



World Café Summary

Events

How to make events meaningful and interesting?

- Programme/agenda; interesting/well-known speakers
- Atmosphere and energy (creativity, workshops, interactivity, humour)
- Quality of content: relevant topics, learning opportunities, inspirational contributions/discussions
- Opportunities for sharing knowledge, experiences and solutions, gaining and sharing information
- Networking opportunities, meeting new people
- Addressing the benefits of the target group (clear key messages)

What is a good event?

- Captivating: audience engagement, good discussions
- “Good experience” – positive feeling
- Location/venue is also important (facilities, accessibility, attractiveness of the destination)
- Materials disseminated and available (online)
- Added value (learning, inspiration, professional and personal terms)
- Balanced agenda (clear objectives, “to the point”)

What type(s) of events to organise?

- Workshops
- Study visits (success stories, experiences), visits to show support
- Team building
- Contribute to other events and present at conferences or other international events (e.g. “the European Week of Regions and Cities” organised by the European Commission, “Slush” in Finland for entrepreneurs and start-ups)

Who to invite? Who should participate?

- Define your target audience (partners, stakeholders, policy makers)
- Involve experts
- Media coverage of open events (social media, press, radio, tv...)

Other aspects:

- Stakeholder meetings: frame their interests in project terms
- Organising events: various aspects to keep in mind (programme, travel/accommodation needs, timing of sending invitations and information, food and catering, date and time (not overlapping with other key events/dates), press and photography etc.)
- Invitations: design, channels (email, website, personal contact)



Involving stakeholders

Which tools and channels should be used?

- Study visits – Tip: After a visit you could make a video of the visit to partners
- Don't rely just on Skype
- Social media can work as an effective tool for engaging some stakeholders
- Personal contacts and relationships are crucial. Make them feel part of the project. (Formal agreement can complement the relationship.)

Also the more general topics of how to involve stakeholders and how to pick the right stakeholders were discussed. These topics were covered in more detail during the exchange of experience seminar.

How to involve stakeholders?

- Clear message: “be part of it or accept the consequences”
- Exchange experiences with stakeholders
- Depends on the stakeholder group. Get to know them: Who are they? What do they need? What do they want? Are they already involved?
- Highlight the benefits, e.g.:
 - By attending meetings and networking they can really change something
 - Travel compensation
- Involve stakeholders in tasks, such as:
 - SWOT
 - Meeting preparation
 - Attendance to regional events
- Benefit from already existing groups – they last longer than projects
- Combine issues for stakeholders – synergy benefits

Some things to keep in mind when selecting stakeholders:

- Their interest in solutions
- Their role in implementation of action plans
- Their expertise

Website

What kind of content to publish?

- News, photos, press releases, videos, events, brochure, newsletter
- On topics like results, study visits, events (e.g. kick off meeting), topics related to the project (links to other websites could be provided), mentions on press (links to press articles)

How to be tailor your project website and make use of the available features (creative editing, additional pages, extra elements etc.)?

- Add social media feeds on the sidebar – Tip: Instead of your project account feed, you could add a feed of a hashtag (like <https://www.interregeurope.eu/bioregio/>)
- Some other examples of creative use of the project website (collected by the JS): examples of nice project homepages (<https://www.interregeurope.eu/ieer/>, <https://www.interregeurope.eu/perfect/>), creative use of additional pages



(<https://www.interregeurope.eu/impact/protected-areas/>), creative use of call-to-actions
(<https://www.interregeurope.eu/speedup/>)

How to attract more visitors?

- Use social media, link to your project website
- Send newsletter – Tip: Don't write everything in the newsletter itself, but just a short summary and then link to the website
- Add links on partner's websites (requirement) – Tip: If your institution publishes an article about the project, make sure that the website link is included
- Mention your website address in press releases

We also noted down the following challenges/wishes. Thank you for your feedback, do not hesitate to contact us if you have some suggestions on how to improve the project websites.

