



REPLACE
Interreg Europe



European Union
European Regional
Development Fund

Communication Team Coordination Meeting

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Communication Objectives

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Semester 3



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➤ **OBJECTIVE: Stakeholder Engagement**

- **Informative Campaign Targeted at local stakeholders**
- **Organization of stakeholder event**
- **Awareness raising about Memorandum of Understanding: Event Postponed**

3rd Semester Communication

Awareness Raising about MoU

It is an objective for semester 3 communication, News article will still be published (January 2021) and I will send you the link to share it, or you can translate it and share it in regional language (send the info to report to JS)

3rd Semester Communication

REPORTING MEDIA PRESENCE



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<i>media appearances</i>							
<i>partner/project</i>	<i>publishing date</i>	<i>type of media</i>	<i>title</i>	<i>coverage</i>	<i>reporting period</i>	<i>link</i>	
1 project	27/09/2019	internet portal	Side Events	International	1st semester	https://europa.eu/re	
2 project/Fryslan	18/11/2019	internet portal	First REPLACE learning event and 1st C	International	1st semester	https://circulareconc	
3 HWWI	17/12/2019	internet portal	HWWI auf der Weltklimakonferenz in M	Germany	1st semester	http://www.hwwi.org	
4 HWWI	01/12/2019	internet portal	Circular Cities for Nature: Protecting b	International	1st semester	https://www.thegpsc	
5 La Reunion	06/01/2020	internet portal	La R�union is collaborating with the m	France	1st semester	http://www.nexa.re/i	
1 LAZIO	13/02/2020	internet portal	"Stato dell'arte dell'economia circolare	Italy	2nd semester	https://www.tusciau	
2 project	15/02/2020	internet portal	REPLACE presents: State of the art of c	International	2nd semester	https://circulareconc	
3 project	21/02/2020	internet portal	Favorire l'economia circolare all'insegn	Italy	2nd semester	https://www.repubbl	
4 project	10/04/2020	internet portal	Our commitment toward the European	International	2nd semester	https://www.veltha.e	
5 project	06/05/2020	internet portal	Why institutions matter so much for th	international	2nd semester	https://www.veltha.e	
6 project	26/05/2020	internet portal	Quels crit�res d'�valuation pour les pr	France	2nd semester	http://www.nexa.re/i	
7 project	04/06/2020	internet portal	Place-based circular economy transitio	international	2nd semester	https://www.veltha.e	
8	03/07/2020	internet portal	Policy Lab	international	2nd semester		
1 project	27/08/2020	internet portal	Developing pathways for the circular e	international	3rd semester	https://europa.eu	
2 project	27/08/2020	internet portal	How to assess circular economy projec	international	3rd semester	https://europa.eu	
3 project	11/09/2020	internet portal	Zarz�dzenie gospodark� cyrkularn� w	Poland	3rd semester	https://www.elodz	
4 project	22/09/2020	internet portal	European Week of Regions and Cities 2	international	3rd semester	https://www.inter	
5 project	09/10/2020	internet portal	How to assess circular economy projec	international	3rd semester	https://circulareco	
6 project	07/10/2020	internet portal	press release REPLACE	Greece	3rd semester	https://www.crete.g	
7 partner CRETE	08/10/2020	newspaper	Patris - Assessment criteria	Greece	3rd semester		
8 project	13/10/2020	internet portal	EURegionsWeek review session how to	international	3rd semester	https://euregionswe	
9 project	22/10/2020	internet portal	EURegionsWeek review session develop	international	3rd semester	https://euregionsw	
10 partner VELTHA	16/11/2020	internet portal	EECS consultation - industrial transitio	international	3rd semester	https://www.eesc	

3rd Semester Communication

Informative Campaign targeted at local stakeholders

communication material available in regional language:

<https://drive.google.com/drive/folders/1kOCRA4ZtmZZrwWdVolmCJzQxizAyDV7-?usp=sharing>

Stakeholder event

August 2020 until January 2020

Extension of 1 semester so stakeholder events organization can benefit from the extension

With target 3 stakeholder event per partner in phase 1

3rd Semester Communication

Stakeholder event organization

At least one event per partner:
budget 1000 EUR per semester
total 3000 EUR (possible +20%)

COVID-19 limitations

Informative Campaign targeted at local stakeholders

Stakeholder event

Maximize Communication efforts through coordination, for example:

Local media presence – press releases

Share info in REPLACE website and social,

Publish events info in CE stakeholder platform

Due to COVID-19 limitations: **Stakeholder engagement**

Example with Crete consultation for Local Analysis, we can report this type of activities since the events are not possible to arrange

Stakeholder engagement – experience sharing

- Lazio Region
- Lodzkie
- Crete

3rd Semester Communication

STAKEHOLDER ENGAGEMENT REPORT

Template

https://drive.google.com/file/d/1R9UD0qDcvyjowcssP_rQPGAHeXEXfE8b/view?usp=sharing

STAKEHOLDER ENGAGEMENT REPORT

REGION, DATE

Stakeholder event/engagement X semester X

Event/Engagement/Consultation organized by X on the X

Number of participants:

Typologies of stakeholder involved:

Education

Research

Public Sector

Industry

SMEs

Civil society organization

Data collection:

Is it possible to collect info about the stakeholders? Info needed: organization/company/institution they represent, and if this data can be published in the report

AGENDA

Copy of the AGENDA of the meeting (if applicable)

REPORT OF THE DISCUSSION

Brief report of the discussion

For **ENGAGEMENT**: present methodology used (in-person interview, phone interview, group interview etc)

CONCLUSIONS

PARTICIPATING STAKEHOLDERS *(If they allow us to mention them and to publish in this*



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Thank you!

Questions welcome



Project smedia