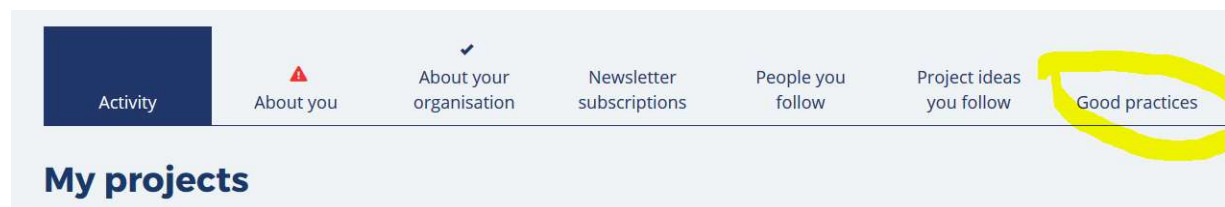
**Location:** Nord - Pas-de-Calais, France

# HOW

## 1. Log in to the Interreg Europe online community



## 2. Go to “good practices” tab on dashboard



## 3. Fill in fields and submit.

**TIP:** Prepare a draft on a word template. Find it on the SHARE google drive. <https://tinyurl.com/y82vzwez>

# WHY

1. Great communication opportunity
2. You can be a source of inspiration and learning for policymakers all over Europe: be seen as an authority
3. To comply with the project plan (one per partner)

# WHEN

Uploaded to GP database before meeting in Sibenik – be prepared to briefly present your good practice there.

# Other communications news

1. EU Week of Regions event: SHARE-related talk held 9 October in Brussels, Chiara introduced Andy, who cited examples from SHARE. Miguel Angel De La Calle from Extremadura attended!



2. Policy Learning Platform (low carbon economy) invited SHARE to speak at an event on sustainable tourism/transport to be held in Manchester in November.

# **MID TERM REVIEW WITH JS**

## **5 OCTOBER**

# Important messages

1. Changes to justify to JS: for example, additional stakeholders to Croatia meeting – number of stakeholders, cost, motivation (CABO); additional dissemination event – motivation, cost (SVIL and Pannon)
2. Strong, clear link between **lessons learned from interregional exchanges** and **influence on the LAP** must be clearly
3. JS to review LAPs before end of Phase 1 so we must send them by **15 November**
4. OK to pay some invoices relative to December activities after 1 January but list of expected invoices and amount must be sent to SVIL by **3 December (Monday)**

Questions welcome

**Thank you!**

**Chiara Dall'Aglio and  
Cathleen Foderaro  
Sviluppumbria SpA**