- Uploading files elsewhere than in the library
- Local security issues/permissions
- Need for more flexibility what comes to structure and functionalities
- Wish to access more comprehensive website analytics

In addition, some questions concerning the project websites were raised during the seminar. We updated some answers on the [project website help page](#), so have a look and find answers to the most frequently asked questions. If something is still unclear, you can always contact [your communication officer at the joint secretariat](#).

Communication strategy evaluation

How and when to evaluate communication activities?

- Daily or regular monitoring for projects themselves (for communication managers) – if needed, communication strategy needs to be adapted
- Informal = monthly; formal = every 6 months
- Annual surveys to measure impact of project

What should be evaluated?

- Both internal and external communication to be evaluated
- Are all communication goals met according to the plan? Need to be more ambitious and go beyond the targets set.
- Communicate and verify at every activity (presence, interactions, etc.)

How to measure/ which indicators to use?

- Evaluation should be a bottom-up process with all partners involved; need to explain the communication plan to all
- People want to see practical information and results
- Language should be easy and informal to increase visibility and success
- As for indicators, there are sessions on the project website and media appearances. However, impact of media presence might need to be more carefully considered: likes or retweets might not 'measure' real impact.
- Measure quality

Tools to use:

- Prepare templates for local stakeholder group activities evaluation



New tool which measures positive/ negative connotations of tweets = COOSTO (the Netherlands):
but the main target group (MAs) might not be on Twitter

Internal communication

How to facilitate communication among the project partners?

- It is a challenge and it is important to reach an agreement on what will responsibilities of the partners and what platform(s) will be used for communication.
- Take good habits: send emails every Friday to your partners.
- Organise online partner meetings, for example every second week.

How to divide communication tasks and responsibilities?

- Key: Active, equally responsible communication between the partners
- It is important discuss it with the partners, share responsibilities and set clear deadlines.
- Develop an action plan.

Which tools to use to ease the exchange of information?

Title	Website	Description
Google drive	https://www.google.com/drive/	Platform to store and share documents.
Microsoft OneNote	https://www.onenote.com/	The digital note-taking app for your devices.
Base camp	https://basecamp.com/	Web-based project management and collaboration tool. To-dos, files, messages, schedules, and milestones.
Trello	https://trello.com/	Trello's boards, lists, and cards enable you to organize and prioritize your projects in a fun, flexible and rewarding way.
Wiggio	https://wiggio.com/	Wiggio is a completely free, online toolkit that makes it easy to work in groups. You can create shared calendar, polls, to-do-lists, manage events, etc.
Slack	https://slack.com/	Slack brings all your communication together in one place. It's real-time messaging, archiving and search for modern teams.
Sharepoint	https://products.office.com/en-us/sharepoint/collaboration	SharePoint is a web-based, collaborative platform that integrates with Microsoft Office. It is primarily sold as a document management and storage system.
Same page	https://www.samepage.io/	From messaging to task management to real-time document collaboration, Samepage brings it together in a single desktop and mobile app.



Only office / TeamLab	https://www.onlyoffice.com/ http://www.teamlab.com	It is an online office that enables you to manage documents, projects, team and customer relations in one place.
Drop box	https://www.dropbox.com/	Dropbox simplifies the way you create, share and collaborate. Bring your photos, docs, and videos anywhere and keep your files safe.
Yammer	https://www.yammer.com/	Yammer is a freemium enterprise social networking service used for private communication within organisations.
Go to meeting /Go to webinar	https://www.gotomeeting.com	GoToMeeting with HD video conferencing is a tool to collaborate in real time. Go to webinars helps you organise online seminars.
Adobe Connect	http://www.adobe.com/products/adobeconnect.html	Adobe Connect offers web conferencing solutions for webinar, online meeting, mobile elearning, video conferencing and virtual classroom use.
Skype	https://www.skype.com/en/	Video conferencing tool.
Mind mup	https://www.mindmup.com/	Free online mind mapping tool.

Do you use another tool?

Send us an email (communication@interregeurope.eu) and we will update this table